



2023 Overview

More than a decade of serving the greater Los Angeles community.

Sequence: **CY2023**

Los Angeles City Fire Department FIRE COMMISSION

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COMMUNITY RISK REDUCTION

MySafe:LA has been recognized twice as a “leading model example” of Community Risk Reduction (CRR) by the USFA supported prevention project *Vision 2020*, presenting to a national audience on each occasion.

MySafe:LA embraces the entire process of CRR, from initial evaluation, research, and analysis - all the way to metrics for demonstration of completed activities that benefit the public.



AN ENGAGED AUDIENCE



WILDFIRES

MySafe:LA is collaborating with the LAFD and other agencies to deliver wildfire mitigation and resilience preparedness to residents living in the greater L.A. region.

This life-saving wildfire strategy includes three key objectives:

- **Preparedness:** Helping HOAs, NCs, and businesses to prepare for the threat from wildfire. Evacuation plans, home hardening, Ready-Set-Go training all come together to create better prepared residents. We're helping HOAs to become *Firewise USA* and *California Fire Safe Councils*.
- **Repopulation:** MySafe:LA supports the LAFD, LAPD, and other agencies with several "re-pop" teams.
- **L.A. Wildfire Coordination:** As the new "County Coordinator" for wildfire, MySafe:LA will work with all L.A. area fire agencies to coordinate wildfire awareness and training.



S.A.F.E.

When a fatality fire or significant incident occurs, MySafe:LA deploys to the location where a fatality fire has occurred. The good news regarding the “**Smoke Alarm Field Education**” program is that it improves fire safety in adjacent homes.

There are two key objectives:

- **Smoke Alarms:** Walking the neighborhood with firefighters, MySafe:LA installs smoke alarms in homes near the impacted structure, often in totally unprotected homes.
- **FireSmart:LA:** MySafe:LA provides residents in both single family and multi-occupancy homes with escape plans and fire safety information, to increase their awareness about fire safety.

During the past decade MySafe:LA has helped reduce the average number of home fire fatalities in Los Angeles from 22 (through 2014), down to 14 (effective through 12/31/22).



SAVE A LIFE

Kidde's Operation Save A Life Comes to L.A.

MySafe:LA is partnering with the Los Angeles City Fire Department, Los Angeles County Fire Department, Kidde, ABC-7, and Home Depot to install 3,000 smoke alarms and 1,000 CO detectors into at risk homes in 2023 and early 2024.



HIGH SCHOOLS

MySafe:LA has been teaching “hands-only” CPR in LAUSD and other Los Angeles area high schools since 2013. For the past seven years, in support of Assembly Bill 1719, a coordinated effort to teach CPR in specific regions of the LAUSD has been underway.

Working in collaboration with the American Heart Association and the American Red Cross, our EMTs and Certified Instructors have been making significant inroads with at-risk students throughout the City of Los Angeles. Not only do they learn CPR, but they discover the power of teamwork, leadership, and the potential for a career in public service.





FIREWORKS

MySafe:LA in collaboration with the LAFD and other agencies serves as the hub of fireworks awareness in Los Angeles County. Our efforts over the past six years have started to have a measurable impact, with 2022 use of fireworks **down approximately 30% (L.A.)** over the previous three years.

Our partners in this endeavor include:

- › The office of the Mayor of Los Angeles
- › Los Angeles City Fire Department
- › Los Angeles Police Department
- › Los Angeles City Attorney's Office
- › Los Angeles Rec and Parks
- › Los Angeles Animal Services
- › Los Angeles County Fire Department
- › Los Angeles County Sheriff's Department
- › Los Angeles Unified School District
- › Los Angeles County Supervisors

TRAINING

MySafe:LA has an in-house award winning film unit that contributes to training curriculum for both live and online continuing education, notably for firefighters. With specific expertise in online Learning Management Systems (LMS), MySafe:LA develops educational content related to wildfire, structure fire, firefighter promotional preparation, diversity, legal, and incident command.

Some of the training activities the organization has developed includes:

- **Air Operations:** Supporting the LAFD, MySafe:LA developed a series of videos that highlight the key knowledge points to understand prior to working with the Department's Air Operations.
- **Wildfire:** Helping firefighters better understand wildfire management, operations, and survival, MySafe:LA has developed a series of videos that explain the best practices when in the midst of a terrain or wind-driven wildfire.
- **Incident Command:** Working with Firefighter Inspiration's CEO **Anthony Kastros** (SAC Metro BC, ret), MySafe:LA has developed an LMS and online courses for the fire service.



COLLABORATION

MySafe:LA has partnered with the LAFD since 2008. We embrace working relationships with City Council, County Supervisor, and other NGO and NPO organizations. Collaboration is in our DNA.



RECOGNITION

MySafe:LA has received more than 100 awards for community and humanitarian service, excellence in film production, web delivery, and other areas of public outreach. Our team produces a significant amount of content and creates tremendous outreach on a limited budget. Our awards speak to our objectives: *A more resilient Los Angeles.*

Platinum
Transparency
2023

Candid.

For the 8th year in a row, The Safe Community Project (MySafe:LA) has reached the highest level of transparency from Guidestar, a Candid company. You may access additional metrics, our latest financial reporting, and other organizational data from Guidestar: <https://www.guidestar.org/profile/27-0967511>

LEADERSHIP



DAVID BARRETT
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DAVID YAMAHATA
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CH DEPUTY, LAFD, RETIRED



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STEVEN OWENS
DIRECTOR
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WILLIAM WHITNEY
DIRECTOR
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ADVISORS

- › Scott Ferguson - Fire Chief, Murrietta Fire and Rescue (ret)
- › Silvio Lanzas - Fire Chief, Glendale Fire Department (ret)
- › Joseph Castro - Chief Deputy, LAFD (ret)
- › Don Frazeur - Deputy Chief, LAFD (ret)
- › Daren Palacios - Deputy Chief, LAFD (ret)
- › Joe Fanaselle - Wildfire Photographer
- › Robin Polito, Principal, LAUSD (ret)





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