CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date:	April 6, 2010
To:	Honorable Mayor & City Council
From:	Pamela Mottice Muller, Director of Emergency Management
Subject:	Earthquake Preparedness Month
Attachments:	Employee Pledge Flyer Community Pledge Flyer

INTRODUCTION

Earthquake Preparedness Month is held each April to encourage community members to take simple steps to prepare for earthquakes. Building upon previous years' efforts, a variety of outreach efforts designed to reach all segments of the community, including employees and residents, are planned for April.

DISCUSSION

The City of Beverly Hills will focus on the importance of earthquake preparedness throughout the community with the "When It Rocks…Are You Ready to Roll" campaign. The campaign has two components: employee preparedness and community preparedness.

The fifth annual employee preparedness pledge drive will encourage employees to evaluate their level of preparedness by updating or completing their emergency kits and plans.

The second annual community pledge drive will encourage residents to participate by creating an emergency supply kit for their cars.

Educational information will be made available throughout the month. The community can find this information as follows:

- "April is Earthquake Preparedness Month" banners displayed on City streets and at City facilities,
- earthquake themed programming to air on the City's cable channel,
- public service announcements to air on the City's 1500 AM station,
- information on City website,
- press release to local press,
- community pledge flyer posted on Beverly Hills School District's website
- information booth at the Earth Day Famers' Market—April 18th, Civic Center Drive,
- information will be distributed during Neighborhood Watch Meetings – April 21st , April 29th, May 4th, May 10th .

FISCAL IMPACT

No fiscal impact. Funds used are within the City's Office of Emergency Management's budget.

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.

City Council members are asked to refer Community members to the above places for information or by calling the Office of Emergency Management at 310-285-1025.

Pamela Mottice Muller

When It Rocks.. Are You Ready to Roll?

Participate in the 2010 City of Beverly Hills "I'm Prepared!" Employee Pledge Drive

The City of Beverly Hills proudly announces its fifth annual "When It Rocks, Are you Ready to Roll?" employee pledge drive. Over the past four years, many of you may have participated in the City's pledge drives by putting together emergency kits and plans. This year's campaign is an opportunity to assess our individual levels of preparedness. If you have not completed or updated your emergency kits or plans, now is the time! Until a disaster happens, it's never too late!

It's easy to participate!

- Using the handy checklist on the back of this flyer, check your emergency kits, replace supplies that have expired and make sure all your emergency information is up to date. You can also use the checklist to create emergency kits if you don't already have them.

- Promise to update or create your emergency kits 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! (back by popular demand)

BEVERLY HILLS™

DETACH PLEDGE CARD HERE

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

Yes! I have updated or created a:

☐ Home Kit ☐ Car Kit ☐ Employee Backpack/Locker ☐ Family Plan

Signature: _____ Name (printed legibly): _____

Department/Division: _____ Date: _____

Please submit by April 30, 2010 to your department emergency management representative.

When It Rocks.. ARE You Ready to Roll?

Once we create our emergency supply kits, we often forget to periodically check the supplies. We want to make sure that the supplies in our kits are not expired, that we are not missing any supplies, and that information in our emergency plans are up to date. Take a few minutes to make sure the emergency supply kits you have at home, in your car and at work are complete and up to date. This is also a good time to review your family's preparedness plan. If you have not created your emergency kits or family plan, it's not too late! Taking small steps now will go a long way to alleviate suffering in the future!

- ☐ **Home Kit:** Should include: food, water, a first aid kit, fire extinguisher, flashlights or glowsticks, a portable radio, batteries (for flashlights and radio), blankets, clothing, shoes, money, an alternate cooking source (a barbeque or camping stove), tools and special items for infants, pets and those with special needs.

- ☐ **Car Backpack:** Should include: food, water, a first aid kit, flashlights and batteries or glowsticks, blanket, extra clothing, comfortable shoes, money, basic toiletries, medications, and other items you might need if you are away from home.

- ☐ **Employee Backpack/Locker:** The City provides all non sworn employees with a backpack containing the following emergency supplies: food, water, flashlight with batteries, small first aid kit, a whistle, a blanket, a dust mask and a glowstick. Contact your Floor Warden for supplies when needed. Employees should add to this backpack or for sworn personnel and others having lockers add sturdy shoes and socks, comfortable clothes, basic toiletries, medications, prescription glasses, and other necessary personal items you may need. Keep an additional work outfit in you cubicle or locker. It wouldn't take a catastrophic disaster to make you stay at work.

- ☐ **Family Preparedness Plan:** Your plan should include: what to do in different emergencies, a 15 minute evacuation checklist (including important items to take in an evacuation), 2 meeting locations (right outside your home and outside your neighborhood) and an out of state contact person. You should meet with your family members to review, update, and practice the plan. Always keep cars above a half of tank.

For additional information on any of the above items, please call the Office of Emergency Management at 310-285-1025.

BEVERLY HILLS

When It Rocks.. Are You Ready to Roll?

Participate in the 2010 City of Beverly Hills "I'm Prepared!" Community Pledge Drive

The City of Beverly Hills proudly announces its second annual "When It Rocks, Are you Ready to Roll?" community pledge drive. Last year, many of you participated in the City's pledge drive by putting together an emergency preparedness kit for your home. During this year's campaign we are asking community members to prepare emergency kits for their cars.

It's easy to participate!

- Using the handy checklist on the back of this flyer, just put together or update supplies for a basic preparedness kit for your car.
- When your kit is ready, then 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.

Everyone in 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 City's Health and Safety Commission meeting in June. Prize to be announced.

DETACH PLEDGE CARD HERE

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

PLEDGE CARD

Yes!

I have an emergency preparedness kit in my car.

Signature: _____ Name (printed legibly): _____

Contact #: _____ Email or alternate #: _____

Please submit your pledge card by May 31, 2010 to the City of Beverly Hills Office of Emergency Management 455 N. Rexford Dr. Beverly Hills, CA 90210

When It Rocks.. ARE You Ready to Roll?

Checklist
Basic Emergency Preparedness Car Kit

- ☐ **Flashlights with extra batteries or glowsticks.**
- ☐ **Portable radio with extra batteries.** The radio will be your best source of information in an emergency.
- ☐ **Food.** Non-perishable, high-energy foods, such as granola bars, raisins and peanut butter.
- ☐ **Water.** Store in airtight containers and replace every six months.
- ☐ **First aid kit.** Make sure it's well stocked, especially with bandages and disinfectants.
- ☐ **Blanket, thermal blanket or sleeping bag.**
- ☐ **Clothing and comfortable shoes.** Have comfortable clothing, an extra jacket, hat, etc. on hand to meet the demands of weather and as an alternative to the clothing you may be wearing when an emergency strikes.
- ☐ **Other items such as cash, basic toiletries, medications, extra prescription glasses and other items you might need if you are away from home in a disaster.**
- ☐ **Put all the supplies in a backpack or easily carried bag!**
- ☐ **Remember to keep your car's gas tank at least half full!**

And while you're at it...

Take a moment to plan how your household would stay in contact if you were separated during an emergency. 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 they are okay.