


Kenai Peninsula Borough
Office of Emergency Management

MEMORANDUM

TO: Charlie Pierce, Mayor

FROM: Brenda Ahlberg, Emergency Manager 

DATE: 05/03/2022

RE: Public Information Campaigns – Health Equity Grant (21VAC)

Intent: This memo provides an update on a portion of the Health Equity grant that is funding three public information campaigns.

Background information: Ordinance 2020-19-25 approved and appropriated \$2,037,529.59 under the Health Equity Grant, a federal pass-through grant managed by the State of Alaska Department of Health and Social Services. The grant funds 12 projects. One of these projects includes the public information campaign to address communication and outreach. In July 2021, an RFP was nonresponsive; therefore the budget was reduced from \$250,000 to \$100,508.53 (Resolution 2021-070).

Projects status: With the administration's oversight and the state's approval, the funds may be used for the following public information projects in accordance with the grant requirements. Currently, the borough is seeking contractor(s) to complete each of the three projects by yearend 2022.

1. Update the Joint Information System (JIS) Annex: The JIS Annex is used borough-wide by government and non-government agencies engaged in areawide response to ensure unified, accurate messaging to the public. The borough will host a two-day workshop that includes original and new stakeholders to review and provide recommendations for the updated annex using lessons learned from the COVID19 pandemic. The revised annex will be submitted to the assembly for final approval.
2. Create a volunteer firefighter recruitment campaign: As a result of COVID19, volunteer firefighters' attendance is at an all-time low. The volunteer program is critical to our hybrid stations that are predominately volunteer-based. The campaign will be designed to promote the need and recruit eligible citizens to become certified volunteers. The campaign would use best-practiced approaches to ensure maximum interest across the entire borough.
3. Create emergency preparedness campaign: The local campaign will be based upon three themes: 1) be ready, including how you can be prepared in the event of an emergency; 2) be set, including what you need in the event that an emerging situation or evacuation is eminent; and 3) Go! evacuating the area during an established time. The local campaign will be applicable for all-hazards prevention or response needs.