

TOP 5 THINGS TO KNOW ABOUT THE SAFETY ACT

1 The evaluation by DHS is thorough—several SMEs are engaged with each application and their job is to find what you are lacking or haven't demonstrated.

The evaluation is evidence-based—the SMEs are not looking for marketing material or elevator pitches, but **data** that prove your claims.

2

3 Services can be covered—although experience shows that “demonstrating effectiveness” with a service can be more involved and require more documentation.

Count on **at least** 6 months from start to finish (realistically 8+)—DHS's evaluation will take ~4 months, so this assumes you can prepare the application in 2 months (depending on various factors, it might take you much longer).

4

5 Designation or Certification can be a great marketing tool—the purpose of the Act is to provide limitations on potential liability, but that doesn't mean you can't brag a little! In fact, with your award comes the right to use the DHS SAFETY Act logos (with restrictions).

For more info please contact The Homeland Security Consulting Group at 202-288-3995.