



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 February 1, 2021

Approved at PDEP Meeting 3-1-2021

Members Present:

Catherine Way	CoChair, DC3 City of Larkspur Councilmember, MCCMC
Adriana Rabkin	CoChair, DC3 Member, Director Marin VOAD
Jay Hubert	ACS/RACES / OES / Firewise Community / Red Cross
Quinn Gardner	San Rafael FD Emergency Manager
Maggie Lang	Mill Valley Fire, Emergency Prep Coordinator
Tom Cromwell, MD	Marin Medical Reserve Corps
Peter Mendoza	DC3 / AFN representative, Vice Chair Marin VOAD
Garry Lion	DC3 member, Marin Economic Forum

Members Excused or Absent:

Anne Carta	Marin Medical Reserve Corps
Amber Davis	HHS Public Health Preparedness Manager
James Wickham	PG&E Safety & Preparedness Specialist, MV Mayor
Vincent Valenzuela	Red Cross Marin / Solano Disaster Program Manager

Members Public Present

Laine Hendricks	County PIO lhendricks@marincounty.org
Frank Cox	Former PDEP CoChair/DC3 Member, frnkcox5@gmail.com
Marco Berger	Multicultural Center of Marin, mberger@multiculturalmarin.org
Tricia Ossa	Mill Valley Council & Emerg Prep Comm taoossa@gmail.com
Jody Timms	Marin Commission on Aging jodytimms@comcast.net
Sarah Lugaric	Pt San Pedro Disaster Coalition sarah.lugaric@icloud.com
Stephen Marcotte	West Marin Disaster Coordinator, smarcotte@bolinasfire.org
Lori Schifrin	CERT, MMRC lori.sch@att.net
Sara Robinson	Marin Aging & Adult Services, SRobinson@marincounty.org
Ruben Martin	Central Marin Fire Chief, rmartin@centralmarinfire.org
Terry Sternberg	Baltimore Canyon Park NRG Central Marin, terry@tjstern.com
Mike McDermott	DC3 member District 2, mjmbug@yahoo.com
Amy Glenn	Central Marin NRG Advisory Comm, aglenstyle@gmail.com
Cindy Swift	Fairfax Disaster Council, cindyswift@sbcglobal.net
Paula Doubleday	Ready Marin WebMaster, paula.double@gmail.com
Rachel Kertz	Central Marin NRG Coordinator, coordinator@nrgmarin.org
David Kunhardt,	Corte Madera Town Vice Mayor, dkunhardt@tcmmail.org

The following documents were emailed to PDEP in advance:

PDEP_Agenda 2020-2-1a.pdf

PDEP_Minutes 2020-1-11b_AR.pdf (Draft to be approved)

I. Welcome, Introductions, Review of Minutes

- Catherine Way welcomed attendees. We are currently focused on our 2021 strategy and we are taking a deep dive into a couple of topics. We are presently discussing disaster preparation communications and we sent out homework to all of you that we hope you had a chance to look at for today's meeting.
- Draft PDEP Minutes 1/11/2021 were reviewed. Adriana added missing footnotes to a number of different items. Garry also sent in some notes to be included. Peter Mendoza motioned and Garry Lion seconded the revised minutes. Minutes were approved.



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II. Disaster Preparedness Communication: Laine Hendricks, Public Information Officer

Laine's normal job is housed in the County Administrator's Office (CAO) where she serves 22 departments within the County. She has shifted to working in the Emergency Operations Center (EOC) for the last 11 months. She would normally serve in the EOC during a disaster. With COVID-19, she is also now providing services to Marin Health & Human Services (HHS).

What and How is the County communicating about disaster preparedness?

- We use digital communications and non-digital communications. Digital sources include Ready Marin¹ and FireSafe Marin², both of which house tremendous amounts of information, tool kits, check lists, and action items the community can take now.
- The County also uses other tools such as social media (Facebook and Twitter) to promote disaster preparation and direct people back to these two sites. After a disaster or event, we will promote these sites and actions as well.
- The other tool we have is about disaster communications. Signing up for Alerts is part of disaster preparation that allows people to take protective action in a disaster. We also use digital social media to push this out. In 2019 we had a sign-up alert campaign and encouraged people to sign up for Alert Marin³ and encouraged people to help their older family members sign up as well.
- In the non-digital realm, FireSafe Marin sends out mailers once a year for home hardening. There is also word of mouth through the Neighborhood Response Groups (NRGs). CERT teams are another vital source of sharing this information. They can be some of our best ambassadors to help share information.
- Catherine Way: Is there data collected on who received information? Is there a feedback loop to ensure social media or a mailer was effective? Laine Hendricks: There are a number of people involved. Alert Marin is owned by Office of Emergency Services (OES) in the Sheriff's office. With Facebook we can monitor the success of campaigns and how many people clicked through. When we ran ads and reached out to older adults for Alert Marin signups we could see the correlation of registrants with Alert Marin after the campaign had ended. Mailers are harder to track results unless there is a call to action like "call for information" or unless we include a QR scan code. There is always room to do more.

What is the County's plan for disaster preparedness in the community?

- At the end of 2019 the County was planning a video and other communication tools that took preparedness in a different direction. The focus was on individual responsibility and real consequences. We had just come off of the Public Safety Power Shutoff (PSPS) in Marin. We were astonished at how many people were not prepared for even 2 days of no power. Our message was more direct in an attempt to help individuals understand the County's capacity and lack of ability to help everyone: there are not enough first responders to help all individuals if there is a mass capacity; they need to help the most severe cases first. We want to help people understand that we expect the community to help themselves and take care of themselves, their immediate family, and their neighbors. When COVID-19 hit, the planned video was paused.
- Catherine Way: is there a source for this specific tone and real talk? Laine Hendricks: We were talking to Fire Departments, HHS and others. We were coming off of situations where people could not take care of themselves even though they were living independently. We were shocked to see how many older adults were not prepared.

¹ <https://readymarin.org/>

² <https://www.firesafemarin.org/>

³ <https://www.marinsheriff.org/services/emergency-services/alert-marin>



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- It is natural to see an uptick in disaster preparation immediately after a disaster. After the Woodward fire in Pt Reyes⁴, this happened. Finding ways to keep it top of mind and relevant is key. PDEP and DC3 can help with this; helping us find those opportunities and ambassadors.
- Catherine Way: Do you partner with any existing organizations to get messaging out to older adults like Marin Villages, Vivalon, or others? Laine Hendricks: We do some but we could certainly do more. We have frequent meetings. We have Public Health Emergency Preparedness meetings weekly; we work with Marin CIL and Vivalon. We disseminate information through those channels and we look to those partners for feedback on communications.
- Quinn Gardner: What is the source of the preparedness messaging? Laine Hendricks: I don't have an answer to that. During a disaster it goes through the Emergency Operations Center (EOC). Preparedness has no main source for messaging. PDEP and DC3 might be able to help figure out who the lead is for this. The video we created last year came from the County Administrator and Board of Supervisors (BOS). It started as a State of the County message with Marin County Fire, Office of Emergency Services, and Health and Human Services.
- Catherine Way: Laine has a hard stop at 1325. Thank you for your time. Maybe you can return next month.

PDEP Discussion

- Marco Berger's comment in the chat: There was an article in yesterday's Marin IJ newspaper about Zonehaven that helps in evacuations⁵. Can you talk about that? I know that San Rafael is reviewing and updating evacuation routes mapping and messaging. How does that align with the Zonehaven system⁶? Quinn Gardner: Zonehaven can link into GPS like Google Maps. The fire chiefs are working through the Marin Wildfire Prevention Authority (MWPA)⁷ to use this for the entire county. Santa Cruz is using Zonehave now. Zonehaven is a live source; we will look at it as a tactical tool as well as a public tool; Evacuation maps are more information based and are about public awareness.
- Catherine Way: What jumped out to me from Laine's comments are that seniors in Marin might need a special source of information. Marin Villages and others might have seniors with limited digital skills. This might be an area of focus.
- Adriana Rabkin: We know we have a large number of seniors who will need assistance and will need to prepare in advance. We are working with the Listos Social Bridging Project⁸ to reach seniors and discuss disaster preparedness. We know that we have to identify what older adults need, how to get information to them, and how to help them. Sara Robinson: Vivalon and Aging and Adult Services are piloting a project with Meals on Wheels clients. Vivalon will work with 2 Dominican nursing students to reach out to these clients and help them with disaster preparedness – they will ask “do you know about alerts” and other basic preparedness questions. Marin has 23,000 individuals over the age of 75 and we know there are barriers for individuals: many don't drive, have internet access, email or even cell phones; some are in residence facilities, some live alone independently. Marin CIL will also have callers reach out IHSS clients to talk about their

⁴ <https://inciweb.nwcg.gov/incident/7062/>

⁵ <https://enewspaper.marinij.com/?selDate=20210131&goTo=A01&artid=1>

⁶ www.zonehaven.com

⁷ <https://www.marinwildfire.org/>

⁸ <https://www.listoscalifornia.org/community-projects/social-bridging-project/>



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needs and durable medical equipment. Catherine Way: can you ask if residents go to libraries for information.

- Jay Hubert: It is important to identify those people who will need help. What is the response that is effective in a real emergency? It is hard to identify all and even more difficult to get them all the help they may need.
- Maggie Lang: What do the libraries have in terms of emergency preparedness? PDEP could see what resources they have. Neighborhood Response Groups (NRGs) are also a great opportunity to push messaging to residents. They are the grass roots answer to reaching everyone, including seniors living independently. Catherine Way: We could also have the County push out messaging to all residents. The library is a basic line of equity and has the ability to provide free resources to the community.
- Rachel Kertz: The NRGs in Central Marin are working with Marin Villages to identify who are members, mapping them to their NRG, and making sure the block captains have their information. We are also updating the resident information form to see what else we should be gathering from block captains.
- Adriana Rabkin: I was surprised to hear Laine speak about CERT. What messaging goes out through CERT? Maggie Lang: There is the basic 20-hour CERT class that talks about sharing information with neighbors. There is new CERT information from the State about using CERT as force multipliers for local training. Adriana: What is coming from the County? Quinn Gardner: This might have been Michael Huynh's role. There could be advance CERT training for what communication is available. Maggie: Add basic NRG module and PIO information.
- Catherine Way: PDEP recommendations to DC3:
 1. We need the countywide coordinator position filled;
 2. NRGs and CERT need to focus on disaster prep -- this is the best grass roots opportunity for neighborhood communication;
 3. More focus on older adults -- information doesn't necessarily flow into all communities.
- Quinn Gardner: We also need to consider the older adults living independently. Maybe VOAD can help through service providers. The County could fund this effort.
- Adriana Rabkin: There will have to be multiple distribution channels. Peter Mendoza: And multiple facets like radio, PSA's, phone calls. The digital divide affects people with disabilities and older adults. Marin CIL is working with the County to help people register for the vaccine via the phone.
- Frank Cox: When Get Ready got started in the 1980's there was funding and lots of public announcements. We have a real need to partner with providers. NRGs, CERT, MMRC all have to be coordinated under one messaging umbrella. There are a variety of websites and it is confusing to know where to go for the information: NRGs in Mill Valley, ShoreUp Marin, Marin CIL, San Rafael city website, etc. It is hard to know who is in charge of all of this. Adriana Rabkin: It is important to have information on local sites so that community members who go to and trust local organizations will get some basic information from them. These sites should link back to a main source of information and there needs to be coordination of the main sites so as to provide people with all information in one place. OES should not get rid of their preparedness, but they need to refer people to Ready Marin as the main source of the information and resources.
- Catherine Way: does PDEP need to suggest a narrower focus of information?



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- Maggie Lang: We didn't know Office of Emergency Services (OES) had a website⁹. And it is hard to find Ready Marin information on it. It would be helpful to know which site to go to for which topic. OES should have the disaster response focus and leave disaster preparation to Ready Marin.
- Catherine Way: These are the 3 legs of a stool: Ready Marin; OES; HHS/Marin Recovers. Paula Doubleday from the Zoom chat: Prepare-Respond-Recover is the 3-legged stool. Jay Hubert from the Zoom chat: HHS Coronavirus¹⁰ and FireSafe Marin are good examples of sites that provide deep and comprehensive coverage of a major topic. We need more of these. We still need multiple other sites that link to these sites and provide coverage that meets their users' needs.
- Tom Cromwell: The Get Ready program needs a revamp; we need a Get Ready 2.0. When Get Ready started there were signs all over the County and it got lots of attention. We need a primary County responder when local groups respond. NRGs and CERT need to be moderately trained. The local focus should be done by local communities.
- Terry Sternberg: Put together a master list of websites and provide bullet points of what is there on each site. Post it and people can be pointed to the correct site. Catherine Way: this group wants to promote 3 sites: Ready Marin, OES, Marin Recovers.
- Peter Mendoza: We need the language on every website to be understandable and easy to use. There could be some language stating the purpose of each website and a decision tree that points people to the right place: for emergency go here; for preparedness go here. When we talk about outreach we need to remember equity so that everyone gets covered.
- Garry Lion: I like Terry's suggestion of a directory of some sorts. Perhaps this could be a job for the Countywide coordinator.
- Mike McDermott from the Zoom chat: It would be good idea to pull in the fire departments to have the same messaging on their websites. That is another avenue that people go.
- Sara Robinson from the Zoom chat: Are you suggesting a directory like the Listos Disaster Directory?
- Catherine Way: Do we want Laine to get metrics on their messaging?
- Frank Cox: Laine is clear that no one is in charge of the preparedness messaging. People need action to do something. We need the preparedness coordinator and a new message. The PIO focus is on response, not preparedness. Adriana Rabkin: We should push the Get Ready program/messaging. Quinn Gardner: FireWise does a good job communicating. Why isn't anyone coordinating Get Ready the same way FireWise is being coordinated? This could come from the County Administrator's Office (CAO). Frank: OES doesn't have adequate staff to take on the role we are envisioning. County Fire is far more focused on preparedness than OES and the Sheriff, who are focused on SEMS, NIMS, and the EOC. Maybe County Fire can take on preparedness messaging. Quinn: Align preparedness and response.
- Cindy Swift: FireSafe Marin is only for wildfire preparedness. We need to focus on one site that is the go-to for information for all preparedness: ReadyMarin. Perhaps Alert Marin and Nixle information should be included on ReadyMarin. We are now asking that

⁹ <https://emergency.marincounty.org/>

¹⁰ <https://coronavirus.marinhhs.org/>



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the County Coordinator take on the communications role. The County has age friendly report and how we address disaster prep for seniors.

- Adriana Rabkin: We heard from Laine that the CAO was going to have this preparedness campaign before Covid hit. Why can't we push for them to be the lead on this? Quinn Gardner: PIO function is that of messenger. They are not the subject matter experts. Content and messaging needs to be owned. Coordinator role could focus on general preparedness, with specific focus on smaller roles: NRGs, CERT, Get Ready etc. Perhaps MWPA could fund some of this, it doesn't have to be direct County funding. Rachel Kertz: MWPA is only focused on fire.
- Tom Cromwell: Do we know why Michael Huynh left? Quinn Gardner: The fire chiefs were supervising the position but OES or CAO might be better for this. His position was a short term 2-year position. It needs long term funding.

III. Updates from PDEP members

Catherine Way: As we discussed at the January PDEP meeting, we asked PDEP Members to do some advance preparation for today's meeting. For the February and March meetings we will be researching the subject of Preparedness Communication. We asked members to spend time reading and scrolling on three websites and think about what additional information is needed, what is missing, what is redundant, and are there sufficient links to other resources and information:

ReadyMarin.org
www.marinsheriff.org/services/emergency-services
<https://emergency.marincounty.org/pages/prepare-for-emergency>

- Maggie Lang: The 2 County websites overlap and have no coordination. There needs to be coordination. I am also unsure as who does what. There are too many flares in the sky to figure out where the stars are. Catherine Way: There is overlap in form and function.
- Cindy Swift: What is the purpose of the new County website? Seems like it is serving two purposes: where to go in the event of an emergency AND preparedness. I think preparedness should be elsewhere. Quinn Gardner: It is a "portal" used for emergencies and it worked well during past storms. The people creating the messaging are not the subject matter experts. Cindy: What are we trying to accomplish? There should be an overall strategy. Quinn: There could be 3 zones: Preparedness, Response, Recovery.
- Catherine Way: The County Sheriff is retiring after 36 years in November, 2022. A new sheriff will be elected in the next 2 years. Preparedness sits in OES under the Sheriff's office. This could be a question residents ask of potential candidates. Quinn Gardner: OES did not always sit under the Sheriff. The change of leadership brings opportunities. This might be the time to raise with the Board of Supervisors that OES sits elsewhere. Garry Lion: Isn't Supervisor Rodoni appointed the Chair of Emergency Services? Peter Mendoza: It is a political issue where OES lives. OES was first under Marin County Fire before the sheriff.
- Sara Robinson: Can we look at best practices? What are other states and counties doing? Colorado? The Coast? How do they organize their disaster preparedness information? Where does it reside? Make this part of the Coordinator position discussion.
- Jay Hubert: OES under the sheriff is the exception in CA. Sara Robinson: The Coordinator can look at consolidation and organization of disaster preparedness. Coordinate the sites and the information.



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MCCMC Marin County Council Mayors + City Councilmembers

- Catherine Way: The next Mayors and Councilmembers meeting is Jan. 27.

Marin VOAD

- Adriana Rabkin: VOAD formed a subcommittee that is looking at how to reach residents around the County. We formed during Covid to share ideas and best practices about reaching hard to reach individuals to ensure they knew about resources, had someone to talk to and could get help if they needed it. This group continues to meet as they recognize that the cross-collaboration among local representatives, age friendly, NRGs, CERT, and FireWise only exists in this place. The conversations have just shifted to disaster preparedness and creating a consistent message that can be shared among different groups throughout Marin.
- We are also working on Older Adult disaster preparedness with Vivalon and Aging Adult Services, using the Listos Social Bridging Project as a starting point and using their existing Disaster Resource Guides.

West Marin

- Stephen Marcotte: was not present. No update.

Red Cross

- Vincent Valenzuela: was not present. No update.

Southern Marin / Business Community

- Garry shared an email from the CEO of the Marin Economic Forum (MEF) referencing a Marin Economic Briefing presented on Thursday, 1/28: [MEF Econ Briefing Jan 28 2021](#). It summarizes expected changes at the national level with the Biden Administration and discusses recent trends through December at the state and county levels. To learn more about the current financial relief programs for businesses, please visit [this page](#) on the Marin Recovers website, which links direct to each program.
- Garry also mentioned that MEF will be presenting a more detailed update during their annual Forecasting the Future conference on March 3.

Mill Valley Preparedness, community efforts

- Maggie Lang: had to leave early. No update.

Public Health Preparedness and related programs

- Amber Davis was not present. No update.

Access & Functional Needs (AFN) communities:

- Peter Mendoza: Marin CIL helped sponsor a town hall on Covid-19 for people with disabilities along with the State Council on Developmental Disabilities and Marin Public Health. It was very well attended with 400 people in attendance. Dr. Tyler Evans spoke.
- We are hearing from a lot of people that they don't have access to the vaccine. On a local level Marin CIL is working with the County to make sure the vaccine roll-out is accessible to people with disabilities. We are focusing on programmatic accessibility with phone registration and messaging. We will put out FAQs to questions that were raised during the town hall. Marin CIL sits on the Community Advisory Board (CAB) with Marin Public Health to ensure equity and access of the vaccine roll out.

Public Safety / Emergency Management

- Quinn Gardner: County OES has hired a couple of positions and they are dividing up their liaisons. Dave Varela and Kian Akhavein are two new Emergency Service



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Coordinators. Dave is the liaison for the City of San Rafael, Marin VOAD and CVNL. We need to have a new representative in this group.

Utilities including PG&E

- Jim Wickham was not present. No update.

Marin Medical Reserve Corps (MMRC)

- Tom Cromwell: MMRC has doubled to 500 volunteers. Many are involved with vaccinations. The State Cal MAT has also grown to 500 people from the Bay Area alone.
- Belvedere: We have new radios and training with Block Captains is starting.
- Southern Marin Disaster Council Summit: Dr. Tyler Evans spoke at the last meeting. We might want him to speak at PDEP.

Public Preparedness Coordinator / Get Ready Marin

- There is currently no coordinator. No update.

OES RACES Chief Radio officer, San Rafael CERT steering and Firewise

- Jay Hubert: RACES / ACS¹¹: No update.

Public Comment/Questions:

- Chief Ruben Martin, Corte Madera Fire Chief: Zonehaven is an app/platform where you can put your evacuation maps. It is updated in real time. Emergency information can be pushed out on this and the public can see evacuation warnings, orders, and information. Santa Clara county used it for the CZU Lightning Complex Fire. It can be used to educate and inform residents and you can look up a personal address. MWPA has contracted with Zonehaven to see where traffic problems are. Can make recommendations such as coordinate light signals. It can be used for all emergencies. We will roll it out in Marin soon and the Fire Chiefs Association is helping bring it onboard. The entire county will be included, Tiburon/Belvedere will not be excluded even though they didn't participate in the MWPA. It gives guidelines and recommendations to plan ahead for mass evacuations. The contract was signed last week and we hope to launch by this summer. Catherine Way: We need a multi-pronged approach as seniors may not have smart phones to use this. Ruben: We have analog evacuation maps that pre-identify community refuge areas where you can go in a disaster.

IV. Closing Items

- Catherine Way: We hope to get results from DC3 this year. She thanked everyone for the discussion.

Closure: 2:58 pm end of meeting

Next Meetings: 1-3pm:

Dates may be flexible as circumstances require

PDEP Meetings Year 2021: 3/1, 4/5, 5/3, 6/7, 7/12, 8/2, 9/13, 10/4, 11/1, 12/6/2021

¹¹ 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/>



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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: 3/11/2021, 6/10/2021, 9/9/2021, 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

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