



**Public Disaster Education and Preparedness (PDE+P) Committee
of the Marin Operational Area Disaster & Citizens Corps Council
(DC3) Committee Meeting**

PDE&P Meeting Minutes for October 4, 2021

Draft approved at PDEP Meeting 11-1-2021

Members Present:

Catherine Way	Co-Chair, DC3, City of Larkspur Councilmember, MCCMC
Adriana Rabkin	CoChair, DC3 Member, Director Marin VOAD
Anne Carta	Marin Medical Reserve Corps
Quinn Gardner	San Rafael FD Emergency Manager
Tom Cromwell	Marin Medical Reserve Corps etc.
Vincent Valenzuela	Red Cross Marin / Solano Disaster Program Manager
Garry Lion	DC3 member, Marin Economic Forum
Maggie Lang	Mill Valley Fire, Emergency Prep Coordinator
Rob Ireson	Interim Chief, RACES/ACS, rob@aqmconsulting.com

Members Excused or Absent:

Jim Wickham	PG&E Safety & Preparedness Specialist, MV Mayor
Amber Davis	HHS Public Health Preparedness Manager

Members Public Present

Chief Ruben Martin	Central Marin Fire Department, rmartin@centralmarinfire.org
Chief Tom Welch	Mill Valley Fire Department, Twelch@cityofmillvalley.org
Rachel Kertz	Central Marin NRG Coordinator, coordinator@nrgmarin.org
Frank Cox	Former PDEP Co Chair/DC3 Member frkcox5@gmail.com
Sara Robinson	Marin Aging & Adult Services, SRobinson@marincounty.org
Jody Timms	Age Friendly Marin Network jodytimms@comcast.net
Cindy Swift	Fairfax Disaster Council, cindyswift@sbcglobal.net
Raed Al-Zaher	SRFD Prep Coordinator, Raed.Al-Zaher@cityofsanrafael.org
Patti D'Angelo Juachon	Marin Community Foundation, pjuachon@marincf.org
Lori Schifrin	CERT, MMRC lori.sch@att.net
Daniel Homsey	San Francisco Administrator Office, Daniel.Homsey@sfgov.org

The following documents were emailed to PDEP in advance:

- PDEP_Agenda 2021-10-4.pdf**
- PDEP_Minutes 2021-9-13a.pdf (Draft to be approved)**

I. Welcome, Introductions, Review of Minutes

- Catherine Way welcomed attendees. Draft PDEP Minutes 9/13/2021 were reviewed. Frank Cox's mention of LAFCO needs to be changed to 58 counties and special districts in **Marin County**. Minutes were approved with this change.
- PDEP participants introduced themselves to Raed Al-Zaher, the new San Rafael Preparedness Coordinator.

II. Listos Program, Sara Robinson

Aging & Adult Services

- Sara Robinson, Marin County Aging & Adult Services, Health & Human Services. Sara has been in this role for 1 year and is implementing the strategic Age Forward plan for the County. The plan applies to all departments and to all community stakeholders for serving older adult residents, including adults with access and functional needs (AFN).
- See Powerpoint slides
- The Age Friendly Plan is an international movement focused on community vision. It addresses many issues including communication, health community services, safe outdoor spaces, respect and social inclusion, disaster preparedness and more.



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting

- Age Forward emergency preparedness is focused on developing emergency resources for single occupant households, adults with disabilities, and non-English speakers; identifying older isolated and lonely adults and helping them with disaster preparedness; home hardening education; and periodic drills for shelter in place and evacuations. The Listos Program has done a great job in the areas of disaster preparation, identifying adults who live alone and getting resources where they are needed.
- Aging & Adult Services ran a couple of pilot programs last year that addressed preparedness at the client level. They helped determine how to best assist individuals in preparedness, either by phone or in person. For residents who receive client services we are providing disaster prep information along with food deliveries. It was also identified that for non-County clients, Listos serves them best.

California Listos Program

- <https://www.listoscalifornia.org/>
- Listos was developed by the state of California; it means ready in Spanish. It started with a phone calling program and volunteers made wellness calls and disaster preparedness calls to many counties across California. In Marin, the Listos program made 972 wellness calls and 1008 disaster preparedness calls. They created both a wellness guide and a disaster preparedness guide that were translated into 7 languages and each participating county provided local resource information for the guides. Callers used these guides for references and they could also send out the guides if requested. The outcome of the effort was that vulnerable adults signed up for emergency alerts, they were helped with access to food, healthcare, housing, mental health, and financial resources. There was a higher Spanish speaking engagement among Spanish residents throughout California.
- Listos used a CDC geographic strategy and zip codes to identify residents to call and they recruited and trained CERT volunteers to make the phone calls. Callers used a state computer system so that personal phone numbers were not shared and callers could make the calls from home and set their own schedules. Volunteers had different language capabilities to reach all residents throughout California. The callers had very high rates of conversations.
- During Covid, Listos developed a Social Bridging campaign, which had the same focus to reach vulnerable residents. Sara helped to develop a social wellness guide for Marin County.
- Callers, known as "Bridgers", helped identify socially isolated individuals and were trained to elicit information for what someone might need.
- Marin joined the program late (Office of Emergency Services did not pursue this and Ann Bauer, San Rafael Volunteer Coordinator, Sara Robinson with Aging & Adult Services and Adriana Rabkin, Marin VOAD took over).
- The results were profound: the program saved someone from suicide as one example.

Questions

- Quinn Gardner: When Listos started it was focused on the Spanish speaking community. What was the transition to the broader community? Will it stay here or revert back to Spanish speakers? Sara Robinson: At the end of 2020 the program closed and they moved everything to their website. They have multiple language resources and education available. Quinn: during Covid we held an in-person class. Sara: it is now online. We were told they don't have the funding to do calls or in person work. Quinn: When we go online we miss so many people – we lose people who are not technologically literate. Maybe PDEP or DC3 can go to the state and make a push to do some in person work.
- Tom Cromwell: Nancy Kemnitzer, Belvedere mayor, tried to start Age Friendly Belvedere last year. Do you coordinate with everyone around the County? Sara Robinson: Age friendly is a County-wide program that includes disaster prep but it is not part of Listos.



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting

Nancy is not focused on disaster prep work. Individual cities and towns are hoping the County coordinator will lead in this effort. Jody Timms can talk about NRG leaders and where we fall short of reaching people who are not connected to Age Friendly, Listos, and other efforts and programs.

- Sara Robinson: What I saw in Listos was a way to reach individuals who are not connected to town newsletters and other services. When Adriana and Ann and I met we intended to get involved (even though very late) because we thought about creating a Marin program in the event Listos didn't continue. See the online report: "Listos California Impact Report" 'A People-Centered Movement to Build Disaster Resilience' May 2021 <https://www.listoscalifornia.org/wp-content/uploads/2021/06/Listos-California-Impact-Report.pdf>
- Maggie Lang: I went through the Listos training 6 months ago. It is very similar to the Get Ready program and is family oriented.
- Quinn Gardner: FireSafe Marin got some Listos grant money. Now all Marin Wildfire Prevention Authority and public state grants need to be in English and Spanish. PDEP should go to DC3 and get an edict that all information needs to come out in both languages. Catherine Way: The grant may have been \$3k and was used for Get Ready 5th grade translation.
- Catherine Way: Some local cities and towns made their own calls. Was any of that data collected as part of this? Sara Robinson: No. Local towns were volunteer efforts and were a pandemic focus. We were in discussion with CVNL to provide volunteers for the Listos effort. Adriana Rabkin: Listos provides disaster resources and services that the towns were not providing. Listos took the calling effort to a different level.
- Catherine Way: Where do you see Listos fitting in Marin? Where would the training come from? Sara Robinson: Given the all-hazards approach it should sit with the County Coordinator. Catherine: How do we measure outcomes? Sara: Listos measured the number of engaged calls; did they connect people to resources, send them guides, sign them up for alert services? They also tracked the number of Spanish callers. Dominican University nursing interns were also providing disaster education and helped people sign up for Alert Marin. They helped sign up older and disabled people who didn't have email, were challenged on the phone, or couldn't do it themselves. In one year, over 1,000 people were signed up for local or PG&E alerts and given wellness referrals. The Spanish speaking volunteers were more effective with Spanish residents than the English volunteers and residents.
- Catherine Way: What would you not replicate? Sara Robinson: I presume they pushed residents to online services. We would need to find out what access people actually had to online resources. Listos also followed up after calls and this is very important. Adriana Rabkin: We need to get whole community involvement with cities/towns and Community Based Organizations who can help provide all language capabilities (Marin Asian Advocacy Project can reach out to Asian speaking communities for example). Sara Robinson: There needs to be oversight, and the program would need to be run and managed at the County level but also have local grass roots coordination. Collectively, we can guide everyone to the same resources, the same messaging.
- Catherine Way: Are you seeing others who want to bring this to the local level as well? Sara Robinson: I spoke with a San Francisco Coordinator who wants to do something locally as well. I don't know of any others, but I haven't had that conversation. Frank Cox: Marin LAFCo, Local Agency Formation Commission, could coordinate the data collection. LAFCo agencies already have the duty to collect and then use preparedness information. LAFCo could build on existing city/special district information.



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting

- Daniel Homsey, City and County San Francisco Administrator's Office has spent 12 years doing disaster work: We have to be diversified in our disaster preparedness. Individual organizations can prepare but there is an equity factor to preparedness. A lot of programs focus on individual readiness. There are a lot of vulnerable residents with mobility issues, who are technologically illiterate, low income, etc. We participated with Listos in SF. The highest mortality rate is with individuals with specific conditions. SF is supporting the Strong Block Program with residents helping locally during a disaster. Residents have culturally competent responses and are ready to respond. The National American Red Cross is interested in this. In SF there are whole areas of the city with no nonprofits and only churches or neighborhood associations. We are using block parties as the catalyst for this local effort.
- It is also important to have multiple organizations working together in this effort. If we don't significantly increase our capacity to support vulnerable community members to shelter in place on their own for 2 weeks, we are going to end up on the wrong side of history. Centralized sheltering is difficult to scale and customize. We have been spending the last year and a half getting people to shelter in place. Preparedness and response are based on local resources. We need to increase resources for the most vulnerable for up to 2 weeks post disaster.
- Catherine Way: PDEP has been focused on the most vulnerable residents and what information they need and are getting.
- Quinn Gardner: we forget about kids and they fall into that vulnerable category. It is not always about money and access for these families, but about time as well.
- Sara Robinson: Listos is a viable solution and one of many ways to reach out to people. The calling campaigns are successful ways of reaching people who are disconnected.
- Catherine Way: This could fit under Focus Area 1 identifying vulnerable residents. This needs to be owned with a budget and volunteers. Could MMRC help out with volunteers for this? Anne Carta: MMRC is willing to consider anything. We spoke about visiting IHSS client homebound seniors. Maggie Lang: There is real movement for CERT to become community educators nationally. Sara Robinson: Listos would be a rewarding opportunity for CERTs.
- Daniel Homsey: As a result of the pandemic we have activated many networks that are highly trusted. I recommend looking at the highest concentration of vulnerable communities and going to CBOs who are trusted sources in these communities.
- Rachel Kertz: We are working with Voces Del Canal organization. They provide outreach to the community, delivering food and information. <https://canalalliance.org/client-story/community-impact-of-voces-del-canal/>
- Lori Schiffrin: Is the Listos website going away or will it still be available even though funding for the calling program has ended? Sara Robinson: The Listos website will stay and was well funded and developed in the last few months.
- Catherine Way: PDEP is presenting to DC3 in December. We need to recommend the County implement Listos in Marin.

Listos Website: <https://www.listoscalifornia.org/>

Listos Resources: <https://www.listoscalifornia.org/resources/>

Listos Disaster Directory: <https://www.listoscalifornia.org/wp-content/uploads/2021/09/Marin-County-Disaster-Directory-English.pdf>

Marin Vulnerability Profile: <https://www.listoscalifornia.org/wp-content/uploads/2020/10/Marin-County-Vulnerability-Profile.pdf>



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting

III. Focus Area #3: Disaster Preparedness Communications, Part II

- Adriana Rabkin: Adriana, Rich Shortall and Maggie Lang met to discuss website coordination across all emergency and disaster preparedness websites and the use of the boxes at the bottom of each website to direct people to the same resources. The question to this PDEP group is what can PDEP do to help drive residents to the main preparedness websites in the County: FireSafe Marin and Ready Marin (and possibly Listos)?
- Quinn Gardner: A user feedback survey on the websites would be great to identify what is needed. Some people receive too many resources; some of the issue is website structure. People want simple websites. They do not want too many links and too much information.
- Tom Cromwell: Can we make alerts opt out instead of opt in? I heard Alert Marin has only 30% participation. Quinn Gardner: It is not possible. Alerts are limited on characters and are not geographically specific. Connecting phone numbers to geographic sites is hard. It is hard to identify an opt out effort that works. Alert Marin is above 30% participation now.
- Sara Robinson: The Countywide bus campaigns that are in the media are a good means of getting information to residents. Make the messaging clear.
- Catherine Way: Maybe this needs to be county and local efforts including neighbor to neighbor. Rachel Kertz: I get asked by residents to be included in our communications. Our program is designed for block captains to deliver messaging. The communication flow is from NRG leaders to block captains to residents.
- Daniel Homsey: SF is working on a project on alerts. Event based messaging is the way to spike enrollment; people are reactive. Create some immediate "sugar high" for enrolling. Create signups around events and show how an upcoming event could cause an inconvenience. Example: "Stay safe for Halloween. Sign up for alert". Build a citizen list from event to event. Quinn Gardner: We sent fire personnel to Marinwood to do more fire inspections immediately after the Lassen fire when it was present on people's minds.

IV. Updates from PDEP members

MCCMC Marin County Council Mayors + City Councilmembers

- Catherine Way: No update.

Marin VOAD

- Adriana Rabkin: The VOAD is very involved in the community response teams and building a local, collaborative network of all community partners (faith organizations, schools, town management, fire dept as well as the usual non-profit/community based organization (CBO) partners). This effort will help build resilient communities.
- The Radio Communications Volunteer program is moving along and we are meeting with County Health & Human Services this Friday to share the program with them and work through details.
- The VOAD is likely going to conduct an After Action Review with CBOs and government partners.

West Marin

- Steve Marcotte was not present. No update.

Red Cross

- Vincent Valenzuela: Red Cross is working with Jennifer Anonca, HHS Care & Shelter lead, to identify the go to shelter sites city by city.
- Providing shelter fundamentals with CERT and County folks.



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting

- Sound the alarm is just getting going. Adriana Rabkin asked if Vincent could provide where they have installed alarms – are they going to senior housing sites?
- Pillowcase program – we continue to reach out to schools on 3-5th grade preparedness.

Southern Marin / Business Community

- Garry Lion: No update.

Mill Valley Preparedness, community efforts

- Maggie Lang: Southern Marin NRG Coordinator has been hired and will start in the next couple of weeks.
- Block Captain orientations and monthly radio drills are ongoing.
- Received funds to purchase CERT supplies for command posts.
- Evacuation drills brought out 500 people.
- CERT members are helping with vaccine clinics in Northgate mall and staffing the front desk at the EOC.
- Nov 13 is the next scheduled hybrid CERT course at Tam Valley Community Center.
- Monthly meetings with Southern Marin and Central Marin CERT steering committees.
- Chief Ruben Martin: Fire chiefs are working with town managers to create the Countywide Coordinator position to work with CERT and NRGs. This person will coordinate CERT and ensure consistent information on disaster preparedness.

Public Health Preparedness and related programs

- Amber Davis was not present. No update.

Access & Functional Needs (AFN) communities:

- This position is currently not filled.

Public Safety / Emergency Management

- Quinn Gardner: FireSafe Marin firewatch television episodes are out. We are pushing for Spanish language captions on the videos. PDEP should push this as a requirement for all.
- San Rafael Dining Under the Lights just ended. A couple dozen people signed up each week for vaccines through this effort.
- The County shelter model is shifting from one county-run model to smaller local shelters. Cities and towns will set up their own shelters. Adriana Rabkin: The cities and towns will need to understand resource constraints on non-profit partners and there needs to be coordination to ensure not every local shelter is trying to get resources from the same few disaster service partners.
- Americorps volunteers will be focusing on fuel reduction/vegetation management.

Utilities including PG&E

- Jim Wickham was not present. No update.

Marin Medical Reserve Corps (MMRC)

- Tom Cromwell: MMRC was heavily involved in vaccination clinics which are now shutting down. The Pfizer pediatric vaccines will become available within the month. MMRC will likely help with this effort.
- FADR leadership will meet next week and may reintroduce the program.

Public Preparedness Coordinator / Get Ready Marin

- This position is currently not filled.



Public Disaster Education and Preparedness (PDE+P) Committee of the Marin Operational Area Disaster & Citizens Corps Council (DC3) Committee Meeting

OES RACES Interim Chief Radio officer

- Rob Ireson: RACES / ACS¹: We are working with the County on the repeater sites and building out the mesh network. This will link San Francisco and the East bay and much of Marin.
- Continuing to assist in Radio Communications Volunteer program (RCV). Will participate in Nov. 3 Golden Eagle Bay Area exercise.

Public Comment/Questions

- Jody Timms: The Marin NRG Network meeting is tomorrow at 2 pm.
- Quinn Gardner: Nov 3 Golden Eagle exercise: VOAD and cities/towns are participating. There needs to be some communications around this about who is participating. Catherine: Tamalpais is a 14 story with seniors, assisted living, and SNF residents. It is an old building, with difficult access and is the tallest building in the County. There are many issues in a disaster for these residents.

V. Closing Items

- Catherine Way: PDEP members are typically DC3 members and are invited by PDEP CoChairs to join. We need to formalize this process with Supervisor Rodoni and are going to recommend that we expand PDEP membership to include an NRG Coordinator.
- Next PDEP meeting is Nov. 1.
- The Great Shakeout is Oct. 21 at 10:21am.

Closure: 2:59 pm end of meeting

Next Meetings: 1-3pm:

Dates may be flexible as circumstances require

PDEP Meetings Year 2021: 11/1, 12/6/2021

Site: PDEP conducts meetings online using ZOOM.COM during the Pandemic. We hope to return to meetings at the Central Marin Police Community Room soon.

~~~~~  
**DC3 Meetings: 3-5pm:**

**DC3 Year 2021: 12/9/2021**

DC3 Meetings are currently remote and are broadcast on Zoom and Facebook Live. They hope to return to Board Chambers, Civic Center, soon. Dates may be flexible.

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

**Email:** [pdepcommittee@gmail.com](mailto:pdepcommittee@gmail.com)

*PDEP\_Minutes 2020-10-4b.docx*

*DRAFT approved at PDEP Meeting 11-1-2021*

---

<sup>1</sup> Marin County Radio Amateur Civil Emergency Service (RACES) and Auxiliary Communications Services (ACS) are volunteers working under the authority of the Marin County Sheriff's Office of Emergency Services (OES). <https://www.marinraces.org/wp/>