



STAFF REPORT

Meeting Date: September 20, 2016
To: Honorable Mayor & City Council
From: Pamela Mottice-Muller, Director of Emergency Management,
Resilience and Recovery
Subject: National Preparedness Month

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 focused on the importance of emergency preparedness and promoting disaster mitigation throughout the community. With emergency preparedness being a high priority of the City Council and building upon previous years' planning, a variety of outreach efforts designed to reach all segments of the community have been occurring throughout the month of September.

DISCUSSION

"Creating a Culture of Preparedness" is the overriding theme for all of the City's emergency outreach initiatives. The City's 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. 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 the City's emergency telephone notification system at www.beverlyhills.org/notification .

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
- City of Beverly Hills Disaster Hotline: (310)550-4680
- Radio: 1500 AM
- TV: Channels 10 and 35
- Twitter: www.twitter.com/beverlyhillsoem
- Facebook: www.facebook.com/cityofbeverlyhills
- Nixle: Text BEVHILLS and BEVHILLSPD

Meeting Date: September 20, 2016

The City has also been providing emergency preparedness information at the following sources:

- "Disasters Happen" banners displayed on City streets and at City facilities
- Public service announcements on the City's cable channels 10 and 35
- Information on the City's website, Facebook and Twitter pages
- Press releases to the local press
- An information booth at the Senior Health Fair on September 12th, from 10am to 2pm at Roxbury Park

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's annual budget. Community banners have been reused from previous years and most materials or information distributed have no associated costs.

RECOMMENDATION

Staff recommends that the City Council receive and file this update on National Preparedness Month.

Pamela Mottice-Muller

Approved By

MJ for
PMM