



To: Bay Area UASI Approval Authority

From: Janell Myhre, UASI Regional Program Manager

Date: May 9th, 2013

Re: Item #8: Regional Catastrophic Preparedness Grant Program (RCPGP) Community Preparedness and Public Outreach Projects

Recommendation:

Discussion Only.

Action or Discussion Items:

Discussion Only.

Discussion:

In October 2011, the UASI Approval Authority approved \$568,750 in RCPGP FY10 funding to be used for community preparedness and public outreach projects in the Bay Area. The Regional Catastrophic Planning Team (RCPT) agreed to move three projects forward with this funding. Representatives from the City/County of San Francisco, the City of Oakland and the City of San Rafael will be presenting these three projects:

- Regional Joint Information Center-Joint Information System (JIC-JIS): Enhances the ability of the Bay Area Region to provide consistent public messaging to RCPGP cities/counties in a disaster.
- Learn. Lead. Lift. (LLL): Promotes entire community's resiliency and mitigates the lack of disaster preparedness in underserved populations.
- Get Ready 5th Grade (GR5): Facilitates disaster preparedness with outreach to families through children and school curriculum.

APPENDIX A

Bay Area Regional Joint Information System Capabilities Enhancement Project



Bay Area Regional Joint Information System Capabilities Enhancement Project

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External Affairs Specialist
San Francisco Department of Emergency Management

Bay Area UASI Approval Authority

May 9, 2013



Background

- Public information officials throughout the Bay Area have varying levels of understanding and adoption of Joint Information System (JIS) methodology.
- A catastrophic event will require the Bay Area Region's public information leaders work together to quickly disseminate necessary, accurate and coordinated messages to the public.
- The emergency management community relies upon universal methodology such as the Incident Command Structure (ICS) to work together to respond to and recover from emergencies.
- Public information officials need to have the similar capability to work together respond to and recover from a catastrophic event. *JIS provides this universal framework.*

Project Purpose and Objectives

Purpose

- To enhance the Bay Area Region's information leaders collective ability to provide necessary, accurate and coordinated public information messages through a regional Joint Information System.

Objectives

- Assess emergency public information capabilities among Bay Area jurisdictions
- Issue customized guidance to each participating jurisdiction to strengthen capabilities
- Foster greater interagency communication and coordination
- Provide training on JIS methodology and modes of effective public information competence
- To integrate JIS into design of existing exercises (e.g., Urban Shield)

Scope of Work

- Conduct facilitated workshop and discussion-based exercise involving Bay Area public information officers; workshop to focus on regional JIS and coordination. [*Estimated timeframe: July-August 2013*]
- Provide a regional JIS gap analysis with tailored guidance to establish planning priorities and enhance regional JIS capabilities. [*Estimated timeframe: August-September 2013*]
- Conduct technical assistance training in JIS methodology. Technical assistance training includes real-life simulation of social media and traditional media engagement. [*Estimated timeframe: September-October 2013*]
- Exercise JIS as a region to assess current plans and boost regional JIS capabilities. [*Estimated timeframe: October-November 2013*]

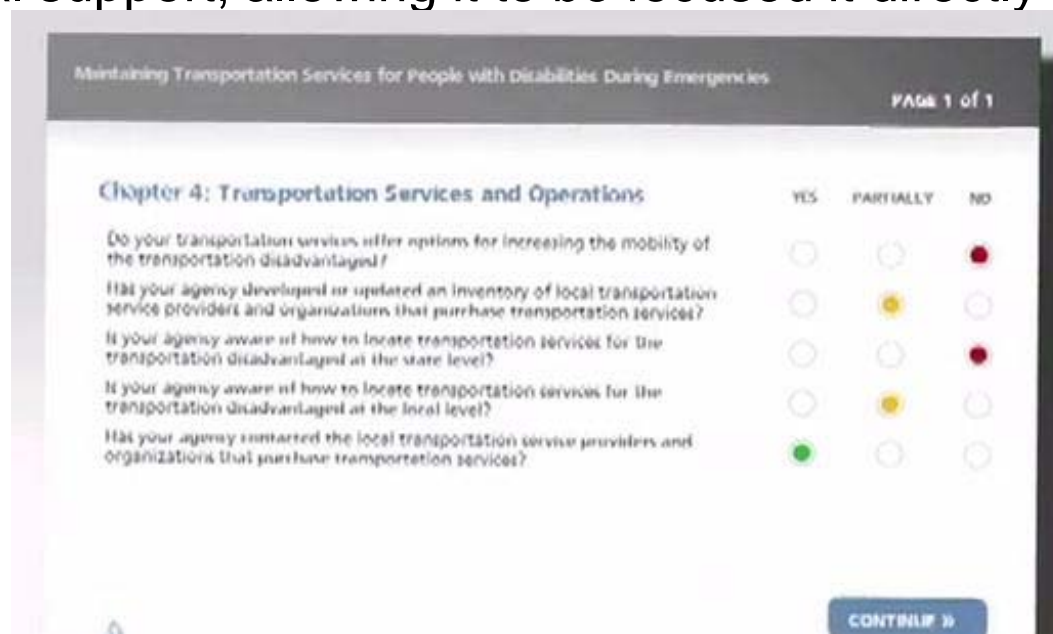
SimulationDeck is a web-based portal to the most realistic live and pre-recorded TV and radio news story injects, newspaper and wire injects, as well as blogs and photo and video sharing sites. SimulationDeck also features several social media platforms that don't just imitate Facebook, Twitter and You Tube. They work exactly like the real thing.



About the Project's Technical Assistance Tools

Activation Analytics is a web-based application that tailors guidance and compliance documents to each user's local needs. It also identifies and analyzes their shortfalls as they relate to the standards in guidance documents, and generates detailed reports and checklists that serve as a roadmap to address the gaps that have been identified.

Activation's reporting features allow agencies to see compliance throughout the Bay Area, by topic and by geographic region. This, in turn, guides future training and technical support, allowing it to be focused directly on specific needs.



Questions

APPENDIX B

Learn, Lead, Lift Program Update



Learn, Lead, Lift Program Update

as of April 30, 2013

A Community Preparedness
Program for Significantly
Challenged Communities



CITY OF OAKLAND

Purpose & Objectives



Accomplishments

Phase I Program Foundation

- Advisory Group
- Community Partnership Commitments
- Community Leadership/Facilities (CLF)
- Youth Engagement

Phase II Community Capability Assessment

- Kick-Off Event Art & Soul Street Fair (Aug 2012)
- CLF enlisted 9 (Goal is 5 – 10)
- Community Hazard Map
- Rebranded BCRR to LLL

Phase III Educational Outreach

- Outreach Informational Materials (English & Spanish)
- Logo Contest
- RFP for Training Curriculum Awarded

Next Steps

Phase III Educational Outreach

- Instructional Guidelines & Material
- Training Module Curriculum
- LLL Participant Handbook

Phase IV Transformative Training

- Training Material Production
- Training Module Development
- Community Training Guides- Participant Handbook

Next Steps

Phase V **Sustainability**

- Community Resiliency Committee
- Committee By-Laws
- Committee Activities Calendar
- Project Lifecycle Data Sets
- Project Evaluation
- Program Model
Documentation/Disaster Justice
Whitepaper Finalization



Ultimate Outcome

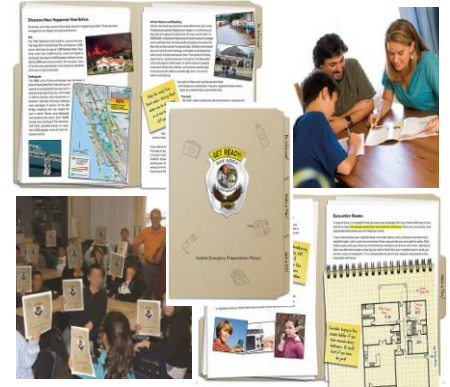
Learn, Lead, Lift
implementation
multi-cultural cities and regions
across the United States

APPENDIX C

UASI Public Outreach &
Community Preparedness
Project:
Get Ready 5th Grade

UASI Public Outreach & Community Preparedness Project: Get Ready 5th Grade Bay Area

Beginning March 2012 through December 2012, the City of San Rafael Office of Emergency Services lead a regional workgroup to develop a **youth preparedness curriculum for 5th graders and their families throughout the San Francisco Bay Area**. The Get Ready 5th Grade Workgroup (GR5WG) was comprised of seven representatives from local government agencies throughout the Bay Area Urban Area Security Initiative (UASI) region. The workgroup members shared experience in fire safety & prevention, emergency management, public education & outreach, law enforcement, and K-12 education. Together, they presented to the regional public safety agencies and educators, a plan for local agency implementation of Get Ready 5th Grade Bay Area youth and family preparedness program, for all public and private schools for use beginning the 2012/2013 school year.



Project Deliverables

1. Student Manuals
2. Project Website
3. Implementation Plan and Sustainability Strategy
4. Program Training

114,400 Student Manuals

Manuals for the first two years of program implementation will be provided to the areas as follows:

County	Quantity of Manuals
Marin	3,500
Sonoma	7,100
Napa	2,100
Solano	6,400
Contra Costa	16,900
Alameda (incl. Oakland)	22,100
San Mateo	9,600
Santa Clara (incl. San Jose)	28,200
Santa Cruz	4,100
San Benito	1,100
Monterey	7,600
San Francisco	5,700

* The numbers reflect a 57% and 73% implementation success rate for the first two years of the program. The number of projected 5th grade students was sourced from the California Longitudinal Pupil Achievement Data System (CALPADS) County Enrollment by Grade for 2011-2012 and projected enrollment of 5th graders through the 2013/1014 school year. Student manuals are printed in English. A Spanish version of the student manual, if needed, is available for download from the project website.

Website for program resources at www.kidsgetready.org

- Sample lesson plans and presentation outlines
- Sample marketing materials, letters to superintendents and principals
- Program management tools and workbook

Implementation Plan & Sustainability Strategy

- A 23 page regional Implementation Plan and Sustainability Strategy.
- Upon completion of this project in December 2012 this plan was distributed to key stakeholders: UASI Approval Authority, County Emergency Managers, and UASI Project Staff with a list of all stakeholders in their county who attending the training(s).

GR5 Program Manager Training and Workshop

- Recorded webinars
- "In-person" workshop
- Outreach to near 300 stakeholders, 49 attended the trainings