Remember the countywide power outage of 2011? Not since the firestorms of 2007 has the county been so singularly focused on a widespread emergency response event with direct impact on us locally. Fortunately, these distressing events are not incredibly frequent – but do offer a small window of opportunity when people are more inclined and motivated to think about disaster readiness.

Research has shown that simply preaching, “Have a plan, get a kit,” may not be effective. I recently learned that FEMA is looking into how to reach people with messaging that will move them to take meaningful action, which will result in a more resilient community overall.

Disasters that lack direct impact on our community can serve as opportunities to remind your employees, friends and family about their role during a disaster. Even Super Storm Sandy caused many of us locally to pause and question ourselves. If I had to evacuate quickly would I know what to grab? If gas is unavailable for multiple days, do I have enough gas in my tank to get by? Have I recently reviewed my homeowners insurance?

Similarly, in response to the tragedy at Sandy Hook Elementary in Newtown, Connecticut, San Diego County has taken this opportunity to review our county facility site evacuation plans and to provide active shooter training to floor wardens and facility managers. I encourage you to use emergencies elsewhere as the impetus for disaster readiness actions and to educate your employees and colleagues about actions they can take now to mitigate the effects.

We know that the more targeted the communication, the more compelling and relevant it will be. With this in mind, the Office of Emergency Services is working to create a disaster planning template for childcare providers in San Diego County. By the end of March we will mail a disaster planning guide to all 5,000 licensed childcare providers in our community. Recognizing that most childcare providers are small businesses, the template will include continuity of operations planning (COOP) in addition to evacuation/relocation/reunification planning and considerations for children with special needs. The resiliency of our community is dependent upon people’s ability to get back home, back to work and back to school following a major catastrophic event. And childcare providers are an integral part of that equation.

In closing, I suggest targeted and timely disaster readiness communication in your workplace. When your employees are prepared at home, they will be better equipped to resume work in the midst of - and following - a disaster. Take advantage of current events and lessons learned to drive home the importance of personal responsibility. You can start by promoting among your employees SD Emergency, the County of San Diego Emergency Smart Phone Application. It is a free tool that will keep residents of San Diego County informed during our next regional disaster. (You will find more information on page 3.)

- Holly Crawford
InfraGard Raging Waters 2012 Exercise

Overtopping dams, flooded streets, mud slides and swift water rescues were all challenges faced in the County’s Emergency Operations Center (EOC) this past winter. No, it wasn’t due to any of the storms we’ve had in the last few months. It was part of InfraGard San Diego’s functional exercise, Raging Waters 2012.

InfraGard San Diego is an FBI affiliated organization focused on strengthening the readiness and resiliency of critical infrastructure in the region. Since much of the areas critical infrastructure is owned and operated by the private sector, InfraGard helps to provide a security and emergency management link between regional partners in the public and private sectors.

Raging Waters 2012 brought InfraGard members into the County’s EOC for a day of training and exercise participation that started with an overview of how an EOC is organized and run based off of national, state, and local guidelines and best practices. The drill incorporated briefings on the role of the state, the military, the National Weather Service, and others in the event of a disaster, and then attendees applied those lessons as they staffed the EOC and responded to 100 year flood scenario that struck the San Diego area.

For the rest of the afternoon, participants worked with the National Weather Service and County Flood Control to analyze forecasts of incoming storms for severity and rising rivers for flood risks. They worked with City of San Diego Swift Water Rescue and Sheriff and police personnel to identify areas with residents that needed evacuations and rescue. Participants also were able to video-conference with the American Red Cross to determine need for sheltering and with local military and Cal Trans to share situational awareness of the flood on their populations and infrastructure.

Raging Waters was a great opportunity to meet our emergency planning counterparts in the critical infrastructure field, get a sense of their planning and concerns, and share with them how local government approaches disasters. The scenario provided a window into the planning assumptions on both sides, and helped outline what capabilities the private sector and local government do and don’t have.

A movie theater in Aurora, Colorado. An elementary school in Newtown, Connecticut. A military base at Fort Hood in Killeen, Texas. A Sikh temple in Oak Creek, Wisconsin. And a workplace shooting in Phoenix, Arizona. This is just a very small list of shootings that have occurred in the United States since 2012. While the odds are remote, an Active Shooter situation is a very real possibility for all of us in modern society. Do you know what to do if you find yourself faced with an Active Shooter situation? Do you run? Do you hide or fight? What steps can you take to give you, your family and your colleagues the best chance for survival? Join us on February 19th to find out.

The ReadySanDiego Business Alliance is honored to have Jason Van’t Hof of the San Diego Law Enforcement Coordination Center (LECC) delivering a presentation on Active Shooter Incidents. The presentation covers the definitions, profiles of perpetrators, targets, incidents, and how to react involving this type of, often unavoidable and relevant, threat. Case incidents highlight recent national trends for 2012 as well as historical incidents in San Diego County. Seating is limited. If you are interested in attending, please RSVP to Michael.davis@sdcounty.ca.gov.

OES Launches SD Emergency Smart Phone App

The County of San Diego Office of Emergency Services (OES) recently launched the San Diego County Emergency Smartphone Application. This application allows smartphone users to access information in preparing for, responding to and recovering from disasters in the San Diego County region.

SD Emergency features a simple interface, and during a fire or other event, app users will be alerted to official County updates, emergency maps, shelter locations and status, CAL FIRE, County and city social media, and even volunteer opportunities. An automatic notification will alert users of new emergencies and updates. The “Ready” section of the app features interactive checklists to prepare an emergency kit that will help families survive on their own in a disaster for 72 hours. Likewise, the app makes devising a family disaster plan easy.

The “Ready” side of the app also features a wealth of information by disaster type, such as “Wildfire,” “Earthquake,” and “Public Health Emergency.” The app takes advantage of smartphone technology and reaches the growing and significant population who use iPhone and Android devices.

Your family may not be together when disaster strikes, so it is important to plan in advance: how you will contact one another; how you will get back together; and what you will do in different disaster situations. With SD Emergency, the tools you need to plan, prepare, and respond in an emergency are right at your fingertips.

The free app is now available to download at SDCountyEmergency.com, or in the Apple App Store and Google Play store.
5 Things You Should Know

Site Evacuation Plans (SEPs)

A disorganized evacuation can result in confusion, injury, and property damage. That is why the U.S. Department of Labor Occupational Safety and Health Administration says it is important to determine the following when developing your Site Evacuation Plan for your organization:

1. Conditions under which an evacuation would be necessary
2. A clear chain of command and designation of the person in your business authorized to order an evacuation or shutdown. You may want to designate an “evacuation warden” to assist others in an evacuation and to account for personnel
3. Specific evacuation procedures, including routes and exits. Post these procedures where they are easily accessible to all employees
4. Procedures for assisting people with disabilities or who do not speak English
5. Designation of what, if any, employees will continue or shut down critical operations during an evacuation. These people must be capable of recognizing when to abandon the operation and evacuate themselves
6. A system for accounting for personnel following an evacuation. Consider employees’ transportation needs for community-wide evacuations.

Emergency Operations Center Open House

On December 11, the County of San Diego Office of Emergency Services opened its doors to its partner cities, the business community and other County departments for an Open House and tour of the Emergency Operations Center (EOC).

More than 70 guests visited the OES facility to meet the people and explore the technology of the San Diego County Regional Operations Center. The EOC tour provided guests with:

- An opportunity to speak with Section Chiefs as they explain their roles in the EOC
- An in-depth overview of the technology that helps emergency managers and responders communicate with each other and alert the public
- An up-close view of the building’s base isolators and emergency generators
- And a behind-the-scenes look at the preparedness, planning and education efforts that go on before a disaster strikes.
Low confidence of El Nino conditions (sea surface temperatures above normal) in the equatorial Pacific Ocean. High confidence of Neutral Conditions (Oceanic Nino Index of 0.0 to +0.5) episode for winter 2012-13

These conditions have minimal seasonal impact on the atmosphere in the Pacific (storm track), with the primary impact November to May only on a few individual storm cycles

El Nino conditions can produce more weather events with an elongated extended Pacific Jet stream (storm track) which can bring more frequent storms to southern California (more precipitation events but not necessarily flooding)

Past El Nino years and neutral years have brought considerable variability in seasonal precipitation in Southern California (below normal precipitation or dry seasonal conditions despite El Nino such as 2006-07 and 1969-70

The floods of January 1980 and 1993 were neutral ENSO. 2010 was La Nina.

Strong El Nino (as measured by Oceanic Nino Index) have a much better correlation to wet winters (such as 1965-66, 1982-83 and 1997-98)

Heavy precipitation events can occur any year

Near normal precipitation and equal chances of below or above normal precipitation year for 2012-13 in Southern California
The ReadySanDiego 2012-2013 Advisory Council

The ReadySanDiego Business Alliance Advisory Council is comprised of business leaders from throughout San Diego that act as corporate spokespersons, tapping business relationships to help promote program initiatives throughout the County. The Advisory Council will work in conjunction with County staff to identify strategic goals of the Business Alliance partnership program and help oversee its path forward. During times of crisis, Advisory Council members will work with the County to lead the Business Alliance’s response and recovery activities, including the coordination of needed resources from its members.

Vince Hundley
Safety Director
Association of General Contractors

Jay Bart
Director of Risk Management
Barona Casino

Matthew Dodson
Director of Local Government Relations
California Grocers Association

Dennis Morgigno
Director of Original Programming
COX Communications

Dave Dalton
Sector Chief Coordinator
InfraGard San Diego Members Alliance

Cliff Albert
Program Director
KOGO/Clear Channel

Kipp Kaiser
District Manager
Lowe’s

Sherry Bird
Regional Director
Manpower

Tom Zoll
Chief of Transit Enforcement
North County Transit

Namara Mercer
Executive Director
San Diego County Hotel-Motel Association

Steve Hawkesworth
Chief Finance and Operations Officer
San Diego Public Library Foundation

Patty Skoglund
Administrative Director of Disaster Preparedness
Scripps Health

Julie Davenport
Chair
SoCalFirst

Grady Gopez
Assets Protection Business Partner
Target

Jeff Segall
Director of Public Affairs
Tri-City Medical Center

Katie Wiest
Senior Manager, Operations
QUALCOMM

AJ Balkiz
Regional Emergency Manager
Wells Fargo