



**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 August 2, 2021**

*Draft approved at PDEP Meeting 9-13-2021*

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.
Maggie Lang	Mill Valley Fire, Emergency Prep Coordinator
Vincent Valenzuela	Red Cross Marin / Solano Disaster Program Manager
Garry Lion	DC3 member, Marin Economic Forum

Members Excused or Absent:

Peter Mendoza	DC3 AFN representative, MarinCIL, Vice Chair Marin VOAD
Jay Hubert	DC3, ACS/RACES, FireWise Community, Red Cross
Jim Wickham	PG&E Safety & Preparedness Specialist, MV Mayor
Amber Davis	HHS Public Health Preparedness Manager

Members Public Present

Supervisor Katie Rice	Marin County Board of Supervisor, District 2
Frank Cox	Former PDEP Co Chair/DC3 Member <a href="mailto:frnkcox5@gmail.com">frnkcox5@gmail.com</a>
Rachel Kertz	Central Marin NRG Coordinator, <a href="mailto:coordinator@nrgmarin.org">coordinator@nrgmarin.org</a>
Amy Glenn	Central Marin NRG Advisory Comm, <a href="mailto:aglennstyle@gmail.com">aglennstyle@gmail.com</a>
Skip Fedanzo	Marin Amateur Radio Society, <a href="mailto:drferret@comcast.net">drferret@comcast.net</a>
Sara Robinson	Marin Aging & Adult Services, <a href="mailto:SRobinson@marincounty.org">SRobinson@marincounty.org</a>
Jody Timms	Age Friendly Marin Network <a href="mailto:jodytimms@comcast.net">jodytimms@comcast.net</a>
Rob Ireson	RACES/ACS, <a href="mailto:rob@aqmconsulting.com">rob@aqmconsulting.com</a>
Marco Berger	Multicultural Center of Marin, <a href="mailto:mberger@multiculturalmarin.org">mberger@multiculturalmarin.org</a>
Lori Schifrin	CERT, MMRC <a href="mailto:lori.sch@att.net">lori.sch@att.net</a>
Cathy Schwemm	TERN Tomales Emergency Response Network
Brian Ruppenthal	TERN Tomales Emergency Response, <a href="mailto:b.ruppenthal@gmail.com">b.ruppenthal@gmail.com</a>

The following documents were emailed to PDEP in advance:

- PDEP\_Agenda 2021-8-2a.pdf**
- PDEP\_Minutes 2021-6-7a.pdf (Draft to be approved)**

**I. Welcome, Introductions, Review of Minutes**

- Catherine Way welcomed attendees. Jody Timms asked about the DC3 regional representatives and if this topic will come up again. Catherine and Adriana Rabkin are meeting with Supervisor Rodoni in August before the September DC3 meeting and will raise the issue again with him. Supervisor Rodoni sent Catherine and Adriana the candidate applications for the five people who are applying for the open DC3 positions and they will share their thoughts about the candidates with him.
- Draft PDEP Minutes 6/7/2021 were reviewed. No changes were made. Minutes were approved.
- Announcement: There are 2 resignations from the PDEP Committee: Jay Hubert and Peter Mendoza. Jay is moving and will be leaving this committee in October. Peter has taken a position with the State, effective immediately. Rob Ireson will take over as interim chief RACES officer for Jay and will sit on PDEP in Jay's role. Catherine invited Rob and Skip Fedanzo to consider applying for DC3 positions. Jody Timms: Will someone take



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over for MarinCIL? Adriana Rabkin spoke with Julia Hales about her filling Peter's role with Marin VOAD. Regarding DC3, whomever takes over Peter's role on this committee will have to go through the application process.

### II. Focus Area #3: Disaster Preparedness Communications

- Catherine Way: Focus area 3 is on disaster preparedness communications. What are the tools and methods people use to get emergency preparedness information (not disaster response)? What is the education effort? How do we measure for effectiveness? Our hope is to create a framework that benefits the disaster county coordinator position.
- **One major source of preparedness information is newspapers.** Frank Cox sent an article from the SF Chronicle with an earthquake preparedness guide<sup>1</sup>. FireSafe Marin sent something out a few years ago. What other sources of information are effective?
- Frank Cox: The focus needs to be on the problem, not the answers. Everyone has been following the Covid outbreak over the recent weeks, but half of the country doesn't see the problem. How does this fit into our conversation today? We need to focus on people who have recently experienced disasters. People have very short attention spans. If people don't see that something can happen to them, they won't act. Jay Hubert: people imitate each other, they need to see what others are doing to take action themselves.
- Catherine Way: Have some things been better communicated than others? Frank Cox: When people see the problem, that has impact. Show videos of someone inside a hospital setting. Catherine: **We are talking about the use of video and first person accounts to deliver messages.** Jay Hubert: Frank is spot on and this fits with the equity focus. Dr. Matt Willis has shared that Marin is #1 in vaccinated rates and this is because we have focused on vulnerable communities. Marin is focused on Latinex and African American communities. President Biden is focused on young people. Use spokespeople from these communities to deliver the messages. If you focus on equity, the rest gets easier.
- Catherine Way: **We are saying to use first person experiences in trusted communities and disseminate the messages via social media.**
- Quinn Gardner: Denial is the first phase in disaster psychology. This is true in disaster preparedness too. Busy working individuals don't have time to think about this. Some people don't think it applies to them. We need to think beyond the traditional vulnerable communities and also look at young families, kids in school, and others. Trusted messengers are huge. This can be anyone from kids' sport coaches to pastors to someone that looks like you. This effort will require lots of different strategies and different conversations.
- Catherine Way: When we spoke about this back in January we discussed a multi-prong approach. Not everyone uses social media or reads local newspapers. **There is a need for different distribution channels: Social media, publications (newspapers), radio, locations like schools and libraries, etc.**
- Sara Robinson: Some people don't want to think about disaster as part of their lives. Others don't have traditional access to information. In the pilot programs the County Aging and Adult Services ran with Vivalon and Dominican nursing students last year we learned that people didn't have access to technology. Social media is only one strategy.

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<sup>1</sup> San Francisco Chronicle Disaster Guide 7/18/2021: <https://www.sfchronicle.com/survival/>;  
<https://s3.documentcloud.org/documents/20987026/survialguidefinal2.pdf>



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Person to person education is important in this area and it could be family friends, or Neighborhood Response Group (NRG) block captains. Simplicity of the message is critical, sometimes the resources are too complex. There are also a huge number of resources already. Information needs to be simplified and actions need to be few. Set clear objectives of communications, ask people to do only one or two things, e.g., FireSafe Marin are you adaptable? This is a good example and includes flexibility for people.

- Rachel Kertz: The biannual NRG drills are used for people to observe and to see responses in real time. There are also CERT table top drills that put people in situations and engage people in tactical processes. People learn from these hands-on demonstrations. Adriana Rabkin: these efforts are separate from person to person. They should be in a separate category of workshops and exercises; CERT, FADR, stop the bleed, and NRG drills all fit into this category. Catherine: **Categorize classes and demonstrations.**
- Tom Cromwell: I'm concerned about the false information that goes through social media. It is a significant challenge. Adriana Rabkin: We have to remember that some local communities (some Canal residents for example) rely on texting and social media for their information. Rob Ireson: We need to remind people not to post something without a reliable peer approved link. There are respected sources, sources that have been vetted, this needs to be stated at the top of social media messages.
- Skip Fedanzo: We can't forget the younger generation and find appropriate ways to reach them. Rational messaging works for those people who already think this way. Many others have emotional responses and messaging to them is different. Quinn Gardner: It would be helpful to get grant money to find out what works. Is there money to do an outreach study the same way we do poll testing? What is the most effective tool? The wildland fire effort was a tremendous education effort with meetings, printings, etc, and yet we have many residents in San Rafael who know nothing about this. Face to face and one on one works best.
- Catherine Way: **We need an outreach study for communication tools.**
- Supervisor Rice: Maybe we need a communication plan based on Quinn's study idea. How do we get people linked up to the information they need and we think they need? An outreach study that looks at our different communities, the best medium for each community, timing, the audience and the best framing of messaging. This could all be built into a communication plan. There also needs to be messaging and communications that are ready to provide the information in the moment for those people who react to the situation. Like Frank said, we need to have the messaging/information ready and accessible when the issue is hot news, when people are ready to see it. Like polling before a political campaign, talk to people first to determine what they need, look at the variances in age, cultural background, etc. Connect with people around a topic.
- Maggie Lang: Person to person communication is huge. Canal did a study asking where people got their information and found that social media was huge and people value the information from their friends and family. Word of mouth from trusted messengers. Keep the message simple, consistent, and focused on one or two things. We don't have to reinvent the message. There is confusion about multiple websites and overwhelming concern about where people go. Maybe a template on every website that directs everyone to the OES website in a disaster. Keep the messaging out there while not doing messaging overload. Supervisor Rice: I completely agree with Maggie: keep it simple, and make sure messaging from different sources is aligned, and there is a trusted messenger delivering or ready to deliver when someone asks; avoid disaster overload;



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look at seasonal messages. Tom Cromwell: expanding on Maggie's comments, focus on person to person demonstration activities.

- Marco Berger: Regarding the messaging, we need trusted sources, simple language, access, more graphics/less words (consider language and literacy levels).
- Catherine Way: What do we think about using trusted partners to direct people to sources of information. For example, have the Vivalon website direct people to Ready Marin. Maggie Lang: We could have a list of standard links. Rachel Kertz: We are proposing 4-5 navigation boxes that are on the NRG and city websites: sign up for alerts, get prepared (Ready Marin), plan for wildfire (FireSafe Marin), neighborhoods go to NRG, in an emergency go to Marin OES Emergency Portal. There would also be a title line under the banner that says "In an emergency go to Marin OES page". The Marin NRG Network is the starting place for this idea. Chief Martin is part of this. We want this on every website we can. It would be in the same place and have the same message. Look at it from the perspective of the residents, not the agency. Catherine Way: A few navigation boxes on all of the main sites, such as Larkspur, FireSafe Marin, others? Sara Robinson: Will this be easy to add to existing websites? I like the idea of asking this of County supervisors. The County demonstrated during Covid that using a banner at the top of the page to direct people to other sites worked. Jay Hubert: Rachel is doing great local work. My only suggestion is to reorder emergency information and put the OES link upfront. It's like doctor office messages "if this is an emergency call 911". Rachel Kertz: Paula Doubleday was helpful in developing the logo and boxes. It will not be a heavy lift for people to add this to their sites. The County PIO, Laine Hendricks, has figured a lot of this out and might have ideas about what worked and what didn't work.
- Frank Cox: A grant to do a County wide analysis will take 12-18 months. A smaller local meta analysis would be much easier to implement. Lori Shifrin: It can take years for surveys to go out. Survey choices should include "None of the Above" and open ended questions. If I were asked about Alert Marin but didn't use it how would I know if it works? It's important to get people's honest opinions. Adriana Rabkin: PDEP could suggest to DC3 that the Alert system should be tested annually or semi annually.
- Skip Fedanzo: Hold a contest among high schools to elicit ideas. What does the audience want to hear and who do they want to hear it from?
- Catherine Way: How do we reach the people who are not connected to services or don't have access to technology? Jay Hubert: Person to person. SRFD sent intern college students door to door to check on people. Marco Berger: group texting is what we use in the Canal. Other ways can be through outside events, food pantries and flyers.
- Catherine Way: This is a great conversation. Think about other ideas to add to this list for our meeting next month.

### III. Updates from PDEP members

#### MCCMC Marin County Council Mayors + City Councilmembers

- Catherine Way: No update. We do not meet during the summer; next meeting is in September.

#### Marin VOAD

- Adriana Rabkin: Marin VOAD is really focused on helping CBOs prepare for emergencies. The better CBOs can be prepared, the better they can help the vulnerable residents in Marin. The work that is happening in this area includes the bi-monthly meetings with Marin Public Health and the Community Response Teams that are local



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coordinated preparedness and response groups that are geographically based in Marin. The focus is still on Covid but will shift to wildfire, PSPS and general disaster preparedness.

- Marin VOAD is also developing a Radio Communications Volunteer program using Ham radio operators at CBOs to provide a disaster communications system when internet and telephone lines are not working. This effort is led by Department of Public Works and the planning team includes members of RACES and Marin Amateur Radio Society. We held a half day exercise on 7/30 with our pilot CBOs and our RCV operators. Rob, Jay and Skip are all part of the planning team. Sara Robinson: Are you looking at other places like Alaska who have used similar services? Skip Fedanzo: We are looking at lots of other areas so as not to recreate the wheel.

### West Marin

- Stephen Marcotte was not present. Brian Ruppenthal reported they had a fire that took out internet and nearby power. They received a grant for a radio based alert system TEAMS: Tomales Emergency Alert Messaging System. We need a way to bypass the need for social media, wifi, and telephone for alerts. We use a radio GMRS system; it is not Ham based, you don't need to get a license. Rob Ireson: Is TEAMS connected to the repeater system Richard Dillman set up? Brian: Yes. Sara Robinson: Is Steve Marcotte's FRS system in Woodacre similar? Brian: FRS and GMRS frequencies overlap on some channels. We need to have all of them for communications. Rob: The FRS is low powered and cannot reach the repeater, but the GMRS can.

### Red Cross

- Vincent Valenzuela: Some restrictions have been lifted. We can do tabling events. If an organization is doing a health fare we can have a Red Cross table. We will be at the Mill Valley Night Out.
- Be Red Cross Ready is now in person.
- Sound the Alarm smoke installations are now back; they have to be pre-scheduled.
- We are outreaching to schools for 5<sup>th</sup> grade pillow case project and Pedro preparedness efforts.
- We are still looking for another office space if anyone has any leads.

### Southern Marin / Business Community

- Garry Lion will send his update via email due to technology troubles.

### Mill Valley Preparedness, community efforts

- Maggie Lang: We are about to post for the NRG coordinator position. This full time position with benefits would work with Mill Valley, Sausalito and Marin City and be supervised by Southern Marin FD. MWPA and local funds will pay for the position.
- Block captain orientations will start again at end of Aug/beg of Sept. Led by CERT.
- Shifting to using the NRG Marin website as the central source for NRGs.
- Living Room chats will restart at end of Aug/beg of Sept.
- Held 6 mini evacuation drills in June. People were directed to a CRA, Community Refuge Area (golf courses, parking lots, church areas). CERT, block captains, MV Fire Dept were all there sharing information. Each drill only lasted an hour. Post cards were sent to homes and people knew what time to evacuate during their drill. 30-70 people showed up in 6 locations over a month.
- National Night Out is tomorrow. Sept is national preparedness month.
- FEMA You Are the Help Until Help Arrives is a great program to check out; it is available online: <https://community.fema.gov/until-help-arrives>.





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- CERT still involved in Covid with weekly food distribution, making calls to seniors, working at the front desk of EOC under Logistics. We are doing a traffic control car evacuation drill in September with CERT assisting the PD. CERT will do traffic management.
- Held the CERT 2<sup>nd</sup> skills day in July and graduated 16 people. We will hold the next class in Oct. and will continue with a hybrid class. Bay Area CERT is putting together best practices.
- County Coordinator position still on hold. Not sure why this is on hold. Ruben Martin is the main contact.

### Public Health Preparedness and related programs

- Amber Davis was not present. No update.

### Access & Functional Needs (AFN) communities:

- Peter Mendoza was not present. No update.

### Public Safety / Emergency Management

- Quinn Gardner: We don't talk a lot about mitigation outside of fire. There are a lot of things happening in this realm with flooding and other areas.
- We held a cooling center training with CERT. There were 2 Powerpoint sessions with content training for CERTs and safety protocols. We kept the training simple. Marco Berger: there will be a similar training in Spanish at the Canal Pickleweed Center.

### Utilities including PG&E

- Jim Wickham was not present. No update.

### Marin Medical Reserve Corps (MMRC)

- Anne Carta: MMRC is still activated and responding to Covid. Volunteers are doing vaccinations and outbreak testing. We are back involved in contact tracing due to the recent outbreaks. We are looking at how the team will be involved in Temporary Evacuation Points (TEPs), shelters and all things related to Fire and PSPS.
- Tom Cromwell: County, Fire, MMRC and others are holding a sidewalk CPR/stop the bleed event. This will be on Aug. 14 from 10-2 and will be held all over the county in a dozen or so sites. It will be a very abbreviated discussion meant for passersby not for people who are driving to a location.

### 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 / ACS<sup>2</sup>: No update.

### Public Comment/Questions

- None

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<sup>2</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/>



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### IV. Closing Items

- Catherine Way: Supervisor Rodoni received 5-6 applications for the open positions on DC3. Perhaps there will be some new faces at the next DC3 meeting in September.

**Closure:** 2:47 pm end of meeting

### Next Meetings: 1-3pm:

**Dates may be flexible as circumstances require**

**PDEP Meetings Year 2021: 9/13, 10/4, 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.

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### DC3 Meetings: 3-5pm:

**DC3 Year 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](mailto:pdepcommittee@gmail.com)

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