

Council Meeting of  
March 27, 2007

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Public Safety Committee – Report on the meeting of December 14, 2006**

**RECOMMENDATION**

Public Safety Committee recommends that City Council accept and file the report of the Committee meeting on December 14, 2006.

Funding

N/A

**BACKGROUND / ANALYSIS**

The Torrance City Council Committee on Public Safety met on December 14, 2006. This meeting aimed to prioritize projects to meet the Committee's goals of promoting a citizen "self sustain" marketing campaign in a comprehensive effort to improve community preparedness efforts. The goal is to help citizens be better prepared in the event of a disaster, and be self-sustaining for 5 days, not just 72 hours. The purpose of the meeting was to prioritize projects in the short, mid-term, and long-term in order to educate and motivate residents to become prepared now.

The Committee meeting began with a presentation from The E-Prep Team. It included an implementation timeline for short-term, mid-term and long-term projects. Short-term opportunities include Emergency Services Program (ESP) Focus Flyers currently provided to all City facilities, large corporations, homeowner associations, and are available to download online, and the relocation of Disaster Preparedness information on the City website. Mid-term opportunities include expanding the Disaster Preparedness website, providing resource checklists, and obtaining a marketable web address (i.e. San Francisco's [www.72hours.org](http://www.72hours.org)), and distributing preparedness magnets at a cost of \$2,500 for 10,000 magnets.

Additionally, E-Prep discussed several options made by the Committee at the previous meeting held on September 28, 2006:

- Direct Training: The City currently provides 1-2 hour training courses at no charge and could offer a 3-4 hour course on Disaster Preparedness through Torrance Seasons, two or three times a year at approximately \$20 to \$25 per person.
- Revitalization of Neighborhood Watch: This long-term opportunity would involve the restructuring of the Community Affairs Division of the Torrance Police Department (TPD). It also includes partnerships between existing Neighborhood Watch program/participants and other local groups (Community Volunteer Alert Network-CVAN, etc.). Revitalizing neighborhood watch is a priority of the Chief and Command Staff for the 2007 calendar year.
- Disaster Preparedness Expo: The Disaster Preparedness Expo is a short/mid-term opportunity meant to showcase a combination of vendors, displays, demonstrations, break out training and timely events as a culmination of a larger marketing plan to promote the national campaign which has designated September as Disaster Preparedness month. At the January 9, 2007 Council meeting, Council approved the date and location of the Disaster Preparedness Expo for Saturday, September 29, 2007 at the Cultural Arts Complex.
- Disaster Service Volunteer Programs: These programs are aimed at continual education and distribution of information into the community. It includes City programs such as Community Emergency Response Team (CERT), Veteran Disaster Team (VDT), Torrance Amateur Radio Association (TARA) and other agencies within the community including Community Volunteer Alert Network (CVAN).
- Other Opportunities: Addition of disaster preparedness information to CitiCABLE static slides prior to City Council meetings as a year-round campaign to raise awareness.

The E-Prep Team requested a recommendation for the Committee regarding the prioritization of projects. The Committee recommended the following priorities:

- 1) Disaster Preparedness Expo - To be held September 29, 2007 at the Cultural Arts Complex.
- 2) Revitalization of Neighborhood Watch - May include booth at the Disaster Preparedness Expo to provide opportunity for residents to sign-up for Neighborhood Watch as well as distribution of goodie bags.
- 3) Offer training programs through the Torrance Seasons quarterly newsletter - E-Prep has consulted with Community Services for their input. The course can offer the purchase of supplies after completion of the course. Initial classes would serve as a test run to determine if there is public interest for more class offerings.

E-Prep will work within the normal budget process to seek future funding.

Karen Kristy, representing the Torrance Parent-Teacher Association (PTA) also spoke about the need for emergency preparedness efforts in schools. Recommendations included the expansion of the emergency PTA representative program at each school, quarterly newsletters, an emergency preparedness event at the main library, bi-annual workshops, and evacuation and CPR training. Following the representative's comments, the Committee asked the E-Prep team to meet with the PTA before the next Public Safety Committee meeting to discuss the possibility of partnering with the PTA to accomplish the Committee's goals.

For the next meeting's agenda, the Committee recommended a discussion regarding the PTA emergency preparedness program, residential evacuation plans, and critical facilities within the City.

Respectfully submitted,

CITY COUNCIL COMMITTEE  
OF PUBLIC SAFETY

  
Councilwoman Hope Witkowsky, Chair

  
Councilman Tom Brewer

  
Councilman Bill Sutherland

Attachments: A) Torrance City Council Public Safety Committee Agenda – December 14, 2006  
B) Power Point Presentation: E-PREP Analysis and Recommendations  
C) Council Item from January 9, 2007- Interim Report on Meeting of December 14, 2006



**TORRANCE CITY COUNCIL  
PUBLIC SAFETY COMMITTEE**

**AGENDA**

**DATE:** Thursday, December 14, 2006

**TIME:** 3:30 p.m.

**PLACE:** Torrance City Hall  
West Annex Commission Room  
3031 Torrance Boulevard, Torrance

**COMMITTEE MEMBERS:** Councilwoman Hope Witkowsky, Chair  
Councilman Tom Brewer, Member  
Councilman Bill Sutherland, Member

**STAFF:** Mary K. Giordano, Assistant City Manager  
**E-PREP Team:**  
Brian K. Sunshine, Assistant to the City Manager  
Ted Semaan, Transportation Planner  
Kevin Kreager, Police Captain  
Dave Dumais, Battalion Chief  
Andrew Pachon, Emergency Services Coordinator

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- I. Welcome and Introductions *Chair Witkowsky*
- II. Focus of Committee: Citizen Self-Sustainment for 72 Hours *Chair Witkowsky*
- What to do
  - What to have
  - Basic Knowledge
  - Review of September 28, 2006 Meeting
- III. Analysis and Recommendations *E-PREP Team*
- Short term and Long Term Opportunities on 72-Hour Preparation
    - ⇒ Printed and Electronic Media
    - ⇒ Direct Training
    - ⇒ Revitalization of the Neighborhood Watch Program
    - ⇒ Disaster Preparedness Expo
    - ⇒ Disaster Service Volunteer Programs
    - ⇒ Other
- IV. Discussion Items *Committee*
- Prioritization of Projects
  - Other Programs and Options
  - Budgetary Considerations
  - Direction and Next Steps
- V. Closing/Adjournment *Chair Witkowsky*



**E-Prep Analysis and Recommendations**

Torrance City Council  
Public Safety Committee  
December 14, 2006

**Citizen "Self Sustain" Marketing Campaign**

- Comprehensive effort to improve the communities preparedness efforts
- Focused to educate and motivate residents to become prepared now.
- Geared toward a 5 day cache of supplies and equipment

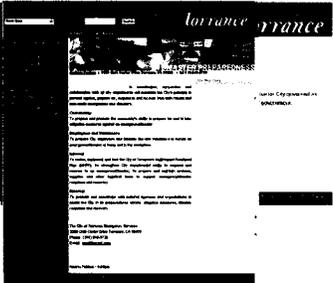
**Implementation Timeline**

- Short Term Projects
- Mid Term Projects
- Long Term Projects

**Printed and Electronic Media**

- Short Term Opportunities:
  - ESP Focus Flyers (currently provided to all City facilities, large corporations, homeowner associations, available to download online)
  - Relocated Disaster Preparedness on City Website

**Printed and Electronic Media**



**Printed and Electronic Media**

- Mid Term Opportunities
  - Expanded Disaster Preparedness Website
  - Resource Checklists
  - Marketable web address (i.e. S.F.'s www.72hours.org)



<b>Budgetary Concerns</b>
<ul style="list-style-type: none"><li>• Web-site upgrades done "In-house"</li><li>• E-Prep will work within the normal budget process to seek future funding</li></ul>



Council Meeting of  
January 9, 2007

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Public Safety Committee – Interim Report on the meeting of  
December 14, 2006 Expenditure: \$15,000**

**RECOMMENDATION**

The Public Safety Committee recommends that City Council approve the Public Safety Committee's recommendation to conduct a City Disaster Preparedness Expo on Saturday, September 29, 2007 and appropriate \$15,000 funding for the marketing and implementation of this event.

**Funding**

Funding is available from the General Fund Reserve.

**BACKGROUND**

The Torrance City Council Committee on Public Safety met on December 14, 2006. A detailed report of this meeting will be brought before the City Council at a later date. During this meeting, the City's Emergency Preparedness (E-Prep) Team presented the concept of a Disaster Preparedness Expo to be held on September 29, 2007. The committee unanimously concurred with the recommendation that the City conduct a Disaster Preparedness Expo on Saturday, September 29, 2007 at the Cultural Arts Complex.

On June 3, 2006, the City held their 1<sup>st</sup> Disaster Preparedness Expo for the community to learn more about emergency preparedness. This event was held in conjunction with the City Yard Open House and over 5,000 community members, employees and family members attended this combined event.

**ANALYSIS**

Given the success of this first event, the Committee recommended that the Expo be expanded to allow more residents the opportunity to participate and learn about disaster preparedness. The committee also recommended that the event be scheduled to coincide with the national campaign which has designated September as Disaster Preparedness month.

The Public Safety Committee further recommends that local first responders and disaster service volunteers groups be present with static displays of emergency equipment and vehicles. Additionally, local vendors will display disaster supplies and provide the community the opportunity to purchase items for their own emergency kits. Lastly, the committee has requested from staff that opportunities for short training/informational sessions be made available to the public.

In order to secure the event location and begin marketing this event, the Committee recommends that the City Council approve the date and location of the Disaster Preparedness Expo and allocate \$15,000 for marketing and operating cost of implementing this event.

Respectfully submitted,

CITY COUNCIL COMMITTEE  
OF PUBLIC SAFETY



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Councilwoman Hope Witkowsky, Chair



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Councilman Tom Brewer



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Councilman Bill Sutherland

Council Meeting of  
January 9, 2007

**SUPPLEMENTARY MATERIAL**

Honorable Mayor and Members  
Of the City Council  
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Torrance, California

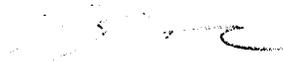
Members of the Council:

**Subject: Supplementary Material to Item 11A – Public Safety Committee – Interim  
Report on the meeting of December 14, 2006 Expenditure: \$15,000**

The Council item indicated that the funding source was from the General Fund Reserve. This was incorrect and the funding source should have read from the General Fund Reserve for Emergency Preparedness.

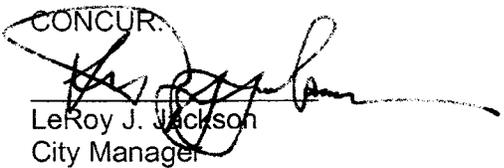
We apologize for any inconvenience.

Respectfully submitted,



Eric E. Tsao  
Finance Director

CONCUR:



LeRoy J. Jackson  
City Manager

