



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 Name:** Fire  
**Department No.:** 031  
**For Agenda Of:** November 4, 2014  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** 4/5

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**TO:** Board of Supervisors  
**FROM:** Dept. Director Michael W. Dyer, Fire Chief, 805-681-5507  
Contact Info:

**SUBJECT:** Acceptance of \$25,000 in grant funding for PulsePoint CPR project

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**County Counsel Concurrence**

As to form: Yes

Other Concurrence: No

As to form: N/A

**Auditor-Controller Concurrence**

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- A) Authorize the Fire Department to accept \$25,000 in grant funding from the Orfalea Aware and Prepare Initiative for the PulsePoint Cardiopulmonary Resuscitation (CPR) Project; and
- B) Approve Budget Revision Request #BJE-0003705; and
- C) Determine that these activities are exempt from California Environmental Quality Act (CEQA) review per CEQA Guideline Section 15061(b)(3), since it can be seen with certainty that there is no possibility that the activities may have a significant effect on the environment.

**Summary Text:**

The Orfalea Aware and Prepare Initiative has agreed to provide the Fire Department with \$25,000 in funding to implement PulsePoint, a crowd sourcing smart phone application that notifies nearby citizens when someone is in need of CPR, in a public place, prior to fire and emergency medical personnel arrival. Bystander CPR being initiated prior to the arrival of emergency responders has been proven by the American Heart Association to reduce the amount of deaths that are caused by sudden cardiac arrest. Together, with this teamwork of citizen rescuers and emergency responders, more lives will be saved and CPR awareness will increase.

**Background:**

The Fire Department applied, through the Orfalea Aware and Prepare grant process, for funding to implement PulsePoint. PulsePoint has successfully been deployed in Los Angeles, San Diego, Alameda, Santa Clara, and many other counties throughout California and the United States. The partnership between the Fire Department and the Aware and Prepare Initiative, a non-profit corporation, will allow the Fire Department to further its mission of safeguarding the community from medical emergencies while utilizing its core values of teamwork and innovation.

The funds provided by the Orfalea Foundation will be utilized to purchase project management and software design/installation services, marketing, technical training and licensing of the software that will be installed alongside the Sheriff's 911 computer aided dispatch (CAD) system.

Once this infrastructure is in place, a smart-phone based app will alert citizens when a fellow community member is in cardiac arrest in a public place. Citizens going about their normal day will receive an alert if they are within 1,000 feet of the victim's reported location, requesting that they initiate hands only bystander CPR until emergency response crews arrive. The app will cover those areas of the County that use or contract to use the County's Public Safety Center Dispatch (Sheriff's Dispatch Center) system.

The Fire Department has obtained support from the County Emergency Medical Services Agency (Public Health Department) for a one year trial period. During that time, PulsePoint will record data that can be analyzed to determine if sudden cardiac arrest victims have an improved outcome due to the PulsePoint system.

**Fiscal and Facilities Impacts:**

See attached budget revision request.

**Fiscal Analysis:**

All first year costs for PulsePoint are covered by the grant funds. Future costs, anticipated at \$8,000 annually, will be borne by the Fire Department and include an annual licensing fee for PulsePoint and ongoing 24 hours per day/7 days per week technical support for the PulsePoint/CAD interface.

**Staffing Impacts:**

None

**Special Instructions:**

n/a

**Attachments:**

Budget Revision Request #BJE-0003705