

AGENDA
EMERGENCY MANAGEMENT COMMITTEE
Wednesday, July 1, 2009 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**
 - Budget – Mayra Puchalski
 - Community Preparedness – Larry Meyerhofer
 - Fire / Life Safety – Richard Wuerth
 - Human Resources – Arnie Surmenian
 - Information Technology – Joyce Edson
 - Logistics – Joon Lee
 - Operations – Rob Freeman
 - Planning – Eric Baumgardner
 - Shelter and Welfare – Kevin Regan
 - Training / Exercises– Quentin Frazier
 - Others
- III. Employee / Family Catastrophic Disaster Reunification Telephonic Communication Plan – Chris Ipsen / Arnie Surmenian**
- IV. Golden Guardian 2008 Exercise After Action Report – Quentin Frazier**
- V. 17th Annual City of Los Angeles Emergency Preparedness Fair Summary / Close Out Report – Carol Parks**
- VI. New Emergency Operations Center (Prop Q) – Rob Freeman**
- VII. Citywide Status of Homeland Security Grants – Laura Shin / Freya Robayo**
- VIII. Old / New Business**
- IX. Adjournment**

Refreshments to be provided by the Office of the Treasurer.

EMC MEETING INFORMATION IS AVAILABLE ON THE EMERGENCY MANAGEMENT DEPARTMENT WEBSITE AT www.lacity.org/emd - 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 or contact Wendy Hwang at (213) 978-0544.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: June 24, 2009

To: Anna Burton, Chair
Emergency Management Committee

Emergency Management Committee Members

From: Quentin Frazier, Emergency Preparedness Coordinator I
Emergency Management Department

Subject: **GOLDEN GUARDIAN 2008 EXERCISE AFTER ACTION REPORT**

RECOMMENDATION

That the Emergency Management Committee approve the Golden Guardian 2008 Exercise After Action Report and forward to the Emergency Operations Board for approval at its next regularly scheduled meeting.

EXECUTIVE SUMMARY

The Los Angeles City Golden Guardian 2008 Functional Exercise (FX), herein known as the Golden Guardian 2008 FX, was a multi-venue, catastrophic earthquake response and recovery exercise that involved Federal, State, and local government agencies across California, including first responder agencies, non-governmental organizations and the private sector. The Golden Guardian 2008 FX was conducted on November 13 -14, 2008 with the Recovery Workshop being held on December 15, 2008. The exercise involved two phases; Phase I – Response consisted of play at the City of Los Angeles Emergency Operations Center (EOC) in a functional environment and involved emergency response to a simulated magnitude 7.8 earthquake. Phase II – Recovery took place at the American Red Cross (ARC) in Whittier and involved recovery discussions at 30 to 180 days beyond the time of the initial earthquake.

The Golden Guardian 2008 FX Series was designed to test the City's EOC Management, Onsite Incident Management, Animal Health Emergency Support, Emergency Public Information and Warning, Mass Care (Sheltering, Feeding, and Related Services), Economic and Community Recovery, Fatality Management, and Critical Resource Logistics and Distribution capabilities. The exercise planning team was composed of numerous departments from within the City of Los Angeles (a complete listing is available in Appendix E).

The purpose of this report is to analyze exercise results, identify strengths to be maintained and built upon, identify potential areas for further improvement, and support development of corrective actions.

FISCAL IMPACT STATEMENT

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

Attachment

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: June 25, 2009

To: Anna M. Burton, Chair
Emergency Management Committee

Emergency Management Committee Members

From: Carol P. Parks, Special Projects Officer
Emergency Management Department

Subject: **17TH ANNUAL CITY OF LOS ANGELES EMERGENCY PREPAREDNESS
FAIR SUMMARY / CLOSE OUT REPORT**

Recommendation

That the Emergency Management Committee (EMC) approve and forward to the Emergency Operations Board (EOB) for approval the attached Summary / Close Out Report for the 17th Annual City of Los Angeles Emergency Preparedness Fair.

Executive Summary

The 17th Annual City of Los Angeles Emergency Preparedness Fair was held in conjunction with National Preparedness Month in various community locations on September 13, 20 and 27, 2008. This is the City's largest public outreach effort to prepare residents and business owners for emergencies and disasters. The Fair is sponsored by the Emergency Operations Organization. It features informational booths, interactive safety demonstrations and distribution of sample disaster supplies.

This Summary / Close-Out Report is intended to provide an overview of activities, donations and expenses of the Emergency Preparedness Fair events; identify potential areas for further improvement; and recommend follow-up actions for future Emergency Preparedness Fairs. The Emergency Management Department will be the lead agency for implementing and tracking the recommended follow-up actions. Questions regarding this report can be directed to Carol Parks at carol.parks@lacity.org or 213-978-0549.

Attachment

17th Annual City of Los Angeles
Emergency Preparedness Fair
September 2008
Summary / Close Out Report



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EXECUTIVE SUMMARY

This Summary / Close-Out Report is intended to assist the Emergency Operations Organization (EOO) in striving for preparedness excellence by analyzing a planned outreach event: the 17th Annual City of Los Angeles Emergency Preparedness Fair. This report assists in achieving the following:

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

The recommendations in this report 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 recommendation should be reviewed to determine the most appropriate action and time needed for implementation.

PART 1: EVENT OVERVIEW

EVENT NAME

17th Annual City of Los Angeles Emergency Preparedness Fair

DURATION

September 13, 20 and 27, 2008, 10:00 a.m. to 2:00 p.m.

EVENT DATES/LOCATIONS

September 13: Hancock Park at the La Brea Tar Pits, Miracle Mile
5801 Wilshire Blvd. Los Angeles 90036

September 20: Ken Malloy Harbor Regional Park (KMHRP)
25820 Vermont Ave., Harbor City, CA 90710

September 27: Panorama Mall
8401 Van Nuys Blvd., Panorama City, CA 91402

LEAD AGENCY

Emergency Management Department (EMD)

TYPE

Outreach events

PARTICIPATING CITY OF LOS ANGELES ORGANIZATIONS

- Department of Aging
- Department of Animal Services

- Public Works
 - Bureau of Street Services
 - Bureau of Sanitation
 - Bureau of Engineering
- Community Redevelopment Agency (CRA)
- Los Angeles Council District Offices of Tom LaBonge, Richard Alarcon, Janice Hahn
- Department of Building & Safety
- Department on Disability
- Department of Housing
- Department Recreation and Parks
- Department of Transportation
- Department of Water and Power
- Harbor Regional Park Advisory Board
- Los Angeles Fire Department
- Los Angeles Police Department
- Los Angeles Port Police
- Los Angeles World Airport
- Neighborhood Councils:
 - Wilmington Neighborhood Council
 - Central San Pedro Neighborhood Council
 - Coastal San Pedro Neighborhood Council
 - Harbor City Neighborhood Council
 - Northwest San Pedro Neighborhood Council
 - Mid City West Community Council
- Office of the Mayor
- Port of Los Angeles

NON-CITY PARTICIPATING ORGANIZATIONS

- American Red Cross of Greater Los Angeles
- ARES – Ham Radio
- California Department of Insurance
- Community Outreach Promoting Safety & Security (COPSS)
- Emergency Network Los Angeles (ENLA)
- Hollywood / LA Beautification Team
- International Longshore and Warehouse Union (ILWU)
- Little Company of Mary
- Los Angeles County Fire
- Los Angeles County Fire (Hazardous Materials Unit)
- Los Angeles County Police
- Los Angeles County Public Health
- Los Angeles County Department of Mental Health
- Los Angeles County Office of Emergency Management
- Los Angeles Fire Department Foundation, Inc.
- Lutheran Social Services of the Southwest
- Miracle Mile Civic Coalition
- Miracle Mile Residential Association
- Operation Hope

- Page Museum at the La Brea Tar Pits
- Ready America
- Salvation Army
- Shell Pipeline, LP
- State Senator Jenny Oropeza
- Southern California Gas Company
- United American Indian Involvement, Inc
- Target
- United States Census Bureau
- Volunteer Center of Los Angeles
- West Los Angeles Neighborhood Housing Services
- 211 LA County

PART 2: ANALYSIS OF EVENT AND RECOMMENDATION

As a part of the planning effort in preparing Los Angeles for disasters, the City of Los Angeles EOO coordinated the 17th Annual Emergency Preparedness Fair in September 2008 to educate Los Angeles residents on the importance of being prepared for emergencies and disasters and provide them with basic readiness information. Additionally, the Fair was held in conjunction with National Preparedness Month.

STRENGTHS

Key strengths identified during Fair planning through implementation include the following:

- There was an increase of outside agency participation in the 2008 Fair events as evidenced by the number of agencies, community groups and non-profits listed above. In 2007 there were sixteen (16) agencies and this year there were thirty-one (31). This represents almost 100% increase in participation by outside groups.
- Twenty-two (22) City of Los Angeles departments and / or agencies participated in the Fair in 2007. For 2008, there were twenty-eight (28), which is a slight increase from the previous year.
- New event components were added this year which included:
 - The CRA Children’s Preparedness Pavilion which focused the emergency preparedness messaging for young children. This area included: book reading by authors provided by the Screen Actor’s Guild, crafts just for children, a puppet show provided by the AmeriCorps Members, an art contest and free pop-corn and cotton candy give-a-ways.
 - Entertainment Stage which featured interactive demonstrations such as how to shut off your gas, animal emergency preparedness tips, LAPD evacuation information, LAFD fire suppression demonstrations and musical entertainment by local school groups.
- Involvement by the City Council District Offices of Tom LaBonge, Richard Alarcon and Janice Hahn played significant role in the success of the Fair events. All three Council Offices provided staff, marketing and financial support.

- The involvement of six (6) neighborhood councils was significant, as compared to previous years. This year marked the first time neighborhood councils were actively involved in overall Fair planning and implementation. Additionally, they committed over \$4,000 towards the Fair and assisted with marketing the Fair within their respective communities.
- Participants who attended the event left with practical emergency preparedness information and a complimentary 4-in-1 emergency tool. Attendance improved this year at the outdoor venues. The increase can be attributed to additional advertisement and promotional efforts performed by community groups (Miracle Mile Civic Coalition, Community Outreach Promoting Safety & Security, Neighborhood Councils and volunteers). With this level of community-based assistance, the EOO was able to reach additional households and families. In an effort to count those in attendance, EMD requested attendees to fill out preparedness questionnaires. These questionnaires were then tallied and used for tracking attendance and to gauge the preparedness level of those who attend preparedness Fairs. The number of questionnaires was then multiplied by the average household size to give a modest estimate of those in attendance. The total attendance number does not include the number of people who received information from friends and community members who received information from those who attended the event, nor does it reflect the number of attendees who failed to fill out a questionnaire. The results are as follows:

<u>Fair Location</u>	<u>Completed Questionnaires</u>	<u>*Average Household</u>	<u>Attendance</u>
Page Museum	184	2.83	521
Ken Malloy	264	2.83	748
Panorama Mall	385	2.83	1090
Total attendance captured			2359
(*Average Household based on 2000 census data)			

- AmeriCorps members played a vital role in assisting with the set-up and take down at each event. They were also able to get their message across on a one-to-one basis with Fair participants.
- Cash donations raised this year totaled \$15,800 and in-kind donations totaled \$43,905. This is an increase of \$6,975 in cash from last year. The amount of in-kind donations also increased dramatically from \$30,000 in 2007 to \$43,905 in 2008. This increase can be attributed, in part, to the creation of a sponsorship / fundraising committee. Both cash and in-kind donations help offset Fair expenditures and provide additional funding since the Fair budget is only a portion of the Emergency Operations Fund (EOF). In 2008, the Fair was allocated \$25,000 from the EOF.
- Communication Access for persons who are deaf, hard-of-hearing, and deaf/blind was provided at all three venues.

RECOMMENDED AREAS OF IMPROVEMENT

Throughout the events, several opportunities for improvement in the EOO's ability to prepare for future Fairs were identified. Major recommendations include the following:

- The Fair flyer should be created and printed no later than July. This will strengthen the marketing efforts and provide for a stronger sponsorship effort.
- Event Coordinators should continue to look at suggestions of new sites or venues to be used in the future to provide information to the residents throughout the City. Fair locations in malls have produced the greatest turnout as there is a natural foot pattern with shoppers and the enclosed locations reduce the need for canopies and other costly rental equipment. However, considerations for large outdoor areas that can accommodate heavy duty equipment that EOO Departments can display should be made for at least, at a minimum, one Fair date. This will also provide opportunities for communities that do not have malls to host the annual event. Additionally, consideration for venues that support acoustics should be made as some of the venues may not be conducive to interactive presentations due to venue rules regarding noise levels.
- Improved physical access for people with disabilities. At two of the three sites, ADA access was optimum. However, at one site (KMHRP) access was limited due to patchy grounds and a corrugated driveway as the event was held at the bottom of a hill. Access for ADA and/or senior citizens should have been provided by allowing them to drive down into the event area along the road and with additional disabled parking spaces made available closer to the event site.

POST-EVENT EVALUATION

A post-event evaluation meeting was held in which most of the participating agency representatives attended and provided feedback. In addition, participating representatives were asked to complete a post-event evaluation survey. Questions regarding Fair logistics, demonstrations, venue locations and overall benefit of the Fair were ranked from 1 to 10, with 10 being the highest. A score was given to each area by assigning a point value to the chosen rank, summarizing all points and then deriving the mean from the number of participants who scored the category.

The following is the tally and summary of the survey:

<u>Question</u>	<u>Mean Score</u>
How would you rank this year's Fair:	8.23
How would you rate the City Employee Expo?	8.35
How do you rate the following?	
Fair Hours	9.2
Fair Marketing	8.5
Free Give-a-ways	9.1
Stage Presentations	8.8
Page Museum Location	8.6
Ken Malloy Harbor Reg. Park	8.8
Panorama Mall	8.4
Children's Prep Pavilion	8.9

Overall, based on participant surveys and feedback, improvements can be made in the area of marketing, Fair site selections, entertainment, volunteers, distribution of emergency preparedness kits and the participation of additional vendors.

Marketing has always been a challenge in terms of the development and production of Fair posters and flyers. The timeliness of the finished product continues to be problematic. Recommendations for this element include finalization earlier in the year to avoid unnecessary delay. Marketing and advertisement could also be improved by utilizing employee association news and press outlets, distribution to City counters and Neighborhood Councils to promote the event. Marketing should also be comprised of an element geared toward all youth group ages.

Although Panorama Mall location was least liked of all the locations, this venue provided the most foot traffic as well as attendees eager to learn about emergency preparedness. Historically, indoor shopping malls have attracted more attendees as these locations naturally act as gathering spots for the communities of which they surround. The outdoor locations were preferred in terms of atmosphere, aesthetics and the ability to provide interactive demonstrations, but attendance at outdoor venues was lower than expected.

Volunteers from the Miracle Mile Civic Coalition, the Community Outreach Promoting Safety & Security organization, Neighborhood Councils, and AmeriCorps played a vital role in assisting with planning, advertising, promoting and providing labor during the Fairs. The use of volunteers from the community also enhanced the diversity of the event; one with which communities can quickly identify with. This should be a standard element of all future events.

Another improvement at the Fair was entertainment. It is always a draw to Fair events from both the community and supporters of the entertainers. It is recommended that the number of entertainment groups be increased for the 2009 Fair.

Emergency supply and food vendors are also strongly recommended for future events, as permitted by the venue. This year's event saw an increase of the number of vendors allowed to participate. The attendees were able to gain visual information on items available for purchase and vendors were able fill a gap that is often identified from this annual event.

The Department on Disability should be included as part of the site selection team. An ADA check-list should be included in discussion at initial site inspections. A "drop-off/pick-up" zone for people with disabilities and senior citizens should be established and well marked. This will also assist with those individuals who utilize para-transit (Access Services) for transportation.

PART 3: FINANCIAL ANALYSIS

The Emergency Preparedness Fair is an annually budgeted item of the City of Los Angeles Emergency Operations Fund. For FY '08/09, the Fair was allocated funding at \$25,000. The table below details expenditures and donations (cash and in-kind).

Summary of Income and Expenditures		
Donations (Cash):		Amount
	Target	\$5,000.00
	LAWA	\$1,500.00
	The Gas Co.	\$1,000.00
	BICEPP	\$1,000.00
	Wal-Mart	\$1,000.00
	Shell	\$500.00
	ENLA	\$300.00
	211	\$250.00
	Longo Toyota Scion Lexus	\$250.00
	Dewberry	\$250.00
	Salvation Army	\$250.00
	Northwest Neighborhood Council	\$1,000.00
	Wilmington Neighborhood Council	\$1,000.00
	Coastal San Pedro Neighborhood Council	\$250.00
	Central Neighborhood Council	\$1,000.00
	Harbor City Neighborhood Council	\$1,000.00
	International Longshore and Warehouse Union	\$250.00
	Total	\$15,800.00
Donations (In-Kind):		
	Harbor Department 4-In-1 Free Tool Give-a-Way	\$15,000.00
	CRA Plastic document bags	\$ 2,000.00
	CRA Children's Preparedness Pavilion	\$10,000.00
	DWP Fair marketing (DWP bill insert & Flyers)	\$10,300.00
	Kaiser Water and small kits for the Page Fair	\$ 2,000.00
	Mid City West NC K-EARTH 101 Radio Station Ad Time	\$ 1,040.00
	Good Year Blimp Grand Prize Raffle Item Rides	\$ 900.00
	Dominos Pizza Complimentary Lunch at Panorama	\$ 200.00
	Council District 4 Payment to Belmont HS Jazz Band	\$ 300.00
	Council District 15 Payment of Entertainment Stage	\$665.00
	Department on Disability Sign Language Interpreters	\$1,500.00
	Total	\$43,905.00
	TOTAL INCOME (CASH & IN-KIND)	\$59,705.00

Expenses:	Items:	Amount:
Hancock Park at La Brea Tar Pits		
Facility Use Fee	Page Museum La Brea Tar Pits	\$1,500.00
Marketing	Save the Date Flyers: quantity 1,500	\$1,084.00
	Official Fair Flyer: 2000	\$597.00
	Fair Poster: quantity 100	\$1,025.00
	Fair Banners: quantity 12	\$2,325.00
	City Expo Banners	\$393.00
	In House Sign Printing Supplies	\$282.00
Promotional Give-a-ways	Band Aids / Key Chains	\$9,920.00
Rental Equipment	Tables / Chairs / Linen / Generator (\$4172) (\$57)	\$4,229.00
Portable Potties	2 Regular / 1 ADA / 1 Sink	\$353.00
Stage & Entertainment	Sound (\$750) / Stage Rental (\$540)	\$1,290.00
Petty Cash	Ice / Decorations from Michael's	\$219.00
Fair Certificates	200 from Publishing Services	\$322.00
Fair Poster Framing	Impact International	\$385.00
	Subtotal:	\$23,924.00
Ken Malloy Harbor Regional Park		
Rental Equipment	Tables / Chairs / Linen / Generator (\$662) (\$4420)	\$5,082.00
Portable Potties	2 Regular / 1 ADA / 1 Sink	\$353.00
Stage & Entertainment	Sound (\$750) / Bands (\$200) / Stage Rental (\$665)	\$1,615.00
Petty Cash	Ice / Drinks	\$86.00
	Subtotal:	\$7,136.00
Panorama Mall		
Petty Cash	Ice / Drinks	\$63.00
	Subtotal:	\$63.00
	TOTAL EXPENSES	\$31,123.00

Overall Summary of Income and Expenditures		
Income (Source)		
	Emergency Operations Fund	\$25,000.00
	Sponsor Donations CASH	\$15,800.00
	Source Funds Total	\$40,800.00
	In-Kind Donations	\$43,905.00
Expenses		
		\$31,123.00

Revised: 06/25/09