Memorandum

TO: Al Auxier
Chief

FROM: Tara Theisen
Office Manager

DATE: August 8, 2012

RE: Regional Smoke Detector Grant Award

We were recently notified by FEMA that we have been awarded a Regional Smoke Detector Grant. This grant application was applied for on behalf of NMFR, Town of Menasha, Town of Grand Chute and Green Bay Fire & Rescue. The total grant award was $54,390. There is a required 10% match fee of $5,439, with NMFR's share being $766.65. It should be noted that some of the grant award fees included wages that the Town of Menasha put into the budget and also additional match money for a grant that the Town of Grand Chute wrote separately from this regional grant. These monies were subtracted from the award.

The distribution of the formula for paying the match was based upon how many households each Department would receive detectors for and a percentage was applied appropriately. The information is listed below:

Fire Department	Dollar Amount	Percentage	Additional Costs
Town of Menasha	$ 670.49	13.30%	$210.00 personnel costs
Grand Chute	$ 552.58	15.90%	$1,760.00 Extinguisher Trainer Grant (GCFD's grant)
NMFR	$ 767.48	22.10%	N/A
Green Bay Fire	$1,688.45	48.70%	
Total	$3,679.00 ($1,760 is Grand Chute's sole responsibility and not included in these figures)		

It should be noted one condition of the grant is we need to show sustainability for future years. Therefore, we will solicit funds from private business and other grant options to try to cover some of these costs in the future.

I am asking NMFR Joint Finance & Personnel Committee approve the grant for a total of $52,630 with NMFR's match payment of $767.48 to be funded through NMFR's 2012 public education budget or NMFR's public education trust fund.

Thank you for your consideration.

GRANT: FIRE PREVENTION AND SAFETY
DRAFT: 3 MAY 2012

1 | PREPARER INFORMATION

2 | CONTACT INFORMATION

3 | APPLICANT INFORMATION

* Please describe your organization and/or community that you serve

The Grand Chute Fire Department (GCFD) serves the Town of Grand Chute, with a population of over 20,919 residents spread over 25 square miles. The Department consists of 21 full-time and 32 paid-on-call firefighters who operate out of two stations. Responding to 1,400 calls annually, We provide fire suppression, hazardous material response, pre-hospital emergency medical care, and assistance for specialized rescue incidents at the first responder level.

Our department makes over 6,300 public education contacts annually through over 100 events, including fire extinguisher trainings, babysitting classes, fire prevention programs, disaster dudes presentations, fire drills, fire safety trainings, fire station tours, school programs, sprinkler demonstrations, and summer parks program presentations. The Fire Prevention Specialist has over eight years of experience and is dedicated one-hundred percent to community outreach and education.

Grand Chute is the largest Town in Wisconsin. We are one of nineteen communities in the Fox Cities metropolitan area with over 370,000 residents. 700,000 people live within a forty-minute drive and 1.3 million live within the eighteen-county New North region. Our daytime population is over 70,000. The 1.2 million square-foot Fox River Mall anchors a major regional shopping center that is surrounded by hotels, restaurants, and entertainment facilities. Several other businesses offer health care and professional services. Industrial firms are involved in manufacturing, distribution, and wholesale trade activities. We are also home to the Gordon Bubolz Nature Preserve, a 775-acre non-profit wildlife preserve education facility, and Plamann Park, a 257-acre county park. Fox Cities Stadium hosts the Wisconsin Timber Rattlers, a Class A minor-league baseball affiliate of the Milwaukee Brewers. Our aggregate assessed value is just over $2.3 million. Town government employs over 130 full-time staff, owns over 310 acres of land, manages 160,000 square feet of building space, and maintains over 120 miles of streets and ten miles of paved trails. We have two community parks and three neighborhood parks totaling over sixty-seven acres.

* Please describe your organization's need for Federal financial assistance.

This application includes collaborative projects with other fire departments. We are requesting funding assistance because budget constraints within our departments and municipalities leave little room for major equipment purchases. We are not able to develop and implement new programs without these funds. On the revenue side, our departments rely almost exclusively on property tax revenue for their budgets. These funds only increase marginally every year, as the state imposes a limit on municipal tax levies. Problems are compounded by annual decreases in the amount of shared revenue the state provides local governments. On the expenditure side, continued wage increases, combined with escalating costs in benefits (especially health care costs), consume a vast majority of our budgets, and will generally receive priority over equipment purchases.

We are requesting federal assistance because we will not have an opportunity to collect additional revenue in the upcoming years. Within the most recent biennial (2012-2013) Wisconsin State Budget Bill, most local governments will lose 50% of their shared revenue and 15% of their transportation aid from the State this year (with an additional 15% in transportation aid to be cut in 2013). Although the reduction will be minimized by legislation requiring employees to contribute more towards their insurance and retirement funds, our communities will still suffer a net loss. This budget bill hinders our ability to recoup these lost State revenues, however, by placing a freeze on local property tax rates.

4 | REQUEST INFORMATION

5 | REQUEST DETAILS

5.1 | NEWSAP

* 4. How was this target audience determined?

This project involves four fire departments, which serve over 185,000 residents, spread among three cities and two towns in Wisconsin. Using data from the U.S. Census Bureau, we estimate that there are about 1,977 owner-occupied, one-unit detached structures built before 1992 that house residents in poverty who are either age five and under or age sixty-five and older. With an average of 2.43 people per household in Wisconsin, this yields a target population of about 4,804.

*7. In the space provided below, please explain your experience and ability in developing and conducting (i.e., timely and satisfactory project completion) past fire prevention and safety projects. Additionally, please demonstrate the experience and expertise you have in managing the type of project you are proposing:

Our departments make over 51,000 public education contacts annually through over 910 events, which include fire drills, safety trainings, evacuation plans, school programs, and safety fairs. The GBFD Lieutenant responsible for life safety education has over five years of experience and also serves as the public information officer for the department. NMFR has a 15-member Public Education Team that delivers a majority of these programs along with line staff firefighters. The GCFD Fire Prevention Specialist has over eight years of experience and is dedicated one-hundred percent to community outreach and education. The TMFD Public Fire and Life Safety Educator has over seven years of experience is dedicated full-time to community outreach and education.

*8a. Vulnerability Statement : What is the vulnerability in your community that you have identified? What statistics correspond with and support your project and target audience? Please describe the steps which were taken to determine the vulnerability and target audience and describe the methodology for determining all of the above.

This project is a collaborative regional effort of four fire departments that serve over 185,000 residents, spread among three cities and two towns in Wisconsin. The Green Bay Fire Department (GBFD) serves the the City of Green Bay, with over 104,000 residents spread over 44 square miles. Neenah-Menasha Fire Rescue (NMFR) serves the Cities of Neenah and Menasha, two communities with a combined population of over 43,000 residents spread over 14 square miles. Grand Chute Fire Department (GCFD) serves the Town of Grand Chute, with a population of over 20,000 residents spread over 25 square miles. The Town of Menasha Fire Department (TMFD) serves the Town of Menasha, with a population of over 18,000 residents spread over 12 square miles.

Residents who live in homes with properly-operating smoke alarms significantly reduce their risk of injury or death from fire. Smoke alarms alert occupants during the early stages of a fire, which allows them to escape before flames and smoke spread through the residence. Early notification also leads to an earlier 911 call, which results in firefighters dealing with smaller and more manageable fires. Because firefighters are able to respond to incidents more quickly, fire, smoke, and water damage to the affected property is also reduced.

Analysis of fire calls from our communities, however, reveals many instances where alarms did not sound. This includes homes with alarms that were not functioning properly as well as homes without any alarms at all. Over the last four years, an alarm did not sound for 55% of building fires (159 incidents) and for 36% of cooking fires (57 incidents). An alarm did not sound for 39% of incidents with civilian injuries.

It is unknown whether or not an alarm sounded for two civilian casualties our communities suffered during the time period. The first, in June 2009, involved an individual in Green Bay who died from exposure to fire products when a cigarette unintentionally ignited materials and/or there was an electrical equipment failure in a one-story single-unit residential structure. Smoke alarms were present, but unknown whether they were

working at the time. The second, in May 2010, occurred when an individual in Green Bay suffered smoke inhalation injuries when a cigarette unintentionally ignited materials in a one-story single-unit residential structure. Smoke alarms were present, but failed to operate because of missing or disconnected battery. The individual died from these injuries several months later.

Ideally, our departments would install smoke alarms in every home without them. Given personnel and financial limitations, however, we must give priority to households most vulnerable to injury or death from fire. Our departments will collaborate to form the NorthEast Wisconsin Smoke Alarm Program (NEWSAP), which will install smoke alarms in owner-occupied, one-unit detached structures built before 1992 that house residents in poverty who are either age five and under or age sixty-five and older. We chose owner-occupied units because these owners are responsible for installing smoke alarms (state law makes landlords responsible for renter-occupied units). We selected one-unit detached structures because they are more likely to be owner-occupied. We chose structures built before 1992, because state law required residences constructed after 1992 to have hard-wired smoke alarms. We selected residents age five and under or age sixty-five and older because they are the most susceptible to injury or death from fire. We chose residents in poverty because they have the most limited means for purchasing smoke alarms. We estimate that there are about 1,977 households within our communities that fulfill this criteria. With an average of 2.43 people per household in Wisconsin, this yields a target population of about 4,804.

*8b. Implementation Plan: Provide details on the implementation plan which discusses the proposed project's goals and objectives. What are the methods and specific steps that will be used to achieve the goals and objectives? If applicable, what examples can you provide of marketing efforts to promote the project? Who will deliver the project and what partnerships may be involved? How will the materials or deliverables be distributed?

The NorthEast Wisconsin Smoke Alarm Program (NEWSAP) will reduce the risk of fire injuries and casualties in our communities by installing smoke alarms and providing home inspections for our most vulnerable residents. We will also encourage the greater community to inspect existing smoke alarms and install new ones if necessary (which is detailed in a separate project).

The first step of the program involves locating households for smoke alarm installations and safety inspections. Using data from the U.S. Census Bureau, we estimate that there are about 1,977 owner-occupied, one-unit detached structures built before 1992 that house residents in poverty who are either age five and under or age sixty-five and older. From a personnel and workload standpoint, we believe that we can provide smoke alarms for 565 households within the first year of the program (GBFD = 275; NMFR = 125; GCFD = 90; TMFD = 75).

Data from the U.S. Census Bureau can provide us with an idea of where neighborhoods with greater proportions of high-risk households are located. We will then send out postcards to households in these neighborhoods asking those who have occupants who are either age five and under or age sixty-five and older to contact us to schedule an installation. We anticipate about one-third of households who receive cards will return them (so we plan to send out about 1,800 cards total to reach our target of 565 household installations). To more evenly spread installations throughout the year, and shorten the time between a request and actual installation, we will only send out about 300 postcards at a time. We will also partner with government (e.g. county departments of health and human services, aging and disability resource centers) and non-profit agencies (e.g. Housing Partnership of the Fox Cities, Integrated Community Solutions) who work with these populations to find eligible households.

We will then schedule and perform installations. On-duty personnel from our departments will be responsible for installing the alarms, following procedures listed within "Planning and Implementing a Successful Smoke Alarm Installation Program" published by the NFPA. Following these guidelines, we estimate installing an average of four alarms per household. All alarms will be tamper-resistant with ten-year (lifelong) lithium batteries. We will write the installation date in a clearly visible area on the alarm when they are installed. We will remove any old alarms that we find, as we want to leave knowing that all alarms are in proper working order.

While in the home, personnel will take the opportunity to conduct a safety inspection and educate residents on fire drills, home escape plans, and other fire safety measures. Given the high proportion of calls we receive, personnel will be sure to provide information on cooking and chimney flue safety.

Firefighters will document the number of smoke alarms in the home, where they are located, which ones are functional, and reasons why others were non-functioning. This data will allow us to measure how many working smoke alarms were in homes before and after the program.

We estimate it will take forty-five minutes per home to install alarms, discuss testing procedures, conduct the inspection, and deliver the educational message. We will leave behind a magnet (or two), which contains a monthly check-off reminder for testing smoke alarms, as well as an educational brochure with details on fire safety.

In order to evaluate the effectiveness of the program, we will send residents an e-mail, which will be linked to an Internet survey, at six months and twelve months to gather information about actions they have taken regarding home fire safety and smoke alarm testing. Residents without an e-mail address will be contacted by phone.

*8c. Evaluation Plan: Will the proposed project be periodically evaluated for its impact on the community? If yes, describe the methodology and steps you plan to take in order to conduct the evaluation.

The overall goal of NEWSAP is to prevent loss of life, injury, and property damage from fire.

One specific objective is to prevent household fires from occurring in the first place by reducing common factors that lead to fires. We hope to reduce incidents through our department personnel educating residents on various fire safety measures, including specific tips for cooking and chimney flue safety. We will measure progress through a survey documenting residents' actions and behaviors regarding home fire safety. We will gather information from these residents -- at six months and twelve months -- to determine if they are applying any of these safety measures.

Another specific objective is to increase the probability that a smoke alarm will alert occupants should a fire occur. We aim to increase the chance an alarm sounds by installing working alarms in households that do not have them. To measure progress, representatives from our communities will meet at the end of the year to analyze fire calls. Overall, we would expect instances in which a smoke alarm did not sound to decrease. We will check addresses on the call list against those on the smoke alarm list. Should there be a match, we will obtain the call report to see if a smoke alarm sounded and if working smoke alarms were present in the structure. If the report shows that an alarm did not sound, the appropriate department will initiate follow-up contact to determine reasons why it did not.

*8d. Cost Benefit: Does your project demonstrate a high benefit for the cost incurred? Are the costs associated with the project are reasonable for the target audience that will be reached? If so, demonstrate the above in addition to the cost benefits and how you plan to maximize the level of funding that goes directly into the delivery of the project.

This project will cost $36,790, which includes $2,300 for postcards and postage to contact residents; $31,640 for smoke alarms; $2,100 for paid-on-call personnel wages who will perform some of the installations; $500 for educational magnets to remind homeowners to test their alarms; and $250 for educational brochures on fire prevention and safety. This equates to our departments spending roughly $65 per household to install smoke alarms in accordance with NFPA standards and deliver the educational message.

This program provides a number of benefits to homeowners, firefighters, and the community at large. This program will reduce the risk of injury or fatality for homeowners involved in a fire. Smoke alarms alert occupants during the early stages of a fire, which allows them to escape before flames and smoke spread through the residence. Early notification also leads to an earlier 911 call, which results in firefighters dealing

with smaller and more manageable fires, thereby also enhancing firefighter safety. Because firefighters will respond to incidents sooner, this program will reduce fire, smoke, and water damage to the affected property. During installation, firefighters will have an opportunity to engage in educational dialogue and provide literature on fire safety to homeowners, which will encourage them to take additional measures to prevent fires in their homes, thereby resulting in fewer service calls.

This program does not result in additional costs for homeowners. We will install tamper-resistant alarms with ten-year lithium batteries, so they will not have to pay for replacement batteries during the life of the alarm.

*8e. Sustainability: Is it your organization's intent to deliver this program after the grant performance period? If so, how will the overall activity be sustained and what are the long-term benefits? Examples of sustainable projects can be illustrated through the long-term benefits derived from the delivery of the project, the presence of non-federal partners likely to continue the effort, or the demonstrated long-term commitment of the applicant.

A Fire Prevention and Safety Grant will enable us to make a significant progress towards installing working smoke alarms in the homes of our most vulnerable residents: those in poverty who are either age five and under or age sixty-five and older who live in owner-occupied, one-unit detached structures built before 1992. Although we will not be able to completely eliminate the risk within one year, we will continue to seek other sources of revenue to purchase additional alarms for remaining households. Our departments have successfully secured funds from other government agencies (e.g. Department of Homeland Security, Wisconsin Department of Natural Resources) and businesses (e.g. FM Global, Walmart, a number of local firms). We will continue to seek partnerships with these entities to sustain the program.

Our departments have a history of successfully implementing programs with federal grant funds from FEMA. GBFD received a 2011 AFG award for communication radios; a 2009 AFG award for fire hose; and a 2008 AFG award for a command simulator. NMFR received a 2011 AFG regional award that provided funds for for a driver's simulator, a 2011 AFG departmental award that provided funds for a fire station. GCFD received a 2007 AFG award for SCBA equipment; a 2007 SAFER award to hire six additional firefighters; and a 2006 FPS award for elementary educational materials. TMFD received a 2011 AFG regional award that provided funds for for a driver's simulator; a 2010 AFG award that provided funds for a large diameter hose; a 2008 AFG award that provided funds for a SCBA air compressor and cascade system; and a 2008 FPS award for fire prevention equipment and a 9-1-1 simulator.

8f. Additional Comments: If you have any additional comments about your project, please provide them here.

Our departments have 277 full-time personnel and 88 paid-on-call firefighters who operate out of 15 stations and respond to over 14,600 calls annually. Our departments make over 51,000 public education contacts annually through over 910 events.

Responding to 10,000 calls annually, GBFD provides fire and injury prevention, fire suppression, technical rescue, and emergency medical services. The department makes over 24,000 public education contacts annually through over 240 events, including fire prevention talks, fire safety house demonstrations, school visits, health fairs, and fire station tours. The Lieutenant responsible for life safety education has over five years of experience and also serves as the public information officer for the department.

Responding to 2,300 calls annually, NMFR provides EMS services at the level of First Responder, Fires and Rescues; Ice and Water Rescue for the northern part of Winnebago County; and special operations (structural collapse and trench rescue) for Wisconsin District 3. The department makes over 14,000 public education contacts annually through over 530 events. NMFR has a 15-member Public Education Team that delivers a majority of these programs along with line staff firefighters.

Responding to 1,400 calls annually, GCFD provides fire suppression, hazardous material response, pre-hospital emergency medical care, and assistance for specialized rescue incidents at the first responder level. The department makes over 6,300 public education contacts annually through over 100 events. The Fire

Prevention Specialist has over eight years of experience and is dedicated one-hundred percent to community outreach and education.

Responding to 900 calls annually, TMFD provides fire suppression and first responder emergency medical services (EMS), high/low angle rope rescue, hazardous materials response as a first responder unit, environmental response and protection, and limited recreational water assistance. The department makes over 7,400 public education contacts annually through over 40 events (two major ones). The Public Fire & Life Safety Educator has over seven years of experience is dedicated full-time to community outreach and education.

5.2 | NEWSAP: PSA

* 4. How was this target audience determined?

This project involves four fire departments, which serve over 78,000 households (with over 185,000 residents), spread among three cities and two towns in Wisconsin. Our goal is to reach at least one member of every household through a public service announcement.

*5. In the space provided below, please explain your experience and ability in developing and conducting (i.e., timely and satisfactory project completion) past fire prevention and safety projects. Additionally, please demonstrate the experience and expertise you have in managing the type of project you are proposing:

The four fire departments involved make over 51,000 public education contacts annually through over 910 events.

GBFD makes over 24,000 public education contacts annually through over 240 events, including fire prevention talks, fire safety house demonstrations, school visits, health fairs, and fire station tours. The Lieutenant responsible for life safety education has over five years of experience and also serves as the public information officer for the department.

NMFR makes over 14,000 public education contacts annually through over 530 events, including station tours, fire station open houses, fire safety presentations to local businesses, summer parks programs, community-based safety fairs, juvenile firesetters programs, senior citizen activities, fire extinguisher trainings, evacuation plans/drills in schools and local businesses. NMFR has a 15-member Public Education Team that delivers a majority of these programs along with line staff firefighters.

GCFD makes over 6,300 public education contacts annually through over 100 events, including fire extinguisher trainings, babysitting classes, fire prevention programs, "disaster dudes" presentations, fire drills, fire safety trainings, fire station tours, school programs, sprinkler demonstrations, and summer parks program presentations. The Fire Prevention Specialist has over eight years of experience and is dedicated one-hundred percent to community outreach and education.

TMFD makes over 7,400 public education contacts annually through over 40 events (two major ones), including fire and home safety demonstrations, safety/health fairs, school visits, station tours, neighborhood watch/block parties, residential sprinkler and chimney fire demonstrations, fire extinguisher training, fire drills, career days, fire evacuation, and older adult programs. The Public Fire & Life Safety Educator has over seven years of experience is dedicated full-time to community outreach and education.

*6a. Vulnerability Statement : What is the vulnerability in your community that you have identified? What statistics correspond with and support your project and target audience? Please describe the steps which were taken to determine the vulnerability and target audience and describe the methodology for determining all of the above.

This project a collaborative regional effort of four fire departments that serve over 185,000 residents, spread among three cities and two towns in Wisconsin. The Green Bay Fire Department (GBFD) serves the the City of Green Bay, with over 104,000 residents spread over 44 square miles. Neenah-Menasha Fire Rescue (NMFR) serves the Cities of Neenah and Menasha, two communities with a combined population of over 43,000 residents spread over 14 square miles. Grand Chute Fire Department (GCFD) serves the Town of Grand Chute, with a population of over 20,000 residents spread over 25 square miles. The Town of Menasha Fire Department (TMFD) serves the Town of Menasha, with a population of over 18,000 residents spread over 12 square miles.

Residents who live in homes with properly-operating smoke alarms significantly reduce their risk of injury or death from fire. Smoke alarms alert occupants during the early stages of a fire, which allows them to escape

before flames and smoke spread through the residence. Early notification also leads to an earlier 911 call, which results in firefighters dealing with smaller and more manageable fires. Because firefighters are able to respond to incidents more quickly, fire, smoke, and water damage to the affected property is also reduced.

Analysis of fire calls from our communities, however, reveals many instances where alarms did not sound. This includes homes with alarms that were not functioning properly as well as homes without any alarms at all. Over the last four years, an alarm did not sound for 55% of building fires (159 incidents) and for 36% of cooking fires (57 incidents). An alarm did not sound for 39% of incidents with civilian injuries.

It is unknown whether or not an alarm sounded for two civilian casualties our communities suffered during the time period. The first, in June 2009, involved an individual in Green Bay who died from exposure to fire products when a cigarette unintentionally ignited materials and/or there was an electrical equipment failure in a one-story single-unit residential structure. Smoke alarms were present, but unknown whether they were working at the time. The second, in May 2010, occurred when an individual in Green Bay suffered smoke inhalation injuries when a cigarette unintentionally ignited materials in a one-story single-unit residential structure. Smoke alarms were present, but failed to operate because of missing or disconnected battery. The individual died from these injuries several months later.

Ideally, our departments would install smoke alarms in every home without them. Given personnel and financial limitations, however, we must give priority to households most vulnerable to injury or death from fire. A separate project addresses this risk.

There are over 78,000 households in the communities our departments serve. Our goal is to reach at least one member of every household through a public service announcement that encourages all residents to check the functionality of existing smoke alarms and/or install new alarms. It is especially important for us to reach residents of structures built before 1992, for they were not required to have hard-wired smoke alarms. Using data from the U.S. Census Bureau, we estimate that there are 33,955 households in our communities living in structures built before 1992. With an average of 2.43 people per household in Wisconsin, this yields a target population of about 82,511.

*6b. Implementation Plan: Provide details on the implementation plan which discusses the proposed project's goals and objectives. What are the methods and specific steps that will be used to achieve the goals and objectives? If applicable, what examples can you provide of marketing efforts to promote the project? Who will deliver the project and what partnerships may be involved? How will the materials or deliverables be distributed?

The NorthEast Wisconsin Smoke Alarm Program (NEWSAP) will reduce the risk of fire injuries and casualties in our communities through public service announcements that encourage the residents to inspect existing smoke alarms and install new ones if necessary. We will also install smoke alarms and provide home inspections for our most vulnerable residents (which is detailed in a separate project).

There are over 78,000 households in the communities our departments serve. Our goal is to reach at least one member of every household through our public service announcement. It is especially important for us to reach residents of structures built before 1992, for they were not required to have hard-wired smoke alarms.

A positive externality of this public service announcement campaign, however, is that it encourages residents outside of the communities we serve to check the functionality of existing smoke alarms and/or install new alarms. Using data from The Nielsen Company, we estimate there are 440,000 viewers in the Green Bay television market that serves our (and many other) communities.

We will partner with an independent marketing consultant to develop a public service announcement (PSA) for television. We aim to create a PSA that complements the install, inspect, protect campaign of the U.S. Fire Administration.

We will then purchase thirty advertising spots on local television stations. We will purchase spots during popular programs in order to maximize the size of the audience we reach. We will explore partnerships with these stations to develop additional media events that can further educate the public.

We will also post the PSA on our department and municipal websites to reach an even wider audience.

*6c. Evaluation Plan: Will the proposed project be periodically evaluated for its impact on the community? If yes, describe the methodology and steps you plan to take in order to conduct the evaluation.

The overall goal of NEWSAP is to prevent loss of life, injury, and property damage from fire.

A specific objective for this project is to increase the probability that a smoke alarm will alert occupants should a fire occur. We aim to increase the chance an alarm sounds by broadcasting public service announcements to encourage others to test existing smoke alarms or install new ones. To measure progress, representatives from our communities will meet at the end of the year to analyze fire calls. Overall, we would expect instances in which a smoke alarm did not sound to decrease. If the report shows that an alarm did not sound, the appropriate department will initiate follow-up contact to determine reasons why it did not. One of the questions to ask is whether or not a resident of the structure with the fire saw the PSA.

*6d. Cost Benefit: Does your project demonstrate a high benefit for the cost incurred? Are the costs associated with the project are reasonable for the target audience that will be reached? If so, demonstrate the above in addition to the cost benefits and how you plan to maximize the level of funding that goes directly into the delivery of the project.

This project will cost $4,000, which includes $1,000 in production costs for the television announcement and $3,000 to cover 30 advertising spots. This equates to less than five cents per person targeted.

This project provides a number of benefits to homeowners, firefighters, and the community at large. This program will reduce the risk of injury or fatality for homeowners involved in a fire. Smoke alarms alert occupants during the early stages of a fire, which allows them to escape before flames and smoke spread through the residence. Early notification also leads to an earlier 911 call, which results in firefighters dealing with smaller and more manageable fires, thereby also enhancing firefighter safety. Because firefighters will respond to incidents sooner, this program will reduce fire, smoke, and water damage to the affected property.

*6e. Sustainability: Is it your organizations intent to deliver this program after the grant performance period? If so, how will the overall activity be sustained and what are the long-term benefits? Examples of sustainable projects can be illustrated through the long-term benefits derived from the delivery of the project, the presence of non-federal partners likely to continue the effort, or the demonstrated long-term commitment of the applicant.

A Fire Prevention and Safety Grant will enable us to make a significant progress towards having working smoke alarms in the homes of vulnerable residents: those living in structures built before 1992. Although we will not be able to completely eliminate the risk within one year, we will continue to seek other sources of revenue to purchase additional spots for airing the PSA. Our departments have successfully secured funds from other government agencies (e.g. Department of Homeland Security, Wisconsin Department of Natural Resources) and businesses (e.g. FM Global, Walmart, a number of local firms). We will continue to seek partnerships with these entities to sustain the program.

Our departments have a history of successfully implementing programs with federal grant funds from FEMA. GBFD received a 2011 AFG award for communication radios; a 2009 AFG award for fire hose; and a 2008 AFG award for a command simulator. NMFR received a 2011 AFG regional award that provided funds for for a driver's simulator, a 2011 AFG departmental award that provided funds for a fire station. GCFD received a 2007 AFG award for SCBA equipment; a 2007 SAFER award to hire six additional firefighters; and a 2006 FPS award for elementary educational materials. TMFD received a 2011 AFG regional award that provided funds

for for a driver's simulator; a 2010 AFG award that provided funds for a large diameter hose; a 2008 AFG award that provided funds for a SCBA air compressor and cascade system; and a 2008 FPS award for fire prevention equipment and a 9-1-1 simulator.

6f. Additional Comments: If you have any additional comments about your project, please provide them here.

Our departments have 277 full-time personnel and 88 paid-on-call firefighters who operate out of 15 stations and respond to over 14,600 calls annually. Our departments make over 51,000 public education contacts annually through over 910 events.

Responding to 10,000 calls annually, GBFD provides fire and injury prevention, fire suppression, technical rescue, and emergency medical services. The department makes over 24,000 public education contacts annually through over 240 events, including fire prevention talks, fire safety house demonstrations, school visits, health fairs, and fire station tours. The Lieutenant responsible for life safety education has over five years of experience and also serves as the public information officer for the department.

Responding to 2,300 calls annually, NMFR provides EMS services at the level of First Responder, Fires and Rescues; Ice and Water Rescue for the northern part of Winnebago County; and special operations (structural collapse and trench rescue) for Wisconsin District 3. The department makes over 14,000 public education contacts annually through over 530 events. NMFR has a 15-member Public Education Team that delivers a majority of these programs along with line staff firefighters.

Responding to 1,400 calls annually, GCFD provides fire suppression, hazardous material response, pre-hospital emergency medical care, and assistance for specialized rescue incidents at the first responder level. The department makes over 6,300 public education contacts annually through over 100 events. The Fire Prevention Specialist has over eight years of experience and is dedicated one-hundred percent to community outreach and education.

Responding to 900 calls annually, TMFD provides fire suppression and first responder emergency medical services (EMS), high/low angle rope rescue, hazardous materials response as a first responder unit, environmental response and protection, and limited recreational water assistance. The department makes over 7,400 public education contacts annually through over 40 events (two major ones). The Public Fire & Life Safety Educator has over seven years of experience is dedicated full-time to community outreach and education.

For the NEWSAP smoke alarm project

GBFD = 275 = 48.7%
NMFR = 125 = 22.1%
GCFD = 90 = 15.9%
TMFD = 75 = 13.3%

INTERNGOVERNMENTAL AGREEMENT
FOR NEWSAP: NORTHEAST WISCONSIN REGIONAL SMOKE ALARM PROGRAM
DRAFT: 24 AUGUST 2012

This Intergovernmental Agreement entered into as of the 1st day of October, 2012 by and between the Town of Grand Chute, operating the Grand Chute Fire Department (GCFD); The City of Green Bay, operating the Green Bay Fire Department (GBFD); The Cities of Neenah and Menasha, operating Neenah Menasha Fire Rescue (NMFR); and The Town of Menasha, operating the Town of Menasha Fire Department (TMFD).

WITNESSETH

WHEREAS, GCFD applied and was approved for a Fire Prevention and Safety (FP&S) Grant, a part of the Assistance to Firefighters Grants (AFG) program from the Federal Emergency Management Agency (FEMA); and

WHEREAS, the purpose of the application was to request funding to create the Northeast Wisconsin Regional Smoke Alarm Program (NEWSAP)

WHEREAS, NEWSAP will reduce the risk of fire injuries and casualties in our communities by installing smoke alarms and providing home inspections for our most vulnerable residents: owner-occupied, one-unit detached structures built before 1990 that house residents in poverty who are either age five and under or age 65 and older; and

WHEREAS, four fire departments have agreed to participate in the program and provide the necessary local funding share; and

WHEREAS, an intergovernmental agreement under the authority of Wis. Stat. 66.0301 is necessary to detail the various rights and responsibilities for participating departments

NOW THEREFORE, in consideration of the mutual promises contained herein, the parties agree to participate in NEWSAP, subject to the following terms and conditions:

1. PROGRAM GOVERNANCE
    a. PARTICIPATING DEPARTMENT. At the time of this agreement, GCFD, GBFD, NMFR, and TMFD are Participating Departments, who shall each be responsible for:
        i. Assigning a representative to the Executive Committee.
        ii. Paying a contributing share for the first phase of NEWSAP.
        iii. Paying all invoices from the Lead Department within 30 days.
        iv. All wages, disability payments, pensions, workers' compensation claims, medical expenses, clothing, and regular personnel and operational costs for employees working on NEWSAP-related activities.

b. LEAD DEPARTMENT. At the time of this agreement, GCFD will serve as the Lead Department, who shall be responsible for:
    i. Scheduling and organizing meetings of the Executive Committee.
    ii. Serving as the fiscal agent for the program.
    iii. Collecting funds from Participating Departments, providing 30 days notice of payment due.
    iv. Disbursing funds to a Participating Department within 30 days of receipt of an invoice.
c. EXECUTIVE COMMITTEE
    i. Each Participating Department shall have one voting representative on the Committee, though additional personnel may attend.
    ii. A representative from at least three-fourths of Participating Departments must be present to conduct official business.
    iii. Official actions shall be made by a simple majority vote.
    iv. The Committee must meet at least once per calendar year.
    v. The Committee shall:
        1. Prepare an annual work plan and budget.
        2. Create, review, and update NEWSAP program policies.
        3. Create, review, and update educational materials.
        4. Seek funding opportunities for subsequent phases of NEWSAP.
d. ADDITIONS
    i. No Participating Department shall be added to NEWSAP prior to July 19, 2013.
    ii. After July 19, 2013, the Executive Committee may approve the addition of a Participating Department, subject to the terms of this agreement.
e. TERMINATION. A Participating Department will be terminated from NEWSAP and the Executive Committee if:
    i. The Department fails to send a representative to three consecutive Executive Committee meetings.
    ii. The Department fails to make required payments within 60 days of a written notice from the Lead Department.
    iii. The Department intentionally violates the terms of this agreement.
    iv. After July 19, 2013, and with 60-day prior written notice, requests to no longer participate.

2. PERIOD OF PERFORMANCE
    a. The first phase of NEWSAP shall be from October 1, 2012 to July 19, 2013.
    b. The second phase of NEWSAP shall be from July 20, 2013 to December 31, 2013.
    c. Subsequent phases starting on or after January 1, 2014 shall close on or before December 31 of the same year in order to simplify financial accounting.
    d. The Executive Committee shall decide whether or not to commence a subsequent phase of the program.

3. FINANCIAL CONTRIBUTION
    a. The cost for the first phase of NEWSAP is $36,790; these funds must be expended between July 20, 2012 and July 19, 2013.
    b. A Fire Prevention and Safety (FP&S) Grant, a part of the Assistance to Firefighters Grants (AFG) program from the Federal Emergency Management Agency (FEMA), provides $33,111 in federal funds for the first phase of NEWSAP.
    c. Participating Departments must provide a total of $3,679 in local match funds.
    d. The contributing share of each Participating Department for the first phase of the project shall be based on the following table:

DEPARTMENT	NUMBER OF HOMES	CONTRIBUTING SHARE	MATERIAL COST	LABOR COST
GCFD	90	$552.58	$552.58	$0
GBFD	275	$1,688.45	$1,688.45	$0
NMFR	125	$767.48	$767.48	$0
TMFD	75	$670.49	$460.49	$210.00
TOTAL	**565**	**$3,679.00**	**$3,469.00**	**$210.00**

    e. No portion of the local contributing share is refundable upon termination from NEWSAP.
    f. The contributing share of each Participating Department for future phases of the program -- after July 19, 2013 -- shall be determined by the Executive Committee.

4. OTHER STIPULATIONS
    a. Counterparts. This agreement may be signed in counterparts, which taken together constitutes the whole agreement of the parties.
    b. Amendments. This agreement may not be modified, except in writing signed by all parties, to the original agreement.
    c. Severability. Should any provisions of this agreement violate state or federal law, all other provisions shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto accept the terms of this agreement as of the 1st day of October 2012.