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January 20, 1987

Sacramento City Council
Transportation and Community Development Committee
Sacramento, California

Honorable Members In Session;

SUBJECT: EMERGENCY PUBLIC INFORMATION

SUMMARY

This report describes a variety of mechanisms which the City may use to communicate with residents during an emergency.

BACKGROUND

Following the February 1986 floods, the City Council Transportation and Community Development Committee requested that the Public Information Office provide the Committee with a detailed report describing plans for the dissemination of emergency public information. The Committee also directed staff to investigate opportunities to increase the availability of reliable public information during an emergency.

The attached report describes standard options for emergency communications, the benefits and limitation of various communication options, ways to improve emergency communication mechanisms, and new opportunities for providing information during an emergency. The information contained in this report was developed as part of the public information element of the City's new Multi-Hazard Emergency Plan.

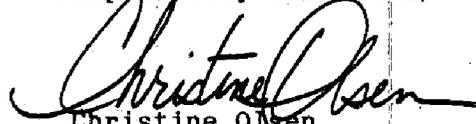
FINANCIAL DATA

This report is for information only. Any financial recommendations related to this report will be presented as part of the emergency planning and/or annual budget process.

RECOMMENDATION

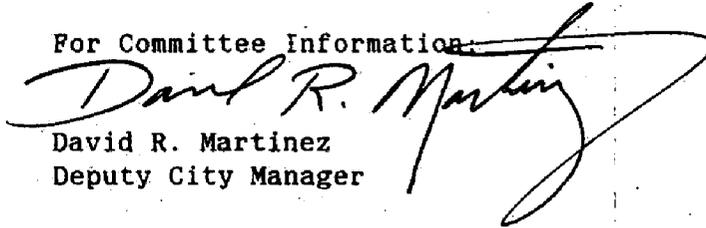
Councilmembers will have an opportunity to review and approve emergency public information plans and procedures as part of the new Multi-Hazard Emergency Plan. This report is for information only. No action is required.

Respectfully Submitted,



Christine Olsen
Public Information Officer

For Committee Information:



David R. Martinez
Deputy City Manager

Attachment

EMERGENCY PUBLIC INFORMATION

EMERGENCY PUBLIC INFORMATION

TABLE OF CONTENTS

INTRODUCTION

Emergency Plan.....	Page 3
Emergency Communication Options.....	Page 4
Emergency Information Needs.....	Page 5
Emergency Communication Limitations.....	Page 5

SIRENS AND LOUDSPEAKERS

Emergency Warning Sirens.....	Page 6
Vehicle Loudspeakers and Sirens.....	Page 10

MEDIA

Sacramento Media - General Information.....	Page 11
Emergency Broadcast System.....	Page 13
Media Computer Hotline.....	Page 15
City Radio Station.....	Page 17
CABLE TELEVISION.....	Page 19
Cable Television - Systemwide Emergency Override.....	Page 20
Cable Television Government Channel -- Channel 28.....	Page 22

EMERGENCY TELEPHONE COMMUNICATIONS.....	Page 25
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OTHER

Neighborhood Information/Assistance Centers.....	Page 31
Emergency Preparedness Information and Education.....	Page 33
Neighborhood Self-Help Disaster Preparedness Program.....	Page 36

EMERGENCY PUBLIC INFORMATION
- INTRODUCTION -

Emergency Plan

Providing information to city residents and the media during a disaster is an important part of the City's response to any emergency. Consequently, emergency public information plans and procedures have always been part of the City's prepared emergency response plan. City staff is currently working to expand and update the City Emergency Plan, including the emergency public information element of the plan, for response to a multitude of potential hazards.

For decades, the Sacramento City Fire Department has maintained and updated the City Emergency Plan, in accordance with requirements of the Federal Emergency Management Agency (FEMA). The City's current emergency plan is effective through October of 1987.

In the past, municipal emergency plans were designed principally for civil defense responses to a wartime emergency. In the mid 1980's FEMA made a significant change in emergency planning. The change expanded the scope of emergency plans to include a multitude of peacetime emergencies, such as an earthquake, flood, serious storm, dam failure, hazardous material incident, nuclear accident, major transportation accident, or civil disturbance.

FEMA is now working with Sacramento and communities around the country to replace existing emergency plans with more comprehensive multi-hazard plans. The format, organization and federal requirements for the new plan are extensive. However, the new plan has numerous advantages. All communities will use the same format and organization for the plan. This will improve emergency coordination between jurisdictions and the effectiveness of mutual aid. Another advantage of the new plan is that emergency response procedures are designed to be used by any designated staff person. For example, if the Public Information Officer is unavailable during an emergency, the public information functions and procedures in the emergency plan are explicitly detailed so that they can be followed by any designated staff person.

In October of 1985, the City began working with FEMA and the Governor's Office of Emergency Services (OES) on development of the City's new Multi-Hazard Emergency Plan. To assist with this effort, FEMA has funded an OES emergency planner to work with Sacramento City and County on preparation of the new plans. Since August of 1986, City department heads, division chiefs, and senior management staff have met every other week for three hour work sessions on multi-hazard emergency plans and procedures. The City's plan is expected to be completed in April of 1987. The new plan will become effective when it is approved by the City Council and FEMA. Once adopted, the new plan will be updated annually.

Emergency Communication Options

The City's Multi-Hazard Emergency Plan contains policies and step-by-step procedures for using a variety of emergency communication options. In an emergency, Emergency Operations Center staff will make use of all available and appropriate communication options.

Emergency communication mechanisms described in this report and the City's emergency plan include:

- Sirens and Loudspeakers
Emergency Warning Sirens, and Vehicle Loudspeakers and Sirens
- Media
Sacramento Media-General Information, Emergency Broadcast System, Media Computer Hotline, and a City Radio Station
- Cable Television
Cable Television Systemwide Emergency Override, and the Cable Television Government Channel-Channel 28
- Emergency Telephone Communications (Rumor Control)
- Other
Neighborhood Information/Assistance Centers, Emergency Preparedness Information and Education, and Neighborhood Self-Help Disaster Preparedness

According to the State Office of Emergency Services (OES), the mechanisms cities traditionally use to alert, warn, and communicate with citizens during an emergency, include: emergency warning sirens, vehicle loudspeakers, the Emergency Broadcast System, information disseminated through the news media, and telephone rumor control centers. These communication options are currently available to the City of Sacramento, and would be used during an emergency. In addition, as part of an effort to expand and improve emergency public information, many new communication options are presented in this report. These options are being developed as part of the City's new Multi-Hazard Emergency Plan. While some of the new options are currently available, others are proposals which will require further planning and development.

Emergency Information Needs

During an emergency, the public and the media need reliable emergency information which is frequently repeated and constantly updated. The types of emergency information needed, and priorities for the release of emergency public information are as follows:

- Urgent, lifesaving information
- Hazard warnings - information necessary to reduce injury
- Information to prevent property loss
- General emergency preparedness information
- Victim services information
- Emergency status information

This report describes different communication options available for each category of emergency information, and suggestions for the most efficient and effective ways to communicate the information.

Emergency Communication Limitations

This report describes both the benefits and limitations of specific emergency communication options. The report points out that some communication options, such as cable television and even battery operated radios, are not available to every city resident during an emergency. In addition, if electrical power and telephone service are interrupted during an emergency, the City will lose many information dissemination options, but will still be able to communicate with citizens by using emergency warning sirens, vehicle loudspeakers, the Emergency Broadcast System, Sacramento area radio stations, and neighborhood information/assistance centers.

Some emergency communication options are limited by law or agreement, to relay only certain types of emergency information. For example, the Emergency Broadcast System, the cable television emergency override, the siren system, and vehicle loudspeakers are used only to relay urgent, life threatening, emergency information. Similarly some communication options such as the cable television government channel and the neighborhood information/assistance centers will work well for disseminating general emergency information, but will not be the most effective way to disseminate lifesaving information.

Communication options such as the media, and telephone rumor control centers may be further limited because of other priorities for air time, telephone lines, or staffing. Furthermore, City information dissemination is limited to that information which has been received and verified by the Emergency Operations Center. Finally, emergencies by definition are difficult periods when there is a great deal of important work to be done quickly with limited staff and equipment.

EMERGENCY WARNING SIRENS

History

Following World War II, communities throughout the nation, including Sacramento, began to install emergency alerting and warning sirens. Many cities and counties have abandoned their siren systems because of the expense involved in maintaining the system and adding new sirens to serve growing populations.

Purpose

The sirens have two basic functions. They serve as an attack warning, and as an alert warning system.

The attack warning is a 3-5 minute wavering siren which is used in the event of a wartime emergency to warn citizens that an attack against this country has been detected, and to indicate that everyone should take immediate protective action and listen to radio and/or television stations for essential emergency information.

The alert warning is a 3-5 minute steady siren which may be used for peacetime emergencies to warn area residents that a local emergency exists or is imminent, and everyone should tune their radios and/or televisions to stations broadcasting emergency instructions and information.

Location/Coverage

The City's siren system includes 31 sirens. A map showing siren locations is attached. The sirens can be heard within a radius of 2,000 - 5,000 feet, depending on the siren. The City of Sacramento has grown considerably since the last new sirens were added ten years ago. As the siren location map indicates, sirens do not cover all areas of the City. In order to complete siren coverage of the City, the Fire Department will, in the near future, request that the City Council fund 10 new sirens at a cost of \$20,000 each, or a total cost of approximately \$200,000.

Although no new sirens have been added recently, last year the City did spend \$60,000 to modernize existing sirens. Principally, the modernization increased the reliability of the existing sirens, and made it possible to activate individual sirens in the system in the event of a very localized emergency, as well as activating all of the sirens simultaneously for an area wide emergency.

Testing the System

The City's siren system is currently tested on the last Friday of each month at 11:00 a.m. First, all City sirens are sounded for 3 minutes. Then one by one, each siren is tested individually. The complete siren test takes approximately 22 minutes. The tests are monitored by the City Fire Department, and any necessary corrections are made immediately.

City staff is working with broadcasters in the Sacramento area to begin testing the siren system in conjunction with a test of the Emergency Broadcast System. During the monthly siren system test, Sacramento area radio and television stations will be encouraged to make an announcement indicating that the sirens are a test of the City's emergency warning system, and that in the event of a real emergency residents should listen to their radio and/or television for emergency instructions and information.

Siren Activation

The siren system operates under the same principal as a pager system, utilizing a radio data signal. Activation of the emergency warning siren system occurs at the City's Public Safety Communications Center, which is staffed 24 hours a day, every day. The Communication Center staff is trained to activate the system, and activation is practiced once a month during the siren system test. Written activation procedures are also available at the Communications Center, the City's Emergency Operations Center, and as part of the City's Multi-Hazard Emergency Plan. During an emergency, siren activation may be ordered by the City Manager, the Police Chief, the Fire Chief, the Public Information Officer, or the Incident Commander at an emergency scene.

As part of the monthly siren tests and during a real emergency, the news media will be notified by radio or telephone, prior to activation of the sirens. During an emergency, the media would be given emergency instructions and information to disseminate.

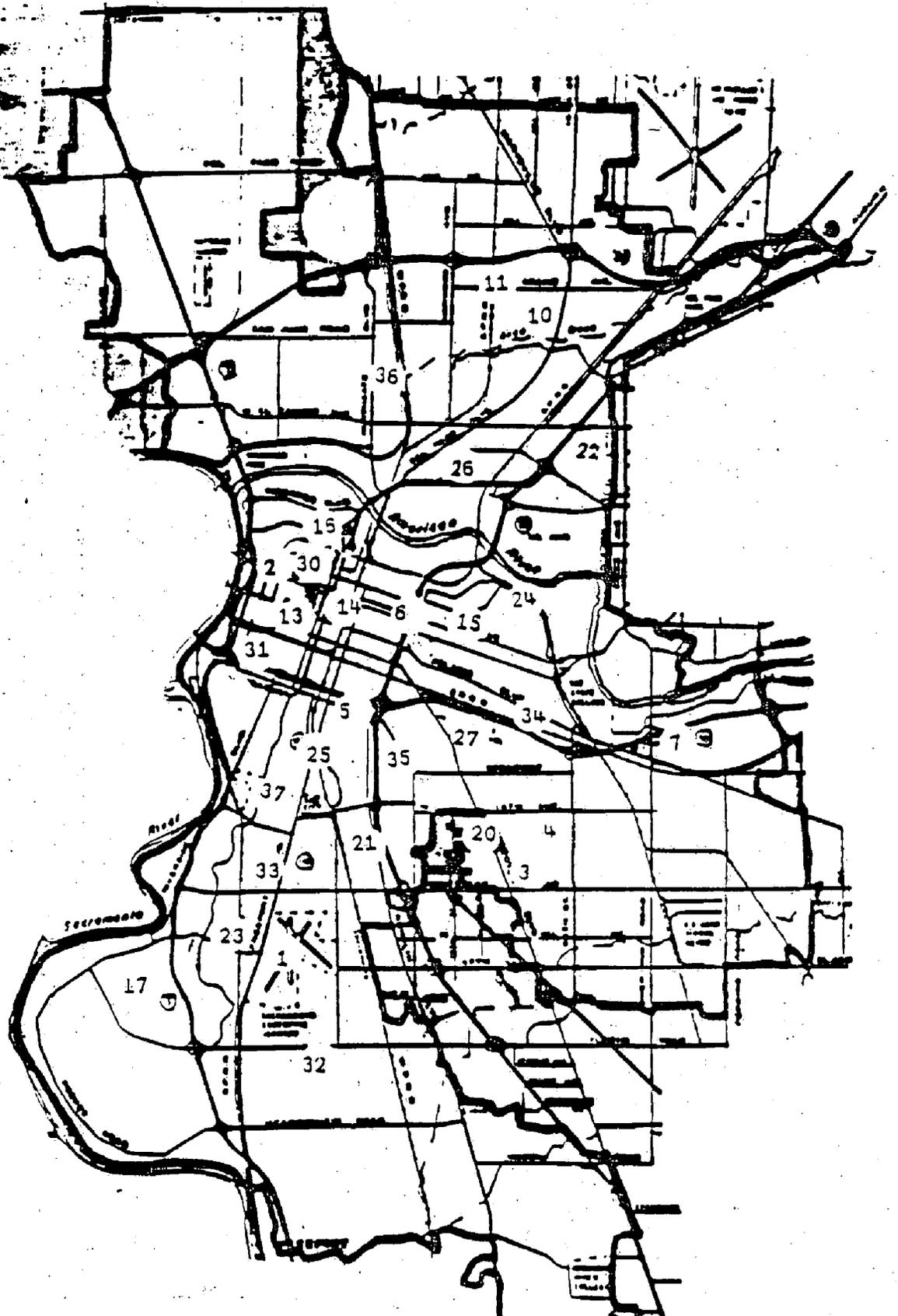
Public Education About the Sirens

During the 1970's and early 1980's, public education programs about sirens and other civil defense efforts declined in communities across the country. The City of Sacramento is now making a renewed commitment to this effort. In October of 1985, following modernization of the City siren system, the Fire Department conducted a public awareness campaign about the City's emergency warning sirens. Stories about the siren system and the monthly siren tests appeared in newspapers, on television, and on radio news programs. City staff is now working with the Sacramento media to encourage broadcast and printed messages about the siren system once a month during the siren test. These messages would serve as regular reminders to City residents that when the sirens are sounded, everyone should listen to their radio and/or television for emergency instructions and information. In addition, once a year all City property owners will be reminded about the City's emergency warning siren system on their City utility bills, and information about the siren system will be included in all printed emergency preparedness information.

SIREN ALERTING SYSTEM

<u>Siren Map Page #</u>	<u>Siren ID #</u>	<u>Siren Address</u>
51-C	001	6151 Freeport Blvd. (Main Air Terminal)
5-E	002	4th and J Streets (California Fruit Building)
43-E	003	5450 Fruitridge Road
44-C	004	6450 21st Avenue
26-A	005	2401 Broadway (NE Corner of 24th St./Broadway)
11-B	006	Alhambra & J Street (NE corner)
E- 1-C	007	8487 Wisemann Dr. (in OKI Park, 600' North)
N-38-A	010	Hagginwood Park (SE corner of near Library)
N-47-D	011	810 Grand Avenue (vacant fire station)
NW- 1-C	012	7208 West Elkhorn Blvd. (Station # 3)
17-B	013	10th and P Streets (SW corner)
18-A	014	1215 19th Street
12-A	015	801 43rd Street
2-C	016	1341 North C Street (Fire Station 14)
61-B	017	6620 Gloria Drive
43-B	020	4241 Stockton Boulevard
41-B	021	2250 19th Avenue
N-28-E	022	Bowling Green & Keith Way (150' So of intersect)
50-A	023	Holstein Way & So. Land Pk Dr. (250' East of Land Park behind homes on Holstein Way)
10-D	024	5611 Elvas Avenue
25-C	025	2931 Freeport Boulevard
26-D	026	300 Arden Way (Fire Station 20)
21-C	027	4540 V Street (top of Water Tank)
5-E	030	10th and I Streets (NW Corner)
18-E	031	791 Broadway (Fire Station #5)
76-B	032	24 St. Bypass (300' So. of Florin Road)
39-C	033	1910 Arica Way (former Firehouse)
31-A	034	1708 59th Street (SW corner of SMUD)
28-C	035	3526 5th Avenue (in rear by ball diamond)
25-A	036	Gardenland Park (300 Bowman Ave., NE corner)
35-B	037	1401 13th Ave. (near center field of ball park)

Notes:
Fire
Districts



VEHICLE LOUDSPEAKERS AND SIRENS

The City has approximately 200 emergency service vehicles (police cars and fire apparatus) which are equipped with loudspeakers and sirens. If an evacuation is ordered anywhere in the City, emergency service vehicles will drive through the area using vehicle loudspeakers and sirens to alert and notify residents that evacuation is necessary, and to give residents evacuation instructions. Detailed evacuation procedures have been developed and are contained in the City's Multi-Hazard Emergency Plan.

SACRAMENTO MEDIA - GENERAL INFORMATION

The media which serves residents of the City of Sacramento, includes:

Television Stations - 7 (not including cable television channels)

-KCRA Channel 3 KRBK Channel 31
-KVIE Channel 6 KTXL Channel 40
-KXTV Channel 10 KSCH Channel 58
-KQVR Channel 13

Radio Stations - 30

KAER FM 92.5 (*)	KHWY AM 1030 (*)	KSFM FM 102.5 (*/#)
KAHI AM 950	KHTN FM 92.1	KSKK FM 105
KCTC FM 96.1 (*)	KHYL FM 101.1(*/#)	KVMR FM 89.5
KDVS FM 90.3	KJAY AM 1430	KWOD FM 106 (*/#)
KEBR FM 100.5	KNCO AM 1250	KXOA AM 1470 (*/#)
KENZ AM 1240	KNCO FM 94.3	KXOA FM 107.9 (*/#)
KFBK AM 1530 (*/#)	KPOP FM 93.5	KXPR FM 91 (#)
KFIA AM 710	KRAK AM 1140 (*/#)	KYDS FM 91.5
KGMS AM 1380	KRCX AM 1110	KYLO FM 105.5
KGNR AM 1320 (*)	KROY FM 97 (*/#)	KZAP FM 98.5 (*/#)

* = Stations ranked in the top 15 (according to Arbitron), based on the number of listeners

= Stations with reporters who regularly cover City events

Print Media - Daily Newspapers

-Sacramento Bee -Sacramento Union

There are many other weekly and monthly publications that serve City residents, but they may not be actively involved in gathering and disseminating emergency information on a daily basis.

Other Media

There are a variety of news services, wire services, regional and national media bureaus located in Sacramento. During an emergency, these media organizations become a significant factor, as they gather information about the disaster and disseminate the information internationally. Relatives and friends of Sacramento area residents would probably first learn about a local emergency through Sacramento news services.

Limitations Faced By The Media

During past emergencies, the City has relied heavily on the media for information dissemination. In planning for emergency communications, it is important to be aware of limitations faced by the media, and to develop realistic expectations of the function the media can serve in providing emergency information.

The media has been very cooperative and accommodating when the City has requested assistance in broadcasting lifesaving emergency messages, or in making urgent, first time news announcements. However, media organizations are businesses. During local emergencies which are not viewed as imminently life threatening, or in periods during an emergency when there is no new information to report, the media may be reluctant to interrupt revenue producing programs, programs for which the station has a contractual commitment, or programs of interest to the large Northern California audience which the media serves. In addition, during an area wide emergency, staffing and equipment limitations of media organizations, as well as the seriousness of events outside the City, may limit media coverage of events and emergency status reports inside the City. Broadcast stations may also lose power for varying periods of time, and be unable to communicate emergency information.

One of the major difficulties which the media faces during an emergency is finding reliable sources of information. Hundreds and sometimes thousands of viewers, listeners, and readers contact media organizations during an emergency with information, and with questions. The media is often accused of disseminating "unconfirmed reports" which turn out not to be true, and which raise the level of public hysteria. However, in fairness to the media, this usually occurs because reporters are trying to be responsible to their audience/customers, and present important information as soon as it becomes available. Often during a disaster, the media has difficulty determining which of the many agencies involved in emergency management has jurisdiction, and can answer their question. Then, the media may have difficulty contacting the appropriate agency, and a knowledgeable official who can verify information in a timely manner. The City's emergency public information plan works to ensure that the media will have accurate information as soon as it is available.

Working With the Media During An Emergency

The media is an important partner in the City's efforts to communicate with Sacramento residents. The City Public Information Office works closely with the Sacramento media on a daily basis. This close working relationship improves cooperation and communication in emergency situations. During a local disaster, City staff will try to use a variety of systems to communicate quickly with the public, facilitate the media's dissemination of information, and ensure that the media receives accurate information. These communication systems include the Emergency Broadcast System, the Media Computer Hotline, telephone communications, as well as provisions to accommodate the media, for information gathering, at the Emergency Operations Center. The Public Information Office has also investigated emergency use of a City programmed radio station, and cable television.

EMERGENCY BROADCAST SYSTEM (EBS)

History

The Emergency Broadcast System (EBS) is an emergency communication system which was developed in 1964, replacing an older civil defense radio system.

Purpose

The original and primary purpose of EBS is to allow the President of the United States to communicate with citizens in the event of war. EBS may also be used during peacetime emergencies, to communicate messages which are necessary for the immediate preservation of life and property.

EBS Rules and Regulations

Emergency Broadcast System regulations are described in Federal Communication Commission (FCC) guidelines: Title 47 - USC 151 (i and o), 154 (o), 303 (r), 935 (6), Chapter 1, Part 73, Subpart G; and in the 1979 Sacramento EBS Operational Area Plan. The FCC requires all broadcasters to have an EBS monitor, so they can be alerted in the event of EBS activation. The FCC regulations state that in a wartime emergency, EBS stations must cease all station programming to broadcast, and frequently repeat emergency information. However, during peacetime emergencies, the FCC regulations state that broadcast stations may exercise independent discretion regarding the broadcast of emergency information and instructions to the public. In practice, agencies may request EBS activation, but activation of EBS is decided by the broadcast station.

Designated EBS Stations

The State has been divided into EBS operational areas for the purpose of disseminating information in a wartime emergency. The Sacramento EBS area includes the counties of Sacramento, Yolo, El Dorado, Placer, and Nevada. Broadcasters in our EBS area selected KFBK (1530 AM) radio station as the primary EBS station. Alternate EBS designated stations include KRAK (1140 AM), KGNR (1320 AM), and KGMS (1380 AM). These stations have emergency power supplies which should allow uninterrupted information dissemination during an emergency. Although the radio stations named are designated EBS stations, the current practice during peacetime emergencies is to work with as many Sacramento broadcast stations as possible to disseminate lifesaving emergency information.

Sacramento EBS Activation

EBS activation may be ordered or requested by the President of the United States, the Governor of California, the National Weather Service, the State Office of Emergency Services, the City Manager or County Executive, the City Police Chief or County Sheriff, the City or County Fire Chiefs, the City or County Public Information Officers, the City or County Emergency Operations Coordinators, or the Incident Commander at the emergency scene. Written EBS activation policies and procedures are available in the City Emergency Operations Center, the Communications Center, and in the City's Multi-Hazard Emergency Plan.

In the event of a Sacramento emergency, an agency or official authorized to request EBS activation, will contact the primary EBS station - KFBK radio, or if necessary an alternate EBS station. Contact with the EBS station may be made by telephone, the Media Hotline, a two-way radio link, a government radio channel (which the media monitors), or with the assistance of RACES (Radio Amateur Civil Emergency Service).

When EBS is initiated, the EBS station will alert other stations by activating an EBS monitor/alarm located in all broadcast stations. The EBS station will then interrupt regular programming (on that station only) with an announcement directing the audience to stay tuned for emergency information. This announcement will be followed by a 20-25 second attention signal. After the signal ends, the EBS station may broadcast an emergency message, or the message may be broadcast from a telephone or microphone in the Emergency Operations Center. Other broadcast stations may (by law) chose to broadcast the emergency message from the EBS station, use part of the message, rewrite and rebroadcast the message using their station personnel, or they may chose not to broadcast the message.

EBS System Test

The EBS system is tested once each week, on varying days, and at varying times. The City actively participates in the EBS tests. The test usually takes 1-2 minutes, and includes both an attention signal and an emergency test message.

Limitations

Use of the Emergency Broadcast System during a peacetime emergency relies on the voluntary cooperation of broadcasters in our area. EBS is also limited in that it is designed to communicate urgent lifesaving emergency messages, and is not intended to meet the general emergency information needs of City residents.

MEDIA COMPUTER HOTLINE

Background

The Media Hotline is a computer system which was developed and paid for by the Sacramento media. The Hotline system allows agencies such as the City of Sacramento to type a news release on a small portable computer, and with the use of a telephone modem, send the release simultaneously to printers in media newsrooms throughout Sacramento. The purpose of the Hotline is to allow agencies to quickly, efficiently, and fairly communicate with the media, by providing all media organizations which participate in the Hotline, with the same information at the same time. The Hotline computer is one of the tools the City uses to communicate with the media on a regular basis, and a communication tool which is available during emergencies.

Agencies Which Can Send Hotline Messages:

The media has provided the following agencies with computers for sending Hotline messages:

City of Sacramento, County Sheriff, FBI, Yolo County Sheriff, SMUD, District Attorney, CHP, Sacramento County Fire Communications Center, and Folsom Prison.

Media Organizations Which Receive Hotline Messages:

Media organizations must pay to participate in the Hotline system. Current media members include:

Television Stations -

KCRA-Channel 3, KXTV-Channel 10, KOVR-Channel 13, KTXL Channel 40, and KRBK Channel 31. These are all of the Sacramento television stations except Channel 6, and Channel 58.

Radio Stations -

KFBK, KRAK/KSKK, KXOA/K108, and KGNR. Although this list includes only 6 of the 30 Sacramento area radio stations, these are, with the exception of Public Radio station KXPR, the major radio news stations serving Sacramento.

Print Media -

Sacramento Bee, Sacramento Union, and Press-Tribune (Roseville). This includes both Sacramento daily newspapers.

Wire Services -

Associated Press, and California Computer News. Unfortunately United Press International (UPI) has not chosen to participate in the Hotline.

City Use of the Media Hotline

The City has two Media Hotline computers, one in the Police Chief's Office, and one in the Public Safety Communications Center. The Communications Center has trained staff available 24 hours a day, every day, to assist in sending news releases over the Media Hotline. Emergency messages can be sent to the Communications Center for release by using a computer link, telephone, or radio. Written instructions for using the Media Hotline computer are available in the Communications Centers, the Police Chief's Office, and in the City's Multi-Hazard Emergency Plan. The City's Media Hotline computers are used frequently to release information about crime and fire events in the City.

Limitations

There are some limitations to use of the Media Hotline during emergencies. The system relies on electricity and telephone service in order to communicate. If power and telephone service are interrupted during an emergency, the Hotline system will not work. In addition, not all agencies responsible for emergency management have computers to send messages. And, although most major news organizations in Sacramento participate in the Hotline system, not all Sacramento media organizations have subscribed to receive Hotline messages.

The Sacramento City Council's Transportation and Community Development Committee requested that staff investigate options for a City operated radio station which could be used during emergencies to communicate urgent emergency and general emergency information to Sacramento City residents. City staff from the General Services Department-Communications Division, and an emergency communications specialist at the State Office of Emergency Services, worked with the Public Information Office to investigate numerous City radio station possibilities, including operation of a broadcast station, use of the Highway Information System (HIS), local government radio channels, cable television

Government Radio Channels

City government currently uses a number of FM radio frequencies, above the broadcast band, for City department field communications. Use of these radio channels for communicating information to the public, would not be a good option. First, in order to receive information broadcast on government radio channels, City residents would have to have special receivers in their homes. Second, the government channels are relied upon and heavily used to coordinate City emergency service field activities, and to coordinate with other agencies.

Cable Television Radio Channels

The Sacramento cable television franchise agreement provided for two cable television radio channels. However, these radio channels can only be received through a television set wired for cable television. City residents could not, for example, get these radio stations on their car radio. In addition, in order to get the radio channels, City residents must subscribe for cable television, and specifically order the radio channel package. The cable company is not advertising that the radio channel package is available, and therefore very few people know about or are subscribing to the cable radio stations. Further, if during an emergency, either cable service or electrical power was interrupted, these radio channels would not be available for information dissemination. For all of the reasons described, use of the cable television radio channels is not a good option for emergency communications.

KYDS FM 91.5

KYDS is a broadcast radio station which is owned and operated by the San Juan Unified School District, for the purpose of training students. The station is located at El Camino High School, and managed by Warner Sargeant, a staff member at the High School. The station is manually turned on at 7:00 a.m., operated continuously until 7:00 p.m., and then manually turned off.

KYDS Station Manager Warner Sargeant has expressed a strong interest in assisting the City and the County during an emergency, if at all possible. In light of the City's proposal to use KYDS for emergency information dissemination, Mr. Sargeant is reviewing the station's policies and procedures, discussing the proposal with District management, as well as considering the technical problems and possible solutions which would be necessary to successfully accomplish emergency use of KYDS.

Emergency use of KYDS may be limited to the station's regular broadcast hours, 7:00 a.m. - 7:00 p.m. For example, the City would not be able to remotely access and broadcast over KYDS if the station had been turned off manually. And, it is unlikely that the City would be able to ask students who staff the station to be on emergency call. Despite the limitations, City staff is optimistic about the resource potential of an emergency service agreement with KYDS radio. KYDS would be an especially valuable emergency communication resource if electricity and cable television service were interrupted. City staff will hold further discussions with Mr. Sargeant in early 1987.

CABLE TELEVISION

Cable television provides two emergency communications options:

- 1) Emergency override of all cable television channels for the purpose of disseminating emergency instructions necessary to protect life and property in the event of a disaster; and,
- 2) Use of the cable television government channel - channel 28, to provide:
 - Urgent EMERGENCY information, such as an evacuation order;
 - Emergency WARNING information, such as an advisory for citizens to be prepared to evacuate; and,
 - GENERAL status and rumor control information related to an emergency.

CABLE TELEVISION - SYSTEMWIDE EMERGENCY OVERRIDE

Background

The Sacramento metropolitan cable television franchise documents (section 5.50.308 of the Ordinance, and section VI-8 of the Resolution) require the Sacramento Cable Company to provide the capability for remote activation of an emergency override on all cable television channels. This emergency override capability currently exists at the Sacramento Cable Company headend (the location of all central processing equipment and signal management for the Sacramento Cable Company).

Purpose of the Override

The purpose of the override system is to alert Sacramento area residents to an emergency, and to provide lifesaving instructions and information. The emergency override system is not intended to be used for communicating general emergency information. In fact it may be illegal to frequently override all cable television programming, including commercial newscasts, to update general information about a local emergency.

Description

When activated, the emergency override would interrupt all cable television programming, and allow emergency instructions and information to be given over the telephone from the Emergency Operations Center and broadcast over all cable television channels. The emergency message would be an audio message only.

Activation Of the Emergency Override

Activation procedures for use of this system have recently been completed, and are expected to be approved by the City, the County, the Sacramento Cable Company, and the Sacramento Cable Commission within the next 60 days.

Activation of the systemwide cable television emergency override may be ordered by the City Manager, the Police Chief, the Fire Chief, the Public Information Officer, the Emergency Operations Coordinator, an Incident Commander at the emergency scene, or by similarly designated County officials.

During an emergency, the City or County Emergency Operations Center could activate this system by using a secured telephone link to the Sacramento Cable Company's headend. Prior to activation of the override, the Public Information Officer or other designated Emergency Operations Center staff would, if time permits, contact the Sacramento Cable Company to notify them that activation of the emergency override is imminent. Staff at the Sacramento Cable Company would then verify the emergency override request.

Coverage/Limitations

Use of the cable television emergency override offers the City the potential of being able to quickly and efficiently provide lifesaving emergency instructions and information to 85,000 city homes within a matter of minutes. However, the system does have some limitations. The cable television systemwide emergency override will not be fully effective until 1988, when the cable system build is expected to be complete. Even then, according to Cable Commission staff, only 46% of homes (85,000 of 185,000 households) in the City are expected to be wired for cable television. In addition, emergency messages on cable would only reach those City residents who are watching television at the time of the emergency broadcast. Further, in some emergencies, such as an earthquake, cable television service may be disrupted for a period of time. Despite these limitations, the cable television emergency override, used in conjunction with other emergency alerting systems, is a very valuable emergency communications tool.

Testing the System

The cable television emergency override system is scheduled to be tested on a quarterly basis. Procedures for testing and activating the system are currently being developed and will be available in the City Emergency Operations Center, the Communications Center, and in the City's Multi-Hazard Emergency Plan.

CABLE TELEVISION GOVERNMENT CHANNEL - CHANNEL 28

Background

The Sacramento metropolitan cable television franchise agreement requires the Sacramento Cable Company to provide a dedicated channel for use by local government jurisdictions in the franchise area: the City of Sacramento, County of Sacramento, City of Folsom, and the City of Galt. Channel 28 is the designated cable television government channel. The government channel operates 24 hours a day, seven days a week.

There is a government channel programming task force, made up of representatives from each of the jurisdictions and a Cable Commission staff member, which oversees programming on the channel. Public Information Officer Christine Olsen is the City's representative on this task force. Because of funding limitations, programming at this time consists primarily of videotext messages, and approximately two hours a day of video programming which has been borrowed or rented for airing on the government channel.

Use of the Government Channel For Emergency Information

In the spring of 1986 City staff proposed use of cable television, and specifically the government channel - channel 28, as an option for expanding communication of emergency public information. The City Council's Transportation and Community Development Committee directed staff to pursue this option.

In the summer of 1986, the City hosted a meeting to discuss use of the cable television government channel for disseminating emergency public information. Participants at the meeting included : City Fire Chief/Emergency Services Coordinator William Powell, Deputy City Fire Chief Ken Feil (who is responsible for emergency planning), City Emergency Planning Coordinator Jim Weathersbee, County Emergency Operations Coordinator Carole Hopwood (who also serves as the emergency coordinator for the City of Galt and the City of Folsom), the County's government channel representative John O'Farrell, and City Public Information Officer/City government channel representative Christine Olsen. All of the meeting participants unanimously supported the concept of using the government channel, in addition to the Emergency Broadcast System, for disseminating public information during an emergency. Representatives from Folsom and Galt were unable to attend the meeting, but also supported emergency use of the government channel. Policies and procedures are being developed for emergency use of Channel 28, and should be brought to the City Council within 60 days.

The City of Sacramento has a variety of options for disseminating lifesaving emergency messages, including warning sirens, the Emergency Broadcast System, and the cable system emergency override. However, the public and the media also need a reliable source of general information about the emergency. The City's options for communicating general emergency information are limited.

Emergency use of the cable television government channel offers the City the potential to be able to communicate lifesaving emergency information as well as general emergency information to 85,000 City households within a matter of minutes. Cable television technology also offers the City the opportunity to update emergency information on the government channel in a timely and efficient manner, and to frequently repeat information. Even if emergency information on the government channel was seen by only 30% of the households in the City, the City Emergency Operations Center would still have been able to communicate important information to 55,000 households. No other mechanism for communicating general emergency information offers the City the potential of reaching so many City households so quickly and efficiently.

In the past, the City has relied on the Sacramento media to disseminate emergency messages and general emergency information. During local emergencies, the Sacramento media has been very responsive to City and County requests for urgent emergency announcements. However, regularly updating and frequently repeating emergency information which is not "life threatening" is done at the station's discretion. The City's experience is that during emergencies the media's priorities for information dissemination do not always serve the general emergency information needs of City residents.

One of the major advantages of using the government channel for emergency information dissemination is that local government entities which make up the Cable Commission share control over programming on the channel, including scheduling when information is presented and how often it is repeated. In the event of an emergency, local government should have the ability to interrupt local government programming on the local government channel in order to provide local government information.

For Sacramento area residents and the media, channel 28 would serve as a reliable, readily accessible, and convenient source of information. By providing emergency information on a timely basis, the government channel could also help improve the accuracy of media reports, reduce the communication burden on Emergency Operations Center staff, and free telephone lines so that staff is able to respond more quickly to citizens needing assistance.

Finally, the purpose and function of the cable television government channel is to serve the public information needs of local government, and to help local government communicate with area residents. Therefore, it seems especially appropriate to provide local government emergency information on the local government cable television channel. Use of the government channel in conjunction with other emergency communication tools, would significantly enhance the City's ability to communicate with city residents during most emergencies.

Public Education

Public education about the availability of emergency information on the government channel could be accomplished in a number of ways. City staff, working with area emergency services organizations, could begin including information about the government channel in disaster preparedness information. During an emergency, residents who did not know or remember that channel 28 provided emergency information, could be reminded by a message to tune to channel 28 for emergency information, broadcast by the media.

Policies and Procedures

In order for the government channel to be used effectively for communicating emergency information, policies and procedures are being developed jointly by the City and the County, working with the Cable Commission and the Sacramento Cable Company.

Limitations

As with the cable system emergency override, use of the government channel for emergency information does have some limitations. First, the cable system will not be completed until 1988. And then, according to Cable Commission staff, only approximately 85,000 of the City's 185,000 homes will chose to be wired for cable. In addition, during some emergencies cable service may be interrupted for a period of time. Despite these limitations, use of the government channel in conjunction with other emergency communication tools would significantly enhance the City's ability to communicate with city residents during many emergencies.

Functions

During an emergency, telephones may be needed to:

- .Coordinate emergency response with other agencies;
- .Gather information from other agencies;
- .Communicate with citizens needing assistance;
- .Communicate with the media; and,
- .Answer questions from the public.

Limitations

Telephone communications will always be limited by the number of telephone lines and staff available to answer them (the City has approximately 1200 telephone lines, and 3,500 employees). Telephone and other emergency service priorities may further limit the number of lines and staff available for the functions described. Because of emergency service demands on Sacramento's telephone system, the telephone company may ask residents not to use their telephones during a disaster unless they need emergency assistance. During many emergencies, telephone service may be interrupted or totally unavailable as a communication option. Lastly, the telephone may not be the most reliable or efficient way to communicate emergency information.

Although telephone communication works well for most of the functions described above, the telephone is a very inefficient way to communicate with large numbers of City residents. For example, to talk to every City household for 3 minutes would take 40 City employees 21 days, working around the clock in 2 shifts, or it could be done in 8 hours, but it would require 420 people working nonstop. The City's new emergency plan makes a provision for a rumor control/public information telephone center to respond to requests for information from Sacramento area residents. However, the plan has emphasized other ways to distribute that type of information more efficiently.

Furthermore, while City residents may expect to call the City rumor control center for answers to all of their questions about the emergency, there is some information which the City will not have. One of the City's difficulties in disseminating emergency status and rumor control information, is gathering accurate information in a timely manner from the many other Sacramento agencies and organizations involved. During an emergency, the City emergency plan makes provisions for close coordination with agencies involved in life saving emergency operations. The City also communicates with other agencies throughout the emergency. However City staff may not have the latest, best, or most complete information available from these agencies. In addition, the City cannot, except in a life threatening situation, or when requested to do so, release information regarding the emergency programs, policies, and procedures of other governmental agencies. Similarly, other agencies cannot, unless requested to do so, release City emergency management information. Finally, experience indicates that some residents call rumor control centers for advice, such as "should I send my children to school today?" or, "If I live near a levee, am I safe?" City staff can give factual information, and evacuation area warnings, but residents must use the information to make decisions for themselves.

Emergency Communication With Other Agencies

In most emergencies, a number of staff positions and telephone lines are dedicated for communication with other agencies. Telephone communication is an efficient way for the City Emergency Operations Center to gather information and coordinate emergency service responses. However, if telephone service is interrupted, radio communication can also serve this function. The Multi-Hazard Emergency Plan has a complete description of how communication with other agencies is managed, the agencies involved, and the staff and telephone lines assigned to this function.

Communication With Citizens Needing Assistance

During any life threatening situation, Sacramento area residents can call 9-1-1 for assistance. These calls are answered at the City's Public Safety Communications Center, which is staffed 24 hours a day, every day. During regular City business hours, City emergency services are provided by the appropriate City departments and divisions. After business hours (evenings, weekends, and holidays), the Communications Center staff also answers the City's general emergency services telephone line - 449-5011. City residents calling this number can have City emergency service crews dispatched to assist them with emergency problems, such as water service, sewer service, animal control, tree services, and storm drainage. The City emergency service numbers - 9-1-1 and 449-5011, are listed in the telephone directory, and on printed information distributed to City residents throughout the year. Emergency service telephone lines answered at the Communications Center are part of an ongoing City service which would be available during an emergency.

During an emergency which may necessitate evacuations, the Police Department will also designate telephone lines, operated 24 hours a day, to take information from citizens who may need evacuation assistance. Once these telephone numbers are determined, they will be advertised using all of the available communication options described in this report. Procedures for establishing this telephone function are contained in the City's emergency plan.

Telephone Communication Centers For Media and Public Information

During an emergency, two telephone communication centers will be established - one to provide information to the media, and one to provide information to the public. The purpose of these centers will be to provide emergency status and rumor control information, and not principally to disseminate life saving information. By manipulating the call forwarding feature on select City telephones these centers can be established anywhere - at the Emergency Operations Center, in City Hall, or elsewhere. In addition, a number of nonsequential telephone lines can be programmed to roll over, so that by dialing one telephone number callers will have access to as many telephone lines as there are staff, or announcement machines available to answer them.

Each telephone center will have emergency status boards (see sample on page 30). A staff person in the Emergency Operations Center will be assigned to maintain contact with both centers, and constantly update emergency information so that both telephone centers have the best and most current information available. Staff in the centers will give out only the information available on the status boards, but may relay questions to Emergency Operations Center, and write the answers on the appropriate status board.

Staff in the media and public information telephone centers will work in two shifts, which may operate around the clock as the situation necessitates. During each shift, one person in each center will be assigned to maintain the emergency status information boards. A list of City staff positions assigned to assist in these centers, is currently being developed and will be reviewed and approved by the Manager's Office within 30 days. Training for the emergency telephone communication center staff will be held in the Spring. In addition, written instructions for answering calls in the telephone centers are being included in the Mutlti-Hazard Plan, and a copy will be given to each staff person assigned to the telephone centers.

Telephone numbers for the centers will not be advertised in advance. The media will be able to contact the emergency media center by calling the City Public Information Officer's telephone number. This number is already available in all of the newsrooms. The emergency public information telephone number may be an existing City number which is used for other City business during nonemergency periods. Or, the public information telephone number may be a number used only in emergencies. In any case, advertising the number in advance might encourage citizens to call for emergency assistance, when no staff was available to answer the telephone. If citizens need emergency service, they can always call 9-1-1, or the City's general emergency services number, which are both advertised, and answered 24 hours a day.

Technical Provisions for Enhancing Telephone Communications

Telephone Lines Reserved for Emergencies -

The City may choose to reserve a bank of telephone lines for use during an emergency. In an emergency, Pacific Bell could make these lines available in 2-3 hours. Although Pacific Bell would not charge a monthly service fee for the lines, there would be a one time installation charge when the lines were reserved, and subsequent costs when the lines were used. The one time charge for 10 lines would be approximately \$700.

Call Forwarding -

Installing a call forwarding feature on selected City telephones will allow more effective use of existing telephone lines during a disaster.

One of the principal benefits of using call forwarding during an emergency, would be to give City officials access to numerous existing telephone lines, in order to create a bank of roll over telephone numbers for answering calls from the public or the media. For example, the Emergency Operations Center might establish and advertise an easy to remember telephone number which the public could call for emergency status information. During normal business operations, this number might be a private telephone line used for outgoing calls in a City Hall office. In an emergency, the City could program this telephone number to ring forward to designated staff in the Emergency Operations Center. Using call forwarding again, other nonsequential telephone numbers could be routed to the Emergency Operations Center and programmed to receive calls from the advertised number, when that line was busy. This would create a roll over effect. However, using call forwarding to create a telephone bank would take approximately 2-3 hours.

Another advantage of call forwarding is that important emergency related calls to select City offices could automatically be forwarded to the Emergency Operations Center. For example, during an emergency, communication with the media is essential. While the media is familiar with the telephone number for the Public Information Office, they may not know how to reach the Public Information Officer, or other officials in the Emergency Operations Center who could verify emergency information over the telephone. By using call forwarding, all media calls to the Public Information Office can be automatically transferred to appropriate staff in the City Emergency Operations Center. The current cost of call forwarding is \$0.55 per line per month, and a one time installation charge of \$5.27 per line.

Conference Calling -

This feature could improve the efficiency of media communications and emergency service coordination, by enabling staff to provide the same information to a number of people at one time. For example, a media release could be read to 5 radio stations at one time, or emergency status updates could be given to 5 Neighborhood Information/Assistance Center Coordinators at one time. Conference calling could also be used for coordinating emergency response, by involving a number of agency representatives in a telephone conference. All City centrex phones are currently equipped with 3 way conference calling. The cost of adding the 6 way conference calling feature to existing telephones, is an additional \$70 per month citywide, for two 6 way systems.

Telephone announcement machines are like telephone answering devices, except that they give information, but do not allow the caller to leave a message. City staff is currently studying the use of announcement machines during an emergency. Announcement systems could quickly provide callers with information, and free telephone lines and staff to answer calls from citizens needing assistance. Announcement machines also allow the flexibility to frequently update messages. Sophisticated models feature a mechanism which allows the caller to listen to the message, and then, if necessary, request assistance. Many of the announcement machines can answer 4 calls at one time. The cost for each announcement machine ranges from \$100-\$12,000, depending on the level of sophistication, and the features desired.

Communication With Hearing and Speech Impaired Persons

The Pacific Bell Telephone Company will implement a new communication service, effective January 1, 1987, for hearing and speech impaired persons. The new program provides a communication link between speech or hearing impaired persons, and someone they want to communicate with, or someone who wants to communicate with them. A speech or hearing impaired person can use the service by calling 1-800-342-5833 and typing a message on their Telecommunications Device for the Deaf (TDD - similar to a portable typewriter). Pacific Bell staff will receive the message and relay it to the intended receiver. The service also works in reverse, to help a caller relay a telephone message to a speech or hearing impaired person. The service is free, and is available to the City and area residents 24 hours a day, every day.

Translators

City staff is working to identify potential translators or translation services which would be available during a disaster to assist in translating emergency messages. The Communication Center does have a translation service available for citizens needing assistance in a life threatening situation.

EVENT STATUS BOARD

DATE	TIME	AGENCY	EVENT/ACTION/COMMENT

SHELTER STATUS BOARD

DATE	TIME	LOCATION & SHELTER I.D	SHELTER LOAD		COMMENTS
			OCCUPANTS	CAPACITY	

WEATHER CONDITIONS STATUS BOARD

DATE	TIME	WIND			WEATHER		COMMENTS
		SPEED	DIRECTION	CLASS	TEMP.	CONDITIONS	

ROAD CONDITIONS STATUS BOARD

DATE	TIME	ROAD NAME	COMMENTS

As part of the development of the new Multi-Hazard Plan, City staff is exploring the feasibility of establishing Neighborhood Information/Assistance Centers during an emergency. There are many legal, technical, and staffing problems which need to be resolved before this proposal becomes an approved part of the City's emergency response plan. This work is expected to be completed within 60 days.

Purpose

The City Neighborhood Information/Assistance Centers would be facilities located in or near each neighborhood, where residents could go for accurate and up to date information, and if necessary, for emergency assistance. Each center would be staffed 24 hours a day throughout the duration of a declared emergency. Center staff would be in constant communications with the City Emergency Operations Center (EOC). A staff person in the City EOC would be dedicated to maintaining contact with the Information/Assistance Centers by telephone or government channel radio, and providing new emergency and status information whenever it became available. Center staff would continue to update emergency information on status boards (see attached samples) which would be posted in each Center. The Centers would be particularly beneficial to concerned residents who were unable to get information over the telephone or from the media. The Centers would also provide an important link between city neighborhoods and the Emergency Operations Center, in the event that residents of an area needed assistance. Although the primary purpose of the Information/Assistance Centers would be to provide information and not shelter, the Centers could also serve as staging areas for neighborhood evacuations.

Locations:

There are a variety of options for the location of Neighborhood Information/Assistance Centers, including:

- .City Fire Stations (22) - Fire stations are located within two miles of every City residence;
- .City Community Centers (11) or Swimming Pool Buildings;(13)
- .Schools (100+);
- .Other Public Halls and Buildings, such as City Hall;
- .Community Buildings, such as Churches; and/or,
- .Emergency Shelters.

To a large degree, the number, and location of Centers, will depend on the number of people available to staff them. Other major considerations include convenience for neighborhood residents, and physical accommodations. Approved arrangements for emergency use of selected sites not owned by the City of Sacramento, will need to be included in the City's emergency plan, and updated each year. Finally, site selection will be made with the knowledge that during an emergency, damage or other factors may limit the availability of some pre-selected sites.

Staff:

Staffing would be the major practical concern and expense associated with the establishment of Neighborhood Information/Assistance Centers. Staffing Centers 24 hours a day throughout an emergency would require a minimum of four staff people for each Center - two shifts, with two staff people working each shift. Staffing Centers with paid City employees would cost, conservatively, \$500 per Center per day. These staffing expenses would probably not be reimbursable by the State or federal governments. It may be possible to staff some Centers with volunteers. However, experience suggests that during emergencies, the first priority of most potential volunteers, is to their family and home. Staffing for Centers is not an insurmountable problem, but it does require further study.

Identification of Centers

In order to be effective, Neighborhood Information Assistance Centers would need to be clearly identified, so that neighborhood residents could find the facility. This could be accomplished by placing a large flag, sign, or banner on the outside of the building.

Public Information About Centers

If staff determines that the best option is to use one type of facility, such as community centers, for Emergency Neighborhood Information/Assistance Centers, then this information, as well as maps showing the location of the Centers, could be included in emergency preparedness materials. A description of the flag or banner identifying Neighborhood Information/Assistance Centers could also be included in all City emergency preparedness information. Finally, during an emergency, information about the Centers and their locations would be disseminated through all of the available avenues described in this report.

Before and after a disaster, emergency management agencies focus their efforts on planning and preparedness. The first priority is to ensure that public agencies are able to respond quickly and effectively to any life threatening emergency situation. Then, efforts are directed to training and educating community residents about how to reduce their risk of death, injury, and property damage during an emergency, and how to manage in a disaster until emergency service workers can reach them. During all emergencies, community residents assume some responsibility for protecting themselves, their families and their property. Before an emergency occurs, public agencies encourage citizens to prepare themselves by taking precautions, learning important disaster information, and planning ahead. Typically, emergency preparedness education includes printed information, and public awareness media campaigns.

Agencies Involved

There are many agencies with emergency management responsibilities, involved in the preparation and dissemination of emergency preparedness information related to their area of responsibility. The Sacramento Municipal Utility District, Pacific Gas and Electric Company, Pacific Bell Telephone Company and many other utility companies provide emergency preparedness information to their customers at least once each year. Private agencies such as the Red Cross, and government agencies, including the Federal Emergency Management Agency (FEMA), and the Governor's Office of Emergency Services (OES), are also actively involved in developing and distributing emergency preparedness information for different types of emergencies. In April of 1985, for example, OES worked with the City of Sacramento and communities throughout California, on an extensive earthquake preparedness campaign that included printed information as well as numerous newspaper, magazine, radio, and television stories. FEMA has developed a brochure titled, "In the Event of a Flood - Tips to Minimize Loss Of Life and Property," and OES has a brochure titled, "Be Winter Wise" which contain emergency preparedness information related to storms and floods. Fire is a common emergency in the City of Sacramento, and to help city residents prevent and prepare for that emergency the City Fire Department sends fire prevention/preparedness information to all City property owners twice each year.

Limitations/Expenses

One of the practical limitations of printed emergency preparedness information is that people don't read it, they forget it, throw it away, or can't find it when they need it during an emergency. Similarly, when emergency preparedness media campaigns are over, the information presented is often forgotten. Further, there is some important emergency information, such as evacuation routes, which will not be available until a disaster occurs, because the information is dependent on the circumstances of the emergency. In addition, all printed emergency preparedness information, carries with it some liability concern about providing accurate and complete information which has a positive result. There is also considerable expense involved in printing and disseminating printed emergency preparedness information, and conducting extensive public awareness media campaigns. Publishing a simple brochure (printed in one color on 8-1/2" X 11" paper) and distributing it to all city residences can cost the City (conservatively) \$10,000. However, the general consensus among emergency service agencies is that if emergency preparedness information saves one life, then it is worthwhile.

Emergency Preparedness Information For Sacramento City Residents

FEMA Flood Preparedness Brochures -

FEMA has provided the City of Sacramento with 110,000 copies of the attached brochure: "In The Event Of A Flood - Tips To Minimize Loss Of Life And Property." The City is enclosing a copy of this brochure in all January/February utility bills sent to City property owners. The following message will also appear on the bills:

MESSAGE:

Emergency Preparedness - For Your Information

"Flood Information--The City does not expect another serious flood this year. The enclosed flood brochure is for your information...Emergency Warning Sirens-- In a life threatening emergency, the City will sound air raid sirens. If you hear these sirens, you should tune to television or radio stations broadcasting emergency information. Sirens are tested the last Friday of every month, from 11:00 - 11:30 A.M...Emergency Evacuations--If evacuations are ever necessary, routes will be based on the situation, and City emergency service workers will direct you to evacuation routes or transportation... Emergency Information--For your information, there is a First Aid/Earthquake Survival Guide in the telephone directory white pages...Emergency Gas Shut Off-- During an emergency you may need to turn off natural gas to your home. However, never attempt to turn the gas on after the emergency. This should only be done by a gas company representative. Contact Pacific Gas and Electric Company for more information."

Efforts to Expand Emergency Preparedness Information

Videotape -

Red Cross is working with the City Fire Department on the production of a 30 minute emergency preparedness videotape, which will provide important disaster safety tips and information to Sacramento area residents. The videotape will be completed in the spring of 1987, and will be shown on cable television.

Survival Information In The Telephone Directory -

City staff is also working with the State Office of Emergency Services on general emergency preparedness guidelines to include in the telephone directory. While emergency information distributed by various agencies throughout the year may be forgotten or thrown away, most homes have a telephone directory which can be referred to during an emergency. Currently, the Pacific Bell telephone directory has a Survival Guide which contains first aid and earthquake survival information. At this time, Pacific Bell cannot comply with all of the numerous requests they receive to include other information in the Guide. However, a Pacific Bell official indicated that the company may be able to accommodate a request for additional emergency preparedness information from the State Office of Emergency Services, on behalf of cities and counties in the Pacific Bell service area.

"In Case Of Emergency" Brochure -

City staff plans to meet with representatives of emergency service agencies to discuss the joint development of a disaster preparedness brochure. The proposed "In Case Of Emergency" brochure would cover different types of emergencies, and consolidate important information available from different emergency service providers. A comprehensive and consolidated brochure, which could be distributed by different agencies, would provide better information to City residents, and would be more cost effective for the agencies involved.

Ongoing Efforts -

City staff will continue to widely distribute fire prevention and preparedness material, information about the emergency warning sirens, and other appropriate emergency preparedness information, whenever possible.

NEIGHBORHOOD SELF-HELP DISASTER PREPAREDNESS PROGRAM

Red Cross and City of Sacramento share common concerns and responsibilities for assisting city residents in the event of a disaster. After the February 1986 floods, City and Red Cross staff met to discuss new ways in which the City and Red Cross could work together to increase disaster preparedness efforts, and improve communication with city residents during an emergency. One idea which Red Cross proposed, and is currently considering, is the establishment of a Neighborhood Self-Help Disaster Preparedness Program, based on a concept similar to the Neighborhood Watch Program.

The Neighborhood Self-Help Disaster Preparedness Program would involve Red Cross training neighborhood groups to prepare and protect themselves and help their neighbors during a disaster, until emergency service workers reached them. Experience indicates that disaster preparedness can help to save lives, and increase the effectiveness of emergency response efforts. An organized neighborhood group could also help improve the efficiency and effectiveness of communications between the City and residents of that area. Block Captains could, for example, arrange assistance for neighbors who might need help in an evacuation, or alert emergency service workers about neighborhood residents needing evacuation assistance.

While this program offers potential benefits, it also would require a significant investment of Red Cross staff time and financial resources. In addition, the program would rely on volunteer participation at training sessions and during emergencies.

Although Red Cross has no immediate plans to implement the program, they are working with the City Fire Department on a 30 minute disaster preparedness videotape. The video program, which will be completed in approximately three months, will be shown on the cable television community channel and could, in the future, be used for training neighborhood groups in self-help disaster preparedness. If the Neighborhood Disaster Preparedness Program is established, City staff has agreed to try to assist Red Cross in whatever ways possible.