

Goleta Prepare Now

Planning Meeting
November 19, 2009
10:00 A.M. – 11:00 A.M.

Goleta City Hall
130 Cremona Drive, Suite B
Goleta, CA 93117

Attendees:

(Complete contact information available [here](#))

Kirsten Deshler	City of Goleta
Rubayi Srivastava	Consultant
Louise Kolbert	American Red Cross SB
Paul Myers	American Red Cross SB
Molly Marino	Dept. of Social Services
Bill Pearlman	Radio Ready
--	Radio Ready
--	Community Action Commission (CAC)

Welcome/Introductions

- Goleta Prepare Now program is embarking on its next phase. This meeting was called to brainstorm strategies to reach the local population effectively and create preparedness practices owned by the communities within the City of Goleta.
- The program also wants to design its outreach from the knowledge base within agencies that have worked in the community. We hope that the collaborative approach will allow for efficacy and sustainability in its design.
- The program is composed of four tasks:
 - Acquisition of the components of the kits
 - Community Outreach: displays and presentations for disaster education
 - Emergency back pack giveaway
 - The Community Emergency Response Team (CERT) Design and Implementation

History of Goleta Partnership for Preparedness

- The 'Goleta Prepare Now' Website was launched under the Goleta Partnership for Preparedness (GP4P) Program
- The partnership launched its first initiative in October 2007 with the goal of purchasing two fully stocked American Red Cross Disaster Services Trailers which are now strategically placed in the North and South ends of Goleta.
- The second goal of GP4P was to work with the business community on continuity planning and preparedness. With the Governor's office, the Partnership held a workshop for businesses entitled, "Ready, Respond, Recover" in February 2008. The Chamber of Commerce then developed a monthly gathering for businesses to work on their disaster planning. The program was completed in a 12 month period.
- GP4P's third goal is to ensure that every Goleta resident is prepared in the event of a disaster through its Goleta Prepare Now/Goleta Prepárese Hoy initiative – which is today's topic of discussion.

Kit Design (*additions italicized*)

This list was developed by Goleta Partnership for Preparedness and is a collection of information from the following entities: ready.gov, the American Red Cross, and the California Office of Emergency Services.

Emergency Radio
Mini First Aid Kit
Water purification tablets
Ziploc bags for documents and medication
Energy Bars
Toilet bags
Blanket

Flashlight
Whistle Combo (with light)
Hand Sanitizer wipes
Jotter Pad and Pencil
Tube Tent 5 gallon bucket
Toilet Seat
Can Opener/Utility Kit

Reaching Target Population

Concerns were addressed by multiple agencies on what methods of outreach would encourage or discourage involvement by the target low-income population. Some of the points below were lessons learned from CAC, Social Services, Red Cross, City of Goleta, and California Concern's Radio Ready program.

- Issues include lack of documentation and hesitation to connect with agencies associated with the government.
- Radio Ready coordinated with Disaster Relief International (DRI) to include the radios as part of their gift baskets distributed bi-annually.
- City had originally intended to submit letters with coupons for recipients on letterhead but is considering a different 'sender' to address concerns with receiving government assistance. Radio Ready chose to send its last letter of notification of availability of radios on the Social Services letterhead – ability to reach 'vulnerable population' on a familiar platform.
- Radio Ready administrators will attempt to collect surplus radios from the past program to re-distribute through 'Goleta Prepare Now.' California Concern also shared that the materials will be better appreciated and utilized if distributed at a small cost, including cost of time at a workshop.
- CAC will investigate the possibilities of involving its volunteers in the Mobile Meals program in educating the clients on disaster preparedness and distribution informational materials.
- Bill Pearlman, of California Concern, emphasized that the three main reasons why people under prioritize disaster preparedness are:
 - Apathy
 - No sense of personal danger
 - Lack of access
- Incentives must be derived from experiences and indicators developed to track success of the outreach program.
- Per the guidelines from the grantor, the intention is to make this program a "Model City Program" and enable transferability to other areas from the planning, design, and implementation.
- Paul Myers, of ARC, shared that the three issues that underlie effective communication for disaster preparedness are:
 - Susceptibility
 - Severity
 - Cost benefit analysis (outweighing costs)
- Proposal was made to gather information on threat analysis to share with the public the consequences of Hazardous Waste/Toxic release. Another inference that the public needs to know that disasters span beyond fires.
- Word of mouth seems to be the most effective way to educate the public – the program will integrate this with the community leaders' initiatives.
- Involve local businesses (existing network with 'Ready, Respond, Recover' program) to share literature and provide for recognition.
- Office of Social Services is working on mapping "vulnerable population." The City will coordinate third part mailing through their offices.
 - Defining Low Income
 - Narrowing down to City areas
- There was a consensus on scrutinizing the planning process for the CERT program to make it as marketable and manageable as possible within our community. Advocates, such as the new County Fire Chief, will be involved in the program design at a later date.



Action Items

The next steps pertain to the design and implementation of the Preparedness Workshops. Changes to the kits, facilitation tactics, outreach, and planning were drawn from experiences expressed in today's meeting

Program Planning

- Document meetings and process as a pilot program
- Design a plan of action
- Conduct an information and tangible assets and needs assessment
- Develop evaluation tools and performance indicators

Outreach

- Selection of locations (*ensure accessibility with public transportation*):
 - Churches
 - Multi-purpose Room at Mobile Home Parks
 - Community Center
 - Public Housing Common Areas
- Education with the children/students
 - Masters of Disaster
 - High School Community Service Programs
- Neighborhood/community leaders
 - Selecting leaders through participatory observation in community gatherings
- Mobile Meals (CAC)
 - Drivers/distributor training
- Social Media
 - Facebook, Twitter, etc.

Preparedness Workshop

- Determine comprehensive list of community locations/events to attend
- Workshops/presentations include:
 1. Discussion on the importance of emergency preparedness
 2. Dramatization of disaster and response in a public setting
 3. Presentation (Red Cross) and Training
 4. Interactively building a kit (and worksheet activities)
- Participant evaluation
 1. Feedback on how to improve the workshop
 2. Discuss challenges on sustaining preparedness practices
 3. Scheduling return dates