



Southern Marin Fire Protection District Emergency & Disaster Preparedness Committee Meeting Agenda

28 Liberty Ship Way, Ste 2800 Sausalito, CA 94965

Tuesday, December 8, 2020
7:30 am

Right to be Heard: Members of the public have a right to address the Board directly on any item of interest to the public which is within the subject matter jurisdiction of the Board. The request to be heard should be made immediately before the Board's consideration of the item. No action shall be taken on any item not appearing on the agenda unless the action is otherwise authorized by subdivision (b) of 54954.2 of the Government Code and except that members of a legislative body or its staff may briefly respond to statements made or questions posed by persons exercising their public testimony rights under section 54954.3 of the Government Code.

Accommodations: Any person with a disability covered under the Americans with Disabilities Act (ADA) may receive a copy of the agenda and a copy of all the documents constituting the agenda packet prepared by the local agency or other interested person for the meeting, upon request in an appropriate alternative format. Requests for mailed copies of agendas or agenda packets are valid for the calendar year in which requests are made and must be renewed annually after January 1. Any person with a disability covered under the ADA may also request a disability-related modification or accommodation, including auxiliary aids or services in order to participate in a public meeting. Please contact Southern Marin Fire Protection District at 415.388.8182 at least 5 working days prior to the meeting and provide information on the assistance required.

PUBLIC ADVISORY: THE BOARD OF DIRECTORS BOARD ROOM WILL NOT BE OPEN TO THE PUBLIC

Pursuant to Section 3 of Executive Order N-29-20, issued by Governor Newsom on March 17, 2020, the regular meeting of the Board of Directors Meeting will be conducted telephonically through Zoom. Please be advised that pursuant to the Executive Order, and to ensure the health and safety of the public by limiting human contact that could spread the COVID19 virus, the Board of Directors Board Room will not be open for the meeting. Board Directors and the public will be participating telephonically and will not be physically present in the Board Room.

If you would like to speak on an item on the agenda, you can access the meeting remotely: Join from a PC, Mac, iPad, or Android device. Although your image will not be shown on the video conference, you will be able to listen and view the meeting on Zoom.

Please use this URL <https://zoom.us/j/3435788058>

Or Join by Phone:

*67 +1 301 715 8592

Enter meeting ID: 343 578 8058

Note: Your phone number will appear on the screen unless you first dial *67 before dialing the numbers shown above.

Note: All Items appearing on the agenda are subject to action by the Board. Staff recommendations are subject to change by the Board.

If you want to comment during the Public Expression portion of the Agenda, you can use the “Raise Hand” function in Zoom or you can press *9 if you are calling in. The Clerk of the Board will select you from the meeting cue. Please be patient while waiting in the cue.

If you do not want to speak during the Public Expression portion of the Agenda, you are also encouraged to submit email correspondence to adminaide@smfd.org.

Email comments will be accepted up until 5:00 PM the day of the meeting and forwarded to the Board of Directors and placed in the District’s permanent records. If you submit an email comment, please note in the subject line, “Public Expression.”

1. **Call to Order**
2. **Open Time for Public Expression** (limited to 3 minutes per person)
—
The Board welcomes public comments on all agenda items.
3. **Agenda Adjustments**
4. Approval of Minutes
 - 4.a Approval of EDPC Committee minutes for Nov 10, 2020
Approve Minutes
[EDPC Committee minutes Nov 10, 2020.pdf](#)
5. Reports and Information
 - 5.a Communications Coordinator Staff Report
Receive report.
[Comm Staff Report - EDP Committee_12_8_20.pdf](#)
 - 5.b COVID-19 Update
Receive Report, ask questions and provide direction
[COVID 19 Report EDPC v1.edited.pdf](#)
6. **Action Items - None**
7. **CLOSED SESSION: - NONE**
8. **Adjournment**

Posting Statement

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STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, December 8, 2020

AGENDA TITLE: Approval of EDPC Committee minutes for Nov 10, 2020

LEAD DIVISION: N/A

RECOMMENDED MOTION: Approve Minutes

SUMMARY N/A

BACKGROUND N/A

DISCUSSION/ANALYSIS N/A

FISCAL IMPACT N/A

ATTACHMENTS

[EDPC Committee minutes Nov 10, 2020.pdf](#)

PREPARED BY: Mariya Weinberg

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief



SOUTHERN MARIN FIRE PROTECTION DISTRICT

28 Liberty Ship Way
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Sausalito, CA 94965

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Southern Marin Fire Protection District Emergency & Disaster Preparedness Meeting Tuesday, November 10, 2020–07:30 am–Headquarters

Director Peter Fleming– Chair

Director Tom Perazzo

Alternate: Director Cristine DeBerry

MINUTES

1. CALL TO ORDER:

Director Fleming called the meeting to order at 07:31 A.M.

In Attendance:

BOARD: *Participating via Zoom meeting:* Director Fleming. Also, Director DeBerry joined at 7:34 am.
Present in person: Director Perazzo. There is a quorum.

STAFF: *In Person:* Chief Peterson, Chief Welch, Chief Hilliard, Communications Coordinator Elysha Omoomy, and Clerk of the Board Mariya Weinberg.

Absent: none

2. OPEN TIME FOR PUBLIC EXPRESSION:

No public present in person, or by any other means.

3. AGENDA ADJUSTMENTS:

None.

4. APPROVAL OF MINUTES:

Emergency & Disaster Preparedness Committee Meeting Minutes, October 13, 2020.

Motion to approve Minutes without changes:

M/S: Perazzo/Fleming

Ayes*: Fleming, Perazzo

*Director DeBerry had not joined yet at this point.

5. Reports and Information

5.a City of Sausalito Wildfire Evacuation Map

Chief Welch said he had prepared the report included in today's packet, but majority of the work comes from Chief Hilliard and his team. Per Chief Hilliard, his Prevention team had completed the map two weeks ago, and presented it to the City of Sausalito. The map is now posted on the Sausalito and SMFD websites. There is also a master evacuation map, which is part of the Mutual Threat Zone (MTZ) system. There are separate North and a South maps, which, combined, show the five evacuation zones that Sausalito is divided into. There are brochures pending that will show each of these two maps, with the five zones identified. It is important for residents to know what evacuation zone they are in. The brochures are similar to those that already went out to Tam Valley, Mill Valley and Homestead. For the future, MWPA is working with FIREsafe MARIN to develop County-wide evacuation maps, using a similar template to ours, adding ADA compliant design features. These will be available next year. Chief Hilliard thanked his team for the work, especially McKenna Ramiro, and also Marshall Nau. Chief Hilliard also called out Ben Pope for his contribution. Chief Welch referenced helpful partnerships with Law Enforcement, DPW, and the City of Sausalito. Chief Hilliard mentioned that, based on feedback, there will be a few small changes in version two of the maps, but nothing critical. The next evacuation map project will be for the Strawberry area. The Chiefs pointed out that the report in the meeting packet contains a link that goes to the SMFD website, where the maps and other flyers are located.

5.b Staff Report – Communications

Communications Coordinator Omoomy presented highlights of her report. The statistics for communications across all our social media platforms show further improvement. In the last months we increased our posts by 32%, reach by 22%, clicks by 5%, and engagement by 15%. The external newsletter was sent out on September 20th, which covered Fire Prevention Week, vegetation maintenance events, preparedness resources, earthquake safety, and more. Community members are encouraged to share the information with their family and friends. The Communication Plan draft was completed as of October 30th, and will also be included in the upcoming Board Meeting.

Director Fleming pointed out that during the winter, since fire danger is lower, public engagement on social media might decrease. Communications Coordinator Omoomy mentioned that the storm preparedness topic is now going to be coming up. Director Perazzo inquired if there was communication with Sausalito Currents newsletter team, and Communications Coordinator Omoomy said yes, she is in touch with them, as well as Linn Walsh with the City of Mill Valley. Director DeBerry mentioned that she has been seeing a lot more of our activity in her own social media feeds, was able to share the information, and complimented Communications Coordinator Omoomy on her communications efforts.

5.c Storm Report 2020/21

Chief Welch noted that there is a report in the meeting packet, and highlighted that the fire season will continue all the way through to January, in some parts of the State. This year the National Weather Service is tracking a La Nina, which means cooler water near the equator, which pushes the jet-stream north. This jet-stream will be up into Washington for a good portion of the winter, which puts our area

unto dryer category. We still should get three to five storms, but not the extreme kind, like in some of the past years. Forecast is subject to change. We continue to prepare for storms, and will be having a meeting with Sausalito DPW and Mill Valley DPW, and try to include the County as well. The purpose of the meeting is to ensure there will be availability of sandbags, sand piles, a good communication plan between agencies, and consistent message to the community, and a “who and when to call” list.

Director Fleming complimented the report and suggested that it be available on our website and on social media, and Staff took note of that. Chief Welch said it would go to the Board meeting next week, and also to the Sausalito City Council for their late November meeting.

6. Action Items

6.a Communications Plan

Proposed updated SMFD Communications Plan was included in today’s meeting packet. Communications Coordinator Omoomy revised the plan from the prior version of the document obtained from Chief Tubbs. The plan, which is detailed and comprehensive, has six objectives for the District. Communications Coordinator Omoomy and Chief Peterson asked for direction from the Committee to endorse this plan, and/or questions, or propose changes.

Director Fleming asked if the Communication Plan was brand new, or a revision of documentation that we previously had. Chief Peterson said the plan was done in draft, but it was not completely ready until now, until we had an in-house communications expert to finish the document. Chief Peterson, himself liking this idea, will confirm with the Fire Chief Tubbs if next step for this plan would be to go to the full Board. Director Fleming thought it would be a good idea for this plan to go to the Board.

Motion to approve and endorse the Communications Plan as presented:

M/S: DeBerry/Perazzo

Ayes: Fleming, Perazzo, DeBerry

7. CLOSED SESSION

There was no closed session at this meeting.

8. ADJOURNMENT:

Motion to adjourn.

M/S: Perazzo/Fleming

Ayes: Fleming, Perazzo, DeBerry

Noes: none

Adjourned at 7:48AM.



STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, December 8, 2020

AGENDA TITLE: Communications Coordinator Staff Report

LEAD DIVISION: N/A

RECOMMENDED MOTION: Receive report.

SUMMARY N/A

BACKGROUND N/A

DISCUSSION/ANALYSIS N/A

FISCAL IMPACT N/A

ATTACHMENTS

[Comm Staff Report - EDP Committee_12_8_20.pdf](#)

PREPARED BY: N/A

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief

Southern Marin Fire Protection District



Emergency & Disaster Preparedness Committee

Pete Fleming, Chair
Thomas Perazzo,
Alternate: Cristine DeBerry

STAFF REPORT – Communications Report

Date

December 8, 2020

Topic

Communications Update

Background

Southern Marin Fire District's Communication Plan was approved from the Board of Directors on November 18th, 2020. The plan, which is detailed and comprehensive, has six objectives for the District. These objectives will improve the means in which information is delivered externally to residents as well as internally to District staff.

Summary

- Overall, we are continuing to implement the communication strategy across all mediums, highlighting seasonal fire prevention messaging such as holiday fire safety, storm prep, and District news.
- This last month of November we saw an expected downward trend across social in analytics, however, we are still on track to outperform Q1's analytics. Factors in the downward trend could include election and no major red flag events.
- Compared to Q1, current Q2 percentage changes on social media posts are: "likes" up by 36%, reach up by 70%, engagement up by 17%.
- On November 10th, Director Fleming complimented Chief Welch's Storm Report and suggested that it be available on our website and on social media. As an update to this suggestion, the report is scheduled to be shared on our website and across social media in December.
- On November 23rd, Holiday Cooking Safety newsletter went out to Southern Marin Fire District's subscriber list of 660. This safety edition newsletter contained cooking safety tips, candle safety, evacuation resources, electrical safety, and Marin County Covid-19 holiday gathering safety guidelines. There was a 32.7% open rate. Industry average open rate 37.1%. SMFD typically sees an average open rate of 50%.

Southern Marin Fire Protection District

Emergency & Disaster Preparedness Committee

Pete Fleming, Chair

Thomas Perazzo,

Alternate: Cristine DeBerry

Recommendation(s)

Identifying new relevant content that's engaging and powerful to ensure messaging is comprehended. Open to suggestions.



STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, December 8, 2020

AGENDA TITLE: COVID-19 Update

LEAD DIVISION: N/A

RECOMMENDED MOTION: Receive Report, ask questions and provide direction

SUMMARY N/A

BACKGROUND N/A

DISCUSSION/ANALYSIS N/A

FISCAL IMPACT N/A

ATTACHMENTS

[COVID 19 Report EDPC v1.edited.pdf](#)

PREPARED BY: Tom Welch

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief



Southern Marin Fire Protection District

Board of Directors

Kurt Chun, President, Christina Waldeck, Vice-President, Cathryn Hilliard, Stephen Willis, Pete Fleming, Thomas Perazzo, Dan St. John

STAFF REPORT – COVID Update

Date

December 8, 2020

Topic

COVID Update

Summary

For the past three weeks, the newly reported COVID-19 positive cases have surged for Marin County and throughout California. The current condition is most likely due to a weakening in community adherence to social distancing and mask rules compounded by personal and family gatherings over the Holidays. Through November and into December, Marin County HH&S has noted a spike in COVID-19 cases as well as a trend lines moving upward in confirmed cases, hospital admissions, and specifically ICU admissions.

The District and City have been proactive in protecting our staff and the community through education, personal protective equipment, and good hygiene. Our department stands ready to remain useful to the community during the pandemic and is actively evaluating opportunities to be helpful during vaccine distribution.

Background

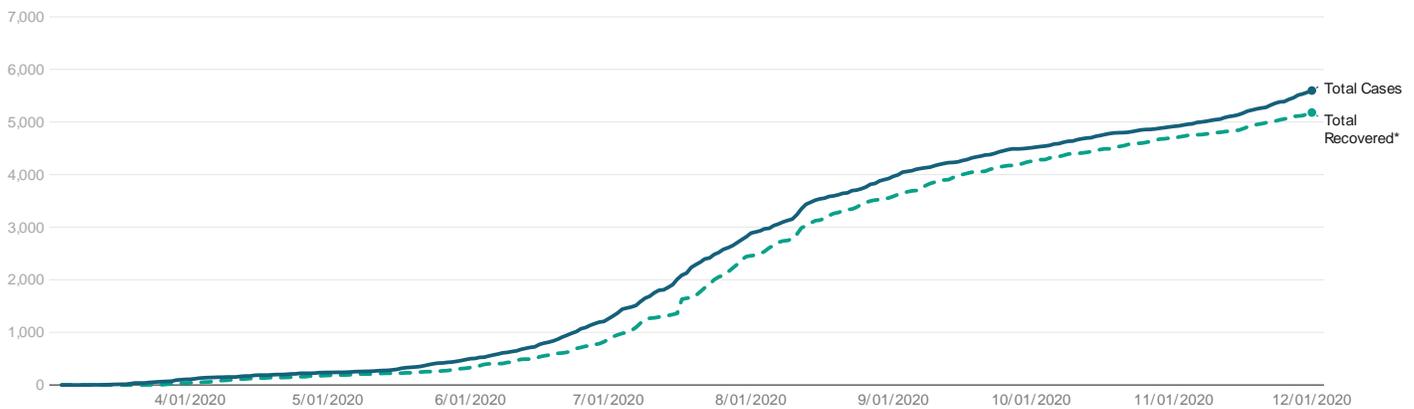
The Marin County Health and Human services tracks demographic geographic and clinical information about confirmed COVID-19 cases to inform the COVID-19 response and to understand better factors associated with COVID-19 transmission as well as clinical outcomes in our community. We have noted an increase in COVID-19 positive cases and trends leading to higher hospitalization and admissions to the intensive care unit for the last six weeks.

There are two main measures of potential COVID-19 activity locally—the number and characteristics of confirmed COVID-19 cases and the general number of people

experiencing severe respiratory illness. Seeing real-time increases helps providers like us understand when COVID-19 activity may be increasing.

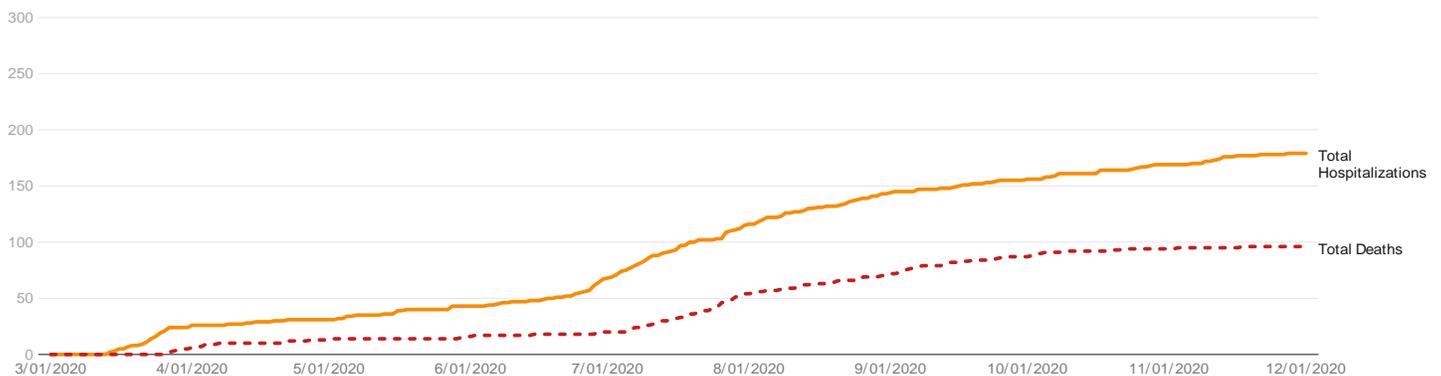
For the past three weeks, the newly reported COVID-19 positive cases have surged. The current condition is most likely due to a weakening in community adherence to social distancing and mask rules in addition to personal and family gatherings over Holidays. Through November and into December, there's been a noted spike in hospital admissions as well as a trending up in confirmed cases, hospital admissions, and specifically ICU admissions.

Figure 1. Total Cases and Recovered by Date Reported.



*Recovered is currently defined as 14 days post-diagnosis with COVID-19 excluding deaths and those currently hospitalized
Source: Marin HHS • [Get the data](#) • Created with [Datavrapper](#)

Figure 2. Total Hospitalizations and Deaths by Event Date.



Note: Event Date corresponds to "Hospital Admit Date" for Hospitalizations, and "Date of Death" for Deaths
[Get the data](#) • Created with [Datavrapper](#)

It is widely believed that additional restrictions will be coming down through Marin County Public Health and the Governor's office. We anticipate no significant changes to our operations; however, we will adjust as necessary should best practices change.

The Southern Fire Protection District in the City of Mill Valley, in coordination with the Marin County Fire Chiefs Association, has instituted protective measures for our staff and the public alike. We have mandated masks be worn when social distancing cannot be obtained, in addition to a strict regiment of PPE usage while responding to calls for service. Current fire station entrance and exit protocols remain in place, and regular team check-ins of staff for fevers and relevant symptoms. Surveillance testing continues of staff with strong interaction between staff and our Designated Infection Control Officer. Training continues in a COVID smart fashion by limiting in-person trainings and moving other training to Zoom as necessary.

Chief Tubbs has recently provided information to reaffirm PPE's use in the stations and out in the field. The message urges adherence to best practices both at home and at work.

Conclusions

Although surging COVID-19 cases continue throughout the state and within Marin County, the Southern Marin Fire Protection District and the City of Mill Valley are prepared to meet the community and our staff's needs. We are hopeful that a vaccine's news will correct our current conditions and fully understand that our continued vigilance is necessary.

Recommendation(s) – See Attached Documentation

NA