



Emergency Management Partnering with the Whole Community

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Director

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Whole Community Emergency Management is about everyone taking a role and a responsibility to plan and prepare for, mitigate from, respond to, and recover from incidents and disasters – man-made or natural. None of us have all of the assets or expertise needed to do everything ourselves. Everyone needs to admit to limitations and reach out and become partners with private, public, and voluntary sectors for support, expertise and resources. We must understand and meet the needs of the whole community, engage the whole community in defining the needs and devising ways to meet them, and strengthen what works well in our communities on a daily basis and build on that.

June 28, 2011



“At the heart of our planning and preparedness efforts is our strong belief that our ability to succeed is tied to whether or not we are able to work together as a team.”...Craig Fugate, FEMA Chief, March 30, 2011

Reality-Check

The effects of both natural and man-made incidents and disasters most of the time happen quickly and sometimes with little or no-notice. All disasters are local, but many times have far-reaching effects outside of our area, as well as, within. There is not enough money for every community to have every person, every piece of equipment, or every bit of technical expertise within their own borders to efficiently or effectively deal with every scenario. Even with Mutual Aid Agreements in place, in large-scale disasters, the needs of the community can far outweigh what the government at all levels can provide. Governments cannot assume that they can solve the challenges that today’s disasters present on their own. How effective and efficient localities handle these challenges depends on the partnerships that are built in a pre-disaster timeframe, and how effectively we can leverage resources with all segments of our community. The whole community’s planning and preparedness efforts will determine how sustainable and resilient our community will be on the other side of a disaster. None of us have all of the assets or expertise needed to do everything ourselves. Everyone needs to admit to limitations and reach out to become partners with private, public, and voluntary organizations for support, expertise and resources. We must understand and meet the needs of the whole community, engage the whole community in defining the needs, devising ways to meet them, and strengthen what works well in our communities on a daily basis and build on that.

Whole Community Initiative

Craig Fugate, FEMA Director said, “At the heart of our planning and preparedness efforts is our strong belief that our ability to succeed is tied to whether or not we are able to work together as a team.” In Jefferson County, John Sherwood, JCHSEM Steering Committee and Citizen Corps Chairman has pointed out: “The time to meet our partners is not at 2 a.m. in the dark during an incident and not knowing what each others capabilities are.”

To ensure that our efforts become part of an interconnected plan of action, we are focused on the “Whole Community” initiative. This initiative will continue to leverage the capabilities that both governmental and non-governmental entities play in preparing for a catastrophic disaster.

None of us can effectively respond to a catastrophic disaster alone. Our planning and preparedness scenarios require all parties to pitch in, including federal, state, and local governments; non-governmental organizations in the non-profit, faith-based and private sector communities; and most importantly, diverse individuals, families, and communities, who continue to be our most important assets and allies in our ability to respond to and recover from a major disaster.

As the name of the initiative indicates, it is truly the whole community that must be prepared to respond in ways that extend beyond the normal paradigms in which emergency management has traditionally operated.

FEMA has asked for our local insight and guidance on the following:

- 1) How do we most effectively engage the whole community in emergency management to include a wide breadth of community members (e.g. local and state community representatives, academia, faith-based and community-based organizations, private sector, etc.)?
- 2) How might we solicit creative assistance in broadening the team to include new partners and develop innovative solutions?
- 3) How else might we continue to refine this whole community approach?
- 4) Have you seen greater resilience in places where communities have been engaged in emergency management activities? Please share examples, practices, and strategies.

Please send your thoughts and feedback on these questions to FEMA-Community Engagement@dhs.gov and cc to bmiller@jeffersoncountywv.org

The art of communication is the language of leadership."

— James Humes

Communications and Conversations

Too often, there is an inclination to stay within the confines of our own respective boxes. But especially during tough economic times and declining budgets at all levels, there is a stronger case than ever to reach out to partners in public, private, and voluntary organizations. The incentive is there for all of us to build partnerships. None of us has everything we need. We all need support, expertise, and resources. We need to reach out to each other, combine our strengths and leverage our resources to succeed. We need to communicate with each other, meet, shake hands, become comfortable with one another, and have meaningful conversations about what we can each provide, what we cannot provide, what expectations we have and what our needs are. JCHSEM has many committees, meetings, luncheons, trainings and exercises where these conversations can and do happen and we will have more. One-on-one conversations are also important and sometimes more comfortable. Our staff and/or a member of our Partnership Development Committee or Steering Committee, is happy to sit down with business and organization leaders to discuss their particular partnership. Everyone has different talents, different resources, and unique opportunities to offer in the name of a Partnership Agreement or Memorandum of Understanding. We need to link up on paper with a Partnership Agreement or Memorandum of Understanding, then continue to work together to meld your organization in a natural way with ours.

Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain love for one another.

- Erma Bombeck

Individual Volunteers

JCHSEM respects our volunteers' privacy, so individual volunteers are not listed by name. However we have listed the kinds of things our Emergency Management Volunteers do. At JCHSEM we see only 2 kinds of people...those who *need* help or those who *can* help others. If you are a business partner, we ask that you consider allowing some of your employees to help on our committees and with community efforts. If you are an individual with time on your hands, we can train you on how you can help our organization, or direct you to another organization where your talents may be more appropriate. If you are someone who has a particular talent or expertise, we will be happy to add you to our Subject Matter Experts (SME) Resource List, if appropriate. All of our volunteers must complete National Incident Management Training (NIMS) and we encourage all of our volunteers to take the Community Emergency Response Team training as a first step into our organization so they can develop their own family disaster supply kit and family disaster plan and learn basic information that will help during all disasters. Volunteers who complete the C.E.R.T. will be better prepared to assist others when a disaster hits our community requiring their assistance. For some positions, such as providing support to the Emergency Operations Center or working with children's programs, a background investigation is also required.

Animals in Disaster Committee

Call Taker or Scribe in our Emergency Operations Center

Citizen Corps/JCHSEM Steering Committee

Community Emergency Response Team

Counter Terrorism Committee

Disaster Assessment Teams after disasters.

Disaster Ready Kids Summer Program

Donations Management Assistants

Emergency Operations Center Support

Barbara J. Miller, Director, CEM, CFM
2011

Emergency Planning for People with Special Needs Committee

ETEAM and/or WEBEOC coordinators

Family Disaster Preparedness Night Participation

Fire Safety Month

General Volunteer-Assigned as needed

Information Booth Volunteer at County Fair and other events

Instructors for C.E.R.T. or other training programs

National Preparedness Month Ad-Hoc Committee

National Weather Service Stormspotters

Participation in Disaster Exercises

Partnership Development and Retention Committee

Points of Distribution Workers

Public Awareness, Training and Education Committee

Quarterly Partnership Meetings

Radio Amateur Civil Emergency Service (R.A.C.E.S.)

Risk Assessment and Mitigation Planning Committee

Teach Senior Citizens how to put together a Family Disaster Kit

Teach others to put together a Pet Disaster Supply Kit

Teach at one of our Lunch-N-Learn sessions

Updating databases

Volunteer Mobilization Center

Other special projects

"We invite private sector organizations to provide models that highlight collaborative efforts with government entities to increase disaster resilience. There is a compelling argument and ample evidence that every community would benefit from public-private collaboration in emergency management. We are better able to serve our neighbors, fellow citizens, and our nation's disaster survivors in particular, when public sector and private sector representatives are both active members of the same team. Administrator Craig Fugate, who tirelessly advocates for a teamwork approach, told a gathering of U.S. private sector leaders last year, "There's no way government can solve the challenges of a disaster with a government-centric approach. It takes the whole team. And the private sector provides the bulk of the services every day in the community." Dan Stoneking, Director FEMA Private Sector

Current Partnerships/Memorandum of Agreements

AARP

Allegheny Energy

American Public University System

AmeriGas

AskNeal, LLC

Automated Merchandising Systems

Bakerton Volunteer Fire Department

Bank of Charles Town

Bavarian Inn

Blue Ridge Mountain Volunteer Fire Department

Bolivar-Harpers Ferry Library

Briggs Animal Adoption Center, A program of the National Humane Education Society

Bright Start Learning Center

Business Technology Source

Charles Town Library

Charles Town Wal-Mart

Charles Town Police Department

Children First Child Development Center

Child Care Management Services

Citizens Volunteer Fire Company

City of Charles Town

Charles Town Police Department

Clarion Hotel & Conference Center

Community Lutheran Partners

Corporation of Harpers Ferry

Corporation of Ranson

Corporation of Shepherdstown

DALB, Inc.

Eastern Panhandle Chapter, American Red Cross

Eastern Panhandle Medical Reserve Corps, (MRC)

Eastern Panhandle Retired Senior Volunteer Program (RSVP)

Eastern Panhandle Transit Authority (PANTRAN)

Environmental Hazards Management Institute

Farmers and Merchants Bank

Federal Bureau of Investigation

Federal Emergency Management Agency

Friendship Volunteer Fire Department, Harpers Ferry, WV

Frontier Communications, Ranson, WV

Good Shepherd Inter-Faith Caregivers, Shepherdstown, WV

Harpers Ferry National Historic Park, Harpers Ferry, WV

Harpers Ferry Police Department, Harpers Ferry, WV

Hollywood Casino at Charles Town Races, Charles Town, WV

Independent Fire Company, Ranson, WV

Internal Revenue Service, Martinsburg, WV

Jefferson County Animal Control

Jefferson County Board of Education

Jefferson County Chamber of Commerce

Jefferson County Commission

Jefferson County Council on Aging

Jefferson County Department of Health

Jefferson County Department of Planning

Jefferson County Department of Zoning and Engineering

Jefferson County Development Authority

Jefferson County Emergency Communications Center

Jefferson County Emergency Services Agency

Jefferson County Fire and Rescue Association

Jefferson County GIS Department

Jefferson County Local Emergency Planning Committee

Jefferson County Maintenance Department

Jefferson County NAACP

Jefferson County Public Service District

Jefferson County Sheriff's Department

Jefferson Memorial Hospital

Keep Jefferson Beautiful

L.P. InStore

Listener

Lowe Products

Meals on Wheels

Middleway Volunteer Fire Department

National Weather Service, Sterling, VA

Nationwide Insurance-Thomas Maiden

Nichols, DeHaven, and Associates, CPAs

PIGS, Inc., Shepherdstown, WV

Ranson Police Department

Region IX Eastern Panhandle Regional Planning & Development Council

Royal Vendors

Schonstedt Instrument Company

Shenandoah Valley Project Impact

Shepherd University

Shepherd University Police Department

Shepherdstown Police Department

Shepherdstown Volunteer Fire Department

Smith & Nadenbousch Insurance, Inc.

Specialized Engineering

The Turf

Thomas Maiden Financial Services

United Way of the Eastern Panhandle

U.S. Coast Guard, Martinsburg, WV

US Customs & Border Protection Advanced Training Center

US Fish & Wildlife National Conservation Training Center

Valhalla Farm & Fencing, LLC

Veterans Administration, Martinsburg, WV

Volunteer, WV!, Charleston, WV

Washington House B & B

Western Maryland AHEC-Project Aware

West Virginia 2-1-1

West Virginia Department of Highways

West Virginia Department of Military Affairs and Public Safety

West Virginia Division of Homeland Security & Emergency Management

West Virginia University Extension Service

Key:

Government (Local, State, Regional)

Government, Federal

Traditional Responder Agencies

Non-Governmental or Faith Based Organizations

Private Businesses

“We’ve moved beyond a sort of 20th-century concept of government that focuses on what public agencies do and more to a concept of government that emphasizes relationships. This is simply a recognition of the way that the world has changed.”

Kathleen Tierney-Natural Hazards Center

Best Practices in Jefferson County, WV

Examples of Best Practices from our Partnership for Preparedness:

U.S. Customs and Border Protection Advanced Training Center and Jefferson Memorial Hospital



Jefferson Memorial Hospital had undergone many changes, including key staff positions. They wanted to review their plans and resources for their Hospital Decontamination Readiness. They had some decontamination equipment that needed to be inventoried, checked for expiration dates and replacements ordered; and they needed to train current staff on how to use the equipment and how to do perform decontamination. Through their participation in JCHSEM committees and activities, Larry Neal from the U.S. Customs Advanced Training Center in Harpers Ferry and Jeff Jefferies, a representative of Jefferson Memorial Hospital, met and talked about the hospital's needs. U.S. Customs and Border Protection personnel first went to the hospital and inventoried all of the decontamination tents, trailers, and equipment and made recommendations for replacements for some of the expired equipment. JCHSEM Director, Barbara Miller, connected Mr. Jefferies with the company representative that the equipment had been purchased from. The representative from ZUMRO came to Jefferson County and assisted hospital staff to learn how to put up their tent and how the equipment worked. U.S. Customs and Border Protection provided training at their facility on how to do decontamination, how to put on and take off the suits, and did an exercise with JCHSEM staff, JMH Staff, and Public Health Staff using the hospital's own equipment. This best practice resulted in a better prepared community. The hospital staff now knows how to use their equipment and JMH can now provide decontamination of patients. This is an excellent example of Federal Partners providing technical expertise to the community.

Hollywood Casino at Charles Town Races and Jefferson County Homeland Security and Emergency Management/Jefferson County Commission



In 2008, Jefferson County was preparing for the 2009 Presidential Inauguration. With our proximity to Washington, DC, the knowledge that our county would have resources staged in Washington, D.C. and understanding the potential for just about anything to happen in the National Capital Region with record numbers of visitors for the inauguration, we began planning for the POTUS inauguration in November. We had weekly planning meetings for the 8 weeks leading up to the inauguration. Each week, we focused on a different issue. The issues ranged from traffic, to communications, to hospital surge, to fuel for emergency vehicles, mass care, security issues, etc. We came up with a list of what our planning team considered to be potential shortfalls if anything of a significant nature happened in the NCR that could affect our community. One of our original partners, Hollywood Casino at Charles Town Races, stepped up to the plate. JCHSEM Director, Barbara Miller and Laura Affleck from Hollywood Casino at Charles Town Races had lunch and put their thoughts to paper. The resulting MOU states that the casino will provide food for mass care when Red Cross has exceeded their capacity to provide food during a large evacuation; the casino will provide gasoline and diesel fuel that it has on-hand to emergency responder vehicles in the event that local gas stations are inundated or have shortages. They will allow use of the casino's buses for evacuations, if needed. They committed to developing their own business continuity plan in case of disasters. (The casino contributes to the local economy through taxes and employment and is a large chunk of Jefferson County's economy.) Their staff will monitor NOAA weather radios for current natural hazard watches and warnings. They provide yearly meeting space and a luncheon for the

annual meeting of JCHSEM each January, and they provide members of their staff to participate in local planning meetings and exercises.

AskNeal.com, JCHSEM, WV Department of Military Affairs and Public Safety, and Volunteer, WV!



When planning for Continuity of Operations, Continuity of Government, and Business Continuity Planning started becoming popular, we knew training for CEOs and decision makers would be necessary if their planning efforts were to succeed. Most businesses want to be prepared to recover quickly, but many asked for “sample plans” or wanted someone to show them how. Knowing that no “cookie cutter” solution was appropriate, we had to figure out how to offer training that would result in a better prepared business community at little to no cost. Neal Nilsen of AskNeal.com had experience gained after the 9-11 tragedy with continuity planning. David Skeen is our state’s Continuity of Operations (COOP) specialist with the WV Department of Military Affairs and Public Safety. Barbara Miller, JCHSEM Director had continuity planner experience during her tenure with this and another emergency management agency. She met a representative from the Insurance Institute for Business and Home Safety, who taught the first continuity training in Jefferson County, but soon-after retired. Neal, David and Barbara formed a team to teach business continuity planning for local business leaders. The three continue to offer the course twice a year in Jefferson County at no cost to participants. Volunteer, WV! gave Jefferson County a small grant, which enabled us to put the many continuity resources on flash drives to give to training participants to keep after the training.

Shepherd University Student Service Learning Program



When a severe winter storm hit Jefferson County in February, 2010, the Jefferson County Emergency Operations Center was open 24/7 for 12 days. We exceeded our capacity of trained EOC support volunteers. A call to the Shepherd University Service Learning Program resulted in the EOC being provided with extra call takers, and students who shoveled out some of the elderly resident's driveways and walkways. The experience in the EOC supplied the students with the opportunity to use their skills to help their neighbors in need. Shepherd University also supplies interpreters to Emergency Management through their International Student Program. Shepherd's Director of Student Service Learning serves on the JCHSEM's Steering Committee and is the Chair of the Partnership Development Committee. The University's Legal Counsel participates on the County's Local Emergency Planning Committee and the Risk Assessment and Mitigation Planning Committee. Shepherd's Student Service Learning Program was the recipient of a Special Award during the 2010 JCHSEM Volunteer Recognition Luncheon.

Meals on Wheels, Jefferson County Council on Aging, Various Businesses JCHSEM's
Emergency Planning for People with Special Needs Committee



Jefferson County Homeland Security and Emergency Management's Emergency Planning for People with Special Needs Committee recognized the fact that not everyone can afford to put together a disaster supply kit. They started a program called, "100 Kits in 100 Days". The committee focused on the elderly population in the County and worked through both the Jefferson County Council on Aging and the Jefferson County Meals on Wheels Program to identify individuals that needed the assistance. The Committee set a goal of having 100 kits donated in 100 days to fill the need. They developed a list of items to put in the kits and passed the lists out at local events. The local media partners jumped on board with lots of free publicity asking both businesses and individuals to donate whole kits or supplies, as they were able. Kits started arriving. The committee surpassed their goal. After everyone on the list received their kits, the local senior center got the extras to deliver as they saw appropriate to their clients. Each kit contained a flashlight and extra batteries, a radio, complete with a list of Emergency Public Information stations and extra batteries, a personal hygiene kit, a first aid kit, dust masks, a manual can opener, toilet paper, a few other supplies and the Red Cross Booklet titled, "Emergency Preparedness for Seniors by Seniors". The local Meals on Wheels group also passed out Blizzard Boxes that contained food rations in case of a blizzard that would keep them from delivering meals for a few days.

Whole of Community is a concept and a philosophy that goes to the heart of roles and responsibilities in a disaster. Whole of Community means that when a disaster strikes everyone in the community has a role, and everyone must take responsibility for some part of the response and recovery. The more severe the event, i.e. when a disaster becomes a catastrophe, the greater the roles and responsibilities of the individual citizens. In other words, if you are waiting for FEMA to come and pull your car out of a snowdrift, what will be your response when nothing is left of your entire city but rubble and survivors?.....Mike Whitehead, Emergency Manager, Tallahassee, FL

Planting the Seed of Whole Community Emergency Management with the JCHSEM Leadership and Staff:

JCHSEM Director, Barbara Miller called together a group of interested individuals considered to be major strengths in JCHSEM's success to plant the seed of the Whole Community Concept.

This meeting started with the YouTube Video of FEMA's "The Whole of Community Concept" to introduce the group to the approach. This was followed by some background information about the approach and how it is now being incorporated into funding requirements.

The group did 2 exercises at the meeting. The first was a card storming exercise about who else should be involved. Some of the entities were already involved, some were not. All answers were honored equally. This was followed by a brainstorming activity of what organizations that participants belonged to themselves.

Card Storming Exercise:

We looked at who we could be partnering with and came up with the following list, which is not all-inclusive. We want to have the Whole Community, but we have to start somewhere. We pride ourselves on transparency and welcome all who wish to be involved.

Faith-Based Groups

Schools, Children's Daycares, Adult Daycares and Universities

Youth Sports Groups/Youth Organizations, Parks and Recreation

Non-Governmental Organizations, State Fire Chief's Association, Rotary Clubs, Kiwanis Club, United Way, Veteran's Organizations

Utility Companies-Electric, Water, TV, Telephone/Mobile Carriers,

Private Sector-Wal-Mart, Home Depot, Chamber of Commerce, Development Authority, Plethora, Hollywood Casino at Charles Town Races, BestCookie.com, and Homeowner's Associations, Insurance Agencies, Realtors, Financial Institutions, Tier II Filers, Media, Food Suppliers

Healthcare Facilities-Dialysis Center, Hospital, Urgent Cares, Docs, Dentists, Veterinarians, Medical Reserve Corps, Health Department

Government Agencies-All Levels (Federal, State, Local-Especially the Federal Agencies in Jefferson County and those that depend on Jefferson County), WVIRP Radio Group, C.E.R.T. , Department of Agriculture/Food

Traditional Emergency Responders-Dispatchers, Law Enforcement, Fire Departments, Emergency Medical Services, WV Department of Environmental Protection, WV Department of Natural Resources, Hazardous Material Responders.

In a second exercise, the group made a list of organizations that they belonged to. This included:

Red Cross (3)

Shepherd University

Moose

Rotary Club (2)

Local Emergency Planning Committee (8)

Chamber of Commerce

Visitor/Convention Bureau

Fire and Rescue Association

Various Churches/Synagogues

Local School Improvement Councils

JCHSEM Steering Committee

NAACP

United Way

AARP

American Public University

Shepherdstown 250th Anniversary Committee

Health Department

Boy Scouts

4-H Club

SE Hockey Officials

C & O Canal Bike Patrol

WV IRP

WV Emergency Management Council

Eastern Panhandle Emergency Managers Coordinating Council

Director Miller told the group that these exercises were merely to get them thinking about involvement by the whole community. Her challenge to them was for each of them to approach and invite someone to come to the next Quarterly Partnership Meeting and to try to get them to sign a Partnership in Preparedness Agreement prior to the event. The goal is to have 50 new partners prior to December 9, 2011.

*A Good Leader Makes Sure Every Voice
is Heard and All Input is
Honored.....Tom Hirt, FEMA's
Emergency Management Institute
Instructor*

**The Partnership
Agreement
and
Memorandum of
Agreement**



Jefferson County Homeland Security and Emergency Management/Citizen Corps
PARTNERSHIP AGREEMENT

WHEREAS, _____ recognizes the vulnerability of the resources, property and operations to the impacts of disasters and emergencies, and
WHEREAS, _____ also recognizes its role in the community and its importance to the welfare of the people and institutions therein,
WHEREAS, _____ further recognizes that Jefferson County Homeland Security and Emergency Management works to lessen the vulnerability of the community to the impacts of disasters and emergencies and,
WHEREAS, _____ endorses the goals of Jefferson County Homeland Security Emergency Management and the achievement of those goals in appropriate ways through a framework of Whole Community Emergency Management;

NOW THEREFORE, _____ commits to undertake the following actions. Please check all that apply:

- To join the partnership and to participate in its efforts.
- To participate in activities within the community for public awareness of preventative measures.
- To Serve on the Public Awareness, Education & Training Committee
- To Serve on the Risk Assessment & Mitigation Planning Committee
- To Serve on the Partnership Development Committee
- To Serve on the Animals in Disaster Committee
- To Serve on the Emergency Planning for People with Special Needs Committee
- To take C.E.R.T. (Community Emergency Response Team) Training
- To take Business Continuity Planning Training
- To take Storm Spotter Training
- To provide volunteers from our organization to assist in the Volunteer Mobilization Center, when activated. (1 day training and NIMS training required)
- Other (Please attach information to this page)

Name _____ Date _____

Organization: _____

Title _____

Address _____

Phone: _____ Email _____

Sometimes a more formal agreement is needed. When this happens, a Memorandum of Agreement is developed between the Jefferson County Commission/JCHSEM and the other party. The JCHSEM Director will work with any agency that wishes to develop the more formal MOU. On the next page is a sample Memorandum of Understanding.

MEMORANDUM OF UNDERSTANDING

BETWEEN

NAME

AND

INITIATOR NAME

This MEMORANDUM OF UNDERSTANDING (MOU) is hereby made and entered into by and between the **Name**, hereinafter referred to as **Name Abbreviation**, and the **Initiator Name**, hereinafter referred to as **Initiator Abbreviation**.

- A. PURPOSE: **State the purpose.**
- B. STATE OF MUTUAL BENEFITS AND INTERESTS:
 1. **List as appropriate.**
- C. **INITIATOR ABBREVIATION SHALL:**
 1. **List as appropriate.**
- D. **NAME ABBREVIATION SHALL:**
 1. **List as appropriate.**
- E. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:
 1. FREEDOM OF INFORMATION ACT (FOIA). Any information furnished to the **Initiator Abbreviation** under this instrument may be subject to the Freedom of Information Act (5 U.S.C. 552). **Confirm this statement.**
 2. PARTICIPATION IN SIMILAR ACTIVITIES. This instrument in no way restricts the **Initiator Abbreviation** or the **Name Abbreviation** from participating in similar activities with other public or private agencies, organizations, and individuals.
 3. COMMENCEMENT/EXPIRATION/TERMINATION. This MOU takes effect upon the signature of the **Initiator Abbreviation** and **Name Abbreviation** and shall remain in effect for Term from the date of execution. This MOU may be extended or amended upon written request of either the **Initiator Abbreviation** or **Name Abbreviation** and the subsequent written concurrence of the other. Either the **Initiator Abbreviation** or **Name Abbreviation** may terminate this MOU with a 60-day written notice to the other.
 4. RESPONSIBILITIES OF PARTIES. The **Initiator Abbreviation** and **Name Abbreviation** and their respective agencies and office will handle their own activities and utilize their own resources, including the expenditure of their own funds, in pursuing these objectives. Each party will carry out its separate activities in a coordinated and mutually beneficial manner.
 5. PRINCIPAL CONTACTS. **This principal contacts for this instrument are:**

Initiator Abbreviation Project Contact
 Name: _____
 Phone: _____
 Fax: _____
 Email: _____

Name Abbreviation Project Contact
 Name: _____
 Phone: _____
 Fax: _____
 Email: _____

Initiator Abbreviation Administrative Contact
 Name: _____
 Phone: _____
 Fax: _____
 Email: _____

Name Abbreviation Administrative Contact
 Name: _____
 Phone: _____
 Fax: _____
 Email: _____

6. NON-FUND OBLIGATING DOCUMENT. Nothing in this MOU shall obligate either the **Initiator Abbreviation** or **Name Abbreviation** to obligate or transfer any funds. Specific work projects or activities that involve the transfer of funds, services, or property among the various agencies and offices of the **Initiator Abbreviation** and **Name Abbreviation** will require execution of separate agreements and be contingent upon the availability of appropriated funds. Such activities must be independently authorized by appropriate statutory authority. This MOU does not provide such authority. Negotiation, execution, and administration of each such agreement must comply with all applicable statutes and regulations.
7. ESTABLISHMENT OF RESPONSIBILITY. This MOU is not intended to, and does not create, any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity, by a party against the Governmental Jurisdiction, its agencies, its officers, or any person.
8. AUTHORIZED REPRESENTATIVES. By signature below, the cooperator certifies that the individuals listed in this document as representatives of the cooperator are authorized to act in the respective areas for matters related to this agreement.

THE PARTIES HERETO **have executed this instrument.**

Initiator Name

Name

 DATE

 DATE

Witness

 DATE

“Just when you start believing that the real world is too full of despair, inequality, hatred, and indifference, you’re blessed with an opportunity to do something, renew your faith in good, and recommit to making someone’s life a little better.”...AARP Disaster Relief Worker

Ideas of ways your business or organization can help:

- Donate meeting space and/or food for future committee meetings, trainings or events.
- Make sure your employees or members are all trained in how to develop their own family disaster plan and how to make a family disaster supply kit
- Develop your own organizational Continuity of Operations Plan or Business Continuity Plan. We do training each year on how to complete a plan.
- Supply your employees with at-work disaster kits.
- Have auxiliary power units for all of your facilities.
- Do you have people within your organization that are Subject Matter Experts in hazardous materials, firefighting, health issues, doctors, nurses, dentists, veterinarians, transportation experts, mitigation managers, or other subjects that might be needed before during or after a disaster? Encourage them to assist emergency management, the health department’s Medical Reserve Corps, Red Cross or local responder groups.
- If you are a company that sells insurance, commit to working with your clients to make sure they have ample flood insurance if they own structures in the floodplain. Did you know that residents get a 10% discount on their flood insurance rates in the UNINCORPORATED areas of Jefferson County because we are a Community Rating System Community? All of Jefferson County’s municipalities are regular members in the National Flood Insurance Program and their residents are eligible to purchase flood insurance.
- Allow your employees or members to volunteer to participate in planning meetings and workgroups, disaster exercises, and working at events for JCHSEM. Also encourage them to take C.E.R.T. training and complete first aid and CPR classes.
- Participate in Public Awareness Initiatives
- Assist the Partnership with support services and expert advice applicable to risk reduction.

- Promote the use of NOAA Weather Radios
- Purchase NOAA Weather Radios for Faith-Based or other non-governmental agencies that don't have them.
- If you see something, say something – Share Intel and Situational Awareness
- Provide Technical Assistance
- Lending Agencies: Provide “bridge loans” to customers following a disaster. Make the loan to the homeowner based upon the funding they will receive from F.E.M.A. This enables people to get back into their homes faster and get the community back to work. (Make sure to confirm that they will be receiving their funding and other assurances. It has been done in other communities.)
- Lending Agencies: Be a collection point for disaster relief funds and/or goods donated.
- Lending Agencies: Allow your lobby area as a display area for disaster educational brochures and materials.
- Lending Agencies: Develop a low-market loan program for property owners who wish to implement hazard mitigation techniques.
- Vehicle Dealerships: Provide vehicles for assistance in disaster relief, where/when applicable
- Have Buses? Allow use of buses/drivers for transport of evacuees
- Construct a model house to show a disaster resistant dwelling.
- Home Depot, Lowes, Hardware Stores:
 - Give a discount during National Preparedness Month to homeowners who are doing home mitigation projects.
 - Offer workshops on proper building techniques and structural considerations
 - Display and distribute information that focuses on hazard preparedness
 - Develop an “Preparedness Kit” in-store display
 - Offer a Disaster Preparedness section on your website
 - Make a list of disaster recovery assets that you have at your store and share those with local emergency management.
- Wal-Mart, discount stores: Make a display showing items for a Family Disaster Kit.
- Develop a shelter for Animals during disasters

- Media Outlets: Work with JCHSEM Public Information Officer and other PIOs to publish monthly or weekly columns on disaster prevention subjects.
- Provide basic disaster kit items for kits for elderly residents or special needs populations.
- Pet Stores: Provide space for Animals in Disaster Brochures and set up a sample pet disaster kit for customers to purchase.
- Church groups – Many denominations have already decided how they will help during a disaster. Some put together “comfort kits”; some have made up “boxes of stuff”; others have decided to muck out houses after floods. Check with your denomination to see if they have already decided what they will do in a disaster. If they have, put that in your partnership agreement. If they have not, decide how your congregation wants to help out. And make sure your congregation knows how to put together a family disaster supply kit and family disaster plan.
- BE CREATIVE!
- Every business and every organization is as unique as the individuals that make them up. Think about your business and organization when you are developing your partnership agreement. What are your risks? What is unique about your business? What is your main product? What can you do or provide that would be easy for you to do? What other connections do you have that could be brought on-board? Can you teach a group of senior citizens about preparedness measures? Can you teach students how to put out a small fire? Can you read age appropriate books to school children about floods, tornados, or power outages? Does your organization have a newsletter that you can put preparedness messages in? Do you have a website or a Facebook page that you can put preparedness messages on? Do you have equipment that might be needed during a disaster? Do you have volunteers that can help where they are needed?

I firmly believe that nobody knows this community better than the people who live, work and play here. Nobody cares about our community as much as those who have invested here in their homes and their businesses. Nobody loves our community more than we the people who cherish it every day. I hope you will think about how you can help our community to be sustainable through partnerships and be resilient through action.....Barbara J. Miller, CEM, CFM, Emergency Manager, Jefferson County, West Virginia

Talking Points About Whole of Community Emergency Management

- Whole Community Emergency Management is about everyone taking a role and a responsibility to plan and prepare for, mitigate from, respond to, and recover from incidents and disasters – man-made or natural.
- None of us have all of the assets or expertise needed to do everything ourselves.
- Everyone needs to admit to limitations and reach out and become partners with private, public, and voluntary sectors for support, expertise and resources.
- We must understand and meet the needs of the whole community, engage the whole community in defining the needs and devising ways to meet them, and strengthen what works well in our communities on a daily basis and build on that.
- Our ability to succeed is tied to whether or not we are able to work together as a team.
- JCHSEM has many committees, meetings, luncheons, trainings and exercises where these conversations can and do happen and we will have more.
- We are better able to serve our neighbors, fellow citizens, and our disaster survivors in particular, when public sector and private sector representatives are both active members of the same team.
- There is a compelling argument and ample evidence that every community would benefit from public-private collaboration in emergency management.
- Every business should have a Business Continuity Plan. Every family needs to have a Family Disaster Plan and a Family Disaster Supply Kit.
- Every business, organization and individual should have a plan of how they will help if they don't need help themselves.