



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Names: CEO/Office of Emergency  
Management  
Department No.: 012  
For Agenda Of: June 19, 2012  
Placement: Administrative  
Estimated Tme: N/A  
Continued Item: N/A  
If Yes, date from: N/A  
Vote Required: Majority

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**TO:** Board of Supervisors  
**FROM:** Department Director(s) Michael D. Harris, Emergency Operations Chief  
County Executive Office  
Contact Info: Michael D. Harris 805-681-5526  
**SUBJECT: Santa Barbara County Operational Area Preparedness Education Program and Grant**

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**County Counsel Concurrence**

As to form: Yes (From August 9, 2011)

**Other Concurrence:** N/A

As to form: No

**Auditor-Controller Concurrence**

As to form: Yes (From August 9, 2011)

**Recommended Actions:**

That the Board of Supervisors, consistent with its direction on August 9, 2011, accept a \$516,000 multi-year grant from the Orfalea Foundation, for the Office of Emergency Management's administration of a Disaster and Emergency Public Education Campaign for the Aware & Prepare Initiative.

**Summary Text:**

The Office of Emergency Management (OEM) is the lead administrator for the Aware & Prepare Initiative in Santa Barbara County. OEM, working with emergency managers from throughout the Santa Barbara County Operational Area, developed and proposed a Public Education Campaign to the Orfalea Foundation and its partnering foundations. The Public Education Campaign's goal is to better educate residents and businesses in the Operational Area around their emergency preparedness. This grant, being brought to the Board as an informational item, seeks to better prepare persons in the Operational Area for the next disaster or major emergency. The Board, at its August 9, 2011 Board hearing, authorized OEM to continue its Aware & Prepare Initiative work and accept grants from the Orfalea Foundation and its partnering foundations. At the time, staff advised the Board that as new grants were received, OEM would advise the Board.

**Background:**

OEM serves as the administrator of the Aware & Prepare Program. Working with emergency managers and the jurisdictions in the Operational Area, OEM developed a Strategic Plan. This Plan is also used as a guiding document in the Aware & Prepare Initiative (Attachment B).

One of the OEM Strategic Focus Areas is “Public Education & Awareness” (Attachment B, Page 5). OEM worked with its Public Education Subcommittee to address the Operational Area Goals for public education as:

- “1.A. To have an Operational Area constituency that understands their risk probabilities.
- 1.B. To provide timely information to the general public, business community and nonprofit sector through a broad variety of readily accessible media.
- 1.C. To provide emergency and disaster education and awareness in culturally appropriate and accessible ways (e.g., Spanish, Braille, etc.) that bridge cultural gaps and improve preparedness of the diverse populations in the Operational Area.
- 1.D. To provide consistent instruction to individuals, businesses, nonprofit agencies and other community-based organizations within the Operational Area that assists them in achieving a maximum level of preparedness (e.g., basic preparedness, CERT or Advanced CERT).”

The guiding document for this education program is the Work Plan (Attachment A). Working with the emergency managers in the Operational Area and with the Orfalea Foundation, specific dates and milestones have been identified. OEM has, under contract (paid through the grant), a bi-lingual program educator who serves as the coordinator of program activities and works with the subcommittee chair and the County’s Emergency Operations Chief. She reports directly to the Emergency Operations Chief.

Activities to date have been the establishment of monthly video and audio public service announcements (PSAs), the grant-paid development of a web site creating [www.awareandprepare.org](http://www.awareandprepare.org) (being published in July 2012), continuing support of the *Listos* program, English-language and Spanish-language community emergency response team (CERT) trainings and exercises and other activities.

**Fiscal and Facilities Impacts:**

Budgeted: Yes. A Budget Revision Request for FY 2011-12 was previously approved. The proposed FY 2012-12 OEM included impacts from this grant. As the grant progresses, OEM will invoice the Santa Barbara Foundation, the fiscal intermediary, for reimbursement.

Contractors associated with this grant are paid through the funding provided. No additional County staff is being hired.

**Fiscal Analysis:**

Narrative: At its August 9, 2011, Board meeting, the Board authorized a resolution that OEM, "...to continue its partnership with local philanthropies and, in order to provide funding for strategic Aware & Prepare Initiatives, the Board of Supervisors authorizes the Office of Emergency Services to receive funding, as available, from the Orfalea Fund." There is no increase in General Fund costs associated with accepting this grant or OEM activities.

**Staffing Impacts:**

**Legal Positions:**

0

**FTEs:**

0

**Attachments:**

- A. Aware & Prepare: Public Education Campaign Work Plan
- B. Santa Barbara County OEM Strategic Plan

**Authored by:**

Michael D. Harris