



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** September 8, 2011  
**To:** Honorable Mayor & City Council  
**From:** Pamela Mottice Muller, Director of Emergency Management  
**Subject:** National Preparedness Month  
**Attachments:** 1. Flyer

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### **INTRODUCTION**

National Preparedness Month is a nationwide campaign held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. This year, the National campaign urges communities around the country to “take a moment” to remember the disasters from our past and to prepare for the disasters of the future. Throughout September, the City of Beverly Hills will commemorate the events of 9/11 and focus on the importance of emergency preparedness and promote disaster mitigation throughout the community. As in previous years, the goal is to raise public awareness and inspire a “call to action” by community members to take the necessary steps to protect the life, property and safety of themselves, family members, neighbors and co-workers.

### **DISCUSSION**

“A Time to Remember...A Time To Prepare” is this year’s theme. The theme recognizes that this September marks the ten year anniversary of the 9/11 terrorist attacks and encourages preparedness in our communities. By doing what we can to ensure that our communities and nation are prepared to respond and recover from all types of disasters and hazards, we honor the memory of those who were murdered on that day.

The goal of this year’s campaign is to:

- honor all those who were killed and their friends and family whose lives were forever changed,
- honor our first responders and city employees who will be called upon during and after a disaster,

- encourage service to the Community, and
- emphasize that preparedness is a shared responsibility and that we all must prepare ourselves.

### **“A TIME TO REMEMBER”**

The City will dedicate the 9/11 Memorial on September 11, 2011 at 4:00 pm in front of the Fire Station Headquarters at 445 N. Rexford Drive. All members of the Community and City employees are invited. The memorial, funded by private donations, permanently honors, remembers, and respects those that were murdered ten years ago. Additionally, it provides the opportunity for our city to acknowledge and pay tribute to the suffering and loss caused by the attacks of 9/11. We also honor our first responders and City Staff who will be called to duty when a disaster occurs in our own community. The ceremony will consist of the Beverly Hills Police Department color guard, a flag raising ceremony and a memorial service. State Senator Fran Pavley, Assembly Member Mike Feuer and Brad Burlingame, whose brother was killed on Flight 77 which was flown into the Pentagon, have been invited to speak. The permanent memorial has many beautiful features which will be unveiled at the ceremony at which time the memorial will be officially opened for all to view.

### **“A TIME TO PREPARE”**

Emergency preparedness is the responsibility of every citizen. It takes a team effort to ensure that we are ready for any disaster. Please help us encourage individuals, families, organizations, and businesses within our community to put together an emergency supply kit, make an emergency plan, and join in local efforts to become a community preparedness partner. Only by working together as a team can we truly be ready for emergencies and disasters. Planning and preparing before a disaster occurs can greatly reduce the devastating impact and rate of recovery from an event. This includes being self-sufficient for five to seven days and storing water if possible for up to fourteen days.

It is important we remember as a Community:

- A major disaster could overwhelm emergency and government service resources, delaying attention to those in need for several days.
- Preparedness is an individual responsibility. By being prepared as individuals, we free up valuable resources, including allowing our first responders to assist those who are in the greatest need.
- Self-reliance extends to helping neighbors and friends who may reach those in need first, prior to emergency responders.
- Some people may need extra help. Individuals should be ready to lend a hand to those in need.

- It is important to prepare now. Families may not be together when an emergency happens and may not have access to cell phones, gas stations, grocery stores or some of the other things that you are used to having every day and take for granted.
- Get a kit. Make a plan. Be informed.
- Disasters can happen at any time, so it is important for individuals and families to be prepared at places where they spend large amounts of time, such as at home, at their workplace, and in their car.

To get these important messages out to the community, a series of educational information are being offered throughout the month as follows:

- “Time to Remember and A Time to Prepare” banners displayed throughout the City,
- children’s emergency preparedness themed display in the Library,
- public service announcement and emergency preparedness videos to air on the City’s cable channel and website,
- information through twitter and facebook pages,
- information on cable television,
- radio messages delivered by Health and Safety Commissioners on the City’s 1500 AM station,
- information on City website [www.beverlyhills.org](http://www.beverlyhills.org),
- press release to local media,
- information booth at Senior Health Fair - September 12th, 10am – 2pm at Roxbury Park,
- information booth at Employee Fair - September 17th, 2pm to 5 pm, and
- Information booth at Farmers Market - September 18<sup>th</sup>, 9am to 1pm.

City Council members are asked to refer community members to the above places for information or they may call the Office of Emergency Management at 310-285-1025.

### **FISCAL IMPACT**

There are no significant costs to provide information to the public. Any costs, including staff time, are absorbed by the Office of Emergency Management’s FY 2011-12 budget.

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Pamela Mottice Muller *DM*

# **Attachment 1**

# A Time to Remember. A Time to Prepare.



Take steps this month to prepare your family, neighborhood and community for emergencies and disasters

- ➔ Put together an emergency supply kit
- ➔ Make a family emergency plan
- ➔ Be prepared to help your neighbor
- ➔ Work as a team to keep everyone safe

To learn more about how you, your family, your business and your community can prepare for emergencies and get involved, please visit [ready.gov](http://ready.gov) or call 1-310-285-1025



NATIONAL  
PREPAREDNESS MONTH