**Goleta Prepare Now**

Planning Meeting Goleta City Hall

November 19, 2009 130 Cremona Drive, Suite B

10:00 A.M. – 11:00 A.M. Goleta, CA 93117

**Attendees**:

*(Complete contact information available* [*here*](http://cmapspublic2.ihmc.us/rid=1GRHKDTL1-1LPQ3SQ-KC1/Goleta%20Prepare%20Now%20-%20Contact%20Roster.docx.xlsx)*)*

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| --- | --- |
| 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 the 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 4 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.
* 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)***

The emergency kit follows the standards in emergency response by the American Red Cross. Considerations were made to add or substitute materials unique to our location, past experiences, and needs of our demographic.

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| --- | --- |
| Emergency Radio | Flashlight |
| Mini First Aid Kit | Whistle Combo (with light) |
| Water purification tablets | Hand Sanitizer wipes |
| Ziploc bags for documents and medication | Jotter Pad and Pencil |
| Energy Bars | Tube Tent 5 gallon bucket |
| Toilet bags | Toilet Seat |
| ***Blanket*** | ***Can Opener/Utility Kit*** |

**Reaching Target Population**

Concerns were addressed by multiple agencies on what approached would encourage or discourage involvement by the target low-income population. Some of the points below were lessons learned from CAC, Social Services, and Radio Ready programs.

* Issues include lack of documentation and hesitation to connect with agencies tied to government.
* 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 also 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 administrators will attempt to collect surplus radios from the past program to re-distribute through ‘Goleta Prepare Now.’
* CAC will investigate the possibilities of the involving its volunteers in the Mobile Meals program in educating the clients on disaster preparedness and distribution informational materials.
* Mr. Pearlman emphasized that the three main issues were
  + Apathy
  + No sense of personal danger
  + Lack of access to knowledge
* Incentives must be derived from experiences and indicators developed to track success of the outreach program.
* 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.

**Actions Items**

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

**Preparedness Workshop**

Workshop can include:

Presentations

Practice Scenarios

Building a kit

* A lasting impression can be made through interactive activities during the workshop. This would include:
  + Dramatization of disaster and response in a public setting after discussion on the importance of preparedness
  + Use of

**Orfaela – Progress Report**

December 2009

**Emergency Preparedness Month**

September 2009

**Planning and Resource Mapping with Partner Agencies**

November 19, 2009

*Weekly Meetings*

*Tuesday’s 10:00 am – 11:00 am*

*Goleta City Hall*

**Program Start Date**

*May 15, 2009*

**Symbiotic**

**Orfaela – Progress Report**

December 2009