

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 21, 2005
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: JAMES K. HARTMANN, CITY MANAGER
SUBJECT: BUDGET MEMO # 9 : "BE READY, ALEXANDRIA!" CAMPAIGN

This memorandum is in response to Councilman Krupicka and Councilman Smedberg's request for additional information regarding the funding required to complete the "Be Ready, Alexandria!" campaign.

On September 9, 2005, the Alexandria Citizens Corps Council launched the "Be Ready, Alexandria!" outreach campaign with the goal of educating residents and businesses in emergency preparedness. Over the next year, volunteers were to distribute information to the 65,000 households and 8,000 businesses in Alexandria. The literature includes materials in English and Spanish on general disaster preparedness, Red Cross/FEMA family disaster planning information and Alexandria-specific information, such as emergency contact information (see chart below).

The estimated cost of this campaign was \$65,000 to be totally funded by sponsors and reflects the cost to purchase the outreach literature items listed below. Fundraising efforts to offset the cost of this campaign were unsuccessful. If the campaign is to continue, the City would need to fund the cost of the campaign. To date, the "Be Ready, Alexandria!" campaign has distributed 70,000 items (the seven items listed below ordered in quantities of 10,000 each), at a total cost of approximately \$10,000. To complete the "Be Ready, Alexandria!" campaign, an additional 63,000 of each item (441,000 total items) would be needed, at a total cost of approximately \$60,000, if the materials continue to be ordered in quantities of 10,000.

Table with 4 columns: Item, Quantity, Unit Cost, Total Cost. Rows include Litter Bags, Magnets, Magnet Inserts, Double-sided Info Sheet, Health Brochure, ARC, FEMA Brochure, and Total.