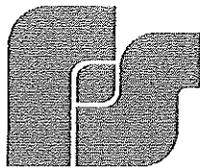


**Before the  
Subcommittee on Economic Development, Public Buildings, and  
Emergency Management  
Committee on Transportation and Infrastructure  
U. S. House of Representatives**

*Streamlining Emergency Management: Improving Preparedness,  
Recovery, and Cutting Costs*



**FEDERAL SIGNAL**  
**Safety and Security Systems**

*Advancing security and well being*

**October 13, 2011  
Washington D.C.**

**Statement of  
Joe Wilson  
President,  
Safety and Security Group  
Industrial Systems Division  
Federal Signal Corporation**

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## **INTRODUCTION**

Mr. Chairman, Ranking Member Norton, and members of the Subcommittee, thank you for allowing me to appear before you today to provide testimony on important matters of public safety and emergency management.

I am Joe Wilson, President of the Industrial Systems Division, Safety and Security Group, Federal Signal Corporation. Federal Signal is a long standing supplier to the emergency management industry. We design, manufacture, install and integrate mass notification systems. Our systems are used in tsunami warning, community warning, military, campus alerting, within and around nuclear power plants and industrial facilities.

I will provide information regarding a few central issues that impact all local communities across the U.S.

## **MEETING LOCAL LEVEL NEEDS**

On any given day, news headlines highlight disasters or other emergencies across the United States cause Americans to evaluate their own levels of safety. Whether looking back 10 years to the tragedy of the 9/11 attacks or remembering the high levels of natural disasters 2011 has wrought, we are constantly reminded of the imperative to be fully prepared for the unexpected.

With public safety and disaster preparedness being top of mind, it's during these times of economic challenge when local communities rely most upon FEMA to acquire public warning and notification systems. In fact, Federal Signal's 2011 Public Safety Survey, conducted by Zogby International, recently found that half of Americans feel they are less safe today than they were prior to the 9/11 tragedy. Additionally, almost 4 out of 10 consider their city or town to be slightly or completely unprepared in the event of an emergency, including unexpected risks such as natural disasters, terrorism and health pandemics.

It is critical that warning systems continue to be among the priority needs for which grant dollars can be spent. Collective efforts by all should not stop until 100 percent of the population believes safety is a priority in their community.

While natural disasters and man-made crises are ever-increasing, the number of potential local and national events, for which communities must prepare, has grown exponentially over the last decade. FEMA has an important role to play in establishing standard and promoting best practices throughout the nation. The National Incident Management System (NIMS) planning guidelines identifies the significant number of national and local incidents for which emergency management agencies must be prepared.

FEMA also plays an important role both in establishing and maintaining criteria for the Nuclear Regulatory Commission (NRC), as the agency charged with coordinating emergency planning and preparedness activities outside the boundaries of nuclear facilities.

With the recent nuclear challenges in Japan, many new assessments are being made within the nuclear community. The establishment of key criteria for both primary and secondary methods of public alerting is an important effort for which FEMA is well suited. While FEMA may be well positioned to respond to national events, we must remember that all national events are also local in nature

Local community needs differ widely and national, or even state priorities, are not always in sync with the demands of local communities. Decision making about how local communities utilize these important grant dollars should be made at the local level, especially at a time when one-third (34 percent) of Americans feel that public safety is a not a priority in their community.

Overall, after a decade of dialogue and expenditures, many America's still feel that there is not enough attention paid to public safety. Perception is reality. Perhaps one of the reasons for this disconnect, is that national funding priorities may not always reflect the perception of local communities.

## NEW INTEROPERABLE BRIDGES

It was not that long ago that those government agencies charged with the responsibility for issuing warnings and alerts to the general public depended almost exclusively on outdoor sirens and radio and television broadcasts. However, interoperability remains a key concern for today's public safety officials, who must consider a much broader spectrum of communication technologies and messaging formats. This includes everything from traditional landline phone, cell phones, pagers, radios, text messaging, public address and intercom systems, LED signage, message boards and strobe alerts, to a variety of IP-based technologies, including email, instant messaging, RSS feeds, smart phones, and even social networking technologies such as Twitter and Facebook.

Fortunately, there are multiple ways to achieve national objectives. Most current funding is focused on the acquisition and deployment of completely new technology. For example, Digital Trunking Systems have become a popular option; however, these costly systems are not the only way to achieve interoperable communication. In fact, the deployment of completely new communications systems can create new challenges.

While a large county, or even a State, may deploy a new digital communications system (e.g. P25 Trunking Land-mobile radio system), not every local community can afford the handsets and mobile radios necessary to operate within this system. This results in some communities having even more trouble sharing data and information with other jurisdictions.

For example, local jurisdictions which previously shared emergency channels within the same frequency band, no longer can do so after the police department joins the county digital radio system, but the fire department and public works have not.

Many local communities could achieve interoperable communications through IP-based software solutions, which leverage existing communications infrastructure at a significant savings over a wide-scale replacement.

Today's grant funding often works against the leveraging of existing infrastructure, thus costing communities and the national government to solve more interoperable communications challenges. Software-based solutions typically cost less and are deployed faster.

Allowing states to make decisions about how they use interoperable grant funds would foster continued advancement of new technologies designed to bridge analog and digital radio worlds, with IP communications and public communication networks.

## INTEGRATED LAYER PROGRESS

Since 2006, when President George W. Bush signed Executive Order 13407, the Integrated Public Alert and Warning System (IPAWS) has largely been considered a solution for effective public alerts and warnings. It has also been a catalyst for communicating the importance of emergency preparedness. Furthermore, the nation's commitment to IPAWS brings significant value to the overall public safety and emergency management community.

Although the system was designed to reach all U.S. citizens, FEMA recognizes that most alerts and warnings are issued at a state and local level. Unfortunately, there's no one-size fits all approach to mass notification. These location-specific messages are more relevant to those receiving the alert, but must be tailored to meet specific emergency needs and, more importantly, must be capable of reaching citizens regardless of obstacles like terrain or population density. Therefore, most locally-based solutions require a more customized approach.

According to the Federal Signal Annual American Public Safety Survey, 89.5 percent of Americans feel that some form of improvement—ranging from minor to significant improvement—is needed to public emergency awareness or communication where they live. Nearly 40% of survey respondents feel their city or town is only slightly or not at all prepared in the event of an emergency.

The survey speaks volumes to perceptions about the current state of public safety awareness and emergency preparedness and reminds us that solutions must come from year-round, community-wide engagement and action.

Establishing an advisory committee that would include voices from the local emergency management community and the private sector would ensure that a true public/private partnership approach can be fostered. This would enable additional input about ongoing and future use without delaying the system.

Another important aspect to consider is how people prefer to communicate during an emergency. As indicated in the 2010 Federal Signal Annual Public Safety Survey, Americans' preference on the type of technology they want to use for emergency notification differ dramatically—one in four Americans would prefer to be notified about an emergency by a telephone call (26 percent) or by television (25 percent). Another 18 percent say they would like to be notified by text message, while 15 percent would like the notification by outdoor loudspeakers. One in ten prefers to be notified by radio.

It is also important to note that, while emergency planners and technology providers may be cognizant of the limitations of each of these communication mediums, much of the general public is unaware that a large-scale disaster would almost certainly overload cell networks and quite possibly internet-based communications as well. This not only reinforces why depending

exclusively on a single communications method for mass notification is shortsighted, but effectively emphasizes the need for redundancy in emergency communications.

Advanced technology and messaging formats are clearly playing an expanded role in the development of the newest generation of emergency warning and mass notification systems. The deployment of a geo-targeted alerting system via Commercial Mobile Alert System (CMAS) is a critical element of the IPAWS system and will be warmly embraced by local emergency management agencies.

Investment in these important programs ensures that local governments will move along a desired path, while still allowing key decisions about usage and local implementation to remain in the hands of local community leaders.

At the same time, emergency communications equipment and system suppliers have consistently stressed the important part that training and ongoing education have in emergency system performance.

Not only is training critical to the success of any emergency warning system, this training must also be tailored to the specific needs of each age group or "generation." Children, for instance, learn differently than adults, while seniors present a host of unique challenges when it comes to using new technology. In some instances, it may also be necessary to evaluate the special needs of unique cultural groups, as well as persons who are physically or mentally handicapped.

While advanced technology and messaging formats enable more effective emergency warning and mass notification systems, a host of human factors—including age, physical disabilities and cultural differences related to the diverse needs of citizens in heavily populated cities—must be bundled into the overall emergency plan to effectively communicate.

Though today's technology has certainly expanded the communications options available to emergency managers, it should be evident that, in many cases, these technical advancements have also placed a whole new set of concerns on the table. Clearly, it would be impossible to address each and every one of the issues relating to the expanded layers of communication and diverse human factors in a presentation of this length. However, it is hoped that this sampling provides some perspective on both the scope and complexity that comes into play in the development of the next generation of emergency communication systems.

## CONCLUSION

In conclusion, FEMA plays an important role in establishing standards and fostering the adoption of best practices within the Emergency Management community. Its leadership in facilitating the leveraging of new technology and establishing a framework and infrastructure for the sharing of technology is without question a necessary job that only an agency such as FEMA can perform. Establishing effective processes, which provide opportunities for both industry leaders and local emergency managers to participate in the development and deployment of these systems, can help ensure wide-scale support of these programs. There also continues to be ways

to leverage existing infrastructure and past investments while still helping communities improve their ability to communicate. While we have more ways to share information today than ever before, new technology has not made the job of emergency management any easier. In fact, it has become more complicated as Americans' preferences about how to receive information vastly differ. Funding programs need to be modified in order to ensure that local communities can pursue the means and methods most likely to meet their specific needs. This is a critically important step in raising Americans' confidence that public safety is truly a priority.

Thank you for the opportunity to speak before you today.

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Appendix follows



**FEDERAL SIGNAL**  
Safety and Security Systems

*Advancing security and well being*

Joseph W. Wilson  
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University Park, IL 60466  
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[jwilson@fedsig.com](mailto:jwilson@fedsig.com)

**EXPERIENCE**

Federal Signal Corporation, University Park, IL (1987 – present)

**President – Safety & Security Group/ Industrial Systems Division:** Federal Signal Corporation, University Park, IL ( May 2011– present)

Member of the Federal Signal Corporation Executive Committee and leader of three industrial businesses (Mining, Integrated Systems, and Industrial Systems) as well as the Alerting and Notification Systems public safety business within the Safety and Security Group of Federal Signal.

**Vice President/General Manager Industrial Systems Division:** Federal Signal Corporation, University Park, IL (May 2010 – May 2011)

Leader of three industrial businesses (Mining, Integrated Systems, and Industrial Systems) as well as the Alerting and Notification Systems public safety business within the Safety and Security Group of Federal Signal. Total of four manufacturing sites employing 129 hourly and 150 salaried employees.

**Vice President/General Manager Industrial & Commercial System Division:** Federal Signal Corporation, University Park, IL / Novi Michigan (November 2007 – May 2010)

Leader of four industrial businesses (Lighting, Mining, Integrated Systems, and Industrial Systems) as well as Federal APD Parking division within the Safety and Security Group of Federal Signal. Total of seven manufacturing sites employing 280 hourly and 220 salaried employees.

**Vice President/General Manager Public Safety & Transportation System Division:** Federal Signal Corporation, University Park, IL / Novi Michigan (November 2006 – November 2007)

Leader of the expanding PSS business and newly established Transportation Systems Division. Bringing together the two largest software centric businesses in the corporation. Merging System Integration and Program Management disciplines to build out the much need competency in order to better serve both customer bases. Total of two manufacturing sites with 80 hourly and 155 salaried employees

**Vice President/General Manager Public Safety System Division:** Federal Signal Corporation, University Park, IL (July 2005 – October 2006)

Leader of newly created PSS division established to expand Systems Integration and solutions based selling models with focus on the needs of Emergency Managers. Single manufacturing site with 25 hourly and 40 salaried employees.

**Vice President Sales & Marketing - Electrical Products Division:** Federal Signal Corporation, University Park, IL (2001 - 2005)

**Director of Marketing Electrical Products Division:** Federal Signal Corporation, University Park, IL (1997-2001)

**Marketing Manager Electrical Products Division:** Federal Signal Corporation, University Park, IL (1991 -1997)

**District/Regional Sales Manager Electrical Products Division:** Federal Signal Corporation, University Park, IL (1987 -1991)

Dana Corporation (1981-1987)

**District Sales Manager, Automotive Aftermarket Division:** Dana Corporation (1984-1987)  
**Factory Branch Manager, Chicago Branch:** Dana Corporation (1982-1984)  
**Regional Sales Representative, Automotive Aftermarket Division:** Dana Corporation (1981-1982)

## EDUCATION

2001- 2003 Masters of Business Administration DePaul University - Kellstadt School of Business -  
1977-1980 Bachelors of Science – Marketing Purdue University  
1975-1977 Undergraduate Classes Loyola University

## PROFESSIONAL TRAINING

Lean Manufacturing – TBM Consulting, LVC Consulting  
Lean Manufacturing Certificate – University of Tennessee  
E-Business Certificate Program – Loyola University

## INDUSTRY AFFILIATIONS

Member of Safe America, Board of Directors 2010 - 2011

**COMMITTEE ON TRANSPORTATION AND INFRASTRUCTURE**  
*Truth in Testimony Disclosure*

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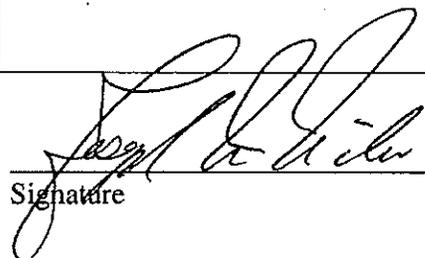
Pursuant to clause 2(g)(5) of House Rule XI, in the case of a witness appearing in a nongovernmental capacity, a written statement of proposed testimony shall include: (1) a curriculum vitae; and (2) a disclosure of the amount and source (by agency and program) of each Federal grant (or subgrant thereof) or contract (or subcontract thereof) received during the current fiscal year or either of the two previous fiscal years by the witness or by an entity represented by the witness. Such statements, with appropriate redaction to protect the privacy of the witness, shall be made publicly available in electronic form not later than one day after the witness appears.

<b>(1) Name:</b>	Joe Wilson
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<b>(2) Other than yourself, name of entity you are representing:</b>	Federal Signal Corporation
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<b>(3) Are you testifying on behalf of an entity other than a Government (federal, state, local) entity?</b>	
<b>YES</b>	<b>If yes, please provide the information requested below and attach your curriculum vitae.</b>
<b>NO</b>	

<b>(4) Please list the amount and source (by agency and program) of each Federal grant (or subgrant thereof) or contract (or subcontract thereof) received during the current fiscal year or either of the two previous fiscal years by you or by the entity you are representing:</b>

  
\_\_\_\_\_  
Signature

10-7-11  
\_\_\_\_\_  
Date



**FEDERAL SIGNAL**  
Safety and Security Systems

*Advancing security and well being*

ORDER NUMBER	TOTAL PO AMT	PURCHASE ORDER/CC ORDERS	SOLD TO	SHIP TO
4101143*1	\$2,096.00	QUOTE40210100927	TRAVIS AIR FORCE BASE	TRAVIS AFB
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4101998*1	\$1,080.00	SIGNEDQUOTE80310152439	McGUIRE AFB	McGUIRE AFB
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4102190*1	\$120,185.00	WAWF-W52H09-08-D-0450-HD	DFAS-COMWEST ENTITLEMENT	FORT HOOD
4102199*1	\$38,219.00	WAWF-W52H09-08-D-0450-FB	DFAS-COMWEST ENTITLEMENT	FORT BRAGG
4102200*1	\$20,384.00	WAWF-W52H09-08-D-0450-FB	DFAS-COMWEST ENTITLEMENT	FORT BRAGG
4102232*1	\$35,000.00	WAWF-FA5205-10-P-0019	DFAS-JAPAN(APO)	MISAWA AFB
4102240*1	\$330,000.00	WAWF-FA8501-10-P-0224	DFAS DAYTON 503DDD	ROBINS AFB
4102288*1	\$12,378.50	WAWF-FA4621-10-P-0077	DFAS-LIMESTONE-F67100	MCCONNELL AFB
4102309*1	\$299,999.00	WAWF-W52H09-08-D-0450	DFAS-COMWEST ENTITLEMENT	FORT BLISS AFB
4102349*1	\$6,416.00	QUOTE_81110111125	TACOM	ROCK ISLAND
4102350*1	\$11,880.00	QUOTE_81110111125	TACOM	FORT GREELY
4102351*1	\$11,228.00	QUOTE_81110111125	TACOM	FORT HOOD
4102352*1	\$11,228.00	QUOTE_81110111125	TACOM	FORT MEADE
4102353*1	\$5,940.00	QUOTE_81110111125	TACOM	FORT WAINWRIGHT
4102354*1	\$6,416.00	QUOTE_81110111125	TACOM	FORT MEADE
4102368*1	\$79,575.00	WAWF-FA4407-10-P-0106	DFAS-LI/FP	SCOTT AFB
4102420*1	\$2,169.00	QUOTE_91510154850	TRAVIS AIR FORCE BASE	TRAVIS AFB
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4102487*1	\$4,711.00	QUOTE-10810133907	FORT WAINWRIGHT	FORT WAINWRIGHT
4102496*1	\$2,995.00	QUOTE92310093320	NSF THURMONT	NSF THURMONT

4102531*1	\$5,896.00	W912LM-10-P-4022	DFAS-LIMESTONE-F67100	MINNESOTA ANG DULUTH
4102555*1	\$5,346.00	HSFLAR-10-P-00049	FEDERAL LAW ENFORCEMENT	FLETC
4102561*1	\$53,000.00	WAWF-W81XWH-10-P-0721	DFAS ROME	FORT DETRICK
4102657*1	\$635.00	QUOTE101210151548	WI AIR NATIONAL GUARD	WI AIR NAT. GUARD
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4103154*1	\$1,990.00	QUOTE120310112802	McGUIRE AFB	McGUIRE AFB
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4110511*1	\$250.00	LONNIE.BOYD	TACOM	ROCK ISLAND
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4111175*1	\$2,100.00	QUOTE42611174111	BATTLE CREEK ANG	BATTLE CREEK ANG
4111603*10	\$6,670.00	WAWF-FA4664-11-P-0018	DFAS-LIMESTONE-F67100	MARCH AFB
4111799*1	\$1,440.00	QUOTE	LANGLEY AFB 1CS/SCM2	LANGLEY AFB
4111985*1	\$471.75	QUOTE.71111091718	FEDERAL LAW ENFORCEMENT	FEDERAL LAW ENFC.
4112071*1	\$85,000.00	WAWF-FA9301-11-M-C013	DFAS CO ACCTG DISB STA NR	EDWARDS AFB
4112076*1	\$2,380.00	12780	ATS ALASKA	FORT WAINWRIGHT
4112147*1	\$2,200.00	QUOTE70111082804	MACDILL AFB/MSGT KING	MACDILL AFB
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4112360*1	\$2,715.00	QUOTE.80511134804	LANGLEY AFB 1CS/SCM2	LANGLEY AFB
4112361*1	\$1,890.00	QUOTE.80511134804	LANGLEY AFB 1CS/SCM2	LANGLEY AFB
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