

# Fort Meade Alliance (FMA)

## Overview



- **Program Objective:** Promote Fort George G. Meade as a growing regional economic asset and provide impact to the region with targeted programs and initiatives.
- **MTF:** Fort Meade
- **Implementation Dates:** TBD
- **To reach local point of contacts, visit [MilitaryInstallations](#)**
- **Total Force Fitness Domains:** Behavioral, Social, Environmental

## Program Description



- FMA is a 501(c)4 non-profit independent community membership organization created to promote and support Fort Meade, its 116 government agencies and organizations and surrounding areas as an economic asset
- Keeps FMA members, local governments, and community informed about new developments and needs at Fort Meade and throughout the region
- Committees, and thus focus areas, include Education & Workforce Development, Fundraising, Legislative, Meade Business Connect, Membership, Military & Family, Strategic Planning and Transportation
- Other Alliances tend to just focus on lobbying and legislative efforts, the FMA is different in that it has taken issues such as resiliency and community integration and made them a primary component of their work, as supported by the Fort Meade Covenant Council

## Evidence of Program Effectiveness



- 250+ members representing over 75,000 employees and represents a diverse range of backgrounds from large corporations to small, minority owned firms in nearly every sector
- The FMA Foundation is a separate organization that provides scholarships, grants, sponsorships and gifts, such as the resiliency center at the installation, addressing the needs of the community
- Created resiliency campus map that has been utilized by the military and civilian community to identify areas such as “health and wellness” across the installation

## Costs and Required Resources



- FTE of 1 program director, volunteer staff to coordinate meetings, and support of member orgs
- Expenses: Majority (72%) incurred from Support Services, Events/Programs

## Lessons Learned



- In any Alliance it is important to find and identify the concerned and active participants
- Most Alliances are primarily lobbying, initially this was a component of the FMA, this has changed and they now excel and focus on advocacy and workforce development. The branding of the FMA in the community is critical to show unity with the installation.
- The alliance is a great entity to deal with commercial entities and can make the gifting process easier.

# Fort Meade Community Covenant Council (FMCCC)

## Overview



- **Program Objective:** Council of the commander and community organizations to tackle issues of diversity, transparency, and involvement
- **MTF:** Fort Meade
- **Implementation Dates:** TBD
- **Point of Contact:** Chad Jones, [chad.t.jones.civ@mail.mil](mailto:chad.t.jones.civ@mail.mil); Claire Louder, [clouder@westcountychamber.org](mailto:clouder@westcountychamber.org)
- **Total Force Fitness Domains:** Behavioral, Social, Environmental

## Program Description



- Established under the Garrison Commander with leadership support to tackle issues of diversity, transparency, and community involvement
- The impetus was an Army initiative to establish covenants at every installation and the Garrison Commander's desire to be connected
- Council actively reduces overlap and rework as the organizations interested in the same issues have a forum and reason for communication
- Quarterly meetings with the covenant occur with the ~12 seats on the council including the commander, FMA, and Chamber of Commerce

## Evidence of Program Effectiveness



- Partnership with Baltimore Washington International Airport exists to help with transportation
- Chamber of Commerce is involved, especially with BRAC and the relocation of 5,000 individuals to Fort Meade, they worked together to mitigate impact on traffic patterns and the community
- Allows organizations to pool their resource to complete tasks and do what they are best at.
- The council allows the commander to communicate major changes and priorities and acts as a conduit between the community and NSA, which is a often difficult task
- Allows the community to express concerns and support local businesses, the council succeeded on easier gate access for vendors

## Costs and Required Resources



- There is no cost associated with the Council, only the good will of the member organizations and time for quarterly meetings
- Installation hosts meetings

## Lessons Learned



- Both the Covenant and the Alliance allow for off-the-record mitigation for reporting and reducing "noise" in the media
- The covenant was utilized to outline the goals of HBI and utilize the community organizations and partnerships to make programs and goals a reality. For example they were able to quickly reach out to an established Farmer's Market to get advice and help.
- A congressional staffer sits on the council and acts as a congressional liaison, helps a lot with policy discussions

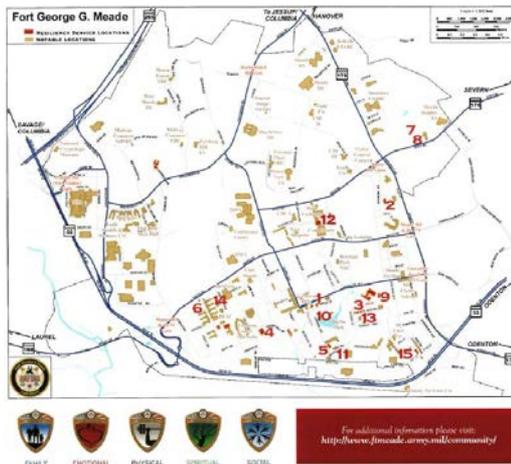
# Analysis of the effectiveness of the FMA and FMCC

## FMA & FMCC Collaboration

- FMCC acts as the body for the FMA to communicate with the command and other large community organizations
- The FMCC is a representation of collaborative nature of the community and command that allow the FMA to succeed

## Resiliency Support

- When the FMA came into existence there was already one group working on resiliency, the Soldier Family Assistance Center, but the FMA has the resources and money to help make this a big focus for the base and is raising over **\$4M** for the building
- The resiliency map was developed by the FMA after they did an intensive review of the current resiliency resources available at the installation
- This visual has been shared with other HBI sites as a “best practice” resiliency visual and received with excitement



## Community Integration

