



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

**PDE&P Meeting Minutes for Sept 12, 2022**  
*Draft approved at the 10-3-22 PDEP Meeting*

Members Present:

Catherine Way	Co-Chair, DC3, City of Larkspur Councilmember, MCCMC
Adriana Rabkin	Co-Chair, DC3 Member, Director Marin VOAD
Vincent Valenzuela	American Red Cross, Marin Chapter
Elaine Wilkinson	Marin County Emergency Preparedness Coordinator
Garry Lion	DC3 Member, Marin Economic Forum
Quinn Gardner	SRFD Emergency Manager
Milt Hyams	DC3 District 1 Rep
Anne Carta	Marin Medical Reserve Corps, County HHS
Tom Cromwell	DC3 District 3 Rep
Rob Ireson	Chief, RACES/ACS

Members Excused or Absent:

Amber Davis	HHS Public Health Preparedness Manager
Steve Marcotte	DC3 Member, West Marin Disaster Council

Public Attendees:

Frank Cox	Former PDEP Co Chair/DC3 Member <a href="mailto:frnkcox7@gmail.com">frnkcox7@gmail.com</a>
Skip Fedanzo	MARS, <a href="mailto:drferret@comcast.net">drferret@comcast.net</a>
Jody Timms	Age Friendly Marin Network, <a href="mailto:jodytimms@comcast.net">jodytimms@comcast.net</a>
Ann Shores	Central Marin NRG Advisory Committee, <a href="mailto:agshores@gmail.com">agshores@gmail.com</a>
Miranda Miller	Ross Valley Emergency Prep Coord, <a href="mailto:mmiller@rossvalleyfire.org">mmiller@rossvalleyfire.org</a>
Sara Robinson	Marin Aging & Adult Services, <a href="mailto:SRobinson@marincounty.org">SRobinson@marincounty.org</a>
Fernando Barreto	Aide to Supervisor Rodoni, <a href="mailto:fbarreto@marincounty.org">fbarreto@marincounty.org</a>
Gerd Goette	CERT, Central Marin NRGAdvComm, <a href="mailto:gerdgoette@yahoo.com">gerdgoette@yahoo.com</a>
Lori Schifrin	CERT, MMRC, Red Cross <a href="mailto:lori.sch@att.net">lori.sch@att.net</a>
Leah Curtis	Southern Marin NRG Coordinator, <a href="mailto:nrg@smfd.org">nrg@smfd.org</a>
Richard Diaz	SR Disaster Prep Coord, <a href="mailto:richard.diaz@cityofsanrafael.org">richard.diaz@cityofsanrafael.org</a>
Paula Doubleday	ReadyMarin.org, <a href="mailto:paula.double@gmail.com">paula.double@gmail.com</a>
Julia Hales	Marin CIL, <a href="mailto:julia@marincil.org">julia@marincil.org</a>

The following documents were emailed to PDEP in advance:

- PDEP\_Agenda 2022-9-12.pdf**
- PDEP\_Minutes 2022-6-6a.pdf (Draft to be approved)**

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

- Catherine Way welcomed everyone. Quinn Gardner introduced Richard Diaz, the new San Rafael Disaster Preparedness Coordinator.
- Minutes were approved as submitted.

**II. Office of Emergency Services Reorganization**

- Catherine Way: The Matrix Consulting group presented the findings of their review of the Office of Emergency Services (OES) at the Disaster Citizens Corps Council (DC3) meeting on 9/8/2022. Matrix proposed renaming OES as Office of Emergency Management (OEM) and will move the department from the Sheriff's office to County Fire with oversight by the County Administrators Office (CAO). Matrix also suggested adding additional full-time positions to OEM including a full-time person focused on public outreach.
- This reorganization could have some impact on DC3 and PDEP. We will continue building PDEP and holding these meetings but will wait to see what recommendations are made for our future.



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### III. PDEPs Past Accomplishments

- The PDEP Committee of 2017 recommended a funded County wide disaster preparedness coordinator to focus on CERT, Neighborhood Response Groups (NRGs) and the Get Ready Program. This recommendation has been fulfilled with Elaine Wilkinson as the new County Emergency Preparedness Coordinator. The county now also has funded regional coordinators with Miranda Miller (Ross Valley), Rachel Kertz (Central Marin), Leah Curtis (Southern Marin) and now Richard Diaz (San Rafael).
- PDEP's second recommendation made in 2017 was to improve the Get Ready program. This area has also seen great progress with updates to the Get Ready curriculum and schools implementing the program. FireSafe Marin is also educating the public on emergency preparedness with their Ready Set Go program. The redesign of the ReadyMarin website is one more area that is promoting preparedness and making it accessible to the public.
- PDEPs third recommendation was to focus on the Disaster Service Worker (DSW) program. The Covid pandemic changed this and made it clear to local and County government agencies that DSWs are critical and training them is extremely important.
- Garry Lion: where is the County Coordinator in the OEM organization? Quinn Gardner: I spoke with Chief Weber and it does not seem the position will be in the first iteration. Catherine Way: Matrix suggested 5 new full-time employees (FTEs). Perhaps the public education position will be linked to public outreach and the county coordinator, PDEP and others. Garry Lion: Disaster preparedness should be at the top of the organization chart.
- Catherine Way: The M'BER<sup>1</sup> connection with the business community is another success of the PDEP group. Garry Lion: Elaine Wilkinson and I have spoken about reviving the rollout of M'BER. Everything stalled during the pandemic. We have a \$5,000 PG&E grant to be used as needed.
- Another collaboration with PDEP has been with Marin VOAD and Marin Center for Independent Living (MarinCIL). Having Peter Mendoza on this committee helped us to push the issue of people with Access and Functional Needs forward. **Fernando Barreto: could we set a goal for this group to focus on inclusion to ensure everyone has access to the programs available in the County.**

### IV. PDEPs Future Focus and Objectives

- Catherine Way: Adriana and Catherine meet quarterly with Supervisor Rodoni to discuss topics for DC3 and PDEP. We propose stepping back a bit to figure out how we can be effective with the new OEM structure. We propose keeping these meetings monthly until the end of the year and then moving them to every other month or quarterly beginning in 2023 as OEM gets organized.
- Frank Cox: The OEM restructuring may start in January 2023 and OEM likely won't be fully operational until the summer of 2023. Let's hope we don't have earthquakes or other disasters before then. PDEP should be meeting monthly when OEM gets started. OES has only one current full-time position right now (Woody Baker Cohn), one support position (Hannah Tarling) and a part time Director (Chris Reilly). Catherine Way: The County would call in others to help if there was an activation before they are fully staffed.
- Milt Hyams: DC3 is an oversight committee in the new OEM structure. This structure needs to be defined to better to understand PDEPs role.
- Quinn Gardner: PDEP could put a list together of these questions: *What is the DC3 oversight? What is the role of the Emergency Coordinator? What is the equity lens? What is the community outreach role?* PDEP can outline what we think success looks like.

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<sup>1</sup> M'BER: Marin Business Emergency Readiness (M'BER) Program: a pilot program initially developed in the Mill Valley Area by PDEP members Garry Lion, Maggie Lang, and others to help local essential service businesses develop disaster planning and resilience.



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- Adriana Rabkin: We can take this to Supervisor Rodoni and then invite Chief Weber to a PDEP meeting. We can make this a topic of discussion for the October meeting.
- Lori Shifrin: Who is doing the hiring? Catherine Way: The CAO and Fire Chief. Quinn Gardner: Perhaps PDEP can recommend that Catherine sit on the hiring committee.
- Milt: It is most likely that anyone who sits on the hiring committee would be the chair or vice chair of the DC3 committee.

### V. The Great Shakeout

- Catherine Way: PDEP presented on The Great Shakeout to the DC3 committee last Thursday, Sept 8, and we asked DC3 members to participate in The Great Shakeout on October 20 or another day of their choosing.
- Catherine walked through the attached powerpoint slides. We asked DC3 members to register themselves, their organizations, and/or their neighbors. You can see who has signed up at [www.shakeout.org](http://www.shakeout.org).
- We then walked DC3 members through the steps to **Make a Plan** for the Great Shakeout; **Share the Plan** with their staff, department and/or volunteers; **Conduct the Drill** on October 20, and then **Review and Discuss** the event with their team at a staff meeting.
- We plan to report who participated at the December DC3 meeting. Our County wide goal is to get 50,000 people signed up for The Great Shakeout.
- Adriana Rabkin: Adriana, Elaine Wilkinson, Miranda Miller and Leah Curtis have all been coordinating on the Great Shakeout. Paula Doubleday has developed a ReadyMarin flyer. Adriana will share the powerpoint slides and the ReadyMarin flyer with PDEP following the meeting.
- Sara Robinson: I love the ask of DC3 members. I will send it out to our Age Friendly network. Is the PIO working with you as well? Adriana: Yes. It is a collaborative effort.
- Elaine Wilkinson: September is National Preparedness Month and we are focused on pushing out these general preparedness messages in English and Spanish now. The first week was focused on signing up for alerts. We are also partnering with Marin Humane on this effort. We are pushing out this messaging through newsletters, social media, and other channels. We also want to make sure we are building in some sort of metric to track who is signing up. MCOE is focused on Get Ready 5<sup>th</sup> Grade. This is a nice segue to The Great Shakeout. We will focus on The Great Shakeout in the beginning of October.
- Frank Cox: 15 years ago I handed out flyers on the day of The Great Shakeout in the Marin Civic Center. The drill was announced over the PA system for staff and the public. Maybe Fernando can bring this to Supervisor Rodoni. Adriana Rabkin: Tom Jordan led the local and County government involvement in The Great Shakeout. Now that he has left the county there is a big gap with this outreach effort.
- Miranda Miller: In Ross Valley we send one tip per week through the Ross Valley email newsletter and individual town newsletters. Adriana Rabkin: Can your messages be shared with other communities that do not have regional coordinators, like Novato for example? Miranda: Elaine Wilkinson covers all areas that are not covered by the local regional coordinators.
- Anne Carta: Amber Davis might be able to help with hospitals and push this out through public health.
- Lori Shifrin: Will I be notified as a member of the public? San Rafael could put it on their website to send out information.
- Tom Cromwell: Belvedere/Tiburon is planning something on Sunday Oct. 16. This is the first time Belvedere and Tiburon have gotten together and residents will be asked to identify two evacuation routes. Tiburon and Southern Marin fire will host a barbeque. Adriana Rabkin: It would be great to provide disaster preparedness flyers and information at the event. Tom: We want MMRC to show up and offer FADR lessons on CPR, NARCAN, AED.



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- Elaine Wilkinson: Paula Doubleday and I worked with Smart Train and Marin Transit and they are putting up 70 ReadyMarin posters at station platforms all across the county. Banners are also going up in libraries and over the freeways.

### VI. Updates from PDEP members

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

- Catherine Way: MCCMC has not met since June. We will hold our first in person meeting in San Anselmo at the end of September. I will talk about The Great Shakeout.

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

- Adriana Rabkin: We have been discussing how to reach underserved communities and ensure they are prepared for disasters and emergencies. The VOAD nonprofit partners work with low income residents, non-English speakers, people with access and functional needs, homebound seniors and more. We want to know if they are educating their residents about disaster preparedness. It is not part of the typical services these nonprofit organizations provide, but often they are a trusted partner, and they take on the responsibility because they know they may be the only way their clients hear this information. Their clients are typically the hardest hit by disasters.
- The Focus in September and October is on The Great Shakeout. Earthquakes engage many hazards (loss of power and/or communications, floods, fires, mudslides) and this event is easily implementable because of the resources The Earthquake Alliance has created for The Great Shakeout. The website [shakeout.org](http://shakeout.org) has resources in English and Spanish, videos and audio recordings and it provides instructions for Drop Cover and Hold On for people with all different mobility levels.

#### American Red Cross (ARC)

- Vincent Valenzuela: We are offering Be Red Cross Ready disaster preparedness training, a 1-hour virtual training. It is offered regionally and there is no pre-registration. We hope to continue this on a monthly basis. Flyer attached with notes.
- Red Cross is preparing a Sound the Alarm event for Sept 24 in San Rafael, Novato, and along the 101 corridor to install free smoke alarms. We are working in West Marin in Pt Reyes on Oct 22.

#### Marin County HHS Public Health Preparedness

- Amber Davis: was not present. No update.

#### Marin Medical Reserve Corps (MMRC)

- Anne Carta: MMRC Covid response is slowing down. We are supporting small teams with vaccination clinics for Covid and Mpox, Covid outbreak testing, and logistics.
- We held a wildfire preparation meeting/training in August for our members and also discussed support for heat waves and power outages.
- MMRC has re-launched First Aid for Disaster Response (FADR) training last spring and has been offering this training for Neighborhood Response Groups. We are developing a shorter class covering stop the bleed, hands-on CPR and NarCan training. Our goal with this course is to partner with community response team organizations, schools, and Neighborhood Response Groups.
- We are growing the MMRC team to support behavioral health.
- Email Anne at [mmrc@marincounty.org](mailto:mmrc@marincounty.org) with any questions.

#### Marin Economic Forum/Business Community

- Garry Lion: I am working with Elaine Wilkinson to develop next steps for the M'BER program for preparedness for businesses. Some coaching is needed to get businesses to think through their plans. Businesses have time constraints. We want to take the program to city councils and develop a whole community approach. We want to help roll this out to



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essential businesses: banks, food stores, pharmacies, hardware, etc. We are also looking at shopping centers in unincorporated areas. We want to develop a train the trainer model and train a local coordinator to roll out M'BER. We will have Fire Marshalls review the plans and sign off on them. We will start in Mill Valley.

- Adriana Rabkin: During the power shutoff in 2019 Target was very helpful to the community in Marin City offering them a charging center, but there is no MOU or plan going forward. Maybe the M'BER program could help here. Garry: That sort of idea was built into M'BER. We can ask them to volunteer.
- Catherine Way: Is M'BER on the ReadyMarin website? Garry: Not right now.

### Marin County Emergency Preparedness Disaster Coordinator

- Elaine Wilkinson: We have completed the redesign on the Ready Marin website and it is about simplicity and accessibility (thank you Paula Doubleday). It is multi-lingual, we don't use acronyms, and the steps are easy to follow. We have developed a press kit section where you can download flyers and postcards in multiple languages: English / Spanish / Vietnamese. The website will continue to evolve as we get more feedback from the community.
- Flyers for disaster preparedness have been placed around the County at bus stops, on buses, and on Smart Train. They are simple, e.g., "Ready, Pet, Go", you can scan the QR code, and follow steps to get prepared. If you see an ad, take a selfie and send it to Elaine: [ewilkinson@smfd.org](mailto:ewilkinson@smfd.org).
- Get Ready 5<sup>th</sup> Grade: Elaine, Miranda Miller (Ross Valley Emergency Preparedness Coordinator), and Leah Curtis (Southern Marin Emergency Preparedness Coordinator) are working on the Ready and Prepare 5<sup>th</sup> Grade program. MCOE will help push this out.
- M'BER Business Program: We want to simplify this and make it more accessible.
- Libraries: Elaine is working with Lana to partner with city and county libraries. Leah Curtis and Michelle Terrell developed a 4-week pilot program to roll out to southern Marin libraries. The MarinNet Network covers all libraries.
- West Marin: Elaine has been on two KWMR radio shows recently to make sure people in West Marin know about the resources available.
- Marin City: We are working with Marin City, Supervisor Stephanie Moulton-Peters, and the Army Corps of Engineers on flood planning.

### OES RACES Chief Radio officer

- Rob Ireson: RACES / ACS<sup>2</sup>: Since the Golden Eagle exercise in May 2022 when ACS/RACES participated in this exercise, other counties in the Bay Area have recognized the need for consistent contact when communications are down. We created a no-notice activation plan for regional communications. This will be incorporated into Golden Eagle 2023.

### San Rafael Emergency Management

- Quinn Gardner: San Rafael is updating our Emergency Operations Plan. The county just wrapped up their Mass Care Plan and is now focused on de-energization and their plan for power outages. The county has other plans in motion as well.
- There is an ongoing challenge of reengaging our San Rafael volunteer group after Covid.

### Regional Emergency Preparedness Coordinator

- Ross Valley, Miranda Miller: I work with Elaine Wilkinson and other regional coordinators. In Ross Valley we held an evacuation drill in Ross. In October we are holding evacuation drills in San Anselmo and Fairfax using Alert Marin to send out alerts to people. People

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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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will prepare their go bags, pets, families, etc. and time themselves to see how long it takes to get ready and into their cars. They will not evacuate. This empowers people to be prepared and is a great way to ensure people are signed up for Alert Marin. We will send out notifications through our newsletters.

- Catherine Way: Last week Cal OES sent out alerts for people to reduce their power usage. Quinn Gardner: Cal OES sent a WEA alert, this is the same system that we use for fires. **Please do NOT unsubscribe from these alerts.** Miranda Miller: Is there a way to track who opted out? Quinn: I don't think so. It is a signal sent out from cell towers and would reach anyone within range, it is not a message sent out through a database.
- Southern Marin, Leah Curtis: We are developing the NRG program and had a Zoom orientation with 40 people in August from Sausalito, Marin City and Mill Valley. We held a successful potluck in Mill Valley. They just started and have 6 blocks covered. They learned hands on CPR and how to use fire extinguishers with the local fire station.

### West Marin Disaster Council

- Steve Marcotte: was not present. No update.

### Public Comment/Questions

- Elaine Wilkinson: The hands on CPR, stop the bleed event held a few weeks ago across Marin was a huge success and showed the power of successful messaging. We trained 1200 people in four hours.
- Catherine Way is running for reelection for the 3<sup>rd</sup> term.

## VII. Closing Items

- We will continue the monthly PDEP meetings until the end of the year and then we will move to every other month.
- Our next PDEP meeting is Oct 3<sup>rd</sup> and the next quarterly DC3 meeting is Thur. Dec. 8<sup>th</sup>.

**Closure:** 2:38 pm end of meeting

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

**Dates may be flexible as circumstances require**

**PDEP Meetings Year 2022 (dates may be adjusted):** Oct 3, Nov 7, Dec 5, 2022

Site: PDEP is currently conducting meetings online using the Zoom platform. We plan to return to meetings at the Central Marin Police Community Room soon.

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

**DC3 Year 2022:** 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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*DRAFT reviewed at the 10-3-22 PDEP Meeting*