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## Office of Emergency Management Municipal Manager

*Anchorage: Performance. Value. Results.*

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### Purpose

Protect life and property and to ensure the safety, health and welfare of the citizens of Anchorage.

### Direct Services

- Lead agency for the MOA's emergency preparedness and planning activities.
- Provide community education and public outreach programs to help citizens prepare for emergencies and disasters.

### Accomplishment Goals

- Ensure community education and public outreach programs are effective in preparing citizens for emergencies and disasters.

### Performance Measures

Progress in achieving goals shall be measured by:

**Measure #1:** Increase individual and community preparedness activities or training events and participation by 5% annually.

| Individual and Community Preparedness |        |        |          |        |
|---------------------------------------|--------|--------|----------|--------|
| 2013                                  | Q1     | Q2     | Q3       | Q4     |
| Activities                            | 20     | 15     | 18       | 15     |
| Attendance                            | 132    | 1657   | 51,548   | 246    |
| 2012                                  | Q1     | Q2     | Q3       | Q4     |
| Activities                            | 20     | 20     | 0        | 24     |
| Attendance                            | 283    | 360    | 0        | 1580   |
| Activities Change                     | 0.0%   | -25.0% | 18.0%    | -37.5% |
| Attendance Change                     | -53.4% | 360.3% | 51548.0% | -84.4% |

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**Performance Measure Methodology Sheet**  
**Office of Emergency Management**  
**Municipal Manager**

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| <b>Measure #1: Percent increase in individual preparedness after each community preparedness activity or training event.</b> |
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**Type**

Effectiveness

**Accomplishment Goal Supported**

Provide community education and public outreach programs to prepare citizens for emergencies and disasters.

**Definition**

This measure reports the number and type of emergency preparedness community outreach events conducted monthly.

**Data Collection Method**

Community Emergency Preparedness Training Measure. This measure consists of a running monthly tally of emergency preparedness presentations conducted quarterly. The goal is to increase the overall Emergency Preparedness level of Anchorage Citizens annually through community outreach and education programs designed specifically for a requesting organization or the general public.

**Frequency**

The measure will be reported by the close of business the first work day following the training event.

**Measured By**

Public Information & Community Outreach Coordinator

**Reporting**

The Public Information & Community Outreach Coordinator will prepare a report in a table format that displays the date, time, organization trained, type of training, and the number trained.

**Used By**

The director will use the report to monitor and gauge the progress of community outreach training. The report will be presented to the Municipal Manager quarterly and be available via the Municipal website.