

2019 TxICC Conference

RESOURCEFUL FUNDING OPTIONS

Taking a broader look at funding options for interoperability projects

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Cynthia Wenzel Cole

TxSWIC Office

(contractor)

TOPICS

- Introduction and SCIP Goal
- Funding Strategy Recommendations
- All Potential Funding Sources
- Tips on Getting Started
- Resources

INTRODUCTION

- This material has been prepared to address this prioritized SCIP Goal:

3.3 Identify all potential local, State, and Federal funding sources for training, maintenance, sustainment of existing and future communications infrastructure and capabilities, and subscriber equipment.

- This presentation and accompanying *Resourceful Funding Options* TxSWIC office document which provides a comprehensive list of potential funding sources
- Resources, strategies and suggestions are also provided

FUNDING STRATEGY RECOMMENDATIONS

- Identify Sponsors & Stakeholders
- Clearly Articulate the Problem
- Diversify Like an Investment Portfolio
- Establish a 5-Year Funding Plan
- Don't Forget About Training!

POTENTIAL FUNDING SOURCES, PART 1

Agency Budgets

Justify increased budget

State of Texas Emergency Radio Infrastructure Fund 5153

*Utilize State of Texas
infrastructure fund*

GRANTS

DHS
NIST
Tribal

*Utilize grant program
Too many options to cover*

Trading & Sharing

MoU
Adhoc

*Share or exchange
equipment and assets to
reduce overall costs*

Special Funding

Bonds
Fees
Surcharges

Pursue special funding

Multi-Agency Consortium

*Share or "spread around"
burdens of funding,
management and governance*

- These are some of the most familiar and traditional sources of funding for interoperability projects

POTENTIAL FUNDING SOURCES, PART 2

Utilize Non-Profit / 501C3

*Enables private donors
Can spend money, hire help*

Private Foundations

*Thousands of Foundations
support Emergency
Management*

Corporate Discounts & Sponsorships

*Use to reduce out of pocket
Food, IT services,
Utilize discounts
Exchange for public acknowledgement*

User or Service Fees

*Charging end users for fees,
subscriptions and advanced
services*

Individual Donor/Sponsor

*Identify passionate sponsor
Make large donor*

Elected Official As Champion

*Identify committed executive
Clear roadblocks*

- These options leverage the advantage of non-profit status, leverage the project or services being provided and suggest recruiting an executive champion.

POTENTIAL FUNDING SOURCES, PART 3

TV & Film Content Royalties

*Create knowledgeable staff
Seek legal advice
High risk/high payoff*

Celebrity Donor/Sponsor

*Find a famous sponsor who cares
about First Responders
Leverage support for more donors*

Crowd-Sourced Funding

*Recruit interested donors
Get objective feedback
Use for small projects*

Individual Donor/Sponsor

*Find a wealthy sponsor who cares
about First Responders
Leverage support for more donors*

Film & TV Services

*Provide production support
Security, permits
Create camera crew-friendly
environment*

Criminal Asset Seizure Set-Aside

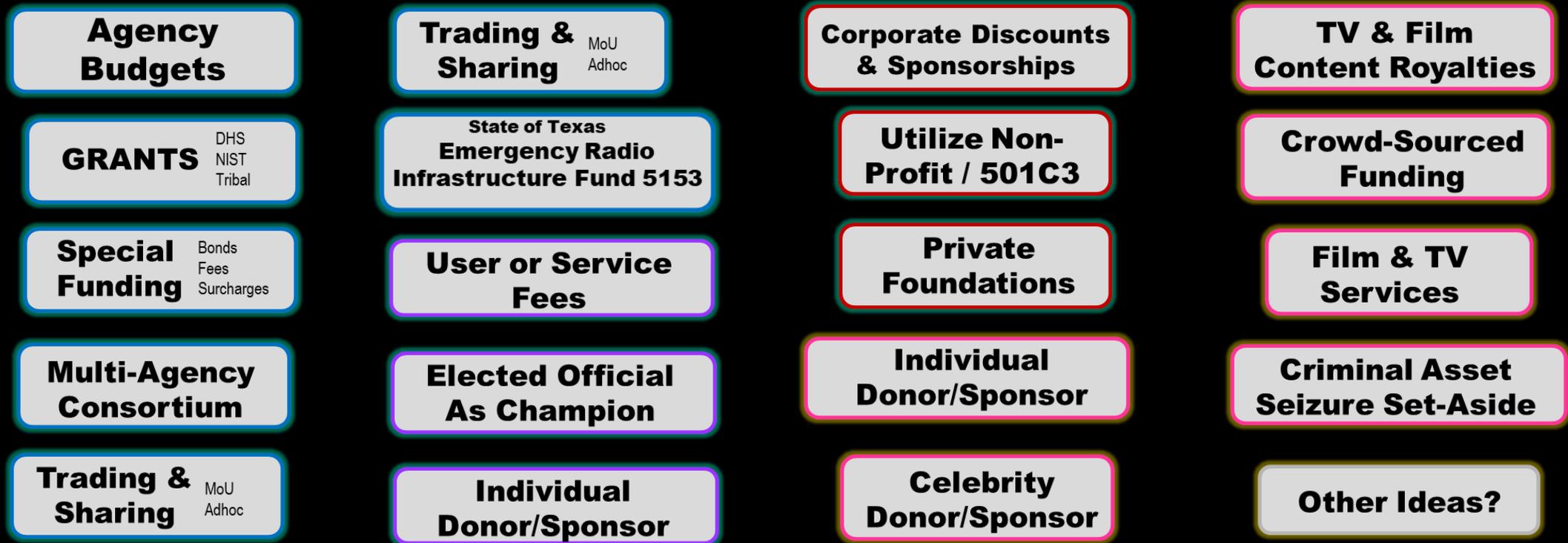
*Turn criminal assets into operational
improvements*

Other Ideas?

*What other opportunities?
Do you have other ideas?*

- These are more out-of-the-box ideas, maybe your team has more ideas to share?

ALL POTENTIAL FUNDING SOURCES



This high-level list of (19) potential funding sources captures both traditional and non-traditional options to consider.

TIPS FOR GETTING STARTED

- Engage Sponsors and Stakeholders
- Prepare “The Ask”
- Assign Team to Start Budget and Solution Planning
- Establish Governance and Project Management Approach
- Establish a 5-Year Funding Plan
- Don’t Forget About Training!

RESOURCES

Texas Guidance

- <https://www.dps.texas.gov/LawEnforcementSupport/communications/interop/documents/texasSCIP.pdf>
- <https://www.dps.texas.gov/LawEnforcementSupport/communications/interop/documents/tsicpMOU.pdf>
- <https://www.dps.texas.gov/LawEnforcementSupport/communications/interop/swic/Documents.htm>
- https://www.preparingtexas.org/Resources/documents/State%20and%20Fed%20Plans/2017_08_03_Communications_Annex.pdf

Federal Guidance

- <https://www.dhs.gov/cisa/national-emergency-communications-plan>
- <https://www.dhs.gov/safecom/funding>

CONCLUDING GOAL 3.3

- We request agreement and permission from the TxICC to officially conclude the SCIP 3.3 Goal (below) with this presentation and accompanying support document, “*Resourceful Funding Options*” as of today’s date.

3.3 Identify all potential local, State, and Federal funding sources for training, maintenance, sustainment of existing and future communications infrastructure and capabilities, and subscriber equipment.



THANK YOU!

STEP BY STEP

- **Identify and Gather Your Stakeholders**

- *Who needs problem solved?*
- *Who benefits from solutions?*
- *Who can jump in to help?*

- **Define The Problem**

- *What are costs of NOT solving the problem?*
 - *Larger, potential risks of NOT solving the problem (lives, property, liability)?*
 - *Costs in staff hours, admin overhead, response time (loss of efficiency)*

- **Propose High Level Approach / Solution**

- *How will you solve the problem? Do you need experts to develop recommendations?*
- *What will you do better?*
- *How much money/time/staff will it save? What efficiencies will be gained?*

STEP BY STEP, CONT'D

- **Cost Proposal / Estimate / Budget**
 - Total Cost to implement
 - Total Cost to operate, own, maintain
 - By year by category, 5Y view, incl OpEx vs CapEx
 - ROM budget targets if estimates not available
- Overview of Credible **Implementation & Program Management Plan / Strategies**
 - *Who will manage the project day-to-day?*
 - *What does funding entity need to be assured project will be implemented on time and within budget?*

PREPARE “THE ASK”

Identify and Gather Your Stakeholders

Define “The Problem”

Outline a Solution

Questions to Answer

- *Who needs problem solved?*
- *Who benefits from solutions?*
- *Who can jump in to help?*

- *What are costs of NOT solving the problem?*
 - *Impacts to performance, response times*
 - *Costs in lives, property, efficiency, staff time*
 - *Increase in agency liability*
 - *Could ignoring create need for large unplanned expenditures?*

- *General overview, illustrated if possible*
- *Describe who would implement, overview of approach*
- *Summarize resources need, timeframes, total project budget target*

Outputs

- *Establish initial team*
- *High level goals & plan*
- *General consensus on problem*

- *Stay high level*
- *“Elevator speech”*
- *Keep short and non-technical*
- *Use illustrations & analogies*