



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kimberly Shunk

SUBJECT: SEE BELOW

DATE: November 2, 2007

Approved

Ray Wines

Date

11/5/07

COUNCIL DISTRICT: City-Wide

SNI AREA: N/A

SUBJECT: SAN JOSÉ *PREPARED!* UPDATE

RECOMMENDATION

Staff recommends that Council accept this report on the San José *Prepared!* program.

OUTCOME

This report updates the City Council on the activities of the San José *Prepared!* program since budget hearings for Fiscal Year 2007-2008 were conducted in May 2007.

BACKGROUND

San José *Prepared!* is the community emergency response team (CERT) program for the City of San José. First introduced in 1995 as a pilot program, it expanded citywide in 1996. The goal of the program is to educate individuals, families, and neighborhoods about becoming self-sufficient for a minimum of 72 hours after a disaster. The program receives its operating budget from the General Fund, and occasionally receives grants from private sources, as well as the Department of Homeland Security.

ANALYSIS

Traditional 20 hour program

The San José *Prepared!* program consists of 20 hours of classroom lecture and hands-on training, given through a series of 5 classes, each 4 hours long. Historically, about 125 residents a year complete all 20 hours of instruction, though many more take one or more of the five

classes required for graduation. This year, numbers were slightly lower than average, as two out of two Training Specialists started their jobs in OES during Fiscal Year 2006/2007.

Fiscal Year 2006/2007

Participants = 215

Graduates = 94

FY 2006/2007 Graduates by Council District

District 1 = 4	District 6 = 12
District 2 = 6	District 7 = 8
District 3 = 5	District 8 = 34
District 4 = 4	District 9 = 7
District 5 = 10	District 10 = 4

This slight downward trend in the graduation rate is expected to continue through the current fiscal year, since OES will be completely revamping the 20 hour curriculum for the first time in the program's 12 year history and will be recruiting to fill one existing vacancy. The revised 20 hour curriculum will be published in English, Spanish, and Vietnamese.

Noticing a general downward trend in attendance, OES began to pre-schedule class dates beginning in January 2007. Previously, classes were not scheduled until 12 or more residents indicated an interest in attending the program, which often frustrated people who were willing to sign up for a class immediately, only to be told that none had been scheduled. Pre-scheduling seems to have eliminated most of the frustration, but it is too soon to tell if this initiative will make any significant difference in overall participation.

Home and Family Disaster Preparedness

In the spring of 2007, the Office of Emergency Services (OES) added a 2 hour class entitled, "Home and Family Disaster Preparedness," in order to increase community awareness of the need to be prepared. The class was launched in late Spring 2007, and has been well received, as indicated by the numbers below and written course evaluations. Classes have been held at community centers and senior centers in every Council district.

Fiscal Year 2006/2007 participants = 94

Fiscal Year 2007/2008 (through Oct) = 206

Curriculum is available in English, Spanish, and Vietnamese. Within the next year, OES plans to translate curriculum for the 2 hour class into Chinese, as well. During the last two months, a Spanish-speaking intern has been working with the 2 hour program to provide translation services, though more help is needed. OES continues to look for volunteer instructors to teach in all three languages.

First Annual Leadership Forum

The San José Prepared! program held its first annual leadership forum on September 13, 2007 in the Wing of new City Hall. Approximately 30 community members attended, representing 16

different neighborhoods, 5 of which were located in a Strong Neighborhoods Initiative (SNI) area. The goal of the forum was to give neighborhood leaders an opportunity to meet one another and to share their success stories.

2006 Super Urban Area Security Initiative (SUASI) funding

This year, Santa Clara County received funds to support Community Emergency Response Team (CERT) programs region-wide through the Bay Area's 2006 Super Urban Area Security Initiative (SUASI) grant. Allocated on a per capita basis, San José received \$45,000 for its San José Prepared! program. Funds are being used to purchase translation devices, educational materials for seniors and people with disabilities, and fire suppression training equipment which has been approved by both the federal Environmental Protection Agency (EPA) and the Occupational Safety & Health Administration (OSHA). If funding becomes available through the 2007 SUASI grant, OES plans to use grant money to hire temporary instructors to teach classes for the 20 hour program.

EVALUATION AND FOLLOW-UP

OES has a performance measure to reach a total of 500 residents every year through its San José Prepared! program. During Fiscal Year 2006/2007, the office taught emergency preparedness to 188 people, well short of the goal, but positively impacting many more people than the 125 who typically graduated from the 20 hour program in previous years. The introduction of the 2 hour class continues to improve outreach to the community and increase awareness of disaster preparedness. In the first four months of Fiscal Year 2007/2008, 227 people have either graduated from the 20 hour program or participated in the 2 hour class, putting OES on track to reach its performance goal this fiscal year.

PUBLIC OUTREACH

In Spring 2007, the San José Prepared! program reinstated the publication of a quarterly newsletter. The newsletter has enabled OES to establish a more active dialogue with program participants. An unintended benefit has been the ability to update the San José Prepared! database, giving OES a more accurate picture of how many members are still active in the program. The Fall edition of the newsletter was mailed in October 2007.

With help from the members of the Neighborhood Services City Service Area (CSA), information on the San José Prepared! program has been distributed to libraries, community centers, senior centers, fire stations, and the Neighborhood Development Center. San José Prepared! materials are also included in every event that One Voice representatives attend.

The San José Prepared! website has been updated regularly with class schedules, links to useful websites, and contact information. Sometime during the current year, OES plans to upload curriculum for the 2 hour class to its site.

OES participated in 26 community events during Fiscal Year 2006/2007, giving presentations at approximately half of them.

To promote disaster awareness in the business community, OES helped plan and participated in the San José Silicon Valley Chamber of Commerce workshop on preparing small businesses for disasters. This workshop was held on June 6, 2007 at the San José State University School of Engineering and attracted participants from special districts and the non-profit world as well as the commercial sector. Materials promoting the San José *Prepared!* program were available at the workshop.

COORDINATION

This report was coordinated with the Budget Office.

COST SUMMARY/IMPLICATIONS

This is an informational report. There are no direct cost implications for the City of San José.

BUDGET REFERENCE

Fund #	Appn. #	Appn. Name	RC #	Total Appn.	Proposed Operating Budget Page	Last Budget Action (Date, Ord. No.)
001	3561	2006 State Homeland Security Grant Program	Various	\$45,444	NA	Ord. No. 28082 dated 6/26/07
Total Current Funding Available				\$45,444		

CEQA

Exempt.



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Director, Office of Emergency Services

For questions, please contact Kimberly Shunk at (408) 277-4595.