



**Public Disaster Education and Preparedness (PDE+P) Committee of
the Marin Operational Area Disaster & Citizens Corps Council (DC3)
Committee Meeting – Monday October 5, 2015**

PDE+P Meeting Minutes for October 5, 2015
Approved at Nov 8, 2015 PDEP meeting

Attendance:

Members Present:

Bill Tyler	CoChair, DC3 Member, Batt. Chief Novato Fire, Fire Marshal
Frank Cox	CoChair, DC3 Member, OES Auxiliary, OES trainer
Barbara Coler	MCCMC rep, Mayor of Fairfax, CA.
Garry Lion	DC3 member, Vice Mayor Mill Valley, Marin Economic Forum
James Wickham	PG&E Safety + Preparedness Specialist
Maggie Lang	CERT Coordinator, Get Ready / Southern Marin
Philippa Lockwood	ARC Disaster Program Specialist / MIDC contact

Members Excused or absent:

David Peery	MMWD Safety & Risk Manager
John Bruckbauer	San Rafael OES Manager, Marin Emergency Managers Assoc.
Terry Scussel,	AFN communities: Whistlestop, Marin Ventures, IHSS etc.

Members of Public Present

Cindy Swift	Fairfax CERT, etc. cindyswift@sbcglobal.net
Lori Schiffrin	MMRC training officer, CERT, etc. / lori.sch@att.net

Handouts distributed:

- Agenda, PDEP Monday 10-5-2015 version a
- Draft Minutes of PDE+P meeting of Sept. 4, 2015 version c
- DC3 Strategic Plan Proposal_PDEP DSW training 060713.pdf approved by DC3 in 2013
- CalFire <http://cdfdata.fire.ca.gov> Webpage on Valley Fire as of 9-30-15

I. Welcome, Introductions,

- Bill Tyler called meeting to order at Central Marin Police Community room est 1305 hr.
- A description of the handouts was summarized by Frank.

II. Review Minutes

- M/Barbara & Maggie 2nd: Draft Minutes of Sept 4, 2015 version c were approved.

III Changes in <http://www.readyrating.org> – Some changes to M'BER?

- On Sept 10th, DC3 voted to support in concept the Marin Business Emergency Readiness (M'BER) proposal that had included business preparedness documents and guidelines approved by American Red Cross at their <http://www.readyrating.org> site.
- However, that site was significantly modified in recent months, so PDEP members were asked to review the site and comment on how it might best fit into continued M'BER development and proposed implementation.
- Phillipa noted the ReadyRating website is managed entirely by National ARC, and users must register online, agree to their terms of privacy and legal usage.
 - Frank raised multiple concerns about the new site, including
 - The videos linked to the Assessment did not go full screen (Frank was using Firefox ... a known issue: <https://support.google.com/youtube/answer/6276924> and thought the videos could not easily be shared in a group planning session.)
 - The videos in turn linked to smaller videos – and most of the videos were hard to see details in smaller mode. The linked downloads were transcripts of the videos, and not templates for plans or checklists that could be customized by businesses.
 - Most of the site appeared to be designed for a single or 'key' person to log onto ReadyRating, enter date into that site, make decisions, and get back a fairly standardized textfile of generic next-step suggestions.



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting – Monday October 5, 2015

- Frank thought a great strength of the M'BER design was that it was designed to encourage prospective businesses to create and use a planning / emergency response team that included management as well as staff members to evaluate risks, create a preparedness / response plan, customize it for specifics of the business, and review it regularly.
- However, the ReadyRating online system appears to be technically designed for a single online key person, using his or her individual email identification, rather than designed for a committee with rough drafts in hand or on collaborative screens, to accomplish these group goals.
- Very little of the ReadyRating materials on screen could be COPY/PASTED into localized documents for local editing and adoption.
- The Resource Center <http://www.readyrating.org/Resource-Center/All-Resources> appeared to be a 'dump' of all sorts of fact sheets, ARC forms, specialized handouts for various disasters, and minimally useful suggestions¹, rather than a structured and incremental pathway towards business plan development.
- Assembling this miscellany of short videos, transcripts of short videos, and then editing boilerplate language by multiple management and staff committee members into a local specific business plan is not intuitive or easy.
- Frank thought there might be 'overview' examples of business disaster planning available on YouTube or similar video sites. See: https://www.youtube.com/results?search_query=business+disaster+planning
- One of the experiences Garry and Maggie found in developing the Mill Valley initial M'BER design was that business owners / managers changed very quickly, and did require a substantial degree of coaching, to develop their plans. Frank raised the concern that a 'key person' access to the dedicated ReadyRating online tools put a business plan at risk should the one or two 'authorized' website users, with their personal emails and identities, leave the local business site.
- Bill Tyler found the ReadyRating website had substantial strengths.
 - Bill was able to select 'full screen' viewing of the site's videos on his browser.
 - Bill was able to use the self-assessment tools to identify where his office had already accomplished preparedness goals, and identify shortcomings.
 - Bill was pleased with the standardized recommendations for next steps that could be then updated at the ReadyRating Dashboard page – that in turn could lead to more resources, videos, and suggestions. See <http://www.readyrating.org/My-Dashboard>
- Barbara suggested
 - the site might be used as a simple adjunct to M'BER – as a reference source, rather than the primary tool for developing a business plan.
 - Barbara is a Board member of the Community Media Center of Marin, and thought M'BER might benefit from a locally produced video about M'BER.
- Maggie noted
 - the current site focused on preparedness and response, but lacked adequate mitigation and recovery concepts.
 - She spent several hours reviewing the online Resource Page, and found the information loosely organized, and missing important elements such as customer / vendor issues, Access and Functional Needs (AFN), communications plans, preparedness specific for employees, and more. The videos were redundant, simple,

¹ The Red Cross [Fact Sheet: Flood Safety](#), for example, is copied here in its full entirety:

“Floods are among the most frequent and costly natural disasters. This fact sheet covers actions you should take when flood warnings are issued, supplies to have on hand and how to deal with the aftermath of a flood.”



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting – Monday October 5, 2015

and monotonous brief talks by persons wearing black T-Shirts, rather than actual examples in the field.

- 'First Draft' issues, such as mis-spelled words are likely to be fixed in later revisions.
- Garry commented
 - The revised site had 42 help screens, but they were not linked to the template. Much of the advice was very simple – a sentence or two. The large array of recommendations overlapped with many references that businesses should form an emergency response team. However, the 'Next Steps' template was improved over earlier versions of the ReadyRating site.
 - The site did have a participation seal participants could use – perhaps by posting at their business sites.
 - Garry will follow up by contacting ReadyRating managers to see if some of the prior (now off line) ReadyRating documents might be used by M'BER, as well as clarify use of the current ReadyRating materials.
 - Philippa commented ARC managers and tech staff change often, so permissions should be obtained in writing.
 - Garry and Maggie reviewed multiple other sites, including the federal <http://www.ready.gov/business> site, insurance sites, and others, and found each of these sites could be listed as resources for some M'BER users.

IV Lake County Fires – First impressions from the experience

- Philippa shared some of her first impressions of working in recent Lake County Fires, noting a comprehensive After Action Report (AAR) will take time to develop.
- The Red Cross worked in community partnership with many organizations, including the 'Tzu Chi Foundation, Salvation Army, food banks, various church ministries, County offices, and a great many others.²
- As the 2015 Lake County fires expanded (Rocky fire, Jerusalem Fire, Valley Fire), National Red Cross personnel took over Philippa and other local Red Cross personnel at the fire sites, and Philippa primarily worked from the ARC Santa Rosa offices.
- So many fires were and still are active in California at the same time, notably including the Butte and Tassajara fires, that National staff took over management of these fire complexes to coordinate ARC services.
- Red Cross served some 112,000 meals, distributed about 54,000 personal care items, had about 11,000 overnight stays, and provided multiple financial grants to victims.
- The shelters in Kelseyville, Calistoga, and Middletown were either now closed, or about to be closed.
- Philippa commented on five lessons we might consider should a Marin fire occur:
 1. Red Cross cannot do everything – and must partner with both government and other service agencies. For example, before ARC staff could arrive to set up active shelters, citizens began bringing massive quantities of in kind donations (clothes, food, microwaves – everything), at the site, with no staff or facility capable of managing these materials. When Red Cross told citizens they were not equipped to accept these items, a mis-communication went out to the public that Red Cross was refusing to accept donations or help victims. Only a few other groups, such as Goodwill Services, were able to help sort through and make available these donated items to fire victims.

² See an online listing of agencies posted by the Lake County Local Assistance Center (LAC) at: <http://www.lakecounty lac.com/uploads/1/4/9/6/14962408/lakecountylocalassistancecenter-updated92415.pdf>



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting – Monday October 5, 2015

2. Strong partnerships between Red Cross and other agencies must be built and maintained before disasters, including face to face personal relationships. When a disaster happens, the Public must get very clear instructions quickly on what agency is offering what level of service, where, and when.
 3. Red Cross and partner services should work within a clear, strong chain of command through Emergency Operation Centers, with real time communications to all agencies and the public.
 4. Public information covering all in kind donations must be quickly managed and coordinated. The public wants to help immediately, and will bring massive quantities of both new and used items (including 'left over potato salad' and a broken microwave Lake County centers) to the site before qualified staff and volunteers can manage them. Financial donations are much preferred.
 5. A robust communications network must be established very quickly, as circumstances can change almost minute by minute. While social media can be useful, it is also a site of unfounded rumors. It is critical that a tech-savvy social media agency representative review all public postings, correct those that are mistaken, and provide both public and agencies with accurate timely information. Even EOC staff were not kept current of rapidly changing information. EOC PIOs must keep managers apprised of changes continually.
- Red Cross volunteers must be trained and certified prior to disasters. Hence, it was difficult to assemble trained ARC staff as quickly as needed when the Lake County fires moved very rapidly, involving thousands of evacuees. The Center for Volunteer & Nonprofit Leadership (CVNL) set up an Emergency Volunteer Center (EVC) that helped manage spontaneous volunteers,³ some of who supported services and shelters other than Red Cross facilities.
 - Some of these complex agency relationships will be reviewed in future MIDC / VOAD meetings.

V. Updates from PDEP members

- MCCMC Marin County Council Mayors + City Councilmembers

- Barbara reported that Garry Lion will address the Fairfax Disaster Council about M'BER on October 7th. Meetings are available to residents by local television, and may get many viewers. The city Emergency Operations Plan (EOP) will be reviewed at that meeting.
- Maggie, Cindy, and others provided an excellent GET READY class last month to Fairfax residents.

- West Marin

- Both Maggie and Philippa attended the West Marin Disaster Council Quarterly Meeting on August 20th, and reported many fire personnel were unable to attend, given fire deployments throughout the State. Items discussed included radio communications, limited Red Cross Shelter workers, neighborhood preparedness efforts, and a planned October 17 First Aid Disaster Response (FADR) class to be held at the Woodacre Fire Station by the Marin Medical Reserve Corps (MMRC).

- Emergency Managers Group, other Public Preparedness

- John Bruckbauer, SR OES, was unable to attend PDEP as he was preparing a class to be held at Dominican University later today. SRFD Batt. Chief Jeff Rowan and Paula Doubleday are scheduled to speak at this large event.

³ CVNL: <http://cvnl.org/news-resources/emergency-volunteer-center-etc/>



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting – Monday October 5, 2015

- Further reports on this agenda item are deferred to our next meeting.
- MIDC and Red Cross Events:
 - (See previous report by Philippa on this agenda item).
- Southern Marin / Business Community
 - (See previous report by Garry Lion on M'BER).
- CERT and GReady 5th
 - Maggie reported CERT classes
 - San Rafael graduated 24 new CERTs Sept 12th
 - Nicasio 22 graduated Oct 3rd.
 - New classes will include Mill Valley October 17 and Kentfield November 21 at the College of Marin.
 - A CERT Advanced Training Communication workshop using radio skills will be held Nov. 7th at the Central Marin Police Dept. 9:00 am -12 Noon.
 - State Homeland Security Grant Program (SHSGP) funds supporting the CERT Coordinator position and related expenses for the next calendar year commence January 17, 2016.
 - Maggie is working now with Fairfax CERTs, and anticipates working with San Anselmo and Larkspur in coming months.
 - San Rafael CERTs have held 5 meetings so far this year, with a refresher training scheduled Saturday, October 10th.
 - Teen CERT at Tam High and Tomales High continue in the planning stages.
 - The www.ReadyMarin.org website will soon include some business preparedness materials, with neighborhood preparedness links later in the Fall. A drop down menu with all the disaster councils and groups in Marin is under consideration.
 - Get Ready 5th grade teachers are still needed, and Maggie invites volunteers to come forward.
 - Maggie thanked Cindy Swift for a successful Get Ready held at the Fairfax Library, and commented that public libraries are great sites for continued GR trainings.
 - ercise.
- Access + Functional Needs communities (AFN):
 - Terry Scussel was unable to attend the October meeting. This portion of the agenda will be deferred to a later date.
- Utilities + MMWD
 - David was unable to attend the October meeting, but Frank reminded all that Marin County Fire, Marin County Public Works/CUPA, Mill Valley Fire and MMWD Park Rangers will hold an Emergency Preparedness Exercise on Wednesday, November 18 at Bon Tempe Treatment Plant and Lagunitas Dam.
 - James Wickham, PG&E Safety + Preparedness Specialist, advised PG&E did host a successful Public Safety Liaison on Tuesday Sept 22nd at County OES.
 - Frank noted one of the items on display was a PG&E large truck with tubes of liquefied natural gas (LNG) that could provide a local replacement source for domestic should there be a disaster or similar emergency. He asked what the dangers might be if such a large mobile LNG source were to have a highway accident or other breach. See, for example: http://www.energy.ca.gov/reports/2003-07-17_700-03-005.PDF.
 - Jim commented the question is worth further consideration.
- Fire Services + County at Large Issues:



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- This year is the 20th anniversary of the Vision Fire that ravaged large parts of the Point Reyes National Seashore and adjacent residential lands.⁴ The risk of a similar or greater fire continues in Marin County.
- Accordingly, all the fire agencies in Marin County are developing a Marin County Community Wildfire Protection Plan (CWPP) that will review prevention efforts, and develop mitigation / response plans. The public is invited to participate in one of four public meetings as described on the FireSafe Marin site.⁵
- Recent fire experiences have prompted fire agencies to review and perhaps modify fuel modelling tools, to better predict extreme fire behavior.
- County and City OES and fire officials met with NWS weather experts to consider possible storm and flooding consequences if this year's El Nino pattern continues. Tabletop exercises are being planned in multiple sites to explore these risks.

- OES, Training and other Events:

- Frank is scheduled to give another new employee EDAPR class October 8th. The County has only made available a small room for the training, so the class will be quite small.
- Frank and Bill plan to meet with County OES officials in the near future to get a current status on the PDEP authored / DC3 approved DSW training for government employees proposals.
- At the September 10th DC3 meeting, Disaster Services Chair Judy Arnold expressed interest in Frank's proposal that DC3 update DC3's Strategic Goals at our next meeting, including the DSW / EOC staff proposals.

VI. Open Time / Public Comment

2:50 PM end of meeting

- Bill Tyler closed the meeting.

Next Meetings:

PDEP Meetings: 1-3pm Year 2015: (subject to change): 11/02/2015, 12/07/2015

Tentative 2016: 1/11/16 (avoid NY weekend), 2/1, 3/7, 4/4, 5/2, 6/6, 7/11, 8/8, 9/12/2016, 10/3, 11/7, 12/5/2016. Dates to be confirmed

Site: PDEP unless otherwise posted: Central Marin Police Community Rm.

DC3 Meetings: 3-5pm: 12/10/2015, 3/10/16, 6/9/16, 9/8/16, 12/8/16 – at new EOF.

PDEP_Minutes 2015-10-05a.doc

Approved at Nov 9, 2015 PDEP meeting rev. 11-16-2015 1000 hr. fcox

⁴ Vision Fire: <http://www.marinij.com/opinion/20151003/marin-ij-editorial-twenty-years-later-vision-fire-still-frightening>

⁵ The public is invited to attend one of four Marin County Community Wildfire Protection Plan (CWPP) meetings scheduled 6:00PM-7:30PM as follows:

1. Southern Marin: Monday, October 12
Mill Valley Community Center - Mountain View Room
2. West Marin: Tuesday, October 13
Point Reyes, Red Barn/Bear Valley Visitor Center
3. Central Marin/Ross Valley: Wednesday, October 14
San Anselmo City Council Chambers
4. North Marin: Thursday, October 15
Novato, Margaret Todd Senior Center

See additional information at the FireSafe Marin site: <http://www.firesafemarin.org/>