

KFPD EMERG PREP EVENTS & EDUCATION

CAMPAIGN			ACTUAL	TARGET BUDGET
SPRING SAFETY FIRE SEASON KICKOFF				
DATE TBD				
A front-yard friendly community event that brings focus on registering community members to alert notifications, packing go bags, and understanding the evacuation considerations for Kensington.	EDUCATION MATERIALS:	Literature, Promotional Products, Merchandise. No additional Cost specific to this event.		0
	MARKETING:	N/A		0
EVACUATION DRILL				
DATE TBD				
Scope and details pending decision of Fire Chief, and KFPD Board. Any exercise will involve heavy print and media campaign to raise awareness and increase community participation.	MATERIALS:	Refreshments and snacks, lunch for volunteers and staff.		300
	MARKETING:	Heavy marketing campaign: posters, banners, flyers.		3000
DRUG DROP OFF				
Apr 30, 2022				
Coordinate a Spring Drug Drop Off with the KPD and DEA. Request KFPD Board for option to add a Shredding Truck 2 times / year.	MATERIALS:	Refreshments and snacks for volunteers and staff.		100
	MARKETING:	Large banners in visible centralized locations		400
KENSINGTON HILLTOP CARNIVAL				
May 14, 2022				
Participate in the Kensington Hilltop Carnival as a booth vendor. Booth will have safety information and 2 games for event attendees. The engine will be staged for tours and photos.	EDUCATION MATERIALS:	Literature, Promotional Products, Merchandise. No additional Cost specific to this event.		0
	CARNIVAL MATERIALS:	Three Carnival games with firefighter and fire safety themes.		300
	MARKETING:	Will be added to PTA campaign. No Cost Associated.		0
BEGINNING OF NEW FY				
NATIONAL NIGHT OUT				
August 2, 2022				
Annual community wide event collaboration with KPD/KFPD and block party organizers. KFPD provides promotion and standardized safety information for neighborhood participants.	EDUCATION MATERIALS:	Literature, Promotional Products, Merchandise.		
	MARKETING:	Large banners, signs, yard signs, flyers		2500
SHRED & MEDS				
October 2022				
Combine Shredding Truck and Drug Drop Off. Assemble info packs to hand out to residents in line waiting for drop off and paper unloading.	MATERIALS:	Refreshments and snacks for volunteers and staff.		100
	MARKETING:	Large banners in visible centralized locations		400
	VENDOR:	Shredding Truck		
TOYS FOR TOTS				
December 2022				
In Partnership with El Cerrito Firefighters and their Toys For Tots campaign, KFPD will host an event to boost the holiday spirit, increase toy donations and provide safety information to event attendees while enjoying hot cocoa and holiday treats.	MATERIALS:	Refreshments and snacks for attendees		600
	MARKETING:	Large banners in visible centralized locations		400
VOLUNTEER RECRUITMENT / APPRECIATION				
January 2023				
Social event to recognize volunteer achievements and celebrate KFPD accomplishments. Invite Firefighters and their families with community members.	MATERIALS:	Refreshments and appetizers for attendees, awards and recognition for volunteers and staff.		1100
	MARKETING:	Large banners in visible centralized locations		900

MATERIALS / MERCHANDISE/ EQUIPMENT 2021-2022

ITEM	DESCRIPTION	VENDOR	QTY	TOTAL ACTUAL	PROJECTED SPEND
PROMOTIONAL PRODUCTS	Custom Logo Gray Cinch Up Backpack	https://www.qualitylogoproducts.com/	300	\$389.78	
	Custom Coloring Book	https://www.firesmartpromos.com/	250	\$810.19	\$1600.00
	Custom Wristbands	https://www.firesmartpromos.com/	100		
	Sticker Badge	https://www.firesmartpromos.com/	600		
	60 mm Carabiner	https://www.firesmartpromos.com/	250		
	Emergency Kits	https://www.nexisresponse.com/	250	\$3532.00	
	Evacuation Vital Documents Folders	https://www.printglobe.com/underarm-portfolio-executive-vinyl-legal-size-10-x-15/26559	400		\$1300.00
	New Resident Welcome Pack Folders	Vista Print	250		\$805.00
	Survival Paracord w Whistle	https://www.brandcomet.com/p/RYSIE-OKISY/survival-paracord-bracelets-w-whistle	600		\$900.00
	First Aid Kits	https://www.brandcomet.com/p/AEVKA-CZPPE/first-aid-kit	500		\$1200.00
CPR Shield	https://www.brandcomet.com/p/UAVGH-MEUEH/cpr-shield-pouch-with-attached-key-chain--fda-approved	100		\$400.00	
MERCHANDISE					
	Station 65 T-Shirts	http://www.customink.com	100	\$1108.71	
	S		10		
	M		30		
	L		40		
	XL		15		
	XXL		5		
PUBLICATIONS					
	MAGNET MAILER ONLY	https://www.mailstream.net/	3000	\$2394.35	
	SUMMER 2021 FIRE PLUG	https://www.mailstream.net/	2400	\$2097.12	
	2021 WILDFIRE PREPAREDNESS WORKBOOK	https://www.mailstream.net/	3000	\$2222.45	
	MAGNET PRODUCTION	https://www.uprinting.com/refrigerator-panels.html	3000	\$700.00	
	TRI-FOLD FLYER	https://www.mailstream.net/	3000		\$2100.00
	2022 WILDFIRE WORKBOOK	https://www.mailstream.net/	3000		\$2300.00
	2022 THE FIRE PLUG SPRING	https://www.mailstream.net/	2400		\$2100.00
	2021 DRUG DROP FLYERS	COPYCENTRAL		\$70.34	
PRINT MEDIA					
	NATIONAL PREPAREDNESS MONTH 4' SIGN	https://www.vistaprint.com/	3	\$304.62	
	NATIONAL PREPAREDNESS MONTH POSTER	https://www.vistaprint.com/	20		
	NATIONAL NIGHT OUT YARD SIGNS	https://www.vistaprint.com/	6	\$131.76	
	4'x 4' Wood Sign Stands	Lowe's	3	\$145.76	
	EVACUATION DRILL CAMPAIGN	VistaPrint / Mailstream			\$3000.00
	DRUG DROP OFF	VistaPrint			\$400.00
EQUIPMENT					
	KFPD EVENT BOOTH BRANDED	www.ezup.com	1	\$288.19	
	COSCO Folding Tables 8'	Walmart	2		\$200.00
	Custom Logo Table Cloths	VistaPrint	2		\$275.00
	Plastic Literature Stands for Booth Display	Staples / Office Depot	12		\$120.00
	Plastic Literature Storage File Totes	Staples / Office Depot	2		\$90.00
	Go Bag Display 1 - Individual		1		\$400.00
	Go Bag Display 2 - Family w Pet		1		\$700.00
	Bag Display 3 - Shelter in Place		1		\$1100.00
	Retractable Banners	Vista Print	4		\$650.00
MISCELLANEOUS					
	EVENT MATERIALS	Evac Drill, Drug Drop Refreshments, and Carnival Activity Materials			\$700.00
VENDORS					
	Shredding Truck - Nov 2021	Shred It	1	\$900.00	
	Head Shot Photographer	TBD			\$4500.00
	Firefighter Cards	https://www.custom-tradingcards.com/			\$3300.00
				\$ 15,095.27	\$ 28,140.00

Table 1

		YTD	REMAINING BALANCE	
Public Education	\$20,000.00	\$10,624.93	\$9,375.07	
EP Coordinator expense Account	\$5,000.00	\$0.00	\$5,000.00	
Comm Pharmaceutical Drop	\$2,500.00	\$70.34	\$2,429.66	
CERT KITS	\$3,500.00	\$3,500.00	\$0.00	
OPEN HOUSE	\$1,800.00		\$1,800.00	
SHREDDER	\$3,200.00	\$900.00	\$2,300.00	
PLANT GRANT	\$3,000.00		\$3,000.00	
SAND BAG	\$1,500.00		\$1,500.00	
VOLUNTEER APPRECIATION	\$1,500.00		\$1,500.00	
CONTINGENCY	\$25,000.00		\$25,000.00	
TOTAL	\$ 67,000.00	\$ 15,095.27	\$ 51,904.73	