




## CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Emergency Management Southland website upgrade
Date of application	21 February 2011
Details on application	
Lead local authority	Environment Southland
CDEM Group	Southland
Other local authorities or Groups supporting the proposal	Jointly supported by three other territorial authorities in Southland via Emergency Management Southland joint structure.
Project description	
<p><b>Executive summary</b> <i>[200 words maximum description.]</i></p> <p>For the last 3 years the Southland CDEM Group has built and maintained a joint CDEM website, this was undertaken with the assistance of a web design Contractor based at Environment Southland. With agreement of the four local authorities in Southland the website has been established as the authoritative website for Civil Defence to the extent that all council now provide a link to the website rather than replicating their message/s across their own sites.</p> <p>While the website has proved successful it is in need of an upgrade to make the most of new technology such as twitter, facebook, etc, as well as a revamp of content. This will allow the website to increase in popularity which in turn has been proven to be of great assistance to the public at the time of an emergency at the same decreasing the amount of pressure on local authority call centre staff.</p>	
<p><b>Problem/opportunity</b> <i>[200 words maximum description.]</i></p> <p>The website has not been upgraded for two years. The upgrade can incorporate social media technology, such as Twitter, to be used as a public alerting tool. At present it is difficult for web design to be undertaken in-house with councils because of the lack of resource or other work demands.</p> <p>Emergency Management Southland as the joint council emergency management office would like to complete the website upgrade in the near future and will therefore look to use contractors to complete the work.</p> <p>Website hits improve dramatically at times of an emergency but users will only stay on a site if they receive quality information in an easy to use format.</p> <p>Once the upgrade is complete we can undertake promotional activities with the public and key agencies to increase the profile of the website.</p>	
<p><b>Alignment with identified goals and objectives</b> <i>[200 words maximum description.]</i></p> <p>Website information and development clearly identified in the current Group Plan as one of the key mechanisms for keeping the public informed during an emergency and undertaking preparedness activities.</p> <p>Website development will also meet one of the requirements under the plan to improve public alerting ability especially if activities such as twitter and facebook prove successful.</p>	

Dissemination of benefits to sector <i>[200 words maximum description.]</i>		
Website currently used by territorial authorities and partners as definitive source of latest information. Enhancement should make it more user friendly and interactive with the public.		
A large number of website hits are expected at the time of an emergency but how long they stay on the site is often proportional to the quality of information displayed.		
<b>Project design</b>		
Project manager	Sandra Miller, Emergency Management Southland	
Other project members	Neil Cruickshank, Manager, Emergency Management Southland. Michele Poole, Public Information Manager, Southland CDEM Group, Zilt	
External providers/contractors	Zilt, IT contractors	
<b>Deliverables</b>		
Milestone	Date for completion	Cost
Scope of changes to current site investigated.	July 2011	\$3,000
Building of website changes.	September 2011	\$5,000
Test and alterations.	November 2011	\$2,000
<b>Identified risks</b>		
Risk	Suggested management	
Small contractor involved, so balancing work programme.	Flexibility around timetable, but firm completion date.	
Ever changing technology means changes could be obsolete quickly.	Emergency Management Southland will build ongoing updates of site in to a separate contract which will be paid for out of its normal operating costs.	
<b>Funding request and use</b>		
CDEM resilience fund contribution	\$10,000	
Local authority contribution	Staff time in kind in the scoping of changes phase of project	
Other sources of funding	Contract time in kind already built into existing contract with Environment Southland.	
Expenditure <i>[Please supply details]</i>	Contractor's professional time in building of website – 125 hours at \$80/hour.	
<b>Application confirmation</b>		
Approval of Chief Executive		
<b>GDEM Group comment</b>		
Comment		
Approval of Coordinating Executive Group Chair	