

PDE+P Meeting Minutes for July 1, 2019 Approved at 9-9-2019 PDEP meeting

Members Present:

Catherine Way

CoChair, DC3 City of Larkspur Councilmember, MCCMC
Frank Cox

CoChair, DC3 Member, OES Auxiliary, OES trainer

Garry Lion DC3 member, Marin Economic Forum

Peter Mendoza DC3 / AFN representative

Tom Cromwell Marin Medical Reserve Corps, etc.

Vincent Valenzuela San Rafael Red Cross Disaster Manager

Members Excused or Absent:

James Wickham PG&E Safety + Preparedness Specialist, MV City Council

Keith Kennedy DC3 Member, Dist. 3 / Sausalito area

Maggie Lang CERT Coordinator, Get Ready / Southern Marin

Megan Stevenson Sr Program Coordinator H&HS Public Health Preparedness

Quinn Gardner SRFD emergency manager

Members Public Present

Adriana Rabkin Marin VOAD Coordinator <u>marinvoad@gmail.com</u>

Anna Lane Red Cross, Community Partnership anna.lane@redcross.org

Cindy Swift CERT, Fairfax cindyswift@sbcglobal.net

Jody Timms Marin Commission on Aging jodytimms@comcast.net
Lisa Revelli Guardian Airwaves, LLC, lisar@guardianairwaves.com

Lori Schifrin CERT, MMRC etc. / lori.sch@att.net

Sashi McEntee Mill Valley CouncilMemb, LAFCO smcentee@cityofmillvalley.org

Mike McDermott
Skip Fedanzo
Steve Keese

DC3 Member, District 2, mjmbug@yahoo.com
CERT, Marin Amateur Radio, drferret@comcast.net
Recent Grand Jury Member, skeese@mac.com

Terry Sternberg NRGMARIN.ORG Central Marin Advisory C. <u>terry@tjstern.com</u>

Handouts distributed:

- Agenda, PDEP meeting 07/01/2019
- Draft PDEP Minutes 2019-06-03 (b).pdf Approved on Motion Garry Lion, 2nd Tom Cromwell.
- PDEP Primary Agenda items history March 2014 to June 13, 2019 by F.Cox
- Marin VOAD Overview by Adriana Rabkin
- Marin VOAD update June 2019 by Adriana Rabkin
- Marin VOAD response to Grand Jury Wildfire Preparedness A New Approach
- SF Chronicle article, 6-19-2019: 'After safety check, PG&E replacing Marin County power towers, shutting down Camp Fire line' https://www.sfchronicle.com/business/article/PG-E-replacing-Marin-County-power-line-shutting-14019507.php
- Emailed to PDEP members (and orally read)
 - Maggie Lang CERT emailed report.

I. Welcome, Introductions, Handouts. Review of Minutes

- Catherine welcomed attendees, and introductions were made.
- A comment from a member of the public was taken out of order at the request of Lisa Revelli, Guardian Airwaves, who could not stay the whole meeting. (*Infra, Agenda item IV.*)
- Draft minutes 6/3/19: Garry Lion Moved, Dr. Cromwell 2nd, Approved.

II. Renewed Marin Voluntary Organizations Active in Disaster (VOAD)

• Adriana Rabkin, Marin VOAD Coordinator, was welcomed again to PDEP.



- Adriana explained she is the staff support member for the Marin Voluntary Organizations
 Active in Disaster (Marin VOAD) (formerly known as Marin Interagency Disaster Coalition
 aka MIDC) that is being re-titled to be consistent with both National and State VOAD
 organizations, and to avoid confusion.¹ Her position is funded through a Marin
 Community Foundation grant at this time, but a new source of funding is being sought.
- The Marin VOAD chair is Elaine Tokolahi, and vice chair is Peter Mendoza.
- The Marin VOAD coordinates the preparedness efforts of dozens of Marin nonprofit, faith, and other service organizations, in collaboration with some government agency representatives, and would support the Marin Emergency Operations Center (EOC) during the response phase of a declared emergency to help communicate with, and help coordinate, the efforts of member organizations.
- The Marin VOAD seeks to improve outcomes for people affected by disasters by facilitating Cooperation, Communication, Coordination, and Collaboration² among nonprofit organizations, community-based groups, government agencies, and for-profit companies.
- At present, Adriana is working closely with County officials including Dr. Lisa Santora MD, Deputy Public Health Officer, Marsha Grant, Marin Public Health Preparedness Manager, Anne Carta, Marin Medical Reserve Corps (MMRC) Coordinator, Woody Baker-Cohn, Marin OES Emergency Services Coordinator, among others.
- In the event of an EOC activation, representatives from the Marin VOAD³ would set up both an initial and then as needed conference call(s) among responding member organizations to inform EOC members what needs and activities the community members were reporting. About 120 persons are currently on the Marin VOAD conference call list representing dozens of active groups.
- Steve Keefe asked what transportation agency representation there was in the Marin EOC⁴ and if the Marin VOAD sought to fill that role.
- Frank advised that the EOC Logistics Unit included a Transportation unit, currently staffed by Amy Van Doren & Mohamed Osman of Marin Transit, but further served by the EOC Operations / Public Works branch, and Planning / Roads EOC positions, and the AFN advocate (Peter Mendoza etc.) all of whom may have some say in transportation. OES trainings regularly include transportation representatives directly or indirectly.
- Similarly, County EOC / OES trainings have emphasized the importance of non-proliferation of shelter and similar disaster services such as 'pop up shelters' and similar ad-hoc unofficial services that might detract from official services. Such ad-hoc services might not meet health, safety, or service level standards needed, and can deflect well

 $National: \ \underline{https://www.ready.gov/voluntary-organizations-active-disaster}$

California: http://www.calvoad.org/

Northern California: http://www.calvoad.org/find-your-voad-2013-05-16/norcal-voad/

¹ Voluntary Organizations Active in Disaster (VOAD):

² The VOAD mission is sometimes summarized as the 'Four Cs': Cooperation, Communication, Coordination, and Collaboration. http://www.calvoad.org/

³ A recent Marin EOC staffing chart identified Denis O'Leary or Elaine Tokolahi as possible staff persons for the Marin VOAD (MIDC) position that would report to the EOC Liaison Officer.

⁴ The 2019 Grand Jury report at page 18 reported under representation of transit in the EOC: "....In Marin's EOC, transit is only represented by Marin Transit. Golden Gate Transit emergency managers, SMART representatives, Whistlestop, Marin Airporter and ferry operators do not have a seat in the room....."



coordinated and resourced efforts by Red Cross, EOC Care and Shelter staffing, and others.

- That said, experience has shown that unofficial ad-hoc efforts will emerge in any large scale disaster, often staffed by well-meaning but untrained and under-resourced persons.
 Some of these efforts can be a positive help in a disaster. Others may create issues that need to be addressed.
- The Marin VOAD hopes to mitigate this complex probability by offering:
 - Pre-event training, such as a planned Disaster Readiness Conference now being planned for Tuesday 9/17/19 at the JCC for key managers of VOAD member organizations, to help them understand their roles within the larger disaster response systems.
 - Training on emergency communication patterns using conference calls and such during activations - with a focus on supporting approved centralized disaster resources, perhaps supplemented by non-competing ad-hoc groups
 - Explanation of Emergency Volunteer Center (EVC) management of convergent volunteers during the response and later recovery phases of the disaster.⁵
 - Post Event Recovery efforts in collaboration with Operational Area efforts.
- The Marin VOAD training concept, still under development, hopes to progress initially meet preparedness goals for members, through event / response issues, and finally to longer term recovery efforts, such as those underway now in Northern California counties that experienced catastrophic fires in the past few years.
- The Marin VOAD has already offered members informed speakers, such as Mike McKinley, Sausalito Police, and conducted small scale drills, tabletops, and discussions dealing with timely issues such as disaster communications, mass feedings, power shut offs, response to the 2019 Grand Jury recommendations on fire risks, cultural and AFN specialized needs, evacuation and alert issues, and multiple other issues VOAD member groups will experience.
- The planned September 17th conference has a targeted audience of VOAD member managers, rather than general members of the public, to help all groups better understand the Operational Area EOC process, and to support rather than supplant authorized disaster services.
- PDEP members made initial suggestions on who might be invited as a keynote speaker at the September 17th conference, and were invited to make further recommendations.
- The Marin VOAD submitted a written response to the 2019 Grand Jury's fire report.
 Although the Grand Jury can only publish responses from identified public agencies, the jurors will read informed comments from the Marin VOAD and consider points taken.
- PDEP members recommended that the Marin VOAD's suggestions could be sent to local media, such as the Marin IJ, to broaden citizen participation in this vital preparedness effort.
- Frank noted at the June 13th DC3 meeting, both Frank and Garry Lion asked that DC3 meet our mandated responsibility to make recommendations to the BOS as directed by the County Code.⁶

The Center for Volunteer & Nonprofit Leadership (CVNL) has been approved by Marin County to set up an Emergency Volunteer Center (EVC) to help manage disaster volunteers. See:
https://cvnl.org/volunteerism/cvnlevc/ and the Spontaneous Volunteer Management Annex to the Marin County Operational Area Emergency Operations Plan:
https://www.marinsheriff.org/assets/downloads/Marin-Spon-Vol-Annex-1.06.pdf

⁶ Section 2.99.025 of the Marin County Municipal Code directs that the Marin County operational area Disaster and Citizen Corps Council shall:



- At the June 13th meeting DC3 Chair Judy Arnold and OES manager Chris Reilly commented this was a valuable suggestion, and DC3 would be presented with a proposed resolution consistent with recent DC3 member comments for review at the September 12, 2019 DC3 meeting.
- The next DC3 meeting is only 5 days before the Sept. 17th conference. PDEP believes it would be helpful to invite Adriana to briefly outline the conference, and the overall role of the Marin VOAD, at the September DC3 meeting.

III. Updates from PDEP members

- MCCMC Marin County Council Mayors + City Councilmembers
 - Catherine reported MCCMC meets monthly, and key members have participated in meetings of the 'Marin Ready Together' working group chaired by Board of Supervisor member Katie Rice.
 - At the last meeting, Novato Fire Chief Bill Tyler outlined some of the planning underway in response to PG&E's planned Public Safety Power Shutoff (PSPS).
 - There is a growing awareness among MCCMC officials, and the business community, that the PSPS events raise profound questions of continuity of operations, core service levels, staffing and financial planning, and basic public safety.
 - Catherine and Sashi McEntee were among many elected and appointed local and State officials⁸ who attended Governor Newsom's Emergency Management Preparedness Summit in Sacramento June 3, 2019.
 - The Governor's Conference was exceptional in breadth of issues discussed. Catherine
 attended a breakout session that left her with a key takeaway: the current challenge from
 disasters such as the growing threat of catastrophic fires affects everyone throughout the
 State but is particularly acute in smaller rural counties who lack an adequate tax base,
 planning, staffing, or mutual aid relationships with adjacent counties to meet immediate
 risks.
 - One rural Sheriff commented that residents in his mountain county are reluctant to register for alerts, or even post address numbers in front of their homes, given a culture of mistrust of authorities.
 - Marin County may have organizational and resource advantages over the smaller counties, but the threats of climate change, fires, quakes, and similar risks affect us all.
 - A. Review and evaluate disaster preparedness progress in the public and private sectors and report these findings to the Board of Supervisors for its annual report; and
 - B. Promote disaster preparedness through communication and education, and
 - C. Harness the power of every resident through education and outreach, training and volunteer service to make their families, homes and communities safer from natural and/or man-made disasters or emergencies; and
 - D. Report annually to the Board of Supervisors

⁷ PG&E Public Safety Power Shutoff: see https://www.pge.com/en_US/safety/emergency-preparedness/natural-disaster/wildfires/public-safety-power-shutoff-faq.page and <a href="https://www.pge.com/en_US/residential/your-account/account-management/manage-your-account/alerts-and-notifications/update-your-contact-information.page?WT.mc_id=Vanity_mywildfirealerts See also the approved PDEP 6/3/19 minutes including a detailed presentation by Jim Wickham, PG&E representative (and Mayor of Mill Valley).

⁸ Many Marin representatives attended the Governor's conference, including MCSO & OES staff, Board of Supervisor Katie Rice, County Administrator Matt Hymel, CHP, National Guard, and top county representatives throughout the State.



- The League of California Cities and California State Association of Counties, who sponsored the conference, are in discussion with the legislature to meet these challenges. As the 2019 budget has already been announced, some legislative efforts may take years to develop.
- Disaster preparedness is always a local issue we must address. Often, answers must come from citizen involvement: Neighborhood Response Groups, CERTs, ARC volunteers, Firewise, VOAD supported groups, and more. Mill Valley, for example, is one of several Marin areas discussing a broad expanse of vegetation management around homes. Citizen engagement in these efforts will not be easy to accomplish.

- West Marin

• The West Marin Disaster Council minutes of 5/21/19 were part of the PDEP meeting packet of June 3, 2019.

- Red Cross

- Vincent advised Marin Red Cross begins a new fiscal year July 1st.
- Red Cross will have preparedness information available at the County Fair (July 2-7th 2019), and will help staff a preparedness booth being organized by Quinn Gardner, SRFD. Training for fair volunteers is available tonight.
- Red Cross will also participate in the Saturday July 13th Ross Valley Fire Dept voluntary evacuation drill that will include residents from Fairfax, San Anselmo, Ross, and Sleepy Hollow.⁹
- In September, ARC will resume the 'Sound the Alarm' smoke detector installation effort starting in the Canal Area.

- Southern Marin / Business Community

- Garry attended a June 17th business owner's conference sponsored by PG&E, the Mill Valley Chamber of Commerce and Mill Valley Fire Department to inform and help prepare business owners for PG&E's planned Public Safety Power Shutoffs (PSPS)¹¹ that may be instituted on severe fire threat 'Red Flag Days'.¹²
- In light of the prospect of multiple days without power, business Owners attending the
 conference raised many questions about business continuity, perishable food and
 materials, staff schedules, safety, fuel, pumps, communications, liability, and much more.
 Some are looking into expensive mitigation efforts, including installation of large
 generators to deal with the problems. However, large generators require large fuel
 supplies.
- NFD Chief Bill Tyler mentioned Target had to throw out quantities of food following a power outage in Novato.

⁹ Ross Valley / Central Marin Evacuation Drill: https://www.rossvalleyfire.org/news/entry/evacuation-drill-july-13th-2019-information

¹⁰ Red Cross 'Sound the Alarm' https://www.redcross.org/sound-the-alarm.html

PG&E Public Safety Power Shutoffs (PSPS): https://www.pge.com/en_US/safety/emergency-preparedness/natural-disaster/wildfires/public-safety-power-shutoff-faq.page See also the approved 6/3/19 PDEP minutes with detailed information from Jim Wickham, PG&E representative.

June 17th PSPS conference - https://www.millvalley.org/news-and-past-events/mill-valley-business-owners-turn-out-en-masse-for-workshop-on-pges-planned-power-shutoffs-more-not-be-missed-workshops-are-on-the-way



- Garry gave an interview to Television Channel 7 at the scene, linking the PSPS issues with the Marin Business Emergency Readiness (M'BER)¹³ program that is being actively supported by the City of Mill Valley. Not all of the interview was shown on television.
- One of the mitigation efforts being discussed is the creation of small 'Service Zones' that
 would use local generator or solar power to keep critical services, such as gas stations or
 grocery stores, open in the event of a PSPS. Funding for such efforts is unclear.
- FireSafe Marin will soon post a list of contractors who might be qualified to do this work.
- Skip Fedanzo commented some businesses might salvage perishable food using dry ice.

- CERT, Get Ready and Get Ready 5th:

 Maggie Lang was unable to attend the meeting, but sent us a detailed email that was sent to PDEP members, and was read at the July 1st meeting. She reported:

CFRTs:

- Marin CERT graduated 150 CERTs for 1st 6 months of the year including women:
 55%, men:45% all with average age: 49 years
- 12 scholarships were presented with 6 "refreshers" taking the class (retaking basic training).
- Three advanced trainings and annual simulation exercise have been offered, serving almost 200 CERTs from around the county.
- CERT planning for the fall will include basic training 4 more times this year, including two more advanced trainings, including an ICS/Leadership class October 19th in Novato, and an advanced communication / messaging class on November 16th.
- The new preparedness / CERT coordinator will start in August.
- A Train the Trainer class for new CERT instructors will be held Thursday, Sept. 26, 9-4 in San Rafael.

Get Ready / GR 5th:

- Get Ready classes continue to be offered around the county. Novato classes are listed on the www.readymarin.org website.
- Four classes will be offered at HUD Senior/disabled housing starting in August.
- Get Ready 5th Grade (GR5) is finished for 2018-19 school year, but will start again in the fall. Offered at no cost to all 5th grades in the county. Communities might also consider Red Cross Pillowcase Project for 3rd & 4th grade classes.
- The next CERT steering committee meeting is scheduled 7/23/19.

- Access + Functional Needs communities (AFN) and MIDC:

- PG&E has offered webinars with the California Hospital Association recently to help medical facilities prepare for Public Safety Power Shutdowns (PSPS) and similar emergencies.
- Peter participate in one of the recent webinars, along with representatives from County Public Health, Dave Jeffries (Novato), Jim Wickham (PG&E), and both Marin General and Kaiser hospitals. He found the discussions a 'good beginning' to address the acute problems persons with Access and Functional Needs (AFN) will face should a PSPS be declared. The wide range of comments touched on making persons with AFN:
 - Safe and comfortable without power to operate needed devices

³ M'BER program: https://readymarin.org/get-ready/ready-business/

Pending FireSafe Marin Contractor List: https://firesafemarin.org/contractors-old

PG&E Medical Facility Webinars: June 7, 2019 at: https://www.calhospital.org/cha-news-article/pge-hold-wildfire-safety-webinar-hospitals and June 20, 2019 at: https://www.calhospital.org/cha-news-article/pge-hold-wildfire-safety-hospitals



- o Housing, evacuation, and relocation issues required when power is lost
- Fire mitigation for persons unable to do the work themselves
- Transportation, communication and many more issues.
- County H&HS has been working hard to come up with solutions to these problems, and should be commended.
- As discussed in previous PDEP meetings, city and county officials cannot create and maintain a real-time directory of persons with AFN given many concerns, including:
 - At any one point in time, persons with AFN may be far from their homes
 - o A "AFN Directory" by nature will always be incomplete and less than current.
 - A "AFN Directory" creates the false expectation 'someone will come to help me' during emergencies or disasters, and thus diminishes preparedness efforts.
 - Many persons with AFN limitations strongly resist releasing information about their limitations to others - especially government representatives.
- Adriana noted recent 'Local Disaster Council' meetings have supported neighbor to neighbor efforts, including NRGs, CERTs, Faith based groups, and others as partial solutions to problems faced by persons with AFN.
- Jody Timms, a member of the County Commission on Aging¹⁶, added that everyone particularly seniors and other vulnerable persons need to develop personal backup
 plans for emergencies.
- The Commission will offer a Disaster Preparedness for Older Adults class July 11TH from 10-11am at the Tiburon Town Hall. Featured speakers include Dr. Lisa Santora, MD, Marin County Deputy Public Health Officer, and Chief Jason Weber, Marin County Fire.

- Public Health Preparedness and related programs

• Megan Stevenson, Sr Program Coordinator H&HS Public Health, was unable to attend the meeting. Her report is continued to our next meeting.

- Public Safety / Emergency Management

• Quinn Gardner, SR Emergency Services Manager, was unable to attend the meeting. Her report is continued to our next meeting.

- Utilities including PG&E

• Jim Wickham, PG&E Public Safety Specialist, was unable to attend the meeting. His report is continued to our next meeting.

- Marin Medical Reserve Corps (MMRC), etc.

• Dr. Tom Cromwell reported that Anne Carta, the new Marin Medical Reserve Corps (MMRC) coordinator¹⁷, is discussing where the highly successful First Aid in Disaster Response (FADR) training fits in with the 'Stop the Bleed' training ¹⁸ offered by the American College of Surgeons. While the two programs both include training to stop uncontrolled bleeding in emergency situations, the FADR class includes other basic response subjects, such as airway maintenance, transport of patients, and more. ¹⁹

¹⁶ Marin County Commission on Aging: https://aging.marinhhs.org/ and www.livelonglivewellmarin.org

Anne Carta, new MMRSP Coordinator Biography: http://web-extract.com/v1/social_annotation?permalink_uri=2KnJxpF&image_url=https%3A%2F%2Fimgssl.constantcontact.com%2Fui%2Fsmm%2Fspui%2Fpost-images%2FEmail-6-lrg-fb.jpg&fbclid=IwAR2MwSUrH-Y8lsVXy-iQdydw6DvrtB0vzRW2ZUT7PHZD-P8J22EeBOF-Pc

¹⁸ Stop the Bleed: https://www.facs.org/publications/newsletters/cot-news/summer2017/bcon and https://www.facs.org/clincon2018/events/stop-the-bleed

¹⁹ FADR Classes: https://readymarin.org/2015/10/22/first-aid-disaster-response/



 About 700 people in Marin have received FADR training, including about 200 persons recently at a Mt. Tamalpais Mountain Play venue. FADR presentations were made by MMRC personnel at recent conferences in St. Louis Mo, and Sacramento.

- OES, Training and other Events:

- Frank thanked Cindy Swift for a talk she gave at Mont Marin San Rafael Park (MMSRP) that helped make the MMSRP 6/2219 Firewise Chipper Day a success.
- Frank and many others, including Stephen Keese and Jody Timms, attended a valuable Firewise leaders conference held at Marin Country Club on June 12th.
- Both Jody Timms and Tom Cromwell reported local communities have difficulty recruiting and keeping Neighborhood Response Team or Firewise block captain volunteers.
- Catherine noted the Central Marin area has learned a paid coordinator position is critical
 to sustaining communication and collaboration among neighborhood preparedness
 groups.²⁰ One or more volunteers simply cannot sustain that effort over time.
- Further, the success of the Central Marin Fire Department, serving previously separate communities of Larkspur and Corte Madera, proves the value of consolidating closely related public services across municipal lines.²¹ A centralized first responder service, working with a unifying paid disaster preparedness coordinator representing many local groups, can avoid redundancy of effort, and enhance collaboration across multiple smaller groups.
- Both Terry and Frank noted a single coordinator cannot manage too many projects over too wide an area. One of the 2019 Grand Jury Fire report recommendations supports hiring more preparedness education staff.²² Clearly, the single County Preparedness Coordinator aka CERT Coordinator position²³ is one small step forward in a much larger project that will require more staff, and more funding, than currently planned.
- The recommended fire preparedness training person(s) or staff should include preparations for all probable hazards: earthquakes, fires, floods, PSPS, and more.
- The disaster coordinator and preparedness education personnel should be professionally
 qualified to work closely with local fire chiefs and other emergency managers, some of
 whom have had uncomfortable experiences working with untrained but well-meaning
 volunteers in the past.

IV. Open Time / Public Comment

- Lisa Revelli, (EMR & CERT) founder of Guardian Airwaves, LCC²⁴, requested to speak briefly at the start of the PDEP meeting.
- PDEP members, firefighters, first responders, and other preparedness representatives
 are invited to experience Guardian Airwaves LLC's virtual reality interactive simulation
 training prototypes for vegetation burn, emergency medical response machine learning

²⁰ Neighborhood Response Teams - see: http://www.nrgmarin.org/

²¹ Central Marin Fire Department: https://centralmarinfire.org/

The 2019 Grand Jury report, 'Wildfire Preparedness, a New Approach' recommends that the proposed new County JPA "...Engage in public outreach and education either through dedicated staff or by subcontracting with FIRESafe Marin..." (page 20 of 37 pages): https://www.marincounty.org/depts/gj/reports-and-responses

²³ Marin Countywide Disaster Coordinator. See specs: https://www.rossvalleyfire.org/about/employment

Guardian Airwaves Virtual Reality training: https://secure.guardianairwaves.com/.



training, and interactive fire control room training simulation, July only. See below for additional information.²⁵

Closure: 2:55 pm end of meeting

• Catherine advised PDEP will take a break in August, to permit all some vacation times, and will meet again in September. She then closed the meeting.

Next Meetings:

Dates may be flexible as circumstances require.

PDEP Meetings: Year 2019: Aug 5th Cancelled, Sept. 9, Oct. 7 Cancelled,

Nov. 4, Dec. 2, 2019

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

DC3 Meetings: 3-5pm: Board Chambers, Civic Center, Dates may be flexible

Year 2019: 9/12/2019, 12/12/2019

Online: https://www.marinsheriff.org/about-us/field-service-bureau/office-of-emergency-services

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Persons interested in the virtual reality training may call Lisa Revelli: 415.747.5616 She is looking for support in innovating public safety training for professionals to practice & challenge their professional skills, communication & coordination with team members or community groups in virtual dynamic simulations. She also needs support for her non-profit, "The Armor". The mission is to educate families in disaster preparedness in media & technological innovative ways -- keep parents up-to-date with their kids' aptitude for technology.