



PARADE

Prevention Advocacy Resources and Data Exchange

Standard Operating Procedures & Business Plan

Draft

PARADE STANDARD OPERATING PROCEDURES

This document is intended to identify and clarify the policy of the U.S. Fire Administration (USFA) and its partners, America's fire marshals, as it relates to the leadership positions and practices associated with the Prevention Advocacy Resources and Data Exchange (PARADE) organization. It should be used as a guide when determining a course of action or when making any decision pertaining to implementation of any aspect of PARADE.

The following information may be helpful in understanding the various facets of the PARADE program:

TITLE: The **Prevention Advocacy Resources and Data Exchange (PARADE)** program is a regionally-based network designed to foster the exchange of fire prevention/protection information and resources among the Federal, State, and local levels of government.

OBJECTIVES: The objectives of the PARADE program are to assist the regional PARADE membership in:

1. Identifying all aspects of fire prevention critical to protection of life and property, which include research and prevention advocacy in the following areas:
 - professional development
 - code enforcement
 - building and fire codes
 - plans review
 - public education
 - fire protection systems
 - inspections
 - data
 - multi-hazard risk analysis and reduction
 - investigations
 - emergency and terrorism preparedness/counterterrorism measures.
2. Identifying best practices, including interoperability opportunities, and exchange programs and resources within Regions, and replicating for dissemination, whenever possible, those resources.
3. Providing the USFA with an annual assessment of needs within Regions, together with recommendations as to how the USFA and the PARADE network can better support Federal, State, and local fire prevention efforts.
4. Identifying partners and national trends that have an impact on fire prevention.

BACKGROUND: The PARADE program was inaugurated in 2003 to better assist America's fire marshals in implementing effective prevention programs/materials and conducting other networking activities. It is modeled after the U.S. Fire

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Administration's highly successful National Fire Academy (NFA) program, Training Resources and Data Exchange (TRADE), established in 1984.

The collaborative relationship between the USFA and the PARADE network enables the prevention/mitigation/risk-reduction community to better address issues of safety for the American people.

The essential components of both the TRADE and PARADE systems are the 10 regional networks that correspond to the existing Federal Emergency Management Agency (FEMA) regional boundaries. These networks provide a mechanism for the exchange of resources and materials within and between Regions. Every other year, all participating members of PARADE are invited to attend a National PARADE Conference on the Emmitsburg campus to share experiences, exchange materials, and network with their peers. Each regional network may meet once or twice a year for the same purposes.

MEMBERSHIP REQUIREMENTS

Membership in PARADE is available to the 50 State Fire Marshal organizations, fire marshals from the Nation's largest fire departments, and one representative from each of the 10 FEMA Regions appointed by the International Fire Marshals Association (IFMA) leadership to represent smaller jurisdictions. Typically, the process for requesting admission into the PARADE program follows the long-established TRADE model:

A metropolitan fire department representative sends a written request to its regional PARADE co-chair(s) or the USFA PARADE Program Manager. Along with the request, the department must provide population verification by its Chamber of Commerce and a quantitative list of its uniformed personnel. After determining that a department meets the necessary criteria, the USFA contacts that department's State fire marshal to inform him/her of the department's request. The State fire marshal's office then verifies the requesting organization's qualifications regarding population served and size of department. If accepted, the department is notified in writing, and, at this point, the department has full membership in the PARADE organization and is a voting member in all PARADE issues/activities. **NOTE:** The USFA accepts input from all sources in its decision to accept/reject a metropolitan fire prevention bureau/department.

Specifically, a department or agency must meet one of the following criteria to be included into PARADE:

- A. The State level agency, entity, or organization with primary responsibility, as designated by law, regulation, mandate, etc., for the delivery of fire prevention within the individual 50 States and Commonwealths of the United States.

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- B. The fire department serving the largest city in each State or Commonwealth and the District of Columbia.
- C. Those fire departments serving other than the largest city in each State or Commonwealth, meeting membership criteria of protecting a jurisdiction with a population over 200,000, and/or employing over 400 uniformed personnel.
- D. Smaller-sized departments will be represented by IFMA representatives (one in each Region); representatives are to be identified by IFMA officers.
- E. With the concurrence of the designated State fire prevention agency defined in paragraph A, any county, parish, or fire prevention training office that provides services to fire departments within its jurisdiction and which otherwise meets the membership criteria for jurisdiction population and/or staffing level.

Coincidentally, the criteria to become a PARADE member are the same used to establish membership in TRADE and the Train-the-Trainer (TtT) program sponsored by the USFA/NFA. After a new member has been admitted into the PARADE program, their request is forwarded to the TRADE Program Manager for follow-up with the training division of that department to verify membership for TRADE/TtT.

REGIONAL OPERATIONS: PARADE MEETINGS

- 1. Regional PARADE meetings ~~shall~~ **may** be conducted ~~not less than once per year and more often~~ as needed.
- 2. Meetings will be coordinated by the regional State, Metro, and IFMA appointed co-chairs. To the degree possible, meetings shall be rotated through all States represented in the Region. The use of multi-region meetings is highly encouraged.
- 3. Regional meetings shall include, but not be limited to, the following agenda items:
 - an orientation for new members to include the PARADE brochure, Standard Operating Procedures (SOPs), etc.;
 - a review of the PARADE Objectives and development of yearly regional PARADE plan, e.g., meet 2 times per year, conduct a regional needs assessment, develop a model SOP/Guide for a particular issue or emergent need;
 - identification of any new regional fire prevention or public education needs (programs, curriculum, etc.);
 - identification for recommendations to address the identified needs;

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- identify any new or noteworthy fire protection/prevention, public education, or life safety programs that have been developed within your Region that are available to share; and
 - conduct a review of the USFA Objectives and identify regional PARADE resources or programs and recommendations that may assist the USFA in meeting its objectives.
4. A regional report shall be sent to the USFA PARADE Program Manager describing activities and recommendations in the areas described above.
 5. The USFA Program Manager shall forward copies of regional reports to the PARADE regional co-chairs.

DESIGN A PROTOCOL/PROCESS THAT ALLOWS PARADE TO SPEAK WITH A UNIFIED VOICE

The PARADE network comprises State Fire Marshals, Fire Marshals of Metropolitan Fire Departments, and 10 representatives of IFMA representing the smaller fire departments across the country.

Representing approximately 200+ fire service agencies, PARADE is committed to assisting the USFA in assessing fire prevention needs, as well as opportunities to partner in the implementation of USFA prevention programs.

In addition, PARADE partners with the USFA to provide meaningful programs that will enhance fire prevention and protection programs.

In order to allow PARADE to speak with a unified voice, an organizational structure must be put in place that allows for a single point of entry and exit for information gathering and representation when needed. It is noted that not all issues need to follow the unified voice methodology.

The implementation of the following organizational structure is recommended:

PARADE REGIONS

Regional membership is open to a single representative of a State fire marshal organization, Metropolitan fire department organization, and one representative in each Region appointed by the IFMA leadership. In addition to the general membership, PARADE has established the following positions for the purpose of coordinating regional activities:

- State Co-Chair
- Metro Co-Chair
- IFMA Co-Chair
- Banker (Note: under review; to be determined when Grant process is finalized)

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PARADE CO-CHAIRS

Regional Co-Chairs shall function as the PARADE Executive Advisory Committee (EAC). The PARADE Co-Chairs shall be responsible for serving as the primary conduit for information to and from the PARADE regional membership. The PARADE Co-Chairs shall provide policy guidance and recommendations to the PARADE National State, Metro, and IFMA Co-Chairs when needed.

The PARADE Co-Chairs shall meet not less than once per fiscal year. Meetings should be held at the USFA or may be held at other locations as needed.

Conference calls may be conducted to address specific issues, but may not supplant the annual meeting.

The PARADE Co-Chairs are responsible for providing input to the National State, Metro, and IFMA Co-Chairs, and are authorized to identify regional PARADE needs and speak for the Regions on all issues relative to PARADE.

NATIONAL PARADE STATE, METRO, AND IFMA CO-CHAIRS

The 30 PARADE Co-Chairs shall elect from their membership a State, Metro, and IFMA National Co-Chair. The National State, Metro, and IFMA Co-Chairs shall be authorized to represent and speak for the entire PARADE membership.

The National State, Metro and IFMA Co-Chairs shall also serve as PARADE representatives to the USFA and other national fire organizations or entities as needed. In most cases, when only one National Chair is required to attend a meeting or provide input on short notice, the three National Chairs will determine who is best suited to attend the meeting or whose schedule best accommodates the travel/dates or other considerations.

ELECTION OF NATIONAL CO-CHAIRS

The PARADE Co-Chairs shall conduct elections for State, Metro, and IFMA National Co-Chairs during the annual National PARADE Conference planning workshop. **The state elects the state co-chair position, the metros elect the metro co-chair position, and the IFMA representatives elect the IFMA co-chair position.** The USFA PARADE Program Manager shall convene a nomination committee of not less than three Regional Co-Chair members. Elections shall be by written ballot. A simple majority vote of those PARADE Regional Co-Chair members in attendance at the PARADE Planning Workshop and annual PARADE Conference shall determine the election winner of the open position.

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In the event a National Co-Chair position becomes open (through retirement, reassignment, etc.), the remaining National Co-Chairs, in cooperation with the PARADE Program Manager, will appoint a Regional Co-Chair to fill the unexpired term.

TERM OF OFFICE

The term of office for the National State, Metro, and IFMA Co-Chairs shall be for a period of ~~one~~ **two** years. ~~The maximum number of concurrent terms that a national State, Metro, and IFMA Co-Chair may serve is three consecutive terms.~~

ROLES AND RESPONSIBILITIES WITHIN THE PARADE NETWORK

U.S. Fire Administration

- ❖ provide support and structure for PARADE organizations
- ❖ serve as a liaison between the PARADE organization and the USFA, as well as other national fire-related organizations
- ❖ develop budgetary assistance and guidelines; and
- ❖ serve as an advocate for PARADE.

Regional PARADE Co-Chairs

- ❖ identify performance issues and establish priorities that PARADE will address
- ❖ **identify emerging PARADE eligible organizations and recruit to become a PARADE member**
- ❖ provide consistent linkages at the national level
- ❖ facilitate the establishment of project-specific work teams and interest groups
- ❖ identify new and emerging fire prevention needs
- ❖ assist the USFA in the development of the National PARADE Conference agendas and programs
- ❖ assist the USFA and the NFA in the identification of prioritizing program and curriculum development needs

National PARADE Co-Chairs

- ❖ serve as the primary points of contact for the USFA, NFA, and other organizations to PARADE
- ❖ assist the USFA in the development of the annual Co-Chair **Training/Planning** Conference
- ❖ solicit input from the PARADE Co-Chairs and membership on specific issues on an “as needed” basis
- ❖ serve as Stakeholder representatives to the USFA and the NFA
- ❖ provide leadership for the entire PARADE network
- ❖ (Note: add Banker piece when process is finalized)

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STRATEGIC PLAN FOR THE PARADE ORGANIZATION TO ADDRESS THE SCOPE OF “HOW PARADE DOES BUSINESS”

The intent of this objective is to:

- ❖ define the scope and structure of PARADE Co-Chair meetings and National PARADE Conferences
- ❖ standardize the agendas for co-chair and national meetings;
- ❖ develop accountability and action plans; and
- ❖ address issues related to governance.

SCOPE AND STRUCTURE OF CO-CHAIR MEETINGS AND NATIONAL PARADE CONFERENCES

PARADE CO-CHAIR ~~TRAINING/~~ MEETING

A PARADE ~~Planning~~ ~~Conference~~ **Training/Meeting** shall be conducted in the fiscal year in which there is no National PARADE Conference. The ~~Planning Conference~~ **Training/Meeting** shall also serve as the PARADE Co-Chair meeting and shall be conducted by the PARADE National State and metro Co-Chairs (in advisory capacity) in conjunction with the USFA PARADE Program Manager. The agenda may include, but not be limited to:

- ❖ USFA Administrator/Deputy Administrator Report
- ❖ USFA PARADE Program Manager Report
- ❖ USFA/NFA Staff Reports
- ❖ appropriate training sessions
- ~~❖ identification of USFA Liaison Requests~~
- ❖ review of USFA Goals and Objectives
- ~~❖ PARADE National Co-Chair election~~
- ❖ review of Regional Reports, activities, and recommendations
- ❖ identification of national PARADE Goals and Objectives
- ❖ Identification of a theme and format for the national PARADE Conference
- ❖ identification of coordination assignments for soliciting speakers, presenters, and PARADE Grounds participation; and
- ❖ time permitting, interaction with campus organizational elements/staff.

A copy of the national PARADE Goals and Objectives shall be sent to the general PARADE membership, Division Director of the National Fire Programs Division, and the USFA PARADE Program Manager.

SCOPE AND STRUCTURE OF THE NATIONAL PARADE CONFERENCE

The USFA will host a National PARADE Conference every year ~~in the short term (first 3 years) and then every other year~~, alternating with the **National Fire Academy's** TRADE Conference. The National PARADE Conference **may** consist of, but is not limited to, the following elements:

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- ❖ PARADE Orientation for new PARADE members and first-time national Conference attendees:
 - general orientation by PARADE Program Manager
 - co-chairs assist as appropriate/necessary
 - orientation for all co-chairs (by the 3 National Co-Chairs) and/or PARADE Program Manager
- ❖ Regional PARADE meetings facilitated by regional co-chairs
- ❖ PARADE Grounds:
 - exhibit area (booth) for each Region
 - region accepts responsibility for staffing the booth
 - signage, banners, or other identification of Region is appropriate
 - co-chairs responsible for encouraging members to participate
- ❖ professional development workshops/presentations
- ❖ Keynote Speaker
- ❖ USFA and NFA staff reports
- ❖ Administrator's report
- ❖ PARADE Co-Chair meeting
- ❖ PARADE activities and issues/priorities report;
- ❖ time permitting, interaction with campus organizational elements/staff
- ❖ PARADE Banquet; and
- ❖ PARADE Conference after-action report (Proceedings Report).

ACCOUNTABILITY AND ACTION PLANS AND ISSUES RELATED TO GOVERNANCE

Governance for PARADE shall be the shared responsibility of the USFA, the PARADE Program Manager, and the PARADE Co-Chairs. The PARADE Program Manager shall serve as the focal point for the dissemination of PARADE-related information, as well as the collection point for PARADE input. The PARADE Co-Chairs shall serve as the focal point for identifying regional needs and providing input. The PARADE national Co-Chairs, acting in the best interest of the organization, shall serve as the primary decisionmakers for the PARADE network. When necessary, and appropriate, the PARADE national Co-Chairs shall represent the PARADE organization on projects, at fire service meetings and conferences, and in interaction with other fire prevention and life safety organizations.

The USFA, the PARADE Program Manager, and PARADE Co-Chairs (with input from PARADE members) shall be responsible for defining administrative goals and protocols that provide direction to the PARADE network, including the identification of USFA goals and objectives. These protocols shall include, but not be limited to establishing grant objectives and reporting requirements, gathering and distributing information, and coordinating with the USFA and NFA staff on such issues as the identification of PARADE curriculum needs and priorities, project initiatives, and PARADE resources.

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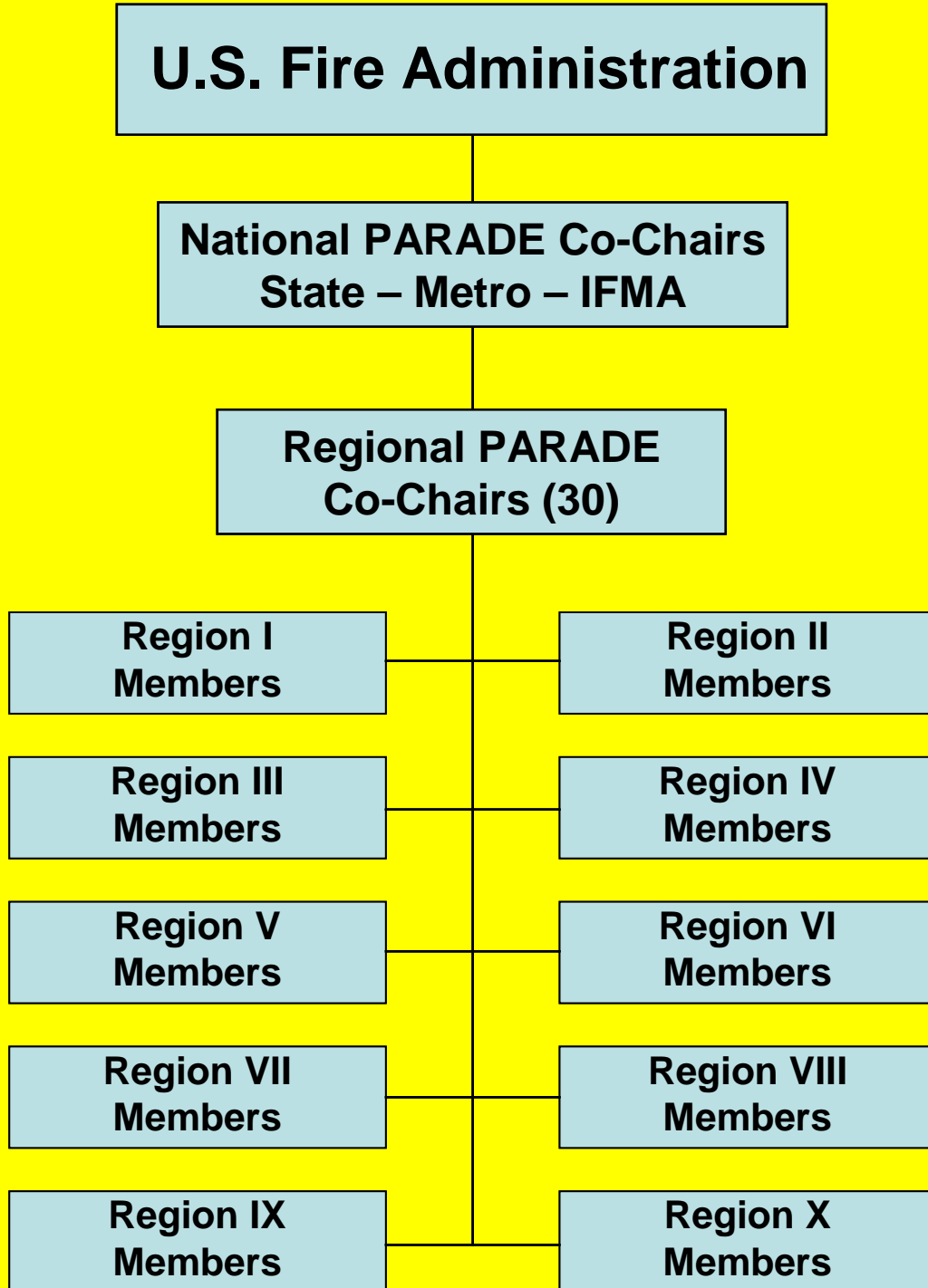
PARADE is responsible for conducting regional meetings, identifying regional goals and objectives (accountability/work plans), and regularly communicating with their regional membership. Once developed, the 10 regional PARADE plans shall serve as the guideline for conducting all regional meetings and activities. USFA goals and objectives shall be shared with the PARADE membership and, where practical, regional goals and objectives shall be linked with the USFA goals and objectives.

The PARADE Co-Chairs shall meet or conduct conference calls ~~once per quarter~~ **as needed** for the purpose of discussing, implementing, and tracking the national PARADE goals, objectives, and accountability/work plans.

NFA-DISTRIBUTED MATERIALS

Various materials are sent out to the PARADE membership. These materials support the PARADE concept in some way. For example, PARADE Program Notices are sent out when warranted. NFA Course catalogues, course-specific information, and general information on USFA/NFA programs are all available to the PARADE membership and can be downloaded from the USFA Web site (www.usfa.fema.gov). Proceedings reports from PARADE **National Conferences and PARADE Co-Chair Training/Meetings** held at the ~~NFA~~ **USFA** are recorded and ~~distributed regionally~~ **and may be viewed/downloaded from the PARADE homepage**. Periodically, the complete PARADE membership list is disseminated to ~~all PARADE members~~ **the PARADE co-chairs for dissemination to their regional membership**.

PARADE Network Organizational Chart



PARADE
Regional Map

