



## Public Disaster Education and Preparedness (PDEP) Committee of the Marin Operational Area Disaster Council Committee Meeting

**PDE&P Meeting Minutes for June 6, 2022**  
*Draft approved at 9-12-2022 PDEP Meeting*

Members Present:

Catherine Way	Co-Chair, DC3, City of Larkspur Councilmember, MCCMC
Adriana Rabkin	Co-Chair, DC3 Member, Director Marin VOAD
Amber Davis	HHS Public Health Preparedness Manager
Rob Ireson	Chief, RACES/ACS
Vincent Valenzuela	American Red Cross, Marin Chapter
Elaine Wilkinson	Marin County Emergency Preparedness Coordinator

Members Excused or Absent:

Anne Carta	Marin Medical Reserve Corps, County HHS
Maggie Lang	Southern Marin Disaster Council
Steve Marcotte	DC3 Member, West Marin Disaster Council
Garry Lion	DC3 Member, Marin Economic Forum
Quinn Gardner	SRFD Emergency Manager
Tom Cromwell	Marin Medical Reserve Corps (for Anne Carta)

Public Attendees:

Amy Glenn	Central Marin NRG Advisory Comm, <a href="mailto:aglenstyle@gmail.com">aglenstyle@gmail.com</a>
David Shatto	The Salvation Army, <a href="mailto:David.Shatto@usw.salvationarmy.org">David.Shatto@usw.salvationarmy.org</a>
Eli Gelardin	Marin CIL, <a href="mailto:eli@marincil.org">eli@marincil.org</a>
Fernando Barreto	Aide to Supervisor Rodoni, <a href="mailto:fbarreto@marincounty.org">fbarreto@marincounty.org</a>
Frank Cox	Former PDEP Co Chair/DC3 Member <a href="mailto:frnkcox7@gmail.com">frnkcox7@gmail.com</a>
Jennifer Ancona	H&HS Mass Care Lead, <a href="mailto:jancona@marincounty.org">jancona@marincounty.org</a>
Jody Timms	Age Friendly Marin Network, <a href="mailto:jodytimms@comcast.net">jodytimms@comcast.net</a>
Leah Curtis	Southern Marin NRG Coordinator, <a href="mailto:nrg@smfd.org">nrg@smfd.org</a>
Lori Schifrin	CERT, MMRC, Red Cross <a href="mailto:lori.sch@att.net">lori.sch@att.net</a>
Milt Hyams	DC3 District 1 Rep, <a href="mailto:mmhyams@aol.com">mmhyams@aol.com</a>
Miranda Miller	Ross Valley Emergency Prep Coord, <a href="mailto:mmiller@rossvalleyfire.org">mmiller@rossvalleyfire.org</a>
Pati Stoliar	Age Friendly CM, <a href="mailto:agefriendlycortemadera@gmail.com">agefriendlycortemadera@gmail.com</a>
Paula Doubleday	ReadyMarin.org, <a href="mailto:paula.double@gmail.com">paula.double@gmail.com</a>
Ruben Martin	Central Marin Fire, <a href="mailto:rmartin@centralmarinfire.org">rmartin@centralmarinfire.org</a>
Sara Robinson	Marin Aging & Adult Services, <a href="mailto:SRobinson@marincounty.org">SRobinson@marincounty.org</a>
Skip Fedanzo	MARS, <a href="mailto:drferret@comcast.net">drferret@comcast.net</a>

The following documents were emailed to PDEP in advance:

- PDEP\_Agenda 2022-6-6.pdf**
- PDEP\_Minutes 2022-5-2a.pdf (Draft to be approved)**

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

- Catherine Way welcomed Leah Curtis, the new Southern Marin NRG Coordinator. Minutes were accepted as submitted.
- Catherine Way: The Matrix report on the reassessment of the Office of Emergency Services will be presented to the Board of Supervisors soon.

**II. Fall Planning: The Great Shakeout**

- Adriana Rabkin discussed how Marin VOAD and PDEP will focus on all hazards and specifically on the Great Shakeout as it helps with earthquake planning and preparedness. [The Great Shakeout](#) is an organization dedicated to helping individuals, organizations, nonprofits, schools, and businesses prepare for earthquakes and hold a Great Shakeout exercise once a year. This year the Great Shakeout will occur on October 20 at 10:20am (although you can choose any day or time to practice the shakeout exercise).



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- Adriana is part of a planning group with David Shatto (The Salvation Army), Raed Al-Zaher (SR Emergency Prep Coordinator), Elaine Wilkinson (County Emergency Prep Coordinator), and Noele Kostelic (EAH Housing) to help bring The Great Shakeout to as many parts of Marin County as possible. The planning team and Office of Emergency Services are working with NRGs, nonprofits, senior housing sites, County agencies, schools, and CERT to get them all to participate in the Great Shakeout and think about their earthquake preparedness. Participation can be as simple as getting under your desk and taking a selfie. Organizations can take it a step farther and have their teams meet outside their office following the exercise and discuss what they would do in an earthquake. The level of involvement is up to each organization, but the goal is to get as many people and organizations as possible practicing The Great Shakeout this October.
- Catherine Way: PDEP is presenting The Great Shakeout to the DC3 (Disaster Citizens Corps Council) on Thursday and asking DC3 members to register for the Great Shakeout and bring the exercise to their teams. The website, <https://www.shakeout.org/>, has information for different types of organizations (schools, nonprofits, faith organizations) and individuals as well as lots of resources. We hope to involve businesses as well and will discuss this with Garry Lion. PDEP wants DC3 to be more proactive and focus on emergency preparedness.
- Sara Robinson: How receptive is Supervisor Rodoni to the all hazard concept? Catherine Way: He is very receptive. The JPA passed and funded wildfire preparedness, but the DC3 has an all hazards mission. It is important that we continue to remind the DC3 about all hazards.

### III. Is it Just Semantics: Disaster or Emergency?

- Catherine Way: Last year we focused on consistent language for vulnerable populations. Today we want to talk about the use of "Disaster" vs "Emergency" and the public perception of each.
- Sara Robinson shared slides with PDEP: Sara looked at the use of both terms used at the Global, National and local levels. FEMA uses Emergency Management and they talk about building and sustaining preparedness. OSHA talks about Emergency Preparedness and response. They don't use the term disaster unless they are making a list of hazards. It is not tied to preparedness. Ready.gov uses Disaster for natural events and Emergency for manmade events (e.g., nuclear, chemical, hazardous materials). The CDC uses Emergency Preparedness with regard to public health.
- The World Health Organization talks about Emergency Preparedness and a Disaster as a sudden overwhelming event requiring external support. Emergency Response is used in all situations including after action reviews.
- In Marin, Office of Emergency Services (OES) calls it Emergency Management during an Emergency OR Disaster. On the Emergency Portal they use the terms interchangeably: emergency alert, disaster recovery, disaster communications. The DC3 and PDEP both have the word disaster in their names. Marin County fire talks about "readiness" and Emergency Preparedness. Lastly, County Health & Human Services (HHS) talks about Emergency Preparedness.
- Catherine Way: Getting people to prepare for disasters is very difficult. But the word "disaster" might be very scary. We want people to prepare for emergencies and their own well-being in an emergency. We want people to prepare to shelter in place, have water, prepare for power outages, flooding, earthquakes, etc.
- Elaine Wilkinson: On the Ready Marin website we are telling people to be ready for an emergency when a disaster strikes. Disasters and emergencies both happen. We want



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people to be prepared. For the average resident it is just about getting people to pay attention and do something.

- Pati Stoliar: Dr Cialdini's Principles of Ethical Influence is a good resource for influencing people to do things<sup>1</sup>. Set deadlines and give people gradations for how to prepare.
- Skip Fedanzo: I don't think the specifics of language matter. There are different audiences and if you use one consistent term you may miss people.
- Frank Cox: When we speak of 'disasters' or 'emergencies' we must distinguish: 1. PDEP is talking about preparing for them - whatever they are and 2. FEMA / OES / Cal OES / CDC / etc. define these terms VERY precisely<sup>2</sup>. My background prior to retirement was as an auxiliary OES staff member. I attended classes on post disaster reimbursements. I learned these regulations require very precise reporting, and precise declarations by Local, then State, then Federal / Presidential level findings. Governmental bodies reimburse expenses generally on a 75% federal, 25% non-federal cost sharing basis. Disasters and emergencies are clearly defined and reimbursement is incredibly bureaucratic. Sara Robinson: we are mainly focusing on the terminology related to preparedness not response which requires those definitive clarifications.
- Paula Doubleday: People will respond to the words differently and will be motivated by different things. We need to think about our audience and how we are communicating with people. I think we have a bigger problem with just getting people prepared and we should be talking about that.
- Milt Hyams: If we are talking to the public, we need to give people an example that they can relate to, like the Loma Prieta disaster.
- Fernando Barreto: We need to think about people who do not speak English or do not have high literacy levels. What is the emotion or response to a word? Emergency: I must act. Disaster: I might not need to act. Different cultures use different words and have different impressions.
- Eli Gelardin: Our experience with the AFN community is that people are very isolated. Adding the anxiety of preparing a go bag with limited resources or obtaining a battery for a power shutoff might be more than they can handle. Marin CIL tries to use language that is empowering and positive. Whatever word is used, we need to provide support and show the AFN community that they are not alone, and they have community support. Our "Power and Prepared" campaign builds on the PSPS events and provides a broader concept. <https://www.marincil.org/power-prepared/>.
- Rob Ireson: If the intent is to get people engaged, it might be useful to introduce the cycle of preparedness: response – recovery – planning. This puts the disaster or emergency in context and distinguishes roles and timing for the public.
- Miranda Miller: To Eli's point, we are trying to empower people before a disaster or emergency. We want to get people prepared for an emergency or disaster. Honing in on the preparedness piece covers either emergency or disaster.
- Jennifer Ancona: What problem are we trying to solve? If it is evacuation readiness let's call it that. Think about what emergency or disaster we are trying to prepare for and use the language that is appropriate. There is a CDC framework that focuses on vulnerable

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<sup>1</sup> <https://worldofwork.io/2019/07/cialdinis-6-principles-of-persuasion/#:~:text=Cialdini's%20Principles%20of%20Persuasion%20are%20reciprocity%2C%20scarcity%2C%20authority%2C,an%20ethical%20thing%20to%20do.>

<https://www.robertcialdinibf.com/>

<sup>2</sup> <https://www.fema.gov/disaster/how-declared>



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populations. It helps define these communities and the next steps for outreach and engagement.

- Leah Curtis: A lot of the same preparedness steps are used for all hazards and the skills that are used are the same for all hazards. In my mind emergency seems more personal. The average person doesn't want to get into the weeds with definitions. We just want to make it accessible and approachable.
- Sara Robinson: As we define what this committee wants to do and bring to DC3, will this conversation help us frame what we bring to DC3?
- Catherine Way: It sounds like we are comfortable with both terms and need to focus on actionable steps. Wildfire preparation has evolved (from survive a fire to fight fires, now to adapt to wildfire) and that is what brought us to wanting to discuss this topic. FireSafe Marin's Adapt to Wildfire campaign is a progressive approach. We will continue to engage in this conversation and discuss what works in our community.

#### IV. Updates from PDEP members

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

- Catherine Way: MCCMC met last week on zoom. Small Business grants of \$2,500 are available for businesses with fewer than 3 employees like independent contractors, hairstylists, landscapers, and other small businesses. The grants are Covid based and do not require citizenship to apply.

##### Marin VOAD (Voluntary Organizations Active in Disaster)

- Adriana Rabkin: Marin VOAD participated in Golden Eagle, the Bay Area UASI regional exercise last month. We will be holding an After Action Review with Community Based Organizations on Wednesday at our monthly meeting.
- During Golden Eagle, VOAD and the lead RCV Operator activated the Radio Communications Volunteers (RCV) to deploy to 8 CBO locations and practice their radio communications. The RCV program will also hold an After Action Review in the coming weeks with both CBOs and our volunteer Ham radio operators.

##### American Red Cross (ARC)

- Vincent Valenzuela: May was National Sound the Alarm month and we held events around the Bay Area. Our goal was to get 400 homes signed up for smoke alarms and we signed up over 500 homes in the Bay Area during this effort.
- We also held an event at a Novato mobile home park. This was a partnership with Novato Sunrise Rotary and the Novato Fire Department. Overall in Marin, we had 53 signups from the Sound the Alarm event in May. We have 40 scheduled appointments in Marin county right now and are working with 5-10 volunteers. We are also planning another event with Novato Fire and another mobile home park in Novato in late July or August.
- Red Cross is switching over to fire season and making sure volunteers are trained and our supplies are all up to date.

##### Marin County HHS Public Health Preparedness

- Amber Davis: HHS coordinated with Marin CIL, Multicultural Center of Marin and the Public Housing Authority to give presentations to caregivers in the community. This was broadened to all caregivers, not just IHSS caregivers. We provided information in English, Spanish and Vietnamese.
- HHS is still supporting Covid work and planning for surges, testing, and vaccinations for 6 month to 4 year olds.
- We work closely with clinics and facilities (skilled nursing facilities, long term care and other) and provided them with an emergency plan and templates.



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### Marin Medical Reserve Corps (MMRC)

- Anne Carta was not present. No update.

### Marin Economic Forum/Business Community

- Garry Lion was not present. No update.

### Marin County Emergency Preparedness Disaster Coordinator

- Elaine Wilkinson: We are doing lots of work on the Ready Marin website and are getting buy-in and feedback from the fire chiefs. We are expecting to launch the redesign at the end of June. Paula Doubleday is working on this project. Miranda Miller, Raed Al-Zaher, Leah Curtis, and Rachel Kertz are all part of the planning of the website revisions.
- CERT classes are hybrid and will start in the fall. We want to maximize the amount of attendees. We need about 15 volunteers as trainers and proctors and are in conversation with Anne Carta for volunteers.
- Get Ready 5<sup>th</sup> grade: We are working with Melina Boyd from MCOE. Get Ready will be put into the curriculum in the fall. We are using the FireSafe Marin all hazard program. We have a whole cohort of children who experienced 5<sup>th</sup> grade during Covid. We are thinking about a Get Ready 7<sup>th</sup> grade program and bringing in a mental health aspect to reach this group who were in 5<sup>th</sup> grade during Covid. We will work with high schoolers too. MCOE has access to all 114 schools in the County, not just public schools. The fall academic Get Ready program will be less on Covid and more on school safety, wildfires and all hazards.
- We are also focused on the Great Shakeout for October.

### OES RACES Chief Radio officer

- Rob Ireson: RACES / ACS<sup>3</sup>: ACS/RACES. In the Golden Eagle exercise, the scenario did not formally include RACES but we activated nonetheless. Last year the Golden Eagle After Action Review pointed out there was not a lot of coordination outside of Marin County. This year we addressed that and linked up with Cal Trans, Cal OES, Alameda, Santa Clara, Solano and San Mateo counties on amateur radio. What came from this was a need for a coordinated plan for a no-notice disaster like an earthquake. We need to figure out what frequencies everyone will use, etc.

### San Rafael Emergency Management

- Quinn Gardner: was not present. No update.

### Southern Marin Disaster Council

- Leah Curtis: We held evacuation drills in 3 local areas: Mill Valley, Sausalito and Tiburon. People want local neighborhood evacuation drills in different towns.
- We are working to expanding NRGs, especially after some recent structure fires that damaged properties. We want to work with HOAs and others not reached. Adriana Rabkin: we can incorporate housing sites, mobile parks, apartment buildings into all of our preparedness efforts.
- CERT: There are no upcoming classes right now, but there is interest. Elaine is working on train the trainer classes. Adriana Rabkin: There is a need for Spanish CERT training classes as well.
- Paula Doubleday: Are there some grants we can go after that help provide valuable go-bag items? Perhaps a buddy system? Elaine Wilkinson: I can bring this to the teen CERT

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<sup>3</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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following their training. Adriana Rabkin: connect with Good Fairies and see if they can start a buddy system for go bags.

- Elaine Wilkinson: CalFire grants are open until next week. Up to \$15,000 per 501c3. I will submit one for the County. Southern Marin will submit one. We need to get stuff into people's hands.

### West Marin Disaster Council

- Steve Marcotte: was not present. No update.

### Public Comment/Questions

- Eli Gelardin: Marin CIL held a powered and prepared event that was a big success. We are planning another event. We also held a powered and prepared townhall.

## V. Closing Items

- Our next PDEP meeting is July 11 and the next quarterly DC3 meeting is this Thursday June 9.

**Closure:** 2:28 pm end of meeting

### **Next Meetings: 1-3pm:**

**Dates may be flexible as circumstances require**

**PDEP Meetings Year 2022 (dates may be adjusted):** July 11, Aug 1, Sept 12, Oct 3, Nov 7, Dec 5, 2022

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 2022:** June 9, Sept 8, Dec 8, 2022

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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