

# **AGENDA (Revised)**

## **EMERGENCY MANAGEMENT COMMITTEE Wednesday, March 7, 2007 9:00 a.m. EOB Room, P- 4 Level, City Hall East**

- I. Call to Order, Introductions, Approval of Minutes**
- II. Subcommittee Reports and Planning Teams**
  - 2007 Annual Emergency Preparedness Fair - Carol Parks
  - Budget - Mayra Puchalski
  - Community Preparedness - Carol Parks
  - Fire / Life Safety - Richard Wuerth / Lourdes Morales
  - Human Resources - Bobbi Jacobsen
  - Information Technology - Robert Fukunaga
  - Logistics – Val Melloff
  - Operations - Rob Freeman
  - Planning - Larry Meyerhofer
  - Shelter and Welfare - Albert Torres
  - Training - Chris Ipsen
  - Others
- III. New Emergency Operations Center (Prop Q) - Rob Freeman**
- IV. 2006 City of Los Angeles Emergency Preparedness Fair After Action Report – Chris Ipsen**
- V. Homeland Security Grant Update**
- VI. Old / New Business**
- VII. Adjournment**

Refreshments to be provided by the Department of Recreation & Parks.

**EMC MEETING INFORMATION IS AVAILABLE ON THE EMERGENCY PREPAREDNESS DEPARTMENT WEBSITE AT [www.lacity.org/epd](http://www.lacity.org/epd) - CLICK ON Emergency Operations Organization, then EMC.**

If you would like to be added to the EMC email distribution list, please send an email to [wendy.hwang@lacity.org](mailto:wendy.hwang@lacity.org) or contact Wendy Hwang (213) 978-0544.

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: March 5, 2007

To: Anna Burton, Chair  
Emergency Management Committee

Emergency Management Committee Members

From: Chris Ipsen, Chair  
Emergency Preparedness Fair Sub-Committee

Subject: **2006 CITY OF LOS ANGELES EMERGENCY PREPAREDNESS FAIR  
AFTER ACTION REPORT**

**RECOMMENDATION**

That the Emergency Management Committee (EMC) approve the 2006 City of Los Angeles Emergency Preparedness Fair After Action Report and forward to the Emergency Operations Board for approval at its next regularly scheduled meeting.

**EXECUTIVE SUMMARY**

The 15<sup>th</sup> Annual Emergency Preparedness Fair was led by staff of Emergency Preparedness Department, supported by the City's Emergency Operations Organization and outside agencies.

The fair was held over four Saturdays, from September 9<sup>th</sup> to September 30<sup>th</sup>, at various locations throughout the City. These locations were Westside Pavilion in West Los Angeles, Northridge Fashion Center in the San Fernando Valley, Baldwin Hills Crenshaw Plaza in Central Los Angeles and Lincoln Park in East Los Angeles.

**FISCAL IMPACT STATEMENT**

Approval of this report will have no impact on the City's General Fund.

Attachment



**After Action Report  
September 2006  
15<sup>th</sup> Annual Emergency Preparedness Fair**



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# EXECUTIVE SUMMARY

Homeland security preparedness involves a cycle of outreach, planning, capability development, training, exercising, actual responses to events both planned and unplanned, evaluation, and improvement. This After-Action Report (AAR) is intended to assist the Los Angeles Emergency Operations Organization (EEO) in striving for preparedness excellence by analyzing a planned outreach event- the 15<sup>th</sup> Annual Emergency Preparedness Fair, and achieving the following:

- Identifying strengths to be maintained and built upon
- Identifying potential areas for further improvement
- Recommending follow-up actions

The recommendations in this AAR should be viewed as suggestions for future emergency preparedness fairs. In some cases, agencies may determine the benefits of implementation are insufficient to outweigh the costs. In other cases, agencies may identify alternative solutions that are more effective. Each agency should review the recommendations and determine the most appropriate action and time needed for implementation.

The City of Los Angeles conducted the 15<sup>th</sup> Annual Emergency Preparedness Fair in September, 2006, as part on National Preparedness Month. The City of Los Angeles' Emergency Preparedness Department and the Emergency Operations Organization hosted the Fair at locations throughout Los Angeles and were held on Saturdays.

## STRENGTHS

Key strengths identified during this activation include the following:

- This was a planned outreach event. Many resources were already pre-planned and participating organizations already had prior experience, hence there were few problems encountered.
- Feedback from the community about the fair was very good. Citizens who attended the events were enthusiastic and welcomed learning about preparing and responding to disasters, life-saving techniques, and emergency kit essentials.
- The EEO divisions and outside agencies support was overwhelming. Inter-agency coordination was excellent throughout the planning process and the actual events.

## AREAS FOR IMPROVEMENT

Throughout the fair, opportunities for improvement in the EEO's ability to prepare and host future events were identified. Recommendations include the following:

- More lead time for planning and preparation that would allow for additional marketing possibilities and increased exposure for the fair. This would also assist in identifying additional corporate sponsorship in support of the fair.

- The size of the crowds at locations should be considered – historical data- in order to properly staff each site or for the request of additional staff/volunteers.
- Fair Coordinators should look at suggestions that new sites or venues should be considered in the future in order to improve the citizens’ interest and reach broader audiences, because the malls concept has been used for several years and there may be better alternatives available that would allow the EOO to maximize the exposure of our emergency preparedness efforts.

**FINANCIAL SUMMARY**

The total cost of the fair was \$22,220. The financial report is as follows:

- **Cash Donations:**

The City through EPD accepted and deposited \$10,000 in cash donations from Community Redevelopment Agency and Northrop Grumman.

- **Funds Expended:**

A.	Equipment and furniture rentals .....	\$2,200
B.	Printing of posters, flyers, advertising and information material.....	\$4,698
	Giveaway Items.....	\$5,351
	Emergency Kits.....	\$9,971
	Total Cash Expenditures.....	\$22,220

**TOTAL FAIR COST** **\$22,220**

# **PART 1: EVENT OVERVIEW**

## **EVENT NAME**

City of Los Angeles' 15<sup>th</sup> Annual Emergency Preparedness Fair

## **DURATION/ EVENT DATES**

Four Saturdays in September 2006: September 9, 16, 23, and 30

## **LEAD AGENCY**

Emergency Preparedness Department (EPD)

## **TYPE**

Outreach events

## **LOCATIONS**

- West Los Angeles-Westside Pavilion
- San Fernando Valley-Northridge Fashion Center
- Central Los Angeles-Baldwin Hills Crenshaw Plaza
- East Los Angeles-Lincoln Park

## **PARTICIPATING ORGANIZATIONS**

- Department of Aging
- Los Angeles World Airports
- American Red Cross
- Animal Services
- Department of Building & Safety
- Los Angeles County Registrar-Recorder
- Community Development Department
- Community Redevelopment Agency
- Department on Disability
- Emergency Preparedness Department
- Los Angeles Fire Department
- The Gas Company
- Housing Department
- Information Technology Agency
- Los Angeles Police Department
- Port of Los Angeles
- Public Works Department
- Recreation and Parks Department
- State Department of Insurance
- Department of Transportation
- Los Angeles Unified School District
- Department of Water and Power

# EVENT OVERVIEW

As a part of the outreach effort in preparing Los Angeles for disasters, the City of Los Angeles' EOO hosted the 15<sup>th</sup> Annual Emergency Preparedness Fair in September 2006, as part of National Preparedness Month to educate citizens on the importance of being prepared and provide them with basic tips and information.

## EVENT EVALUATION

The 15<sup>th</sup> Annual Emergency Preparedness Fair was led by staff of Emergency Preparedness Department, supported by the City's Emergency Operations Organization and outside agencies. Planning and coordination efforts started several months before the event. Meetings were held regularly to discuss strategies, locations, marketing, logistics, staffing and other needed resources.

The fair was held over four Saturdays, from September 9<sup>th</sup> to September 30<sup>th</sup>, at various locations throughout the City. These locations were Westside Pavilion in West Los Angeles, Northridge Fashion Center in the San Fernando Valley, Baldwin Hills Crenshaw Plaza in Central Los Angeles and Lincoln Park in East Los Angeles.

During the fair, free sample emergency kits were given out to the first 300 households at each location. Booths were set up by participating departments and organizations. Emergency preparedness information, tips, brochures as well as give-away items were handed out to attendees. Staff at the booths also answered questions and concerns from citizens. Raffle prizes include a ride on the Goodyear Blimp, emergency preparedness backpacks, lunch for four at the Los Angeles Fire Department's Historic Museum in Hollywood, polo shirts, flashlights, gift baskets from the Department of Water and Power and other essential emergency kit supplies.

Raffle prizes from corporate sponsors were used to promote emergency preparedness in all households. Council Members were present at three of the four events.

The response from the community was enthusiastic. The advertising efforts include DWP customer monthly billing inserts, fair flyers, posters and press releases. This provided a good marketing platform and drew a lot of residents to the venues. At some locations, people were lining up for the event more than an hour before the starting time. Most citizens were very positive about the information they received and were looking forward to starting their preparedness efforts.

The mall executives were very supportive of the event. They made every effort in providing table spaces and parking as needed. The booths were centrally located in the mall areas where shoppers were enticed to stop by and get prepared.



## **PART 2: ANALYSIS OF EVENT AND RECOMMENDATION**

This section of the After-Action Report (AAR) provides an analysis of how well departments and organizations performed during the event and the areas for improvement for the future.

### **STRENGTHS**

- Most citizens were very positive about the information they received and were looking forward to starting their preparedness efforts.
- Overall communication between the participating agencies was good and mutual aid/support among agencies was strong before and during the event.
- The participating organizations/agencies worked well together, inter-agency cooperation was excellent. The obtaining and providing of resources was carried out smoothly, thus ensuring the success of the Fair.

### **RECOMMENDED AREAS OF IMPROVEMENT**

A Debrief meeting was held after the fair in which most of the participating departments and organizations were represented. Many suggestions were made on how to improve future Emergency Preparedness Fairs and are summarized as follows:

- Start the planning phase earlier because of the cumbersome requirements for coordinating such a large and complex event.
- Consider changing the locations. Look at bigger areas such as the Zoo or the City's Recreation and Parks facilities where a carnival atmosphere can be provided and more kids could play and have a hands-on experience.
- More advertising resources, such as television, community newspapers (like LA Opinion and Spanish language papers) and radio stations should be explored and weighed for their costs and benefits. The previous years' events have been heavily dependent on flyers, posters and mailing inserts.
- Start solicitation of corporate sponsorship early because many large corporations include community outreach/sponsorship in their budgets for the following year.
- Ask for Mayor's Office support and conduct a "Launch Event" with the Mayor and his press corps. If possible, recruit a celebrity to support and highlight the Fair during the month of September.
- Consider adding booths for emergency supply/preparedness vendors. A lot of fair participants inquired about contact information for companies where they could obtain emergency supplies and kits.
- Solicit TV station, like KTLA TV to sponsor events such as "Kids Day", and provide kids areas at the venues to teach children the importance of emergency preparedness.
- Consider changing the give away items and increasing the number of giveaways at each event, depending on funding.

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: February 22, 2007

To: Anna Burton, Chair  
Emergency Management Committee

Emergency Operations Board Members

From: Robert Fukunaga, Chair  
EOO IT Sub-Committee



Subject: **RECOMMENDED STANDARDIZATION OF HANDHELD SMART DEVICE  
UNITS FOR EOC RESPONDERS AND/OR STAFF WITH EOC  
RESPONSIBILITIES/DUTIES**

Recommendation

That the Emergency Management Committee (EMC) accept the recommendation for standardization of handheld smart device units for EOC responders and/or staff with EOC responsibilities, as laid forth in this correspondence from the EOO IT Sub-Committee, and forward for approval to the Emergency Operations Board (EOB) at its next regularly scheduled meeting.

Executive Summary

History:

The Information Technology Agency (ITA) City has the Citywide responsibility of researching and evaluating technology, and setting operational standards for the use of technology in City business functions.

ITA is the chair of the Emergency Operations Organization (EOO) IT Sub-Committee, and is responsible for researching and evaluating technology, setting and maintaining operational standards and readiness for the City's Emergency Operations Center (EOC).

The use of handheld "smart" devices (cellular phones, email, personal calendars, etc.) for general business functions continues to grow over time. The issuance of "smart" devices by the City of Los Angeles to personnel who have critical department/city functions and responsibilities also continues to grow, however the selection of specific device models has varied, as has the model's functions and capabilities.

Summary:

The IT Sub-Committee proposes a policy recommendation to standardize the type of PDA/Cellphone device selected for City personnel, who are provided a PDA/Cellphone as a result of an EOC role and/or responsibility they fulfill. The standard proposed for selection is the Blackberry device.

Need:

The selection of the Blackberry device as the EOC PDA/Cellphone as a standard, will:

- enable EOC responders the maximum channels of communication possible for comparable devices currently on the market:
  - cellular telephone,
  - Blackberry (RIM) network PIN-to-PIN (individual Blackberry to Blackberry) and Blast (all Blackberry) user messaging outside of the City network, and
  - Citywide Blackberry Enterprise Server (BES) access to the Citywide GroupWise email system and
- allow ITA and EOC Support staff to concentrate remote access for handheld devices to a common platform, maximizing time, energy and financial resources, to bring forth a full suite of new functionality and services, rather than scatter our efforts on a variety of technical solutions for the various handheld devices/platforms.

Fiscal Impact:

The City currently has a substantial inventory of Blackberry platform users, many of whom are personnel who have emergency response or EOC roles/responsibilities. It is not anticipated that there will be a significant, if any, fiscal impact.

If approved, this report will be forwarded to the EOB for approval.