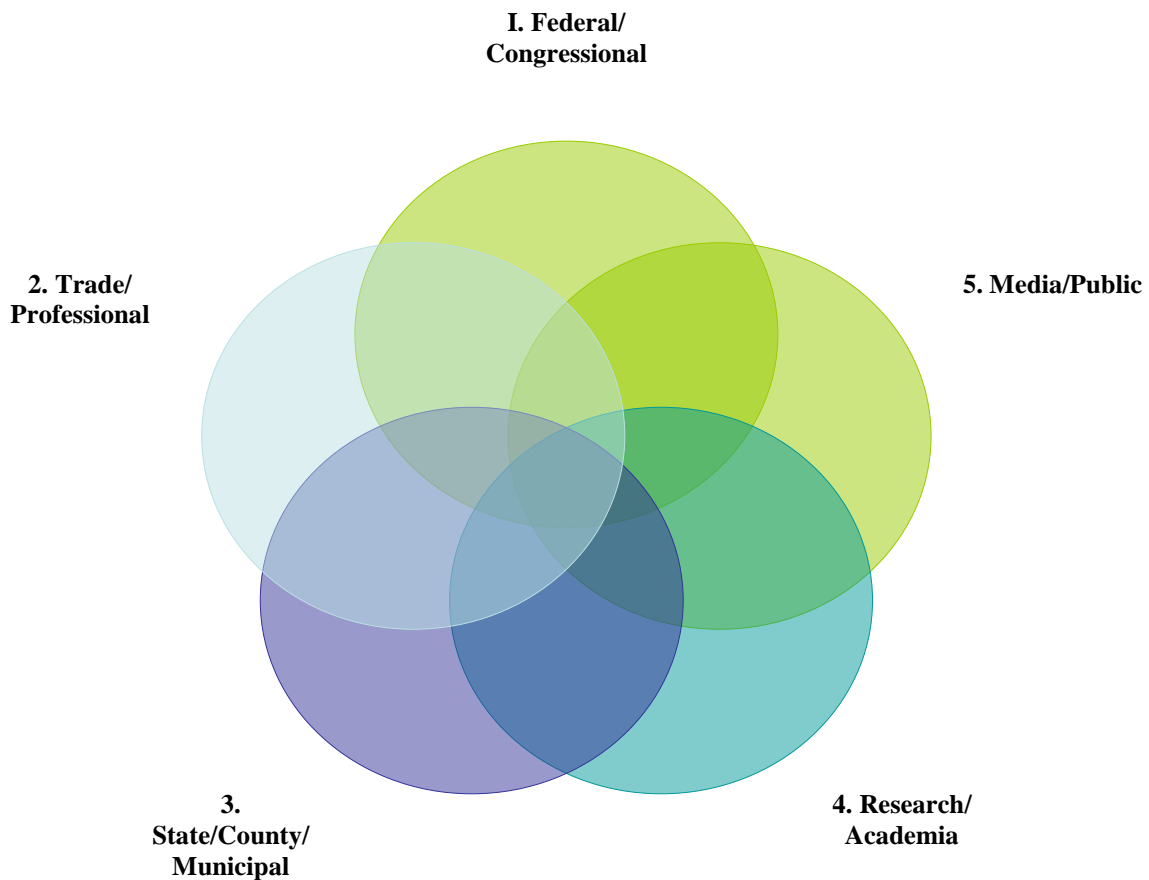


MARKETING AND OUTREACH PLAN FOR RAMCAP PLUS

April 2009

In February, ASME Press published the long awaited handbook, *All Hazards Risk and Resilience: Prioritizing Critical Infrastructures Using the RAMCAP Plus Approach*. ITI's opportunity is to promote the publication to a variety of audiences that we believe will receive it favorably.

Those audiences occupy five distinct categories. Let's look at them together in overview, then examine who they are – and approaches to reach them – category by category.



1. Federal/Congressional

Most members of Congress serve on committees that are relevant to homeland security, energy, transportation, and other aspects of infrastructure. Accordingly, on March 25 ITI emailed every member of Congress an announcement on RAMCAP Plus with a link to our website (and a link to the ordering page on ASME's website).

The March 25 announcement was sent to ____ key congressional staff members that ITI had met with to discuss RAMCAP Plus and our intent to develop a similar methodology for valuation of

infrastructure investment options. The publication was also delivered personally to Mike Beland of the House Homeland Security Committee, who has met with ASME-ITI on repeated occasions.

With regard to Federal agencies, _____ officials in _____ agencies received the announcement. The following key officials have also received copies of the RAMCAP Plus book personally through visits arranged by ITI:

- James Caverly, DHS Infrastructure Protection Directorate
- Bert Coursey, DHS Standards and Technology Directorate
- Chris Doyle, DHS Standards and Technology Directorate
- Jan Mares, consultant to DHS (on the PS-Prep panel)
- Stephen Parker, National Research Council
- Scott Weidman, National Research Council

As a result of a meeting with the latter two officials, ASME-ITI has been asked to put on a RAMCAP Plus briefing for the NRC committee that has been directed by Congress to conduct an assessment of DHS' risk analysis methodology. This briefing will be held May 21 or 22.

2. Trade/Professional

The universe of trade and professional organizations that may have an interest in RAMCAP Plus is wide indeed. These include associations, think tanks, coalitions, foundations, and standards developers. A cross-section has been selected for initial contact, receiving a copy of the handbook and a slide presentation. These groups include:

- ❖ Real estate industry: Building Owners and Managers Association (BOMA), International Council of Shopping Centers (ICSC), and Real Estate Roundtable
- ❖ ANSI Homeland Security Standards Panel (ANSI-HSSP)
- ❖ The Infrastructure Security Partnership (TISP)
- ❖ America 2050 (a group interested in smart growth and regional planning)
- ❖ American Lifelines Alliance (funded by FEMA, this group 'lifeline' infrastructure contingencies)
- ❖ US Chamber of Commerce (National Security and Emergency Preparedness Dept)

ITI has also directed an announcement the members of DHS' National Infrastructure Advisory Council, which has a manifest interest in approaches that consider both risk and resilience. The 28 individual members of NIAC represent many critical infrastructure sectors.

Next steps are to share the RAMCAP Plus announcement with the leadership of other DHS councils. These include:

- Government Coordinating Council
- Private Sector Cross
- Regional Consortium Coordinating Council
- State and Local Government Coordinating Council
- Industry Sector Advisory Committees

Contact will likewise be made with twenty other organizations that have an interest in security, risk, natural hazards, and contingency planning:

- ASIS International
- Business Executives for National Security
- National Emergency Management Association
- Disaster Recovery Institute International
- Risk and Insurance Management Society
- All Hazards Consortium
- Business Continuity Institute
- National Federation of Independent Business
- Business Roundtable
- American Public Transit Association
- Association of American Railroads
- American Public Works Association
- American Association of State Highway and Transportation Officials
- American Road & Transportation Builders Association
- Airports Council International
- American Association of Airport Executives
- World Shipping Council
- American Association of Port Authorities
- Board on Infrastructure and the Constructed Environment

3. State/County/Municipal

The jumping-off point for ITI's efforts to reach state, county, and city decision-makers was the March 27 announcement of RAMCAP Plus that was emailed to every Governor as well as his/her Homeland Security Director.

A coalition of state, county, and city officials called Building America's Future has also been made aware of RAMCAP Plus and an effort is being made to schedule a briefing for them.

Next steps are to reach out to the following organizations:

- US Conference of Mayors
- International City/County Management Association
- National Conference of State Legislatures
- Council of State Governments
- National Association of Counties

Locally, the Metropolitan Washington Council of Governments and the Greater Washington Board of Trade will each be contacted.

An individual at these groups will receive an email followed by a call to set up a meeting and explore whether a briefing by ITI can be arranged, if the organization will promote the RAMCAP Plus handbook to its members, and if there are relevant infrastructure/natural hazard/security activities of which ASME-ITI should be part.

4. Research/Academia

The RAMCAP Plus handbook has been provided to individuals at two organizations that have carried the banner for emergency preparedness and resilience on the one hand, and infrastructure

investment on the other. Respectively, they are New York University's International Center for Emergency Preparedness (InterCEP) and the Center for Strategic and International Studies (CSIS), which sponsored a high profile Commission on Public Infrastructure several years ago.

Next steps are to follow-up with individuals at both organizations. Additionally, copies of the handbook will be provided to several members of ITI's Infrastructure Investment Working Group who are prominent researchers themselves and are in a position to the methodology to their colleagues and associates. These members include:

- Massoud Amin, Univeristy of Minnesota
- Greg Baecher, University of Maryland
- Yacov Haimes, University of Virginia
- Fred Krimgold, Center for Disaster Risk Management
- Lamine Mili, Virginia Tech
- Dave Nash, Dave Nash & Associates
- Sarah Slaughter, MIT
- John Voeller, Black & Veatch

Other organizations with a focus on risk analysis include the CREATE Homeland Security Center at the University of Southern California; the RAND Corporation, Los Alamos National Laboratory, and the Homeland Security Institute.

ITI will also reach out to the following individuals who are known to have a strong research focus on infrastructure planning:

- Robert Puentes, Brookings Institution
- Michael Lind, New America Foundation
- Rudolph Penner, Urban Institute
- Bracken Hendricks, Center for American Progress

5. Media/Public

In tandem with ASME's Communications Office, an effort has been made to broadly inform the media of RAMCAP Plus. Information was posted to ASME's News/Public Policy webpage on March 23, and a press release was distributed that same day to a diverse list of 100 trade periodicals read by operators of power plants, chemical processing plants, and the other infrastructure sectors.

The release was also sent to two-dozen reporters and columnists who were specifically identified by ITI. Their organizations include:

- ❖ Washington Post
- ❖ New York Times
- ❖ Baltimore Sun
- ❖ Wall Street Journal
- ❖ Time magazine
- ❖ Congressional Quarterly
- ❖ Government Executive
- ❖ National Journal
- ❖ Homeland Security Today
- ❖ CNNMoney.com
- ❖ Reuters

Additionally, ITI's website has been thoroughly revised with current content – and all contacts being made to promote RAMCAP Plus link to there.

Next steps are to identify a forum for the op-ed piece that has been developed to support a RAMCAP-like approach to infrastructure valuation, and to contribute to blogs active on this set of issues. The op-ed piece could likewise be sent to a variety of 'hometown newspapers' by ASME members willing to talk up their organization's activities and interest in risk analysis, resource allocation, and contingency planning.