



Disaster Preparedness & Home Safety Center

Stakeholder Meeting | October 8, 2008

Project Scope

- Research/study disaster preparedness and home safety center models that may be well suited to serve the Puget Sound region.
- Evaluate whether this type of facility would fill an existing need, and support existing resources in helping people (individuals, families, and businesses) become better prepared?
- If so, define the possible scenarios for such a facility – location, programming, governance, operations, and cost.

Project Scope

Step 1 **PROJECT DEFINITION**

Information gathering and background research
Agency/Stakeholder outreach
Consensus building around vision and goals

Step 2 **NEEDS ASSESSMENT**

Assess current efforts related to home and emergency preparedness
Identify the gap
Identify Center's ability to fill gap

Step 3 **ALTERNATIVES**

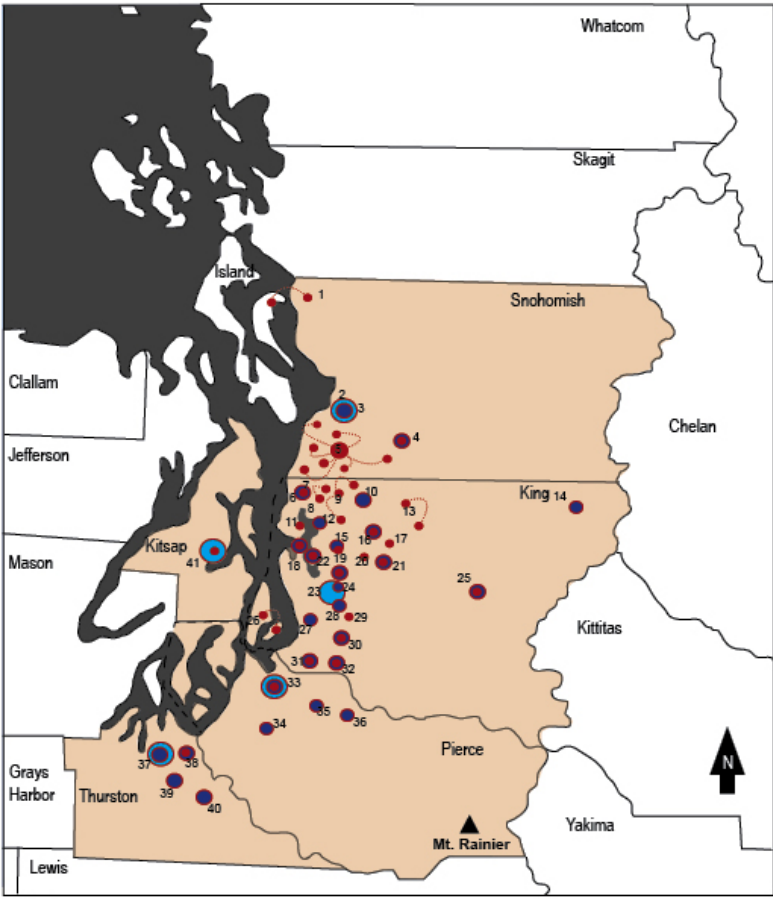
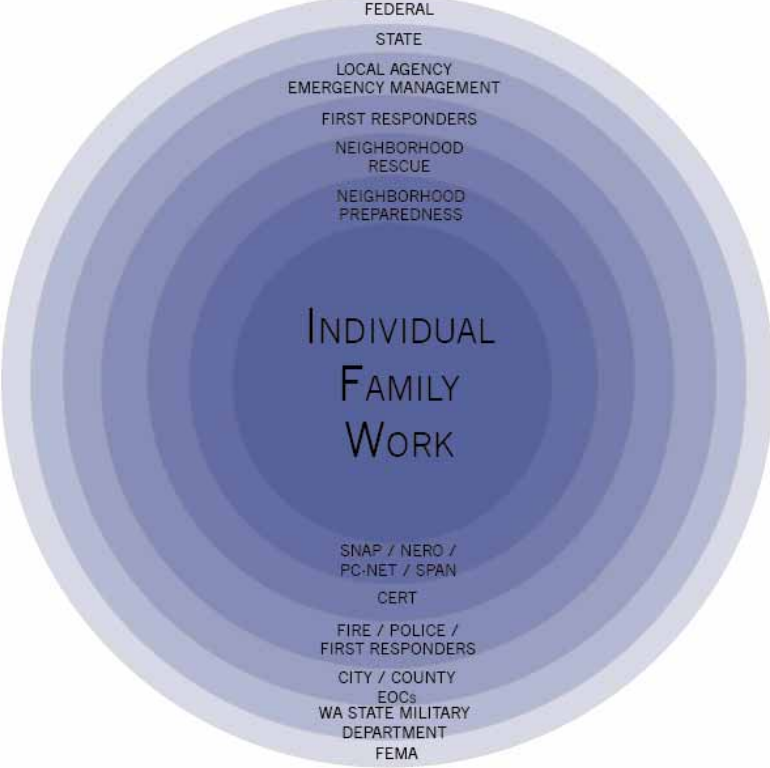
Site
Operation & Management
Governance

Step 4 **PROGRAMMING – Quantitative & Qualitative**

Facility Program
Educational Program
Cost

Step 5 **NEXT STEPS & FINAL REPORT (JULY 2008)**

Step 1 – Project Definition



- CERT, Neighborhood, or Community Preparedness Program
- City OEM
- County OEM

Step 1 – Project Definition

Workshop #1 - March 7, 2008



Step 1 – Project Definition

COMMON THEMES & PRINCIPLES

- The Center should provide a national example,
- The Center should provide experiential learning opportunities,
- The Center should function as a component of the existing network of emergency preparedness resources,
- The Center should welcome and engage everyone, and should place particular emphasis on students,

Step 1 – Project Definition

COMMON THEMES & PRINCIPLES (continued)

- The Center should include collaboration between public and private governing bodies,
- The Center should perform continual evaluation of its performance and effectiveness,
- The Center should be flexible, and
- The Center should perform outreach off-site.

Step 1 – Project Definition

WHO COULD BENEFIT?

- **Businesses** - that want to train employees,
- **Insurance Companies** – that want to train their audiences on mitigation techniques,
- **Federal Emergency Management Agencies** - as part of a nation-wide pilot program on how to engage the general public in preparing for disasters
- **Local and Regional Government** – as a key element of the existing emergency preparedness network,
- **General Public** – as a tourist attraction, and education center, a place to go to become certified in a variety of first-aid, CPR, and other life-saving and mitigation techniques,
- **Special Needs Populations** – as a place to get information in a variety of languages, and a place to receive training or information for seniors, persons with disabilities, childcare providers, pet owners, and other special audiences.

Step 1 – Project Definition

MISSION STATEMENT

The Puget Sound Disaster Preparedness and Home Safety Center provides experiential training, delivers hands-on outreach activities, and serves as a central location for information on emergency preparedness and home safety. The Center educates and trains residents of the region and tourists on a broad range of preparedness and home safety topics so that in the event of a disaster or home emergency, there will be minimal loss of life and property.

Step 1 – Project Definition

VISION STATEMENT

The Puget Sound Disaster Preparedness and Home Safety Center is easily accessible in [insert location when determined] and serves the region by delivering educational programs on-site at its central location, and supplements these programs at off-site locations and with mobile exhibits and training.

Step 1 – Project Definition

VISION STATEMENT (continued)

Visiting the Center is always exciting with its one of a kind experiential training, such as opportunities to feel and respond to a realistic earthquake simulation and learn how to use a fire extinguisher through hands-on training. These activities are available for a wide spectrum of audiences, including students, families, businesses, tourists, and special needs populations. All programs support the Center's goal of providing the critical motivation for the residents of the region to prepare themselves, their families, their homes, their workplaces, and their communities to respond appropriately and mitigate the losses from disasters and emergencies.

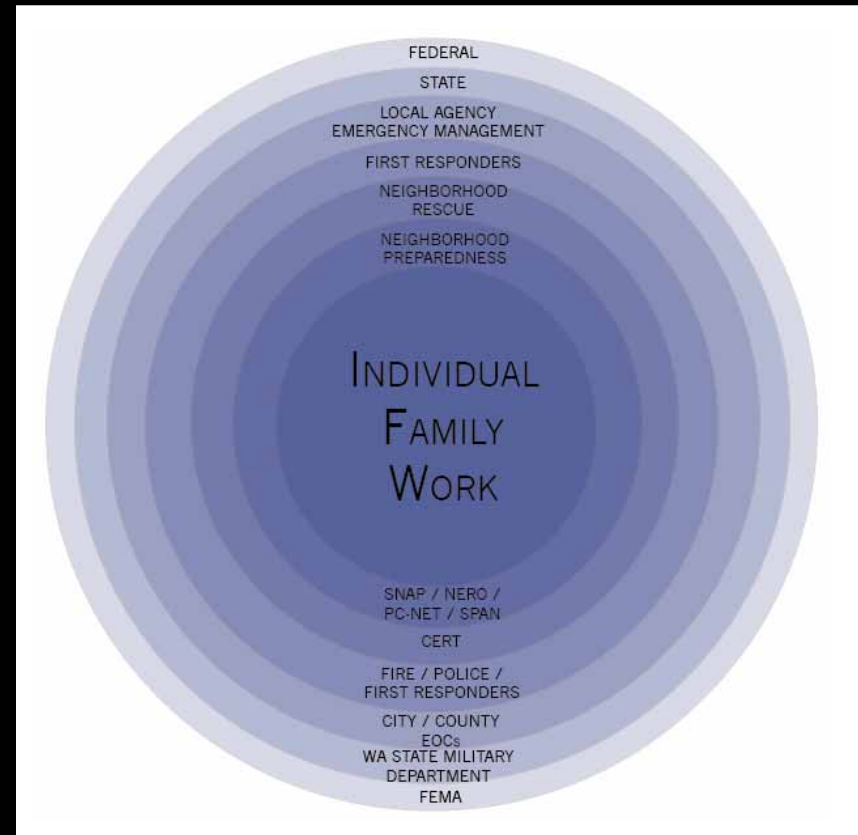
Step 1 – Project Definition

VISION STATEMENT (continued)

In keeping with its mission, the Center collaborates with government at all levels as well as with those organizations in the private sector concerned with home safety and disaster preparedness. Through partnerships with others, including research institutions and training programs, the Center maintains a comprehensive library of information dealing with disaster preparedness so that it is the “go-to” place for relevant up-to-date literature, with particular focus on hazards specific to the Puget Sound region. The Center also provides current information on disasters as they happen locally, throughout the U.S., and around the world, to educate residents on the impact of disasters on other communities and to encourage people to become and to stay prepared.

Step 2 – Needs Assessment

- Existing resources are part of a hierarchy of programs and governance, from Federal to Individual.
- It could take several hours or even days for first responders to mobilize after a major catastrophe.
- Individual preparedness is part of the foundation of recovery; the more prepared the populace is, the more efficient recovery and response efforts will be.



Step 2 – Needs Assessment

“Gaps” in Existing Resources

There is no shortage of information on disaster preparedness in the Puget Sound region. However, inherent in the current resources are some key limitations that may preclude wider participation in trainings or other individual preparedness activities. These limitations include:

Gap 1 – Experiential Education

Gap 2 – Individual Motivation

Gap 3 – Measuring Success of Programs (region-wide)

Gap 4 – Flexibility to Address Cultural or Social Considerations

Gap 5 – Consistency of Information

Step 3 - Alternatives Location

Criteria for Regional Location

In order to reach the intended user groups, the Center would need to meet certain site criteria, which for the purposes of this study include the following:

Region Criterion 1

Be located in a central geographic location within region.

Region Criterion 2

Be accessible to a dense population of both residents & commuters.

Region Criterion 3

Be accessible to family/school-age populations.

Region Criterion 4

Be easily accessible by regional and local transportation.



Step 3 - Alternatives

Location

Best county candidate within the region King County, Seattle

- King County is at the heart of the Puget Sound region
- Population of 1.8 million (2006)
- King County's transportation network includes service from Sound Transit, King County Metro, Washington State Ferry, Amtrak, among others.



Step 3 - Alternatives Location

Criteria for location locally

Local Criterion 1

Local Be accessible via regional and local transportation.

Local Criterion 2

Be a known gathering place and have strong name recognition among the local and regional community.

Local Criterion 3

Be a logical and cost-effective destination for school field trips (all ages).

Local Criterion 4

Be a tourist destination for regional residents;

Local Criterion 5

Have supporting uses nearby (i.e. restaurants, amenities, other attractions).

Local Criterion 6

Have a base of support from government and private funding sources.



Step 3 - Alternatives Location

Preferred site candidate within King County: **Seattle**

Seattle Center

- Pacific Science Center
- Other location on campus adjacent to PSC and Children's Theater

Other candidates

- University of Washington
- Other cultural institution
- Corporate campus related to subject matter (Insurance company or health-related institution)



Step 3 - Alternatives – Governance Options

Key Principles

- 1. Authority is to be aligned with responsibility** - The Center leadership must have the authority commensurate with their responsibility for operating the Center. For example, if the governmental participants in the Center expect the private sector to assume significant responsibility for fundraising, government must share genuine authority for governing the Center with the private sector.
- 2. Ongoing maintenance of the Center facilities must be assured** - It must be made clear in the enabling documentation by whom the physical plant will be maintained and how it will be renewed periodically over time, including specific standards for Center maintenance and renewal equivalent to what would be found at a well-maintained public attraction.
- 3. A strategic planning process will be built into the governance structure** - Instituting a strategic management philosophy that clearly articulates and refreshes the mission, vision, goals and objectives for the Center will be important and will offer a forum for all stakeholders to jointly chart the future of the Center.

Step 3 - Alternatives – Governance Options

- 1. Governmental Entity**
 - 1a. Interlocal (Governmental) Agreement**
- 2. Public Development Authority (PDA)**
- 3. Independent Private Non-Profit (501(c)3) Organization**
 - 3a. Subsidiary of an Existing Non-Profit (501(c)3) Cultural or Educational Organization**
- 4. Public-Private Partnership**

Step 3 – Alternatives - Operations and Maintenance Options

A. Stand-alone Facility

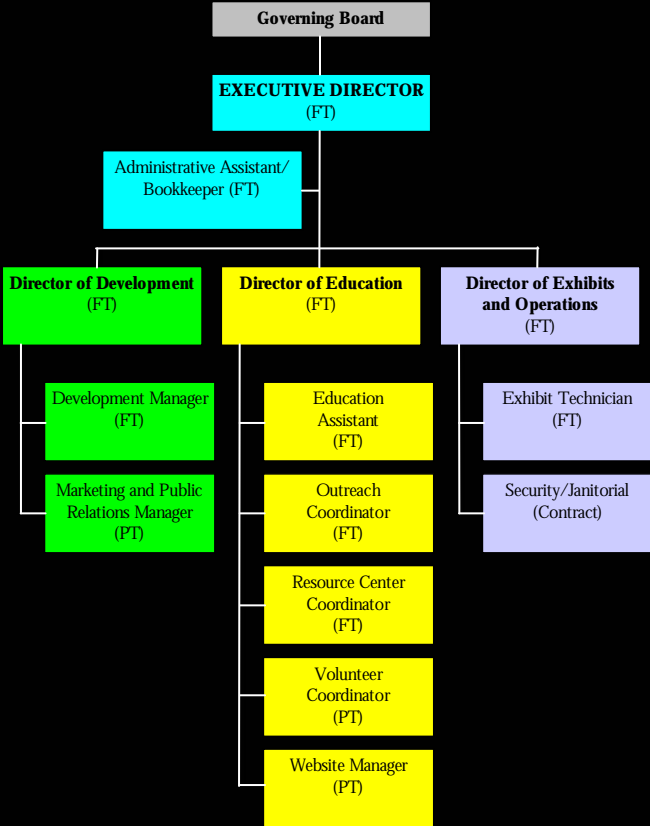
In Option A, the Disaster Preparedness and Home Safety Center (Center) would be led by an Executive Director, who will report to a Governing Board and have full responsibility and authority as the chief executive officer of the organization.

Operational functions will fall within three divisions:

The **Development Division** will be responsible for fundraising and marketing;

The **Education Division** will deliver educational programs on-site, in the community, and on the Web;

The **Exhibits and Operations Division** will manage the care and upkeep of the Center’s exhibits and facility, as well as visitor services.



Step 3 – Alternatives - Operations and Maintenance Options

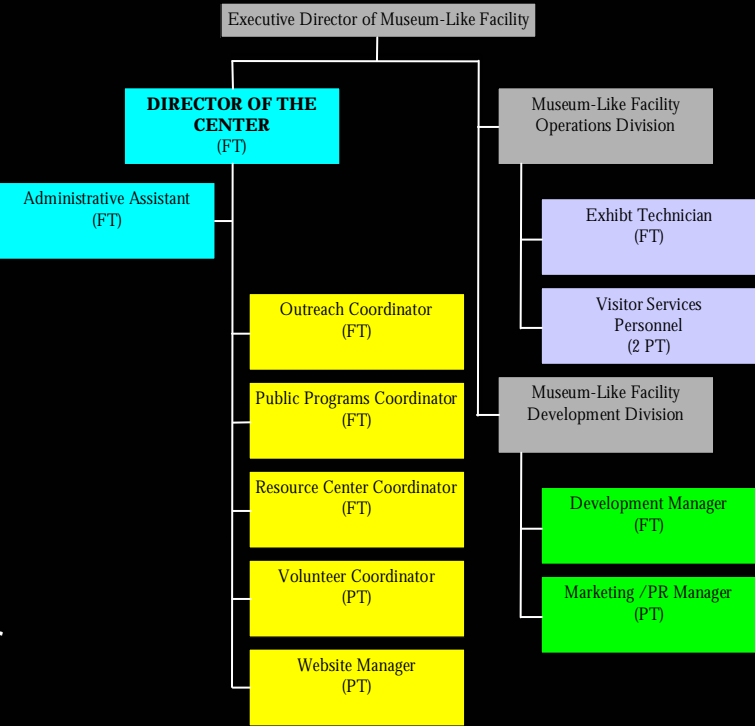
B. Component of an existing museum-like facility

In Option B, the staffing of the Center would be absorbed into the operations of an existing museum-like facility.

Management Oversight - the Center would no longer have an Executive Director position. Rather, the lead staff position would be a **Director of the Center** who would serve as a department head;

Education - The Director of the Center will oversee the Center’s education programs. As such, this individual will replace the Director of Education described in Option A;

Exhibits and Operations Division & Development – While the Director of the Center would oversee the Center’s exhibits, key staff positions for these two areas would be integrated with the existing museum-like facility’s divisions.



Step 4 – Programming - Education

Target Audiences

Since so many existing programs are already focused on first responders, government agencies, etc, the primary target audience for the DPHSC will be the general public;

Primary audience,

- School groups (students and teachers),

With additional emphasis on,

- Businesses,
- Families,
- Senior citizens,
- Persons with disabilities,
- and other special populations.



Step 4 – Programming - Education

Programs Proposed for the Center

Exhibits

The visitor center will have both permanent and changing exhibitions; on-line exhibitions will also be available via the Internet. Some of the areas to be covered include:

- Earthquake Simulation Home Safety Training
- Fire Safety & Science (for the home)
- CPR and Other Medical Response Training
- Flood / Mudslide / Lahar
- Severe Weather Simulation
- Elderly/Disabled Simulation Experience
- Temporary Exhibitions on Other Subjects



Step 4 – Programming - Education

Programs Proposed for the Center

Resource Center for Learning (RCL)

The RCL is a separate section of the Center that serves three purposes:

- to be **The Central Clearinghouse** for all regional disaster and safety services available to the public in the Puget Sound area;
- to support **teachers and students** through offering hands on education classes that connect to the State of Washington curriculum; and,
- to provide engaging and interactive materials and educational programs to **persons with disabilities, senior centers, businesses, etc.**

Another component of the RCL will be to maintain a live feed of news coverage on worldwide and regional disasters, weather, etc.



Step 4 – Programming - Space Needs

<u>Functional Component</u>	<u>Option A (gsf)</u>	<u>Option B (gsf)</u>
Lobby & Public Amenities	3,600	3600
Exhibition / Training Areas	9,300	9300
Theater	2,600	0
Resource Center for Learning	4,300	4300
Administration	4,200	2200
Facility Support	5,700	2000
TOTAL GSF	29,700	21,400

Step 4 – Programming - Conceptual Cost Plan

Table 5. Cost Summary

Item	Option A: Standalone Building	Option B: Existing Building
Capital Costs		
Construction Costs	\$12,960,000	\$8,114,000
Soft Costs*	\$6,584,000	\$4,366,000
Total Design/Construction	\$19,544,000	\$12,480,000
Land Acquisition Costs	\$4.5m (low) - \$6.25m (high)	N/A
Total D/C/Property Range	\$24,044,000 (low)- \$25,794,000 (high)	N/A
Ongoing Costs		
Leased Space	N/A	\$554K (low) - \$640K (high)
Staffing Costs**	\$624K (low) - \$995K (high)	\$380K (low) - \$569K (high)
Operations & Maintenance**	\$355K (low) - \$410K (high)	\$165K (low) - \$195K (high)

* Soft costs include such things as design fees, contingency, permits, exhibitry, F,F&E, tax, etc.
 ** Per annum.

Step 5 – Next Steps

Phase I – Initial feasibility study completed [July 2008]

Phase II - Establish a tentative "home" for the Center

IIA - If Stand alone, recruit a core group of stakeholders to get the Center incorporated and established as a non-profit and to build out the Board of Trustees/Directors who can govern and raise funds for the design, construction and then for operations. Seed money needs to be raised for additional planning. [6-12 months]

IIB - If Subsidiary, develop and document the relationship between the Center and the parent addressing governance, funding, etc. (which could be as simple as "We'll create a Center within our facility and will be looking to obtain funding from. . ." [6 months]

- Phase II estimated costs: \$50,000 to \$60,000 for in depth strategic/business planning process.

Step 5 – Next Steps

Phase III - Conduct a fundraising feasibility study (funded by a leading proponent of the Center) to see whether there is financial support for building the Center and for operating it.

- Phase III estimated costs: \$30,000 to \$40,000

Phase IV - Hire an Executive Director (or "Department Head" if not a standalone) to lead the project.

Phase V - Complete pre-design work for the Center with full design team. This would include a facility program, facility master plan/conceptual design, and updated conceptual cost plan.

- Phase V estimated costs: \$90,000 to \$120,000
- In addition to the work cited above, a separate and parallel exhibition programming and design process needs to begin (estimated cost: 25-30% of exhibition budget).

Step 5 – Next Steps

Phase VI – Capital Campaign - Raise funds for design & construction and obtain commitments or endowment financing for operations.

Phase VII – Complete Planning & Design - Complete planning & design of the Center with full design team; initiate some operations (i.e. resource learning center, outreach, etc.) and hire staff as required.

- Phase VII estimated costs are included in Conceptual Cost Plan

Phase VIII - Build and operate the Center.

- Phase VIII estimated costs are included in Conceptual Cost Plan



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