

INTRODUCED: May 13, 2019

AN ORDINANCE No. 2019-127

To authorize the Chief Administrative Officer to accept funds in the amount of \$1,000.00 from the PulsePoint Foundation; to amend the Fiscal Year 2018-2019 Special Fund Budget by creating a new special fund for the Department of Emergency Communications called the PulsePoint Special Fund; and to appropriate the grant funds received to the Fiscal Year 2018-2019 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Department of Emergency Communications' PulsePoint Special Fund by \$1,000.00 for the purpose of purchasing marketing materials to increase usage of the PulsePoint mobile applications designed to assist in cardiac arrest emergencies.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: MAY 28 2019 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer is authorized to accept funds in the amount of \$1,000.00 from the PulsePoint Foundation for the purpose of purchasing marketing materials to increase usage of the PulsePoint mobile applications designed to assist in cardiac arrest emergencies.

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: MAY 28 2019 REJECTED: _____ STRICKEN: _____

§ 2. That Ordinance No. 2018-058, adopted May 14, 2018, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2018, and ending July 1, 2019, and made appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Department of Emergency Communications called the PulsePoint Special Fund for the purpose of purchasing marketing materials to increase usage of the PulsePoint mobile applications designed to assist in cardiac arrest emergencies.

§ 3. That the funds received are hereby appropriated to the Special Fund Budget for the fiscal year commencing July 1, 2018, and ending June 30, 2019, by increasing estimated revenues by \$1,000.00, increasing the amount appropriated for expenditures by \$1,000.00 and allotting to the Department of Emergency Communications' PulsePoint Special Fund the sum of \$1,000.00 for the purpose of purchasing marketing materials to increase usage of the PulsePoint mobile applications designed to assist in cardiac arrest emergencies.

§ 4. This ordinance shall be in force and effect upon adoption.



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

O & R REQUEST

4-8785
MAY 01 2019

Office of the
Chief Administrative Officer

O&R REQUEST

DATE: April 26, 2019

EDITION: 1

TO: The Honorable Members of City Council

RECEIVED

THROUGH: The Honorable Levar M. Stoney, Mayor

MAY 02 2019

THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer

OFFICE OF THE CITY ATTORNEY

THROUGH: Lenora Reid, Deputy Chief Administrative Officer for Finance & Administration

THROUGH: John Wack, Director of Finance

THROUGH: Jay A. Brown, Director of Budget & Strategic Planning

THROUGH: Stephen M. Willoughby, Director of Department of Emergency Communications

FROM: Karen L. Gill, Marketing and Public Relations Specialist
Department of Emergency Communications

RE: Department of Emergency Communications Budget Amendments Submitted to Council

ORD. OR RES. No. _____

PURPOSE: To accept and appropriate additional revenue from PulsePoint to the Department of Emergency Communications to a new special fund called "PulsePoint" for the purpose of increasing the awareness and use of the PulsePoint Respond and PulsePoint AED apps among Richmond citizens and employees.

REASON: Per council ordinance #2017-120: form of budget amendments submitted to Council, this amendment seeks to accept and appropriate the awarded \$1,000 grant.

RECOMMENDATION: The city administration recommends adoption of this ordinance.

BACKGROUND: The City of Richmond has been a PulsePoint-connected community since 2015. PulsePoint Respond is a mobile app that notifies nearby CPR-trained bystanders and first

responders when someone is in sudden cardiac arrest. PulsePoint AED is a mobile app that anyone can use to register the location of publicly accessible automated external defibrillators (AED). The Department of Emergency Communications and the Department of Fire and Emergency Services applied on April 1, 2019, for the PulsePoint Marketing Grant for CPR/AED Awareness Week (June 1-7, 2019). On April 23, 2019, the Department of Emergency Communications was notified that it would be awarded the \$1,000 to implement the plan to increase the number of Richmond employees and residents who download and use the PulsePoint app through an employee contest and two community events. The \$1,000 in new revenue will be used to purchase bottles with the PulsePoint logo as incentives at the events, as well printing costs for fliers, postcards and posters. The purpose is to amend the budget by modifying appropriation for this new revenue of \$1,000.

SOURCE: (must select all that apply)

- New/increased revenue (*complete the general fund new budget item detail chart*) (you must identify the amount of the new revenue or increase in revenue and the reason the new revenue or increase in revenue is available – do this in the Background section above)
- Existing general fund (*complete general fund transfer budget item detail*) (you must identify the budget item to be reduced, the amount of the reduction, the reason for the reduction, **and an analysis of the impact on each program or subprogram funded by that budget item** – do this in the Background and Reason sections above)
- Fund Balance/Reserve/Contingency/Other Funding Source (you must identify the specific source to be used (eg. Fund balance, reserve, contingency, or other), the amount of that funding source proposed to be used, and the reason for the use of that funding source – do this in the Background section above)

FISCAL IMPACT/COST (current FY):

- **If Adopted:** Additional \$1,000 added to the budget for the Richmond Department of Emergency Communications
- **If Not Adopted:** The Department of Emergency Communications would not be able to purchase incentives and additional printed materials to increase the usage of the PulsePoint apps as awarded by the PulsePoint grant.

FISCAL IMPLICATIONS: Fiscal implications will be determined as part of the zero-based budgeting approach during the upcoming budget process.

BUDGET AMENDMENT NECESSARY: Yes.

REVENUE TO CITY: Yes

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: May 13, 2019

Existing Item – You must show the total appropriation for each modified budget item to receive funds, for your agency

OR

New Item – You must show the total appropriation for each modified budget item to receive funds, for your agency

*for a new item you must reference the next corresponding item # with a (.) decimal point, see ordinance #2017-036, FY2018 Program Level Budget)

<u>TO</u>					
<u>Item #</u>	<u>Title</u>	<u>Program</u> <u>(cost center #)</u>	<u>Subprogram</u> <u>(service code #)</u>	<u>Transfer</u> <u>Amount/New</u> <u>Amount</u>	<u>New Appropriation</u> <u>Amount</u>
Grand Total					

*****Grand total for the New Appropriation Amount MUST match the TOTAL AGENCY budget requested as a result of this ordinance*****

PulsePoint Marketing Grant Application CPR/AED Awareness Week (June 1-7, 2019)

The PulsePoint Foundation will be allotting eight, \$1000 grants to PulsePoint-Connected communities that showcase innovative and creative ways to promote PulsePoint, CPR and AEDs around CPR/AED Awareness Week, June 1-7.

Application Requirements

- Applications must be received no later than **April 1, 2019**.
- Submit completed applications to shannon@pulsepoint.org.
- Winners will be notified by **May 1**.
- Ideas shared in winning applications, where grants funds were provided, may be included in our May newsletter to all our community partners.
- All winning application initiatives must be executed in advance of, or during the week of, CPR/AED Awareness Week, **June 1-7, 2019**.
- If you include social media tactics in your application please tag @PulsePoint, @1000livesaday or share via the [PulsePoint Facebook](#) page.

Our team will judge submissions based on their creativity, ability to scale, potential effectiveness and best use of funds.

Agency and Point of Contact

Please indicate your agency/community/PSAP primary point of contact. Grant checks will be sent to the address below with the agency as the payee unless alternate instructions are provided in your submission.

Agency: Richmond Department of Emergency Communications (DEC)

Name: Karen L. Gill

Title: Marketing and Public Relations Specialist

Email: Karen.gill@richmondgov.com

Phone: 804-646-8234

Describe your agency and community served.

- *Cities/communities served*
- *Population served*
- *Number of years you've been PulsePoint connected*

The DEC and the Richmond Fire Department (RFD) serve the city of Richmond, Virginia. In 2017, Richmond was home to more than 227,000 people. Between 2010 and 2017, Richmond's population grew by 11%, outpacing surrounding areas. In 2016, Blacks were 47% and Whites were 46% of the population. While Latinos only made up 6.5% of Richmond's total population, the absolute number of these residents tripled and doubled since 2000, respectively. It has been PulsePoint-connected since 2015.

Please list, in bulleted form, your marketing/PR ideas, associated costs, implementation timeline and visual examples.

- **Marketing/PR Initiative; what do you want to do?**
 - *Projected associated costs*
 - *Implementation timeline*
 - *Visual example(s)*
 - *Projected goal(s); what do you want to accomplish?*
 - *Ex: How many AEDs do you want to register?*
 - *Ex: How do you expect to increase your number of PulsePoint followers?*

GOALS: Increase the awareness of city of Richmond residents and employees of the PulsePoint app, and the number of residents and employees who download and use the app on a regular basis to register AEDs, as well as get notifications of the need for CPR.

OBJECTIVES:

- * Each City of Richmond's approximately 4,000 employees who have Internet access will receive information about the PulsePoint app by June 7, 2019.
- * The number of City of Richmond PulsePoint followers will increase by 10 percent by July 1, 2019.
- * The number of AEDs registered in the city of Richmond will increase by 10 percent by July 1, 2019.

STRATEGIES AND TACTICS:

- * By May 1, five graphics/images/videos that encourage city of Richmond employees and citizens, specifically, to download and use the PulsePoint app will be developed. One graphic/image/video will be shared each week, May 6-June 3, on each of the social media accounts for all public safety organizations within the city of Richmond, including DEC, RFD, Sheriff's Department, Richmond Ambulance Authority, as well as the city of Richmond mayor's office. @PulsePoint, @1000livesaday will be tagged in each one.
- * Graphics/images and information to encourage city of Richmond employees to download and use the PulsePoint app will be included in the newsletter and other information that is distributed to employees through the city's Employee Wellness Coordinator, employees' intranet, Starnet, departmental newsletters, and printed posters and fliers that will be provided to individual departments. Employees who email the verification that they downloaded the app will be entered into a drawing for prizes that include a gym bag and folding camp chairs to be distributed in June.
- * DEC and RFD will host a 10x10 foot booth at the June 7 Friday Cheers event. This riverfront concert usually draws about 3,000 participants, according to the organizer, Venture Richmond. Organizers will make an announcement about the booth before the show starts. We will reach out to the bands performing that evening, "The War and Treaty," and "The Tesky Brothers," to determine whether they will be able to help promote the booth as well and make announcements. The booth will be staffed by DEC and RFD staff. It will include information and giveaways about PulsePoint, as well as demonstrations of how the app works, how to use AEDs and how to perform CPR. Giveaways will be provided to those who download the app on the spot.
- * To reach the Latino population, DEC and RFD will work with the Richmond Office of Multicultural Affairs to select an event that would be best to reach the Spanish-speaking population of Richmond. A booth at this event will duplicate the information and activities of the booth at the Friday Cheers event with staff who are fluent and conversant in Spanish, as well as AEDs that are programmed in Spanish.

PROJECTED COSTS:

- * \$400 to purchase 100 Pacific Aluminum Sport Bottle - 26 oz with PulsePoint logo from 4Imprint for giveaways at Friday Cheers and Latino community events for those who download the app on the spot.
- * \$300 printing costs for additional fliers, postcards, posters to be distributed at Friday Cheers and Latino community events.
- * \$300 printing costs for 60 PulsePoint posters to be displayed in each of the City of Richmond department bulletin boards for employees and/or visitors to see
- * \$0 Prizes for employees in drawing have already been donated by the Employee Wellness Coordinator

Gill, Karen L. - DEC

From: Shannon Smith <shannon@pulsepoint.org>
Sent: Tuesday, April 23, 2019 9:30 AM
To: Shannon Smith
Subject: 2019 PulsePoint Marketing Grant Winner!

Follow Up Flag: Follow up
Flag Status: Flagged

Hi team,

Congratulations! Your submission was chosen as a 2019 PulsePoint Marketing Grant Winner!

Please confirm your 1) **organization name** (as it should appear on the check) and 2) **address** where the check should be sent so we can quickly process your \$1000 grant.

Please plan to execute your winning marketing idea the week of June 1—7, CPR/AED Awareness Week.

PLEASE take high-quality photos of your marketing ideas (or send the mock-ups) and share them with me at shannon@pulsepoint.org and post your ideas/activities to your social media and tag @PulsePoint and @1000livesaday.

We'll be compiling all the great ideas and their accompanying visuals on our new [PulsePoint Marketing](#) page.

If you have any questions, please feel free to reach out.

Best,
Shannon

PulsePoint

Shannon Smith | VP, Communications

D: 773.339.7513

shannon@pulsepoint.org

www.pulsepoint.org