



MEMORANDUM

To: Kurt Triplett, City Manager

From: Heather Kelly, Emergency Manager
Joe Sanford, Fire Chief

Date: April 23, 2019

Subject: CITY PREPAREDNESS CAMPAIGN

RECOMMENDATION:

It is recommended that City Council participate in the City Preparedness Campaign by building their workplace preparedness kit during the City Council Meeting.

BACKGROUND DISCUSSION:

Disaster preparedness is key to response and recovery of disasters. For decades the message has been to prepare at home, work, and on the go. Emergency Managers and educators have struggled to motivate and empower large populations and communities to act to personally prepare for disasters. Professionals have spent hours, funding, and implemented numerous campaigns to build community, workplace, and personal preparedness, with limited large-scale success. In January 2019, FEMA released a report (The U.S. Federal Emergency Management Agency (FEMA). 2019. "Building Cultures of Preparedness: A report for the emergency management higher education community." Washington, DC: FEMA.) confirming what Emergency Managers have known for many years. People understand the importance and benefits of preparing for disasters; however, the follow through to build kits, make plans, and get trained does not hold enough importance to override other daily tasks. The FEMA document further reports that the one size fits all concept is not applicable to unique and diverse populations.

Recognizing the importance of a prepared workforce, and guided by the FEMA report, the Office of Emergency Management (OEM) with the support of the City Manager initiated a citywide employee workplace preparedness campaign. The intent of the campaign is to increase resiliency within the workplace while building awareness and empowering staff to act in their household to mirror the efforts occurring at work. OEM staff are leveraging existing department meetings to provide staff with three rounds of information and supplies, so that by the end of 2019 city staff will have a basic disaster kit within arm's reach to assist them through the first few hours of an emergency; complementing the facility-based disaster containers.

It is important for every community to have leadership during disasters; therefore, OEM is providing the City Council with the same three rounds of preparedness information and supplies while at the same time sharing important basic disaster information with the public.