



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

28 Liberty Ship Way, Ste 2800 Sausalito, CA 94965

**Tuesday, January 12, 2021
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 Minutes of the December 08, 2020 Meeting.

Approve Minutes.

[EDPC Committee minutes Dec 8, 2020 - final.pdf](#)

5. Reports and Information

5.a Staff Report - Future Discussion/Action Items for the EDPC

Review report, discuss and provide direction to Staff.

[Staff Report - EDPC 2021 Options List.pdf](#)

5.b Staff Report - Vaccination Update

Receive report.

[Staff Report - Vaccination Update.pdf](#)

5.c Communications Staff Report

Receive report.

[Communications Staff Report Jan 2021.pdf](#)

6. **Adjournment**

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NOTICE In compliance with the Americans with Disabilities Act, any individuals requesting special accommodation to attend and/or participate in District Board meetings may contact the District Administrative Office at (415) 388-8182. Notification 48 hours prior to the meeting will enable the District to make reasonable accommodations.

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



STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, January 12, 2021

AGENDA TITLE: Minutes of the December 08, 2020 Meeting.

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 Dec 8, 2020 - final.pdf](#)

PREPARED BY: Mariya Weinberg

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief



Southern Marin Fire Protection District

28 Liberty Ship Way, STE 2800
Sausalito, CA 94965

EDPC COMMITTEE

MINUTES Tuesday, December 08, 2020

1. CALL TO ORDER:

Director Fleming called the meeting to order at 07:32 A.M.

In Attendance:

BOARD: *Participating via Zoom meeting:* Director Fleming. *Present in person:* Director Perazzo. There is a quorum.

STAFF: *In Person:* Chief Tubbs, Chief Welch, 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, November 10, 2020.

Motion to approve Minutes without changes:

M/S: Perazzo/Fleming

Ayes: Fleming, Perazzo

5. Reports and Information

5.a Communications Coordinator Staff Report

Communications Coordinator Omoomy noted that there was nothing to add to her written report. Chief Tubbs mentioned that he and Ms. Omoomy spoke following the last board meeting. This was in reference to Director Chun's request to provide metrics relating to effectiveness of various forms of communication. Metrics were already in the report, but Chief Tubbs mentioned the idea of adding graphs showing trending lines. Director Fleming mentioned that he expects to see seasonal variances, depending on the number of relevant events going on.

5.b COVID-19 Update

Chief Welch said that after this report was written, CA Governor added new restrictions. Those decisions are anchored to the availability of hospital beds. Our fire department is doing well. Chief Tubbs had sent

out a memo a few days ago, re-affirming closure of fire stations to the public, wearing PPE in the fire house, and instructions on interacting with the public. There is no longer any shortage of PPE. Currently, the County is constrained by the availability of hospital beds. We expect a “spike after the spike” in infections after Thanksgiving and then Christmas.

Plans are begin made to provide vaccination, and public safety personnel is high on the priority list. Inoculations are expected to begin late December/Early January, and to continue robustly into 2021. First responder personnel are going to be inoculated first, then most high-risk population, then the rest of the community. There will be Point of Distribution sites (PODs) set up, where public can drive up to get their shot.

Director Fleming asked if we track District employee COVID-19 exposures, and also how many patients are being engaged with or transported? Chief Welch said that we do document and track employee exposures, but the patient information is tracked at the community level. Chief Tubbs noted that most of the exposures for our personnel happen during off-duty activities. Chief Matt Barnes is the Infection Control Officer, and has done a great job with tracking, testing setup, etc.

6. Action Items - None

7. CLOSED SESSION - None

At this point the Committee and Staff welcomed input from the Committee on any items they wish to discuss future E&DPC meetings. Chief Fleming proposed that he and Chief Welch brainstorm some topics for 2021. Director Fleming proposed a topic of familiarizing ourself and communicating with various community organizations pertaining to fire safety and emergency response. The idea is to increase community awareness and visibility of those groups. Chief Tubbs brought up the re-organization of the CERT program in Southern Marin. Mill Valley has expanded into the “94941 group”, which included parts of the District. Now, they are looking to expand in all of the Southern Marin. The NRG leaders came to SMFD requesting assistance for funding for a Coordinator. This idea has merit, but we don’t have funding for such a position. We are exploring partnering with some other agencies, such as Tiburon and City of Mill Valley. We do assist in any way we can, such as allowing Maggie Lang to use our equipment to copy materials. Director Fleming was interested in solutions to help NRGs, and Chief Welch said he’d assist in brainstorming some ideas for the next meeting. One possibility of asking County Supervisor Stephanie Moulton-Peters to see if there was any way to obtain funding from her budget.

8. ADJOURNMENT:

Motion to adjourn.
M/S: Fleming/Perazzo
Ayes: Perazzo /Fleming
Noes: none

Adjourned at 7:47AM.



STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, January 12, 2021

AGENDA TITLE: Staff Report - Future Discussion/Action Items for the EDPC

LEAD DIVISION: N/A

RECOMMENDED MOTION: Review report, discuss and provide direction to Staff.

SUMMARY N/A

BACKGROUND N/A

DISCUSSION/ANALYSIS N/A

FISCAL IMPACT N/A

ATTACHMENTS

[Staff Report - EDPC 2021 Options List.pdf](#)

PREPARED BY: Tom Welch

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief



Southern Marin Fire Protection District

28 Liberty Ship Way, STE 2800
Sausalito, CA 94965

EDPC COMMITTEE

STAFF REPORT – 2021 EDPC Subjects

Date

January 12, 2021

Topic

Future Discussion/Action Items for the EDPC

Background

At the December EDPC meeting, Director Fleming requested a list of discussion/action items to be considered for the 2021 calendar year. The list could be then considered by the other regional preparedness commissions in Sausalito, Tiburon, Mill Valley and Marin City.

Summary

- Evacuation Drill
- Partnering with community vaccination projects
- NRG
- National Night Out
- Get to know your Community Refuge Area
- Campout
- Speaker Series (regionally)
 - Evacuation
 - Flooding
 - Wildfire
 - Earthquake
- Get Ready
- CERT Training – Hybrid Class

Recommendation(s)

Review, discuss and provide direction.



STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, January 12, 2021

AGENDA TITLE: Staff Report - Vaccination Update

LEAD DIVISION: N/A

RECOMMENDED MOTION: Receive report.

SUMMARY N/A

BACKGROUND N/A

DISCUSSION/ANALYSIS N/A

FISCAL IMPACT N/A

ATTACHMENTS

[Staff Report - Vaccination Update.pdf](#)

PREPARED BY: Tom Welch

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief



Southern Marin Fire Protection District

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EDPC COMMITTEE

STAFF REPORT – Vaccination Progress Report 2020/21

Date

January 12, 2021

Topic

Vaccination Update

Background

In late 2020, Pfizer and Moderna vaccines were approved in rapid succession by the FDA. Within the week, doses of both vaccines arrived ready for distribution. Public safety officers were prioritized for early vaccine administration, along with care facility staff and residents.

Summary

The Marin County Health and Human Services has requested assistance with vaccine administration from both fire service and law enforcement. Under Chief Matt Barnes's leadership, both the Southern Marin Fire Protection District and the Mill Valley Fire Department have stepped up to receive the vaccination, in addition to delivering the vaccine to peers and staff. Over the winter break, over 1000 vaccinations were administered, with second doses going out the week of January 11. It has been reported that after 10-days of the initial injection, the recipient enjoys 50 to 70% protection. Upon the second dose, protection is seen at well above 90%.

With our labor partners' support, the Marin County Fire Chiefs see the local fire service as a critical element to fulfilling community vaccination needs. We look forward to the challenge.

Recommendation(s)

Receive report, ask questions, and provide direction.



STAFF REPORT

SOUTHERN MARIN FIRE PROTECTION DISTRICT

MEETING DATE: Tuesday, January 12, 2021

AGENDA TITLE: Communications 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

[Communications Staff Report Jan 2021.pdf](#)

PREPARED BY: Mariya Weinberg

REVIEWED BY: N/A

SUBMITTED BY: Christian Tubbs, Fire Chief



Southern Marin Fire Protection District

28 Liberty Ship Way, STE 2800
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EDPC COMMITTEE

Date

January 6, 2020

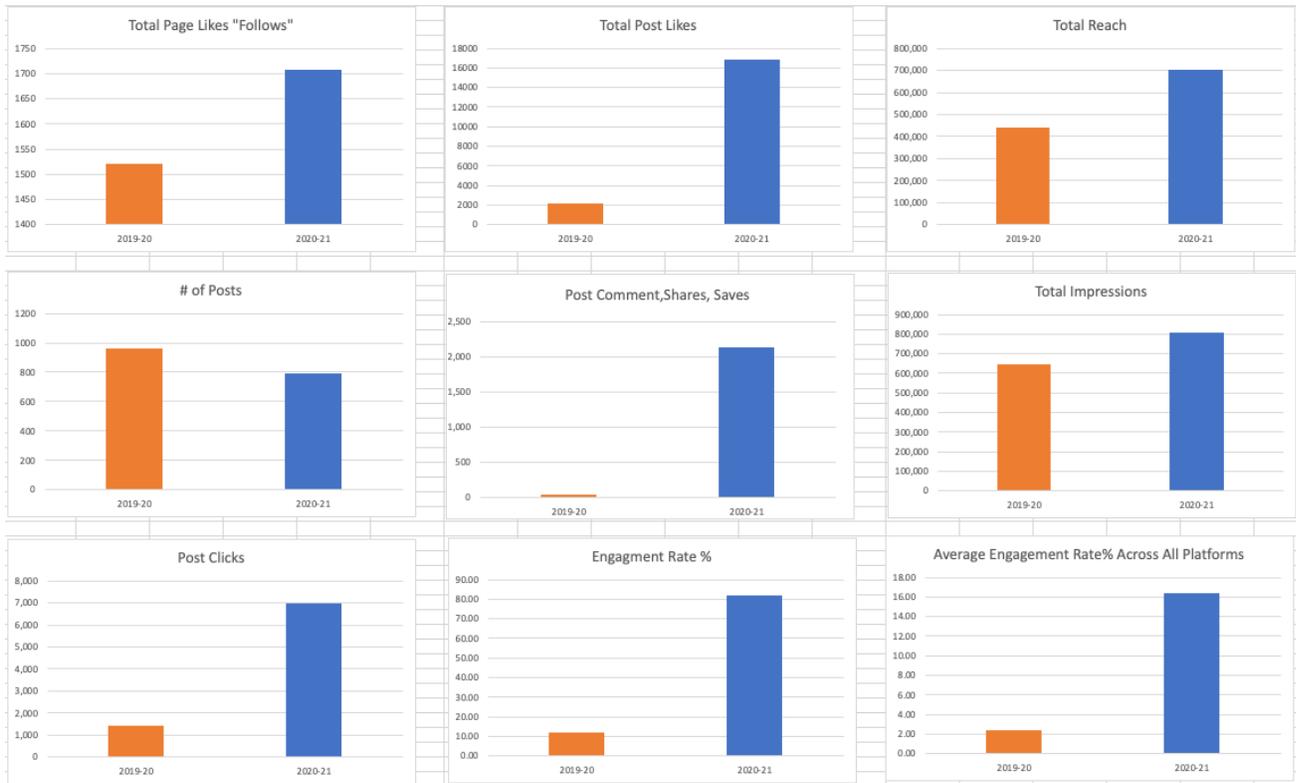
Topic

2021 Strategic Communication's Plan

Summary

Everything that is communicated, whether to residents or the media, will be truthful, transparent, and timely, and promoted in a proactive manner. To do anything less undermines our credibility as public servants and detracts from service to our residents. As stated in our Southern Marin Fire District's Communications and Branding Plan, we'll ensure strategic coordination of messaging and branding, across all District divisions assuring optimal outreach, communication and transparency. Strategic initiatives include the Board of Directors' top policy priorities, such as:

- Transparent and timely communications, and reporting.
 - Fiscal Resiliency
 - Risk reduction from the threat of wildland fire.
 - Rapid 911 responses and effective service delivery
 - Increased community preparedness
-
- This year's strategic communications plan includes adopting Southern Marin Fire District's Communications and Branding Plan, and leveraging all communication tools, groups, and processes to ensure the Southern Marin Fire District's Communications and Branding Plan moves forward in a positive trajectory and accomplishes communication goals that have been previously put in place.
 - 2021 educational campaigns will include defensible space and prevention reminders, informational postcards and other printed marketing collateral, evacuation routes and "know your zones", Fire Prevention Week and other Open House events pending Covid-19 restrictions, and prepare for wildfire season. Key metrics will help determine the campaign's success and allow the District to reevaluate based on performance. These campaigns will be communicated strategically to the District monthly and quarterly, and evaluated.
 - Compared to Q1, current Q2 percentage changes on social media posts are: "likes" up by 110%, reach up by 167%, engagement up by 79%.
 - Below show metrics for change from fiscal year of 2019-20 to 2020-21:



Background

Southern Marin Fire District uses a variety of methods, tools and processes to communicate internally and externally. These forms of communication provide effective and efficient delivery of messaging to community and staff.

Conclusions

Support from EDPC Committee and The Board of Directors will be crucial to ensure this strategic plan is met.

Recommendation(s) – See Attached Documentation

Identifying new content, delivery methods, and mediums pose as an opportunity for growth with respect to coordinated and strategic communications.