



MEETING DATE: 08-07-06

ITEM NO:

19

COUNCIL AGENDA REPORT

DATE: AUGUST 4, 2006

TO: MAYOR AND TOWN COUNCIL

FROM: DEBRA J. FIGONE, TOWN MANAGER

A handwritten signature in black ink, appearing to read "Debra Figone".

SUBJECT: LOS GATOS PREPARED, A COMMUNITY SELF-SUFFICIENCY CAMPAIGN, CONCEPT PAPER

The adopted FY 2006-07 Operating Budget includes funds for the Town to conduct an outreach campaign to inform the community about the steps and resources necessary to be self-sufficient in the event of a natural or other disaster. Staff has developed the attached concept paper describing the scope, elements and timeline of such a campaign, to be called *Los Gatos Prepared*.

At the August 7, 2006 Council meeting, staff will share the concept paper with the Council for input and feedback.

Attachments:

Los Gatos Prepared: A Town-Wide Self-Sufficiency Campaign

A handwritten signature in black ink, appearing to read "Pamela S. Jacobs".

PREPARED BY: PAMELA S. JACOBS
ASSISTANT TOWN MANAGER

Reviewed by: _____ Assistant Town Manager OK Town Attorney
_____ Clerk Administrator _____ Finance _____ Community Development



TOWN OF LOS GATOS

CIVIC CENTER
110 E. MAIN STREET
P.O. Box 949
LOS GATOS, CA 95031

Los Gatos Prepared A Town-Wide Self Sufficiency Campaign

Concept Paper

Project Goal: To develop and implement a first-year community-wide interactive and educational self sufficiency campaign on or before October 17, 2006, the anniversary of the Loma Prieta earthquake, toward the ultimate goal of every resident and business in Los Gatos having the awareness, skills and resources necessary to be self sufficient in the event of a natural or other disaster.

Scope of the Project:

- Earthquake disaster self-sufficiency for the first 72 hours
- Pandemic Flu self-sufficiency for 2-4 weeks

Project Description and Framework

Los Gatos Prepared is a newly created community wide project, initiated by the Town of Los Gatos in partnership with the business community, residents, schools, volunteer organizations, governmental agencies, the faith community, hospitals and local community organizations to help Los Gatos prepare to be self sufficient in the event of a natural or health disaster. The ultimate goal of *Los Gatos Prepared* is for the Town to become so well organized and prepared on an individual resident and business level that everyone is able to be self sufficient during a disaster.

The project will educate and organize the community in its first year in four ways:

1. Work with CERT (Community Emergency Response Team) to host a series of neighborhood based informal events for Town residents emphasizing the role of CERT on the evening of October 17, 2006, the anniversary of the Loma Prieta earthquake
2. Council recognition and promotion of self sufficiency at the Monday, October 16th council meeting, televised on KCAT. Additional mention and promotion of the schedule of events at the October 2, 2006 council meeting as well.
3. Present a community informational/awareness "booth" or display at the Farmer's Market on Sunday, October 15th, and possibly also October 8th, with information, personal demonstrations, equipment and displays of self sufficiency supplies
4. Conduct public outreach and publicity to inform the community about the events and about emergency self-sufficiency in general.



Neighborhood Based Informal Events – October 17, 2006

On the evening of October 17th, throughout the Town, residents will be encouraged to organize or host an informal gathering of their neighbors. In a lead role on behalf of the overall Town project, volunteers from the Town's Community Emergency Response Team (CERT) will be the key representatives at each meeting to provide information on self sufficiency preparedness. Outreach to neighborhoods will be coordinated between Town staff, utilizing the existing Neighborhood Outreach Roster, and the volunteer CERT organization. The CERT organization will take the lead to organize and announce where the individual events will be held. This event follows the model of Neighborhood Watch or National Night Out in which neighbors meet at a neighbor's house or on a front lawn for an ice cream social or BBQ. Gatherings can be small or large, depending upon level of existing organization. Town staff will explore the possibility of having a centralized "neighborhood" event at Town Hall or other downtown location, as well.

Council Meeting, October 16, 2006

At the regularly scheduled council meeting, the Town Council will formally address, recognize and promote community preparedness ahead of the neighborhood based informal events the following evening. Council action can include a proclamation, recognition of CERT and existing efforts and final promotion of the October 17th events. Announcement of the schedule of events will also be made at the October 2, 2006 council meeting.

Community Booth/Display

On Sunday October 15th, and possibly also on Sunday, October 8th, CERT volunteers and Town staff will join with Fire Department personnel and others to staff a booth and equipment display at the Farmer's Market. Currently available educational materials will be available for distribution. Information will be presented on how individual residents can increase their self sufficiency. Materials/supplies recommended for home self sufficiency will be on display. Volunteers will be able to survey residents to determine baseline levels of personal preparedness and to provide information about CERT.

Project Team and Staffing

Los Gatos Prepared will be managed and implemented through a core team of Town staff, council, and representatives from the Chamber of Commerce and Fire Department. An expanded team will assist in outreach and implementation, and will be comprised of representatives from CERT, the County emergency operations center, hospitals, schools, KCAT, Katrina Consortium, media, and Leadership Los Gatos.

Marketing

Using a variety of marketing methods and materials, the Town would conduct outreach and organization to obtain participation and attendance at both neighborhood-based events and the Farmer's Market displays. Marketing methods would include:

- Los Gatos Weekly (editorial, article, shopping list for self sufficiency, link to www.72hours.org)
- "What's New"
- Police Department's Groupwise Neighborhood Contact List
- CERT information network
- Outreach through notifying Town commissioners
- KCAT
- Los Gatos VISTA
- Chamber of Commerce Newsletter
- Town business newsletter
- Promotion of the events through the schools, non-profits, service organizations and faith community

In addition, marketing materials can include creation of a logo/graphic for "Los Gatos Prepared" and the creation of a shopping list tablet with blank lines and emergency supplies listed at the bottom. Web based outreach can include surveys to determine baseline levels of community/individual preparedness for use this year and to assess changes over future years.

Project Timeline

July 2006

- Initial core team meeting to set vision and framework for the project
- Create concept paper and matrix for actions/responsibilities
- Develop elements of a marketing plan

August 2006

- Council presentation of concept paper
- Initial contact with expanded core team
- First meeting of Expanded Core Team to present concept
- Obtain commitment from partners to participate/support project
- Identify existing educational materials for use during the campaign
- Create key messages for use during the project, e.g.,:
 - Top 10 things to know about the Pandemic Flu
 - 5 activities/actions to be ready for an earthquake
- Begin marketing through web, e-mail, newspaper, Vista, KCAT, Chamber Newsletter and other media outlets
- CERT assumes responsibility for outreach and support of neighborhood events
- Outreach to stores and businesses to create self sufficiency displays in their stores

September 2006

- Continue marketing and outreach
- CERT refines its outreach and organization with support from Town staff
- Partners finalize their involvement in community information day(s) and support of neighborhood events
- Los Gatos stores create in-store displays to offer supplies in a centralized location co-positioned with informational material

October 2006

- Final planning for community informational booth activities
- CERT finalizes neighborhoods participating on October 17th and assigns personnel to support each activity
- Stores continue their displays
- Marketing becomes focused to bring people to the Farmer's Market or to inform residents of specific locations for neighborhood based events