CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: April 7, 2009

To: Honorable Mayor and City Council

From: Pamela Mottice-Muller, Director Office of Emergency Management

Subject: April is Earthquake Preparedness Month

Attachments:
1. Community Pledge Flyer
2. Employee Pledge Flyer

INTRODUCTION

April is Earthquake Preparedness Month as the Office of Emergency Management kicks-off its annual preparedness outreach activities. The community, both residents and businesses, and City employees are encouraged to take action in becoming prepared for disasters.

DISCUSSION

The following provides information on the City's community and employee preparedness efforts during the month of April.

Community Preparedness

The community is encouraged to become disaster prepared through a variety of activities held as part of Earthquake Preparedness Month. Preparedness activities will be organized around a community pledge drive. The community pledge drive encourages the community to create a basic emergency preparedness kit. As an added incentive for the community to become disaster prepared, community members who return a completed pledge flyer will be entered in a random drawing (prize to be determined) that will occur at the first City Council meeting in June. The Community can find preparedness information as follows:

- at www.beverlyhills.org/emergency,
- pledge flyers available on-line at: www.beverlyhills.org/pledge emergency,
- on Cable TV Station 35,
- by listening to 1500 am,
- at the Earth Day Celebration at the Farmer's Market April 19,
- by attending Neighborhood Watch Meetings throughout April and May,
- by reading the Community Newsletter, Beverly Hills in Focus,
- by calling the Office of Emergency Management at 310.285.1025.

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Pledge flyers will be sent home with school children. To encourage awareness, street pole banners will be hung on major thoroughfares throughout the city and free-standing banners will be placed at City facilities. Also in April, the new mass notification system opt-in page will be launched. Community members will now be able to go to the City's website and add additional communication methods to be used by the City for notification of emergency related information. Community members will now be able to enter personal cell phones, business numbers and home and work emails.

Employee Preparedness

Similar to the community activities, employee preparedness activities will be organized around a pledge drive. This is the fifth annual emergency preparedness pledge drive for City employees and will focus on emergency financial preparedness. Each year, the pledge drive focuses on a new topic of preparedness. Last year's topic was on creating a family emergency plan. Other topics have included creating an at-home and car emergency kit.

FISCAL IMPACT

No fiscal impact.

RECOMMENDATION

Staff invites the Council to participate in the Community and Employee Preparedness Campaign and requests the Council to encourage community members to be emergency prepared and to seek preparedness information from the sources available.

Pamela Mottice-Muller

When It Rocks.. Are You Ready to Roll?

Participate in the 2009 City of Beverly Hills "I'm Prepared!" Employee Pledge Drive

In the spirit of fun and emergency preparedness, the City of Beverly Hills proudly announces its fifth annual "When It Rocks, Are you Ready to Roll?" employee pledge drive. One of the most important ways you can protect your family and yourself in addition to having a family emergency kit, is to make sure that you are financially prepared for a disaster. Your first priority should be to protect your family and property, but it is also important to protect against the financial consequences of a disaster. A disaster, such as an earthquake, can damage or destroy your property, force you to temporarily live somewhere else, cut the flow of wages and other income, or ruin valuable financial records. What you do today, will determine what your life will be like after a disaster.

It's easy to participate!

- Using the handy checklist on the back of this flyer, learn what steps you and your family can take to become financially prepared for disasters.
- Promise to start taking steps to become financially prepared for disasters by completing the "I'm Prepared!" Pledge Card below and turn it in to your department emergency management representative.

Every City employee is encouraged to be prepared in the event of an emergency or disaster. Every employee that returns a pledge card will receive one small wind-up flashlight! This is one pledge drive that can help you and your loved ones become prepared!

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*****DETACH PLEDGE CARD HERE*****

When It Rocks...Am I Ready to Roll?

Yes!

I have/or will take steps to become financially prepared for disasters.

Signature: _____ Name (printed legibly): _____

Department/Division: _____ Date: _____

Please submit by May 1, 2009 to your department emergency management representative.

When It Rocks... Are You Ready to Roll?

Basic Emergency Financial Preparedness

- [ ] **Protect your property.** Install smoke detectors, clear surrounding brush to protect your home from wildfires, secure objects that can fall and cause damage.
- [ ] **Conduct a household inventory.** Having an inventory of all your possessions can help you prove ownership and value of your possessions if they are damaged or destroyed. Take pictures and save them in a safe place other than your home.
- [ ] **Have cash on hand.** ATM's may not work. Have large and small bills on hand. Try to set aside money in an emergency fund.
- [ ] **Store documents in a safe place.** You can use an evacuation box, safe, or safe deposit box to help protect important documents. Some disasters can completely destroy your home. Try to store documents in a safe deposit box or at another location well away from your home.
- [ ] **Buy Insurance.** Be clear about what your policy covers and that the policy reflects the true replacement costs. Even if you rent, you can buy renters insurance to pay for damaged, destroyed, or stolen personal property.
- [ ] **Create a 15-minute plan.** If you had 15 minutes or less to evacuate your home, what would you take with you? Decide on what items you would put on a very short priority list, replacement items, small valuables, such as jewelry, important papers.

Whew! We know this is a lot of work. You may not be able to do everything on this basic list—that's OK. Do what you can. For detailed information, contact the Office of Emergency Management to obtain the brochure *Before Disaster Stikes, How to make sure you're financially prepared to deal with a natural disaster.*

And while you're at it...

- [ ] Take a moment to review your family plan on how your household would stay in contact if you were separated. Identify two meeting places: the first should be near your home-in case of fire, perhaps a tree or telephone pole; the second should be away from your neighborhood in case you cannot return home.
- [ ] Pick a friend or relative who lives out of the area for household members to call to say that they are okay.

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When It Rocks.. Are You Ready to Roll?

Participate in the 2009 City of Beverly Hills "I'm Prepared!" Community Pledge Drive

One of the most important things you can do to protect your family and yourself is to have an emergency preparedness kit at home that will sustain your household for at least 72 hours. In the spirit of fun, competitiveness and emergency preparedness, the City of Beverly Hills proudly announces its first "When It Rocks, Are You Ready To Roll?" community pledge drive.

It's easy to participate!

- Just put together or update the supplies for basic preparedness for your home by using the handy checklist on the back of this flyer.
- When your kit is ready, then—with pride—complete the "I'm Prepared!" pledge card below and send it to the address listed. You may also submit your pledge card online at www.beverlyhills.org/pledge.

The community is encouraged to be prepared in the event of an emergency or disaster. A random drawing of returned pledge cards will take place at the first City Council meeting for the month of June. Prize to be annouced.

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DETACH PLEDGE CARD HERE

When It Rocks...Am I Ready to Roll?

Yes!

I have an emergency preparedness kit at home that will sustain my household for at least 72 hours.

Signature: _____ Name (printed legibly): _____

Contact #: _____ Email or alternate #: _____

Please submit by June 1, 2009 to City of Beverly Hills

Office of Emergency Management 455 N. Rexford Dr. Beverly Hills, CA 90210

When It Rocks.. Are You Ready to Roll?

Basic Emergency Preparedness Kit

The first 72 hours after an earthquake are critical. Electricity, gas, water and telephones may not be working. In addition, public safety services such as Police, Fire and Public Works departments may be busy handling serious crises. Prepare to be self-sufficient (able to live without running water, electricity, gas, and telephones) for at least seven days following a quake. To do so, keep in a central location the following:

- [ ] **Food.** Enough for at least 72 hours, preferably one week.
- [ ] **Water.** Enough so each person has a gallon a day for 72 hours (ideally one to two weeks). Store in airtight containers and replace every six months. Store disinfectants such as iodine tablets or chlorine bleach (eight drops per gallon) to purify water, if necessary.
- [ ] **First aid kit.** Make sure it's well stocked, especially with bandages and disinfectants.
- [ ] **Fire extinguisher.** Your fire extinguisher should be suitable for all types of fires. Teach all family members how to use it.
- [ ] **Flashlights with extra batteries.** Keep flashlights beside your bed and in several other locations. DO NOT use matches or candles after an earthquake until you are certain there are no gas leaks.
- [ ] **Portable radio with extra batteries.** Telephones may be out of order or limited to emergency use. The radio will be your best source of information. Tune to 1500 AM for local emergency information.
- [ ] **Extra blankets, clothing, shoes and money.**
- [ ] **Alternate cooking source.** Store a barbecue or camping stove for outdoor cooking. CAUTION: Be sure there are no gas leaks before using any kind of fire for cooking and never use charcoal indoors.
- [ ] **Special Items.** Have at least one week's supply of medications and food for infants and those with special needs. Don't forget supplies and food for your pets.
- [ ] **Tools.** Have an adjustable wrench for turning off gas and water.

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