

Peninsula Emergency Preparedness Coalition (PEP-C)

Strategic Plan 2020-2022

Section 1 - Mission Statement

The mission of PEP-C is to:

- 1.1 Develop public awareness within the PEP-C coverage area of the urgent and ongoing need for preparedness in the event of a disruptive local emergency, major disaster, nuclear or biologic attack or pandemic.
- 1.2 Provide training opportunities to the public focused on creating self-reliance as recommended by state and federal preparedness organizations.
- 1.3 Provide opportunities for advanced training such as CERT, Disaster First Aid, Ham Radio and emergency communications, and training to become Pierce County approved trainers for PCNet and Map Your Neighborhood and other programs.
- 1.4 Provide opportunities for members to become certified as Pierce County approved disaster workers, trained and approved to deliver the Pierce County PCNet and FEMA Map Your Neighborhood programs.

Section 2 – Strategic Objectives for 2020-2022

- 2.1 Ensure PEP-C is properly named, recorded and licensed with federal, state and local governments. Ensure proper agent is listed in public records. Gather all historical legal documentation. Establish electronic database for historical records.
- 2.2 Establish regular informational evening meetings for the public to include speakers, training and presentations, but no business.
- 2.3 Secure appropriate liability insurance to ensure PEP-C can participate in events and can use donated facilities.
- 2.4 Measure PEP-C's effectiveness in meeting its mission.
- 2.5 Develop a prioritized "wish list" of items and materials to facilitate in-kind donations and direct fundraising efforts.
- 2.6 Implement a plan to raise at least \$1,500 annually.

2.7 Increase training of groups, neighborhoods and monitoring of previously trained neighborhoods.

2.8 Increase membership and active volunteers by at least 10% annually.

Section 3 - Action Plan

3.1 Get PEP-C properly named, recorded and licensed with federal, state and local governments. Ensure a local business license is obtained and DBA filed as required. Gather all historical business documentation (such as Articles of Incorporation, old minutes, etc). Create electronic database for storage of such items.

3.2 Establish regular informational evening meetings for the public to include speakers, training and presentations, but no business. Get speakers and presentations lined up at least 6 months in advance, starting with September 2020.

a. Chair should task Outreach and Training teams to generate a list of potential speakers and presenters for the year. The Chair or Vice Chair should then reach out to these folks and schedule them.

3.3 Secure appropriate liability insurance to ensure PEP-C can participate in events and can use donated facilities.

3.4 Develop metrics to measure and monitor PEP-C's effectiveness in meeting its mission. This data should be submitted by the relevant team leads to the Vice Chair, who will record and summarize the data for the Executive Board. Starting June 2020.

- a. meeting attendance
- b. monitor and record volunteer hours per event and annually
- c. record the number of contacts at each event and annual totals
- d. Identify how new contacts heard about PEP-C to measure advertising and outreach effectiveness
- d. volume of material disseminated per event and annually
- e. donations and fundraising totals (incl. barrel sales) per event and annually
- f. quantify expenses per event, type and annual totals
- g. number of (non-county) preparedness presentations by PEP-C volunteers
- h. number of neighborhoods and groups trained by Pierce County approved PEP-C volunteers for PC-NET and MYN
- i. annual website hits, membership requests from website, donations from website
- j. number of active volunteers (as defined by the bylaws)
- k. number of PEP-C volunteers approved by Pierce County as trainers
- l. number of regular but inactive members on the email list
- m. number of affiliate members on the email list
- n. inventory materials (not county forms or pamphlets, just PEP-C material)

3.5 Develop a prioritized “wish list” of items and materials to facilitate in-kind donations and direct fundraising efforts by September 2020.

3.6 Implement a plan to raise at least \$1,500 annually, starting June 2020.

- a. donations through website
- b. donation jars at all PEP-C events
- c. generate a list of appropriate grants we should apply for
- d. consider GoFundMe and other crowd sourcing for fundraising for specific items or activities

3.7 Implement a plan to increase training of groups, neighborhoods and monitoring of previously trained neighborhoods by July 2020.

- a. conduct a preparedness fair biannually. (Training Team)
- b. conduct 12 preparedness presentations to groups annually. (Training Team)
- c. provide information at 12 public events per year, events to be chosen by the Executive Board (Need date, Exec. Board)
- d. train at least 12 neighborhoods in either PCNet or MYN. (Outreach & Training Team)
- e. Revisit dormant neighborhoods at least one year after initial training to ensure they remain current and report results to both the Executive Board and Pierce County Department of Emergency Management. (Training Team)

3.8 Implement a plan to increase membership and active volunteers by at least 10% annually, by July 2020.

- a. distribute PEP-C pamphlets to St. Anthony’s and other health care facilities
- b. approach realtors and ask to have PEP-C materials included with new home sales
- c. PEP-C info regularly in Pen Light newsletter
- d. have PEP-C pamphlets available and restaurants, clubs and businesses
- e. ensure PEP-C is a member of the Chamber of Commerce and local business and community forums, and that we regularly attend
- f. invite public feedback on how we can improve

Approved 6-10-2020

Peggy Gablehouse
Peggy Gablehouse – Chair

Tuuli Messer-Bookman 6-10-2020
Tuuli Messer-Bookman - Secretary