

# Enhancing Emergency Preparedness Through Whole Community Collaboration and Partnerships





Safety First!



# Speakers

## **Robert Madrid**

Senior Associate, Operations Support (Planning), Team Rubicon

## **Patrice Chamberlain, MPH**

Health Program Specialist, Environmental and Occupational Emergency Preparedness California Department of Public Health

## **Sophia Rome, MPA**

Community Relations Manager, City of Salinas

## **Nancy A. Brown, PhD**

Community Preparedness Program Manager  
Sonoma County Department of Emergency Management

## **Jason Roberts**

Council Member, City of Vacaville  
Yolo County HHSA Emergency Preparedness Coordinator



A Whole Community Approach to  
Emergency Management: Principles,  
Themes, and Pathways for Action

FDOC 104-008-1 / December 2011



FEMA

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*Whole Community is a means by which residents, emergency management practitioners, organizational and community leaders, and government officials can collectively understand and assess the needs of their respective communities and determine the best ways to organize and strengthen their assets, capacities, and interests.*

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**A Whole Community Approach to Emergency Management: Principles,  
Themes, and Pathways for Action  
FDOC 104-008-1 / December 2011**

## Whole Community Principles:

- Understand and meet the actual needs of the whole community
- Engage and empower all parts of the community
- Strengthen what works well in communities on a daily basis

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## Whole Community Strategic Themes:

- Understand community complexity
- Recognize community capabilities and needs
- Foster relationships with community leaders
- Build and maintain partnerships
- Empower local action
- Leverage and strengthen social infrastructure, networks, and assets





Have you read your emergency plan?

Is it up-to-date?

How have you shared it with the community?

Who was involved in creating the plan?



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# Healthy & Resilient Communities

Patrice Chamberlain, MPH

Environmental & Occupational Emergency Preparedness

Environmental Health Investigations Branch | Center for Healthy Communities



# Social Determinants of Health





# Emergencies Don't Strike Communities Equally

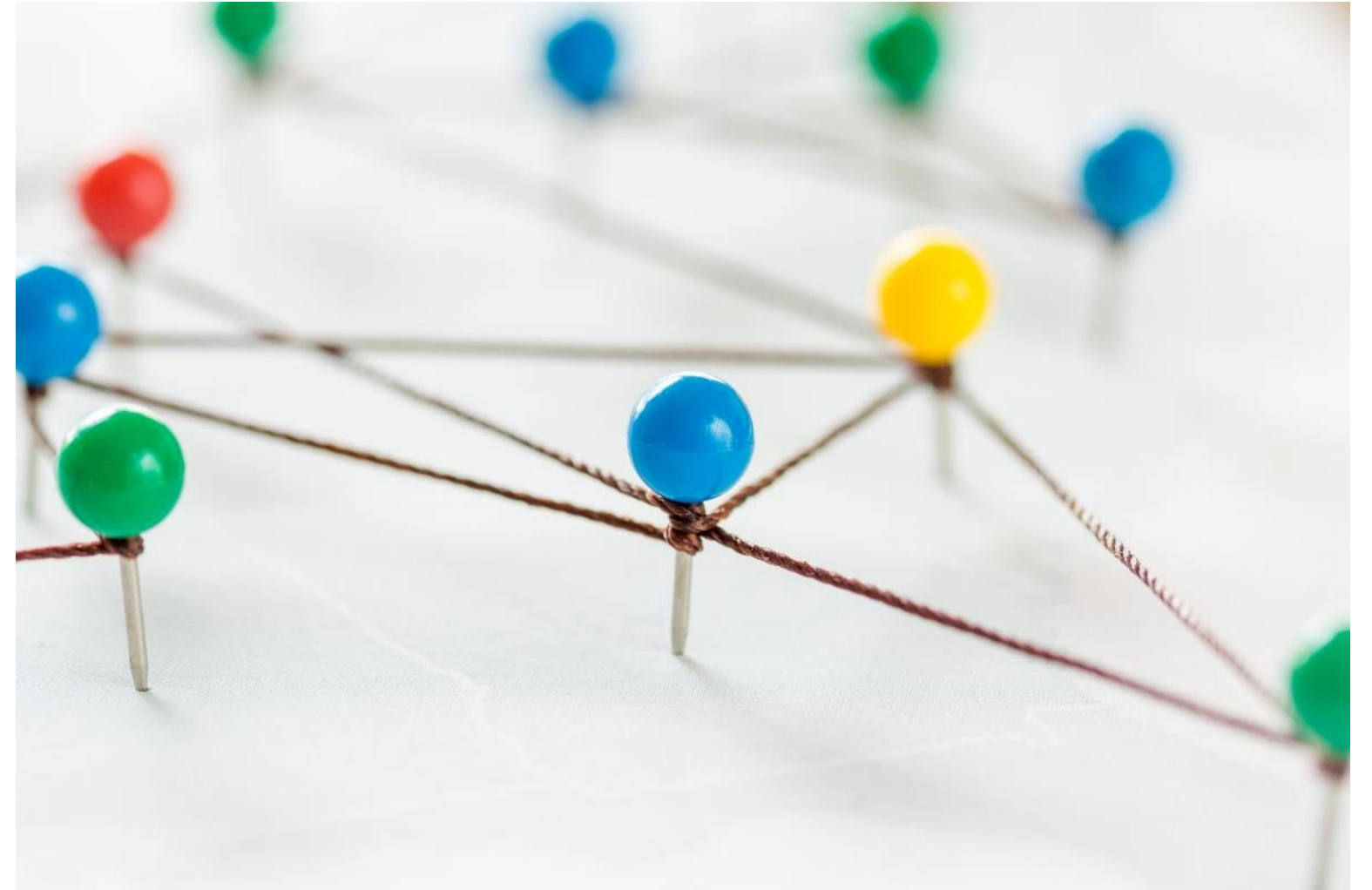
- Many factors influence community vulnerability
- Partnerships can help identify *who* is vulnerable (aka “Access and Functional Needs” populations) and how to best serve their needs before, during and after an emergency
- Check your assumptions about your community!



# Making Connections and Finding the Intersections

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- City - County
- Special Districts
- School Districts and Sites
- Public Health / Environmental Health
- Community-based Organizations and Volunteer Groups



# Building Community Resilience Through Libraries

- Social capital leads to more resilient communities, cost-effective recovery, better health outcomes (Dr. Daniel Aldrich, 2020)
- Libraries are trusted community hubs that support social connection and resilience
- A vital support for emergency preparedness, community outreach and recovery efforts
- CDPH launching a learning community for libraries



# Resources

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## California Department of Public Health

Center for Preparedness and Response

<https://www.cdph.ca.gov/Programs/EPO/Pages/Program-Landing1.aspx>

- Office of Health Equity – Climate Change and Health Equity Section

[cdph.ca.gov/Programs/OHE/Pages/CCHEP.aspx](https://www.cdph.ca.gov/Programs/OHE/Pages/CCHEP.aspx)

- Environmental and Occupational Emergency Preparedness

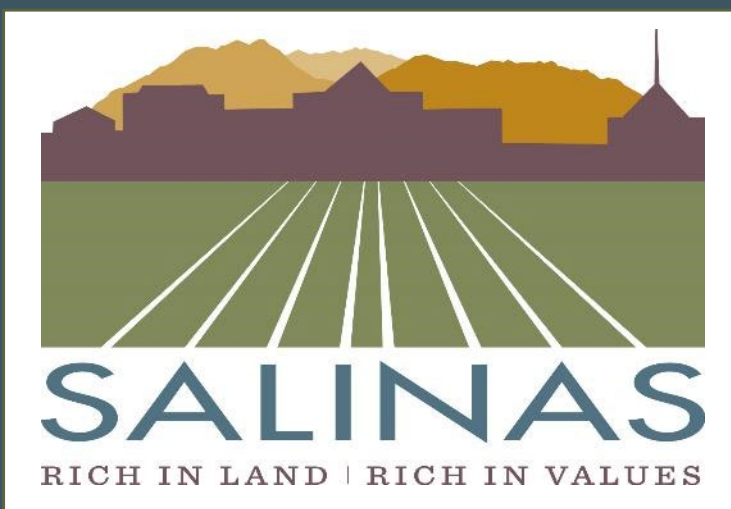
[cdph.ca.gov/Programs/CCDPPH/DEODC/Pages/Emergency-Preparedness-Team.aspx](https://www.cdph.ca.gov/Programs/CCDPPH/DEODC/Pages/Emergency-Preparedness-Team.aspx)

### Other

- PSE Healthy Energy (Interactive tools to explore potential resilience hubs)

[Psehealthyenergy.org](https://psehealthyenergy.org)





# City of Salinas, California

Sophia Rome, Community Relations Manager (PIO)

Public Information Officer Specialist, Cal OES Certified



# Keep an Open Mind & Trust the Process

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# Jorge David Alvarado

KAZU  
Published March 4, 2022 at 3:51 PM PST



**Officer Killed in the Line of Duty**

## A California police officer was fatally shot while conducting a traffic stop, authorities say

By Paradise Afshar and Laura James, CNN  
Updated 7:15 AM EST, Sun February 27, 2022



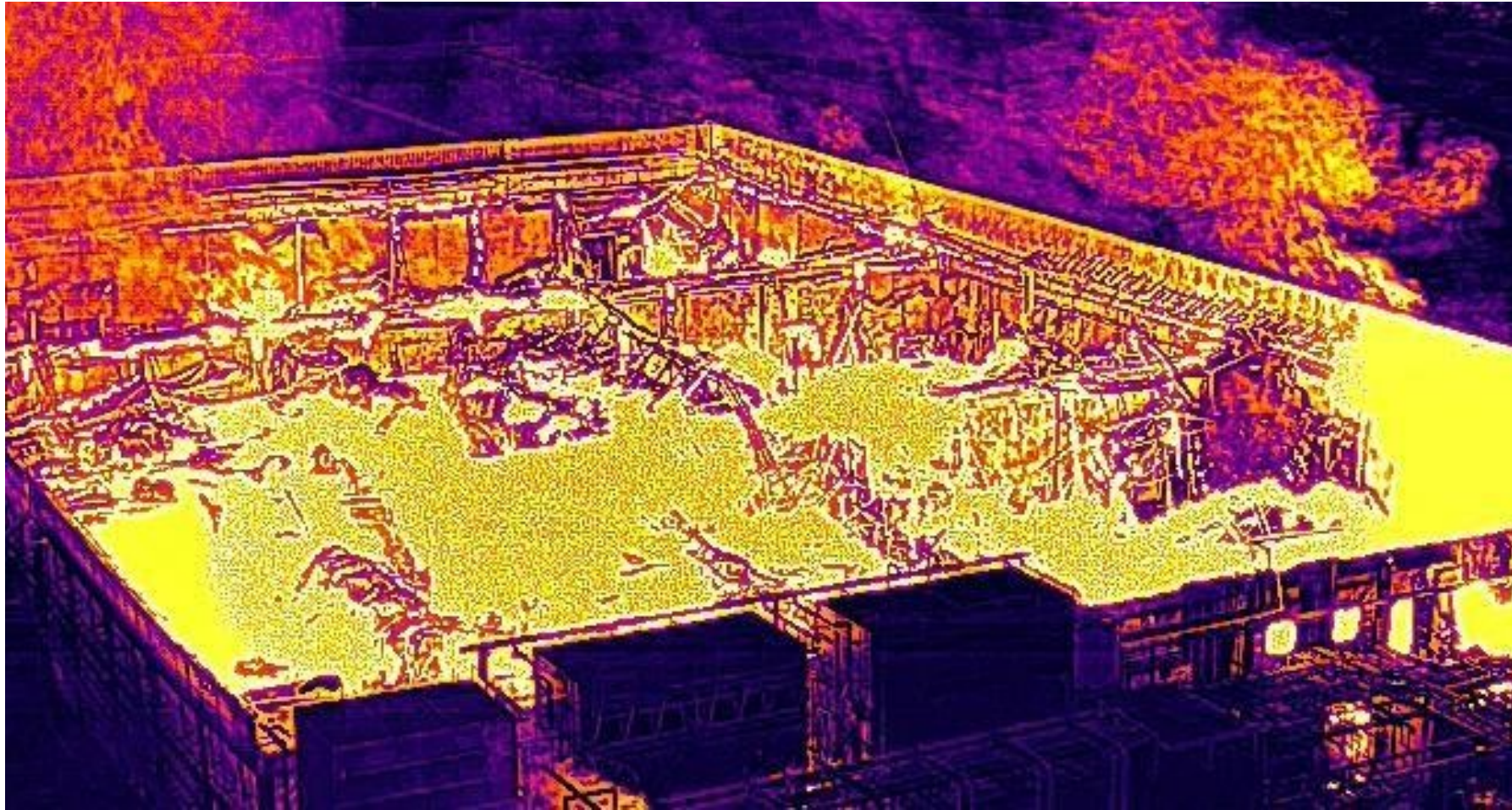
Los Angeles Times

CALIFORNIA

### Salinas police officer shot to death during traffic stop, suspect arrested







# 4-Alarm Structure Fire with 1-Mile Evac Area Due to Potential for Chemical Plume





# 2023 Atmospheric River Events

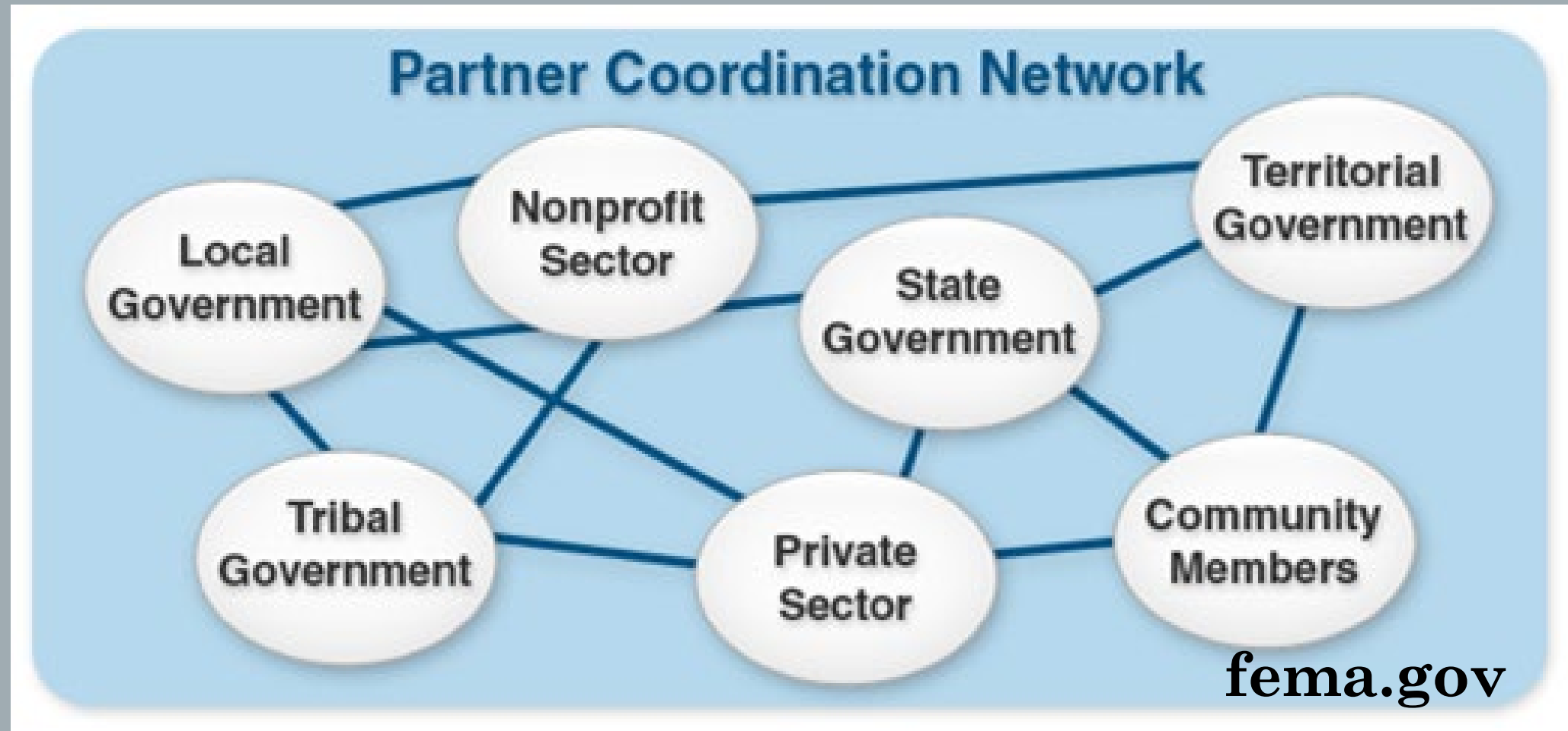
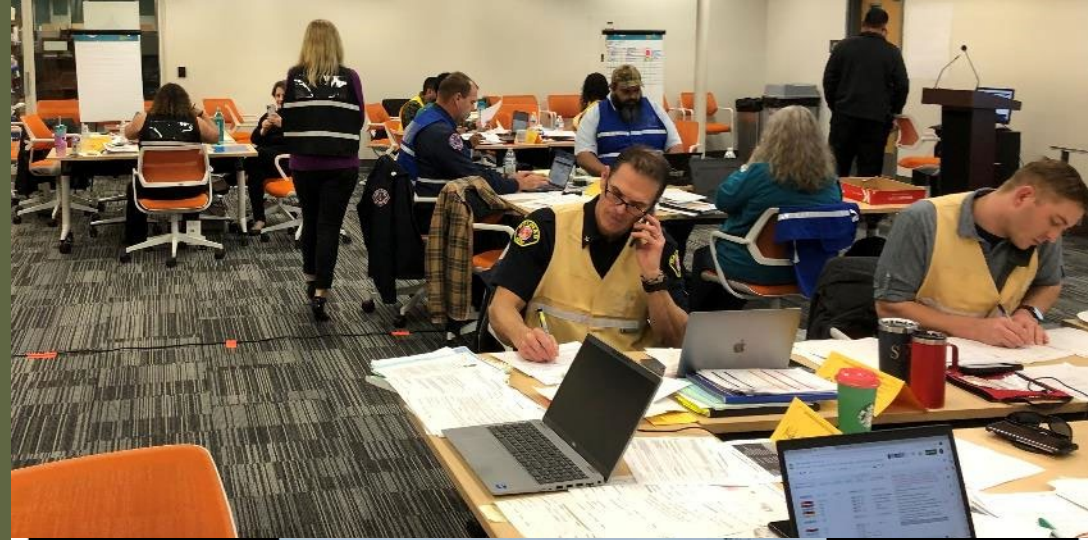






**Active Shooter – Deputy Shot While Serving Eviction Notice**





# Whole Community Partnerships (and Relationships)

# Lessons Learned

Capacity and resources are almost always issues

Build relationships in blue sky days

Everyone has a role

Train and prepare



Community  
Relationship  
Building

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Community Conversations  
vs. Outreach

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Community Needs From  
the Community  
Perspective

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Neighborhood-Level  
Trusted Faces & Local  
Influencers

# Partner with Schools in Blue Sky Days



Salinas City Elementary School District  
January 6 · 🌐

ou are in need of sandbags in advance of the next storm system, please see the information OW.



Salinas Police Department  
January 6 · 🌐

RE-FILLED SANDBAG LOCATIONS IN SALINAS - More rain is predicted for this weekend, with larger storm system on Monday. Prepare now and pick up pre-filled sand... See more



- **Coordinate Resources**
  - Mass care & shelter
  - Reunification
  - Supply & resource distribution
- **Address Challenges**
  - Traffic flow
  - Concern for safety can lead to panic
- **Expand Reach**
  - Students, teachers, and parents are influencers



# Officials & Electeds...& Employees



DESIGNATED POINTS  
OF CONTACT



ELECTED OFFICIALS  
ARE INFLUENCERS



DON'T FORGET YOUR  
EMPLOYEES

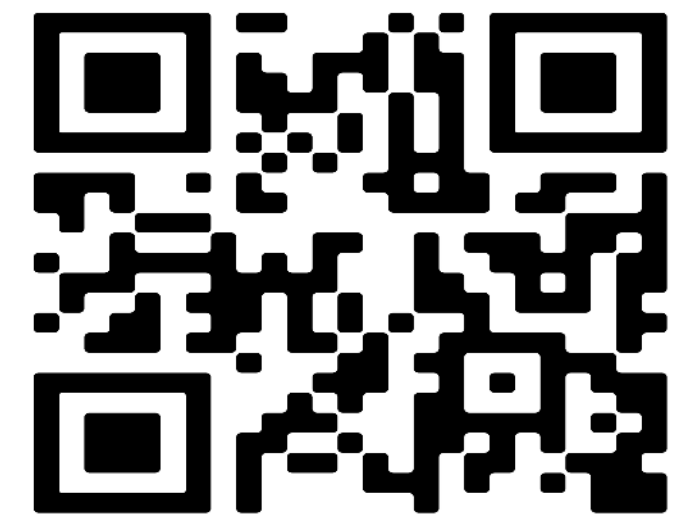
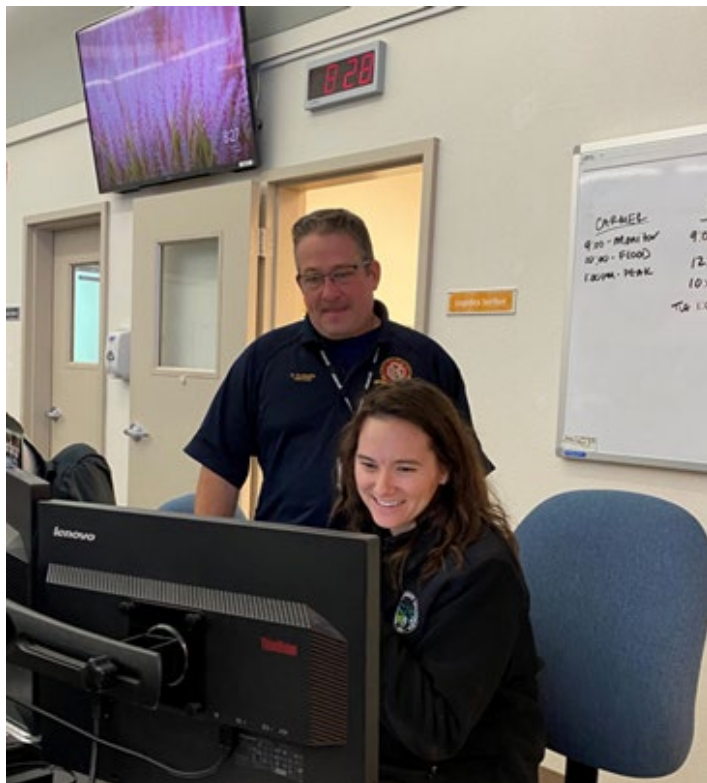


# Train & Prepare




## Cal OES

GOVERNOR'S OFFICE  
OF EMERGENCY SERVICES



[www.csti.org](http://www.csti.org)





Collaboration &  
Partnership  
More than just words

Nancy Brown, PhD



**EMERGENCY  
MANAGEMENT**  
— SONOMA COUNTY —

Get the Best  
Results for the  
Community

Preparedness Education  
works best when:

Lots of ways to  
get the info

Everywhere  
you look  
everyone is  
saying the  
same thing



# Examples of Sonoma County working together

Sonoma  
County Library

City of Santa  
Rosa

City of  
Petaluma

Sonoma  
County COAD

Grass Roots  
Preparedness  
Groups

Public  
Broadcasting

The Most  
Important Thing  
in a Disaster  
Response

Your Network





All of Us are  
Smarter than One of  
Us

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My Way vs Our Way



# **Building Resiliency and Preparedness:**

Jason Roberts

Vacaville City Council Member

Yolo County HHSA Emergency Preparedness Coordinator

## Churches, Nonprofits, and Volunteers...oh my!

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- Leveraging existing assets in the community
- School Districts and County Sites
- Faith Based Organizations
- Community-based Organizations and Volunteer Groups
- Nonprofits can be more experienced than your city staff

**“The planning process and the resulting relationships are just as important as the resulting document” – FEMA Comprehensive Planning Guide (CPG) 101**

# Disaster Equity

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- Studies Show that low income, the elderly, people with access and functional needs are disproportionately affected by disasters.
- Least likely to return and communities are not rebuilt
- Need additional support to evacuate or recover
- Special care and consideration when planning for these demographics

**“We’re turning a page at FEMA and infusing equity throughout our agency, programs, and policies to better serve people who face unique barriers before, during and after disasters.”**

**–Deanne Criswell, FEMA Administrator**



## What's Your Plan?

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- Have you read your EOP and HMP?
- Do you understand them?
- Have you taken your FEMA courses?
- Is there a two-way communication plan?
- Do you have the resources to respond?
- Are your MOUs and Mutual Aid up to date?
- Have you built your Rolodex?

**“An ounce of prevention is worth a pound of cure.”  
- Benjamin Franklin**

**“No plan of operations extends with certainty beyond the first encounter with the enemy's main strength.”  
- Moltke the Elder**

# The Minimum Education

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## FEMA CPG 101

- FEMA Comprehensive Planning Guide, September 2021, Version 3.0

## FEMA Courses

- All Staff – IS 100, IS 700, and G606
- Managers and Supervisors – ICS 300
- Department Heads – ICS 300 and ICS 400
- Electeds and Executive Leaders – G 402



**"None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful."  
– Mother Teresa**



2023 League of California Cities  
Annual Conference and Expo



OUR MISSION //

**Team Rubicon is a veteran-led humanitarian organization that serves global communities before, during and after disasters and crises.**





01



DISASTER RESPONSE

02



REBUILD

03



INTERNATIONAL

OUR VISION //

**Support  
humanity and  
build resiliency  
for vulnerable  
communities  
across the  
globe.**





# Response and Recovery Capabilities

## Core Operations/Debris Removal

- Muck-Out
- Structure Demolition
- Vegetative Debris Removal
- Non-Vegetative Debris Removal
- Tarping
- Window Boarding
- Sifting

## Staff Augmentation

- POD Site Administration
- Logistics
- EOC Support

# Mitigation Capabilities

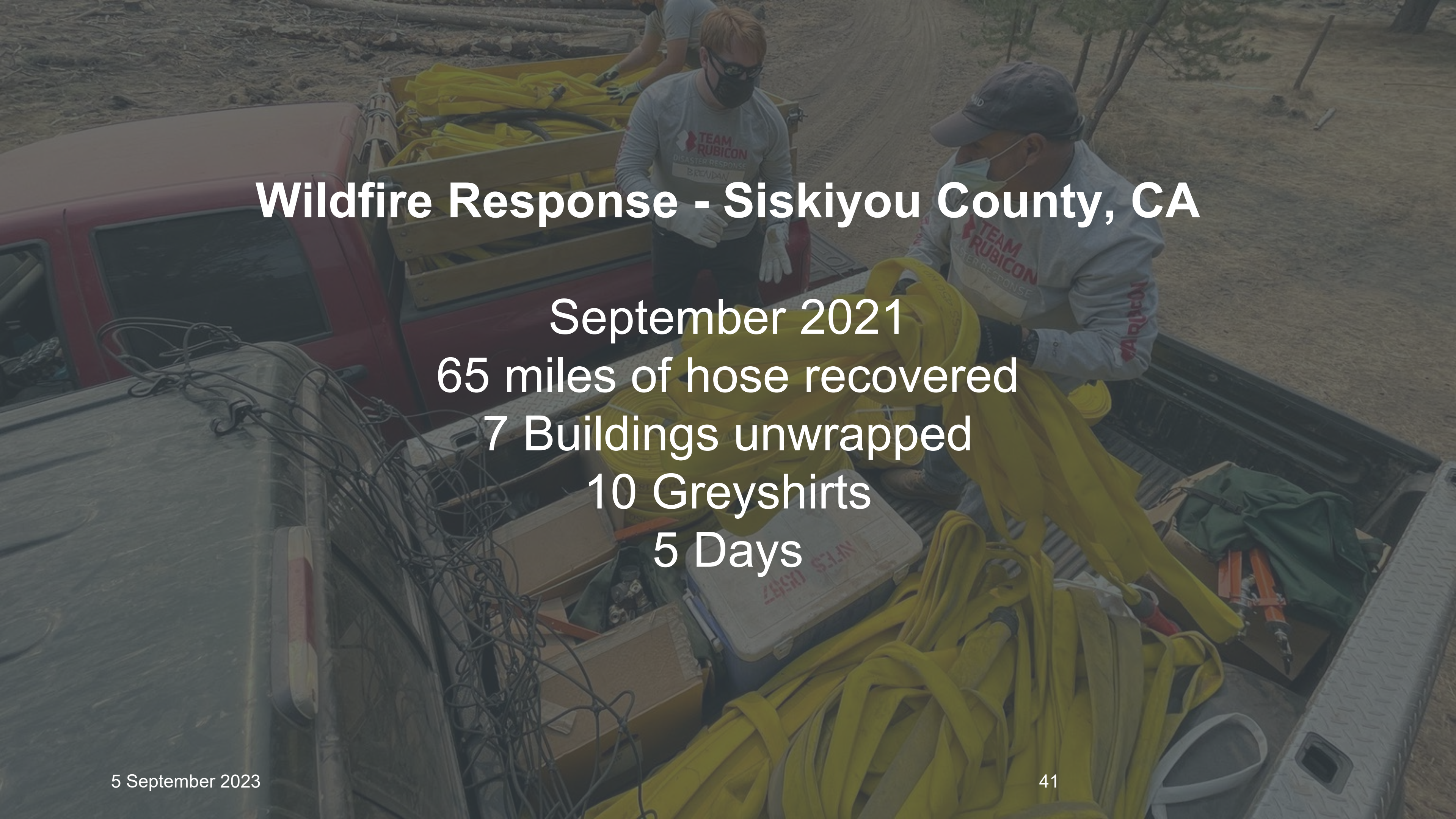
## Wildfire Mitigation

- Defensible Space
- Fuel Break
- Fuel Reduction
- Home Ignition Zone (HIZ) Assessments

## Flood Mitigation

- Sand Bagging
- Barrier Creation and Placement
- Debris Removal From Waterways
- Erosion Control





# Wildfire Response - Siskiyou County, CA

September 2021

65 miles of hose recovered

7 Buildings unwrapped

10 Greyshirts

5 Days



# Storm Response - Sacramento, CA

January 2023

Heavy Equipment and Chainsaw Operations

66 Greyshirts

21 Days

64 Work Orders



# Storm Response - Running Springs, CA

February 2023

Staff Augmentation/POD Site Administration

24 Greyshirts

5 Days

12 Trucks Unloaded and Stacked





# Storm Response - Crestline, CA

March/April 2023  
Snow Clearing  
Transportation  
Food Delivery  
47 Greyshirts  
10 Days



# Wildfire Mitigation - Hoopa, CA

July 2023

5<sup>th</sup> Wildfire Mitigation Project

65 Greyshirts

16 Days

217k Sq Ft of Clearance

40k Cu Ft of Fuel Reduced





# Contact

**Robert Madrid** – Team Rubicon  
[Robert.madrid@teamrubiconusa.org](mailto:Robert.madrid@teamrubiconusa.org)

**Patrice Chamberlain** – CA Dept of Public Health  
[Patrice.chamberlain@cdph.ca.gov](mailto:Patrice.chamberlain@cdph.ca.gov)

**Sophia Rome** – City of Salinas City Managers Office  
[sophiar@ci.salinas.ca.us](mailto:sophiar@ci.salinas.ca.us)

**Nancy A. Brown** – Sonoma County Department of Emergency Management  
[nancy.a.brown@sonoma-county.org](mailto:nancy.a.brown@sonoma-county.org)

**Jason Roberts** – City of Vacaville  
[Jason.Roberts@cityofvacaville.com](mailto:Jason.Roberts@cityofvacaville.com)







# Questions & Discussion

