



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 21, 2011
To: Honorable Mayor & City Council
From: Pamela Mottice-Muller, Director of Emergency Management
Subject: Earthquake Preparedness Month
Attachments: 1. When It Rocks... Are You Ready to Roll? Pledge Card

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 businesses and residents, are planned for April.

DISCUSSION

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

Employee Preparedness

The sixth annual employee preparedness campaign will encourage employees to prepare in a variety of ways. Employees will be provided information and activities to build their preparedness levels.

Community Preparedness

The third annual community preparedness pledge drive will encourage residents to evaluate their financial preparedness. Access to previous years pledge drives are also available. Previous campaigns had focused on compiling emergency home and car kits. Flyers encourage the community to pledge that they will become prepared.

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 including the pledge drive on the City's website at www.beverlyhills.org,

- press release to local press,
- information booth at the Earth Day Famers' Market—April 10th, Civic Center Drive,
- information will be distributed during Neighborhood Watch Meetings – April 9th and,
- call the Office of Emergency Management at 310-285-1025.

FISCAL IMPACT

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

RECOMMENDATION

Staff invites the Mayor and City Council to participate in the community preparedness campaign and to refer community members searching for information to the resources above.

Pamela Mottice Muller

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Attachment 1

WHEN IT ROCKS.. ARE YOU READY TO ROLL?

Participate in the 2011 City of Beverly Hills "I'm Prepared!" Community Pledge Drive

The City of Beverly Hills proudly announces its annual "When It Rocks, Are you Ready to Roll?" community pledge drive. During this year's campaign we are asking community members to prepare financially for an emergency.

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 sending it to the address listed. You may also submit your pledge card online at www.beverlyhills.org/pledge.

Sign-up for the Beverly Hills Emergency Notification Opt-In Program by going to www.beverlyhills.org/services/police/mcs/default.asp or by calling 310-285-1025.

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 & Safety Commission meeting in June. Prizes to be announced.



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): _____

Contact #: _____ Email or alternate #: _____

Please submit your pledge card by **May 31, 2011** to the City of Beverly Hills
Office of Emergency Management 455 North Rexford Drive Beverly Hills, CA 90210.

WHEN IT ROCKS.. ARE YOU READY TO ROLL?

Basic Emergency Financial Preparedness Checklist

- 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.

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.

