



CDEM Resilience Fund project application form

Project title		Household Preparedness Tool
Date of application		15 th Jan 2021
Details on application		
Applicant		West Coast Emergency Management Group
CDEM Group/s affected		West Coast Emergency Management Group
Other local authorities, Groups or organisations supporting this proposal		Seeking support from the following (Note: awaiting response due to time of year): <ul style="list-style-type: none">- Ngai Tahu- Makaawhio- Ngati Wae Wae- Marlborough Emergency Management Group- Nelson Emergency Management Group- Otago Emergency Management Group
Project description		
Executive summary		
<p>Digital tools are increasingly used to improve preparedness for response and recovery. Success of the COVID-19 Tracer App has proven how valuable technology can be in the Emergency Management sector. The West Coast Emergency Management Group (WCEM) has identified that the level of preparedness of our communities are insufficient through community consultation, and this finding is triangulated through results from the Disaster Preparedness Survey, (Colmar Brunton, 2020). With our complex and dynamic risk profile combined with our barriers to resilience, communities and emergency management staff believe a webtool would be hugely beneficial. This will empower vulnerable communities to prepare their household for future disasters such as the rupture of the Alpine Fault or further COVID-19 response.</p> <p>This application is for funding to build a household preparedness webtool. Once the project is complete WCEM will have a webtool which will communicate minimum preparedness levels and empower users to take responsibility for their own preparedness by calculating supplies against the number of people in a household. It will actively support them to identify and target personalised barriers to preparedness, build supplies in their own time, and assist them in maintaining preparedness.</p> <p>As our community use this webtool our understanding of the variance in preparedness across our region will increase factual understanding and benchmarking of our community resilience while also optimising emergency management actions during response and recovery to future disasters. We will also increase understanding of how digital tools can empower more vulnerable communities whose resilience is limited through poverty, social deprivation and/or health issues.</p>		
Challenge/opportunity		
<p>Emergency management group planning assumes that individual households are prepared for a minimum of 3 days without supply replenishment. The AF8 project communicates to the public that 2 weeks of supplies are an appropriate minimum for West Coast households. Our challenge is that engagement with communities has shown that local households are well below this benchmark, if prepared at all.</p> <p>WCEM have identified an opportunity to reduce/remove barriers that limit the pursuit of resilience on the West Coast including physical distance, travel time and variance in community characteristics, (e.g., average income, local hazards, demographics, climate change consequences) and the time and resource intensive process for WCEM to assist communities.</p>		

The concurrent roll out of the Rural Connectivity project on the West Coast supports the integration of this simple online resilience webtool through the “Network of Networks” with a particular focus on those with higher risk from impacts of natural hazards.

The project will consist of construction and rollout of a website including:

- Registration / login
- Webtool to understand tailored quantities and storage of a limited number of emergency items with consistent messaging for household preparedness (e.g. water and treatment tablets/bleach)
- Email of tailored information to facilitate acquisition
- Final reminder email
- Links to the NEMA preparedness resources
- NEMA & WCEM consistent messaging
- Introduction to and further engagement with partner Agencies and organisations such as Iwi, schools, and Grey Power
- Simple analytics will gather non-personal statistics to provide insight to WCEM

Alignment with identified goals and objectives identified in the CDEM sector

This project aligns with the objectives of The National Disaster Resilience Strategy (2019)

<p>Objective 13. Enable and empower individuals, households, organisations, and businesses to build their resilience paying particular attention to those people and groups who may be disproportionately affected by disasters.</p>	<p>This webapp can also empower more vulnerable groups because of the ability to target advice and problem-solving features to their needs. It can also identify non engagement as a future target area for further support needs.</p>
<p>Objective 2. Put in place organisational structures and identify necessary processes – including being informed by community perspectives – to understand and act on reducing risks.</p>	<p>This webapp is a necessary process to help WCEM group be informed by community perspectives and community preparedness activities on the ground.</p>

This project also aligns with National Civil Defence Emergency Management Plan objectives (And the WCEM group plan) including:

<p>Goal 1: increase community awareness, understanding, preparedness, and participation in respect of CDEM</p>	<p>This tool will lead to increased engagement and participation because of its modern approach, its simplification (step by step approach) of the preparedness process, and the user-friendly design features used (e.g., reminder emails).</p>
<p>Readiness objective: to build capacity and capability... including: Readiness activities (Section 95) inclusive of:</p> <ul style="list-style-type: none"> • Planning, • Monitoring and evaluation (maintaining and revising household preparedness needs) and • Public education and community engagement 	<p>This webtool will provide a vehicle for readiness activities including:</p> <ul style="list-style-type: none"> Simplified planning of needed supplies Reminding users to keep their supplies current and check that their needs have not changed. Providing an improved pathway for community engagement and assistance with barriers to preparedness

The NEMA Strategic Business Plan (MCDEM Business Plan 2018 – 2022)

- Priority 2: Empowering communities to build resilience and manage risk

WCEM believe that providing a framework to empower and engage communities is a modern way to achieve increased levels of resilience and risk reduction and advance this priority for NEMA.

Dissemination of benefits to sector

Once the webtool is introduced into communities it will also be able to:

- Improve regular qualitative measurement which we currently do not have any information or data on
- Increase factual understanding including rural modern resilience
- Benchmarking of community and household resilience including differences in rural versus urban areas
- Use findings from the tool to inform and optimise emergency management actions
- Start a positive culture change in communities for current and future generations and improve preparedness literacy
- Allow community members to be reminded to keep revising and improving their preparedness as their needs change.
- Understanding of barriers to preparedness within certain divisions of our communities
- Provide improved resilience outcome indicators

This webtool is an initial introduction for people to experience the concept and understand the capacity for digital technology to help community's complete resilience tasks and maintain supplies. Once this first version is tangible, usable and people are engaging with it, we have further opportunities to enable growth.

Once complete, WCEM will commence a project to communicate the tool with partner agencies and communities using our networks to make sure the tool is accessible. Adoption by other EM groups in New Zealand could also be available. As a world first, it has potential for contribution to international resilience efforts.

Project design

Project manager	Claire Brown
Other project members	Lauren Emanuel, Erica Andrews, Jo Paterson
External providers/contractors	Kit_Me

Deliverables

Milestones	Date for completion	Cost
WCEM to setup and coordinate a steering group and community focus groups to review the webtool.	19 th March 2021	*in kind
Household preparedness webtool build commences. Website copy and assets supplied to developer by Kit Me.	19 th March 2021	\$15,000
Webtool built by developer	21 st May 2021	\$30,000
Testing with focus groups.	31 st May 2021	*in kind
Proofread and review by WCEM and confirmation of acceptance.	31 st May 2021	*in kind
Final changes made by web developer and website live rollout.	18 th June 2021	\$5,000
Final project report and link to webtool sent to NEMA on completion of project	30 th June 2021	*in kind
Further engagement with selected communities by WCEM will commence after the project completion.	-	-

Identified risks

Risks	Suggested management
<p>Availability of WCEM to oversee and review the project.</p> <p>Digital tool does not do what is needed to improve tangible resilience.</p> <p>Disruption from major emergency events including further pandemic lockdown</p> <p>Over budget</p> <p>Developers not available when needed</p> <p>Privacy and security of users' data</p> <p>Project incomplete</p> <p>CDEM consistent messaging</p>	<p>This project will be overseen by a WCEM Project Manager who will have support from the WCEM Group staff where needed.</p> <p>Co-ordination, copywriting and tool design will be completed by Kit Me who is an external party, to minimise this risk.</p> <p>Although there is a risk that there will be delays in administrative sign off (NB not project completion, solely admin processes) by WCEM, The wider purpose of this project is to overcome this WCEM human resources issue, and it is the view of EMWC that the potential benefit of the project dramatically outweighs this potential administrative issue.</p> <p>The digital tool will follow a project scope developed at the start of the project which will be regularly referenced to make sure the project is on target. In addition, progress updates will occur during the development from Kit Me to WCEM and review feedback will be sought during this project.</p> <p>Because the project is digital in nature, the project can continue with minimal interruption, with modifications of meetings to online video calls e.g., Zoom. The build can continue by the developers etc working from home.</p> <p>Quotes from developers will be received before the build and if over budget, less costly options will be selected, objectives will not be compromised and there will not be any overspend at the completion of the project.</p> <p>Alternative developers will be used.</p> <p>As per the NZ Privacy Commissioner's website – the best way to protect other's information is to not collect it in the first place. Because of the limited scope and budget of this initial build, we will be minimising the amount of personal information we collect, as well as providing a privacy statement on the tool website. Our tool will also use platforms which have their own privacy statements.</p> <p>Progress payments based on delivery of milestones</p> <p>WCEM review of messaging will ensure NEMA consistent messaging is adhered to and all messaging is required to be approved by the WCEM before the webtool is finalised and used by community members. The ability to review and have minor amendments to the website will be a deliverable by the developer so that WCEM can action this when required</p>
Funding request and use	
CDEM resilience fund contribution	\$50,000 (excl. GST)
Local authority/organisation contribution	- (financial contribution in kind from WCEM)
Other sources of funding or support	<p>In kind contribution of labour by WCEM Group staff for project management, planning and development. These costs will be allocated directly from WCEM.</p> <p>In kind contribution of labour by Kit Me advisors and co-ordinator for project planning and development.</p>

<p>Budget <i>[Please supply spreadsheet]</i></p> <p>Webtool development by KitMe inclusive of administration, 3rd party platform costs and website hosting costs.</p> <p>*Please refer to the attached spreadsheet for the budget.</p>	<p>\$50,000</p>
<p>Applies if application exceeds \$100,000 over the life of the project</p>	<p>Do you wish to attend a hearing in support of this application?</p> <p style="text-align: right;"> Yes <input type="checkbox"/> No <input type="checkbox"/> </p>
<p>Application confirmation</p>	
<p>Approval of Chief Executive</p>	
<p>CDEM Group comment</p>	
<p>Comment</p> <p>Appendix - Household Preparedness Tool Budget attached</p>	