



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 5/21/2019

To: Board of Supervisors, County of Sonoma
Department or Agency Name(s): Department of Emergency Management
Staff Name and Phone Number: Christopher Godley / 565-1152
Vote Requirement: Majority
Supervisorial District(s): All Districts

Title:

Sonoma County Community Preparedness Plan

Recommended Actions:

Receive and approve the Sonoma County Community Preparedness Plan

Executive Summary:

On January 8, 2019, the Board directed staff to expedite the delivery of a comprehensive disaster preparedness education and outreach program. The Department of Emergency Management and the County Administrator's Office have developed Community Preparedness Plan. The Plan is intended to support the development of a culture of preparedness in Sonoma County for individuals, families, neighborhoods, communities, community groups and the private sector. The Plan identifies target outreach audiences, key messages, communication strategies, roles and responsibilities, and the timing of annual disaster-specific media campaigns.

Discussion:

The Department of Emergency Management and the County Administrator's Office have developed a Community Preparedness Plan (Attachment A). Through the Plan, the Department will educate and empower Sonoma County residents, neighborhoods, community groups, and the private sector to prepare for, respond to and mitigate emergencies.

The mission of the program is to promote preparedness through public involvement via traditional and new media approaches and will take opportunities to present clear, concise and consistent messages targeted to specific audiences and tailored to community needs. Outreach will be designed to ensure that communications cross all sensory, language and cultural barriers to reach all residents and visitors in Sonoma County, including individuals with access and functional needs.

The goals of the plan are to:

1. Educate and empower residents to better prepare themselves, their families, their businesses and their neighborhoods for an emergency.

2. Show local communities, business partners, organizations and Sonoma County residents how to reduce their exposure to natural and human-caused hazards.
3. Strengthen relationships between and among local jurisdictions, businesses and regional partners to improve public messaging before, during and after an emergency.
4. Increase the Department of Emergency Management's presence as a trusted community resource for issues of emergency preparedness, response and recovery.

The Plan identifies the three key preparedness actions that all Sonoma County residents should take:

1. Make a plan - encourage individuals, families, businesses, specific encourage individuals, families, businesses, specific communities and other groups to develop a plan for an emergency. The personal plan should apply to a wide range of hazards and situations.
2. Assemble a kit - persuade residents to assemble emergency kits (with a minimum three days of supplies) at home, at work, in their vehicles and anywhere else they spend time. Emphasize that having a kit allows individuals to be more self-sufficient in an emergency and reduces the demands on first responders.
3. Stay informed - communicate ways to stay informed about natural and human-caused hazards, changing conditions and events in the surrounding community. Share a range of options to obtain information (i.e. PublicAlerts.org, National Weather Service, local media, etc.).

Total estimated costs to implement the program is approximately \$100,000, which includes the costs of graphic design assistance, review of curricula and materials for school approval, and the cost of producing printed materials for events, newspaper advertising, and radio advertisements. The costs to implement the program will be included as a Program Change Request that will be considered by your Board during budget hearings.

Prior Board Actions:

1/ /19 - As part of the discussion at its Quarterly Disaster Workshop, the Board directed staff to expedite the delivery of a comprehensive disaster preparedness education and outreach program.

4/16/19 - Staff provided a draft plan and updated the Board on the status of the draft plan as part of the Recovery & Resiliency Framework Implementation 2019 Quarter 1 Report.

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses			
Additional Appropriation Requested	100,000		
Total Expenditures	100,000	0	0
Funding Sources			
General Fund/WA GF	100,000	0	0
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	100,000	0	0

Narrative Explanation of Fiscal Impacts:

The funding for this plan has been included as a Program Change Request in the FY 2019-20 Budget.

Staffing Impacts:			
Position Title (Payroll Classification)	Salary Range (A - I Step)	Additions (number)	Deletions (number)

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Community Preparedness Action Plan (AttA)

Related Items "On File" with the Clerk of the Board:

None.