



**Marin County Sheriff  
Office of Emergency Services**

1600 Los Gatos Drive, #200, San Rafael, CA 94903  
(415) 473-6584 FAX (415) 473-7450

[oes@marinsheriff.org](mailto:oes@marinsheriff.org)  
[www.AlertMarin.org](http://www.AlertMarin.org)

**2019 State Homeland Security Grant Program Application**

**Agency: Marin County Fire Department / Marin County Fire Chiefs Assoc.**

**Contact Information:**

Project Lead

Name: Jason Weber

Phone Number: 415-473-4100

E-mail Address: [jweber@marincounty.org](mailto:jweber@marincounty.org)

Fiscal Advisor

Name: Lauren Houde

Phone Number: 415-473-2631

E-mail Address: [lhoude@marincounty.org](mailto:lhoude@marincounty.org)

**I attended the training for SHSGP 2018: Yes X No**

**If no, I attended the training for the \_\_\_\_\_ fiscal year.**

**Project Description:**

This proposal provides the resources necessary to execute the goal of reenergizing the Get Ready Program and ultimately bringing the 250,000 people in Marin County to a higher level of disaster preparedness. This is the second year of a two year plan to increase disaster preparedness.

This will be accomplished by using the existing "Get Ready Program" and reinvigorating the awareness and energy needed to prepare the residents and visitors of Marin for the inevitable disaster.

The Marin County Disaster Council identified disaster preparedness as one of the highest priorities facing the County and the "Get Ready Program" as the "shovel ready project" to implement resiliency Countywide.

The proposal will bring training into all of the Schools countywide as well as the homes of over 40,000 school children. This will be delivered through "Get Ready 5<sup>th</sup> Grade" as well as handouts/homework for younger school children.

The awareness campaign will deliver information to the doorsteps of every resident Countywide. Additionally, both print and digital media will be used to direct residents to a robust and intuitive existing web-site where families can develop emergency plans and ultimately prepare them and their homes for disaster.

Local Fire Agencies will host a minimum of 24 “Get Ready” courses during this grant period, allowing residents that want instructor based training the benefit of “in person” education/awareness.

## Budget

### For equipment purchases, the following information is required:

- Authorized Equipment List numbers. The numbers are located here: <https://www.fema.gov/authorized-equipment-list>  
(Click on the link to the AEL. The document will come up as a PDF. Use the find function to search for the AEL number for your equipment. )
- Shipping costs.
- Sales tax calculation.
- Excluded Parties List System (EPLS) print out, see <https://www.sam.gov>  
(Click on Search Records and follow the instructions to enter the name of the vendor. Print out the results and attach them to this application.)

Please fill in the table below:

Vendor	Description	Cost	AEL Number
Unicorn Printing	Get Ready Books	\$22,288.56	
Lamar Advertising	Mobile transit signage	5647.64	
Digital First Media	News print media public outreach	\$3230.20	
Get Ready 5 <sup>th</sup> Grade Instructor (Contractor)	Teacher	\$7294	
SF Gate (Chronicle)	Advertising news print	\$781.50	
Big Cat Advertising	Print Materials mailed to residents	\$37,400	
Davis Sign Company	Banners	\$4501.44	
Total:		\$81,143.34	
Three bids/estimates attached?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<b>Three minimum bids/estimates are required prior to purchase.</b>	

EPLS checked, print out attached?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
-----------------------------------	---	--

**For Training Projects:**

- Each 5<sup>th</sup> Grade Class will receive instructor based training using the “Get Ready 5<sup>th</sup> Grade Program and materials” Once this grant is approved and funding received the training will commence and be completed within 1 year. This will include over 3000 5<sup>th</sup> grade students.
- 24 Get Ready Program training courses will be offered within the first year of grant allowing for 2400 residents to have hands on training.
- The web-site which the marketing campaign will direct traffic towards provides the opportunity to train all 250,000 residents and 110,000 homes in Marin County.

**Project Need**

As we are painfully aware, Marin County is threatened by a variety of disasters, including but not limited to: terrorism, wildland fires, earthquakes and floods. The majority of our daily population (residents and transient) are ill prepared to mitigate the threat posed. The Get Ready Program inaugurated 15 years ago to teach residents to shelter in place and avoid becoming victims in a disaster, can provide improved preparedness both for individuals and communities. Over the intervening 15 years the population of Marin has changed dramatically and the original Get Ready Program must be reinvigorated!

Over the last 24 months the Marin County Disaster Council (DC3) created a sub-group to identify some of the largest gaps for emergency preparedness in the County and develop a plan to help mitigate these issues. The number one goal of this multi-agency represented group was to re-invegorate the “Get Ready Progam”.

Homeland Security starts with a population that is resilient, allowing government and emergency personnel to focus on the most critical tasks at hand during a disaster.