



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** September 11, 2012  
**To:** Honorable Mayor & City Council  
**From:** Pamela Mottice Muller, Director of Emergency Management *Po*  
**Subject:** National Preparedness Month

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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. Throughout September, the City of Beverly Hills will focus on the importance of emergency preparedness and promote disaster mitigation throughout the community. With emergency preparedness being a high priority of the City Council and building upon previous year's efforts, a variety of outreach efforts designed to reach all segments of the community are planned for September.

### **DISCUSSION**

"Creating a Culture of Preparedness" is the overriding theme for all of the City's emergency outreach initiatives. 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. Planning and preparing before a disaster occurs can greatly reduce the devastating impact of a large scale event as well as the time of recovery. A major disaster could overwhelm emergency and government service resources delaying response to those in need for days. These preparedness efforts include being self-sufficient for seven days including storing water for up to fourteen days. This year, the City wants to encourage community members to sign up for our emergency telephone notification system at [www.beverlyhills/notification](http://www.beverlyhills/notification) or by calling 310-285-2100. Also the City will highlight the places to seek City specific information during or after the disaster.

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Sources for emergency information specific to the City of Beverly Hills during or after a disaster are as follows:

- City of Beverly Hills Website: [www.beverlyhills.org](http://www.beverlyhills.org)
- City of Beverly Hills Disaster Hotline: (310)550-4680
- Radio: 1500 AM
- T.V.: Channels 10 and 35
- Twitter: [www.twitter.com/beverlyhillsoem](http://www.twitter.com/beverlyhillsoem)
- Facebook: [www.facebook.com/cityofbeverlyhills](http://www.facebook.com/cityofbeverlyhills)
- Nixle: Text BEVHILLS and 90210 to 888777

The City will also provide emergency preparedness information at the following sources:

- “Make A Kit. Make A Plan. Be Informed” banners displayed on City streets and at City facilities
- public service announcements on the City’s cable channels 10 and 35
- radio messages delivered by Health and Safety Commissioners on the City’s 1500 AM radio station
- information on City website, facebook and twitter pages
- press releases to local press
- information booth at the Senior Health Fair on September 10th ,10am to 2pm at Roxbury Park
- information booth at the Farmer’s Market on September 23, 10am-2 pm

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**

Costs for the banner installation and the other minimal costs of outreach for National Preparedness Month are covered under the Office of Emergency Management annual budget. Community banners are being reused from previous years. Most materials or information distributed have no associated costs.

Pamela Mottice Muller