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# EMERGENCY MANAGEMENT

SONOMA COUNTY

2019 Annual Report

**EMERGENCY KIT**  
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## Letter from the Chair of the Board of Supervisors

As the effects of climate change continue to propagate throughout the world, Sonoma County has sustained an increasing share of the effects. In a region known for a moderate Mediterranean climate, extreme weather conditions are becoming the new norm. The winter of 2019 brought atmospheric rivers through the Pacific Ocean that caused flooding in the western region of the County. Our summer months now include frequent Red Flag warnings and power shutoff events that leave some areas of the County with power shutoffs for days at a time. In October, the Kincadee Fire forced the largest evacuation of residents our County has ever seen.

While increased dangers resulting from climate change may be the “new, new normal” we must also remain vigilant in supporting another new normal: preparedness. The Board of Supervisors is committed to investing in strategies that build a resilient community which is fortified through emergency preparedness education and best practices. We continue to fund innovative approaches and resources to ensure an effective response when we do face disasters. As a result of these investments, coupled with community involvement, Sonoma County is safer and more prepared for disasters than ever before.

Thank you to our incredible County staff, local and regional partners and our engaged community members who dedicated themselves to disaster response in 2019. I look forward to 2020 as we continue to build upon our successes and strive for excellence in our #SonomaStrong community.



David Rabbitt  
2019 Chair, Board of Supervisors

## Letter from the County Administrator

The disasters we experienced over 2019 once again required our County leaders to focus in on recovery and resiliency, expanding from the efforts we started following the 2017 Sonoma Complex Fires. The County experienced several major disasters with the February 2019 flood events and the Kincade Fire, and also saw emergency services dedicated to PG&E power outages and responding to a local homeless emergency.

Sonoma County residents, communities, governmental and non-governmental agencies, must be better prepared and more resilient when disaster strikes with well-protected infrastructure, accurate situational awareness, and effective community warning systems. A major initiative that is funded in the FY 2019-20 Budget is the newly formed Department of Emergency Management. The \$3.6 million invested in the new department's budget will assist the County in implementing a first class comprehensive community alert and warning system.

County employees and leaders strive daily to be accountable to our Mission, "To enrich the quality of life in Sonoma County through superior public services." We know we will see disasters again in our future, which is exactly why we are investing more than ever in preparedness by increasing staff, changing policies, and dedicating resources to achieve a resilient future.



Sheryl Bratton  
Sonoma County Administrator  
Director of Emergency Services\*



*\* During a proclaimed emergency, the County Administrator serves as the authority to coordinate response under County Code.*

## Letter from the Director of Emergency Management

This past year once again, proved that the words “strong” and “resilient” are synonymous with Sonoma County. Community leaders came together seamlessly to lead preparedness efforts and to effectively respond to several local disasters. Whether it is addressing floods, fires, power outages, or heat waves, I’m fortunate to work alongside people who are passionate about empowering and protecting families, animals and the environment in our beautiful Sonoma County.

This first report by the brand new Department of Emergency Management is evidence of this community’s interest and commitment. 2019 was a year of growth for our community as much as it has been for the Sonoma County Department of Emergency Management. Thanks to increased funding and direction by from the Board of



Supervisors, our new Department has been able to hire an incredible team of professionals. We have brought on additional support staff and increased our pool of first responders throughout the County.

We have developed and implemented new policies that reflect our commitment to making Sonoma County an inclusive and safe place to live. We are now equipped to respond faster, accurately and in a more coordinated manner than ever before, and we will continue to strive for better.

Thank you Sonoma County for entrusting us to have your back and for engaging with us in preparedness. The moments are never dull when you work with emergency management, and when you work with a team of dedicated staff and community members as impressive as the ones we have in Sonoma County, they are always exceptional.

Christopher Godley  
Director of Emergency Management

# Emergency Activations

The Sonoma County Emergency Operations Center (EOC) was activated nine times in 2019. In addition to formal activations, the Department of Emergency Management closely monitors additional threats and works closely with County departments and community stakeholders to issue warnings and safety information for ongoing dangers that arise such as concerns for flash floods and mudslides, Red Flag Warnings, potential PG&E power shutoffs and information on how to both remain cool in the heat of summer and warm in the freezing temperatures of winter are closely monitored.

The following events warranted the opening of the County EOC in 2019.

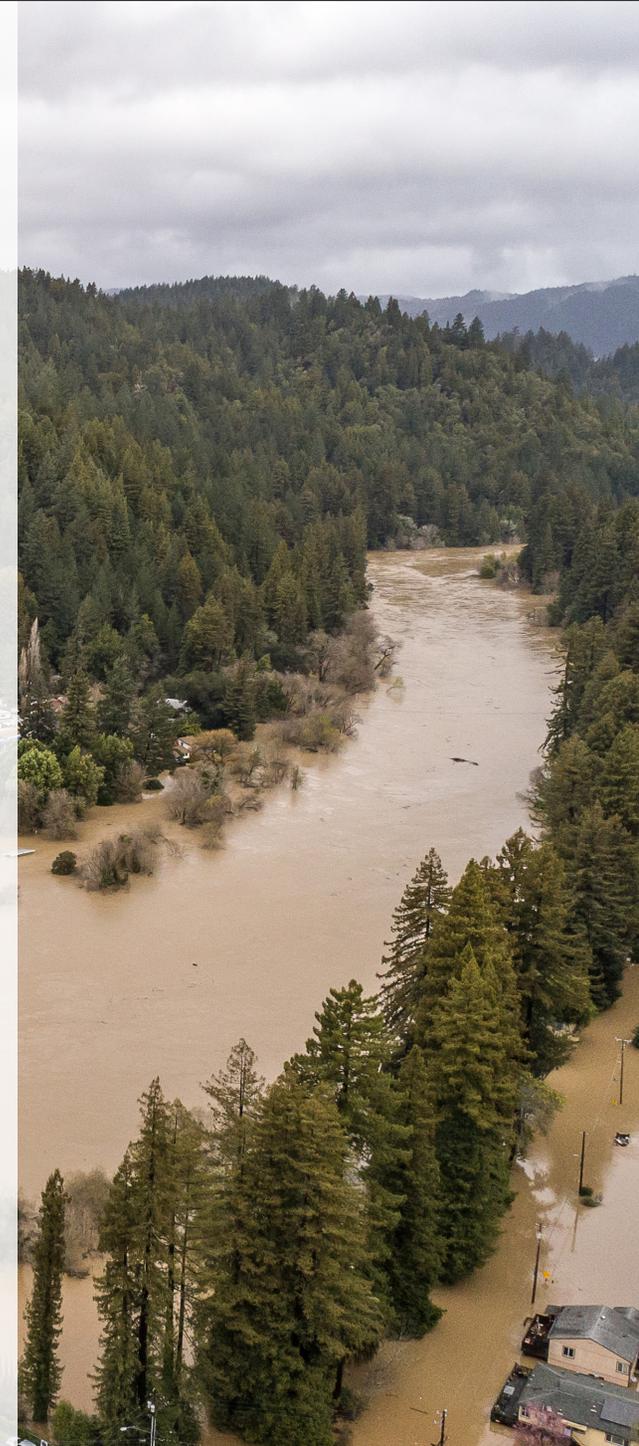
## February 14, 2019 Flood Event

On February 12, 2019, the EOC was activated to address an atmospheric river expected to move through Sonoma County. The severe winter storm forecast included heavy rainfall, potential mudslides and the possibility of flash flood events and the Russian River flooding. The condition caused the Russian River to reach flood stage of 32 feet at 1:00 P.M. on February 14, 2019. The river crested at 36 feet at approximately 1:00 A.M. on February 15, 2019.

The County issued advisory evacuation notices to residents living on the Russian River floodway and its tributaries in low-lying areas (those inundated at 36 feet) through the Wireless Emergency Alert system (WEA), SoCoAlert, and other social media tools. People living in nontraditional housing conditions were advised to move to higher elevation if they were located in low-lying areas.

While this event did not result in a declaration of a local emergency, the County response required services such as offering shelter, staging of sandbags in three West County locations, debris clean up and damage assessments. The Permit and Resource Management Department (Permit Sonoma) sent teams of building inspectors to assess potential flood damage for 706 parcels impacted in the river flood zone that may have had building damage from flood inundation.

Transportation and Public Works in coordination with Recology, the County's Solid Waste Collection Franchise operator, coordinated debris collection for the impacted area including a free disposal site for flood damaged materials.



## February 25, 2019 Winter Storms and Floods

A second EOC activation for the year came just a week later to address the 2019 winter storms and floods disaster caused by another atmospheric river. This storm system led to the most severe flooding along the Russian River in more than two decades, as well as serious flooding along creeks and rivers throughout the County. Beginning February 25, 2019, this second and more severe atmospheric river hit Sonoma County, dropping approximately 7 inches of rain in Santa Rosa and more than 20 inches in Venado, located in the hills west of Healdsburg. The rain fell on ground already saturated by the previous storm and at 4:00 PM on February 26, 2019 the Russian River exceeded flood stage of 32 feet in Guerneville. It continued to rise until 9:00 PM on February 27, 2019 when it crested at over 45 feet, the highest level since 1995.

In anticipation of the flood, evacuation orders were issued for approximately 3,800 residents in areas of the upper Russian River and many areas in the lower river including Mirabel, Guerneville and Monte Rio. Flood evacuees were offered shelter, transportation, and aid, including shelter for animals. Residents were notified of the evacuations using the Wireless Emergency Alert system (WEA), SoCoAlert, and other social media tools. Sonoma County Sheriff's Deputies, local police and fire departments, the National Guard, and California Highway Patrol personnel performed 59 rescues, closed roads and aided residents caught in the storm.

On February 26, 2019 the Board of Supervisors proclaimed a local emergency in Sonoma County and requested that the Governor declare a State of Emergency, which allows the County and other local governments to access state funds and resources to respond to and recover from the impacts of the storm. On February 28, 2019 Governor Gavin Newsom responded by proclaiming a State of Emergency in Sonoma County

and other affected counties. On April 13, 2019, Governor Newsom requested a Federal Major Disaster Declaration for the two atmospheric river storm systems that struck California in February 2019, including the County of Sonoma. On May 17, 2019, the President declared a Federal Disaster for the severe winter storms, flooding, landslides, and mudslides for 16 counties in California, including Sonoma County, for the incident period of February 24 to March 1, 2019. This Federal Declaration allowed for FEMA Public Assistance and FEMA Hazard Mitigation Grant Program funding.

County Permit Sonoma staff assessed damage on more than 2,000 properties in the lower Russian River Area. Of the structures assessed, 35 received red tags, which means that the building is damaged and poses an imminent threat to life or safety under expected loads or other unsafe conditions; and 600 received yellow tags, which means inspectors determined that they pose some risk as a result of damage to the building.

A community hotline, 2-1-1, was activated through a partnership with the United Way of the Wine Country. This central number to call to get information and referrals, especially during a disaster fielded 1,458 calls during this event, while 2-1-1 Sonoma County received 946 calls. A Local Assistance Center was opened and assisted 737 residents with disaster recovery.

To support the flooding efforts, DEM staff worked to manage the EOC for 13 days with over 840 staff positions working throughout the incidents.

The County collected roughly 4,000 tons of debris from March 1, 2019 through March 29, 2019.





## **EOC Activation for Power Shutoff #2**

On October 7, 2019, the County Administrator as Director of Emergency Services issued a Proclamation of a Local Emergency related to the imminent and likely de-energization by PG&E. The impacted area included a substantial portion of the County of Sonoma due to weather conditions that increased the chance of wildfires.

A Red Flag Warning was also issued by the National Weather Service. In response, the EOC was opened on October 8, 2019. PG&E informed the County that a power shutoff was possible on October 9, 2019 through October 10, 2019. The estimated number of Sonoma County residents potentially affected was projected to be over 250,000 people.

On October 8, 2019, the Board of Supervisors ratified the Proclamation of a Local Emergency. PG&E initiated its de-energization shortly after midnight on October 9, 2019, affecting over 66,000 PG&E customers, and 195,000 Sonoma County residents. In the afternoon of October 10, 2019, PG&E declared it began the process of restoring power to Sonoma County. The Red Flag warning also expired that evening.

## **EOC Activation for Power Shutoff #3**

On October 23, 2019, PG&E instituted de-energization in the Sonoma County Operational Area beginning at approximately 2:15 PM, again due to extreme fire danger weather, potentially impacting 260,000 residents. In preparation, the EOC was activated at approximately 8:00 AM on Wednesday, October 23, 2019, to assist with managing the impacts of de-energization. Later in the evening, the Kincade Fire erupted while EOC staff were already on duty.

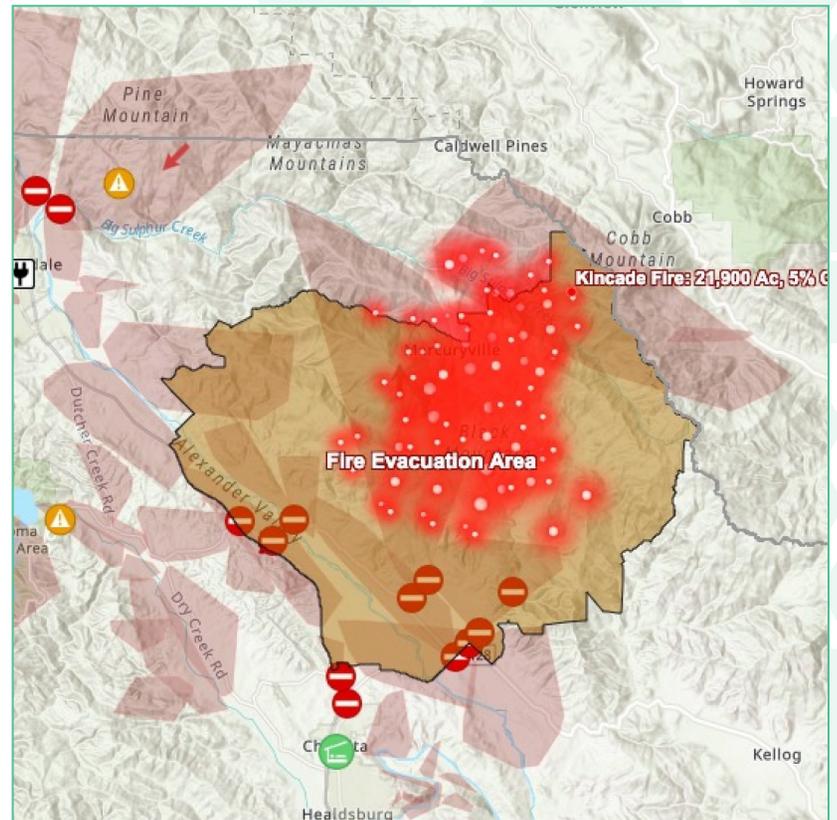
The EOC was activated for over 11 days to respond to power shutoff events. An average of 96 staff responded daily to assist with response activities.

## 2019 Kincade Fire

The Kincade Fire ignited around 9:00 PM on Wednesday, October 23, 2019 northeast of Geyserville, and burned until November 7, 2019. The fire was driven by high winds and spread rapidly, forcing the evacuation of over 190,000 residents. The fire destroyed 374 structures (174 homes, 11 commercial), damaged an additional 60 structures (34 residences) and burned 77,758 acres generally east of Geyserville, Healdsburg, and Windsor and across to the Sonoma/Lake County line, making it the largest fire in Sonoma County history. A total of 21 evacuation shelters were set up and served 4,850 individuals, as well as pets and livestock.

The conditions created by the Kincade Fire were exacerbated by an unprecedented series of wind events commencing on Tuesday, October 22, 2019, Saturday, October 26, 2019, and Tuesday, October 29, 2019, respectively-with historic maximum wind speeds and corresponding de-energization PG&E of large portions of the electric grid in the Sonoma County Operational Area.

A local emergency proclamation was issued by the County Administrator as Director of Emergency Services on October 24, 2019 and ratified by the Board. In addition, on October 25, 2019, Governor Newsom issued a state emergency proclamation for the counties of Sonoma and Los Angeles due to the effects of the Kincade and Tick fires.



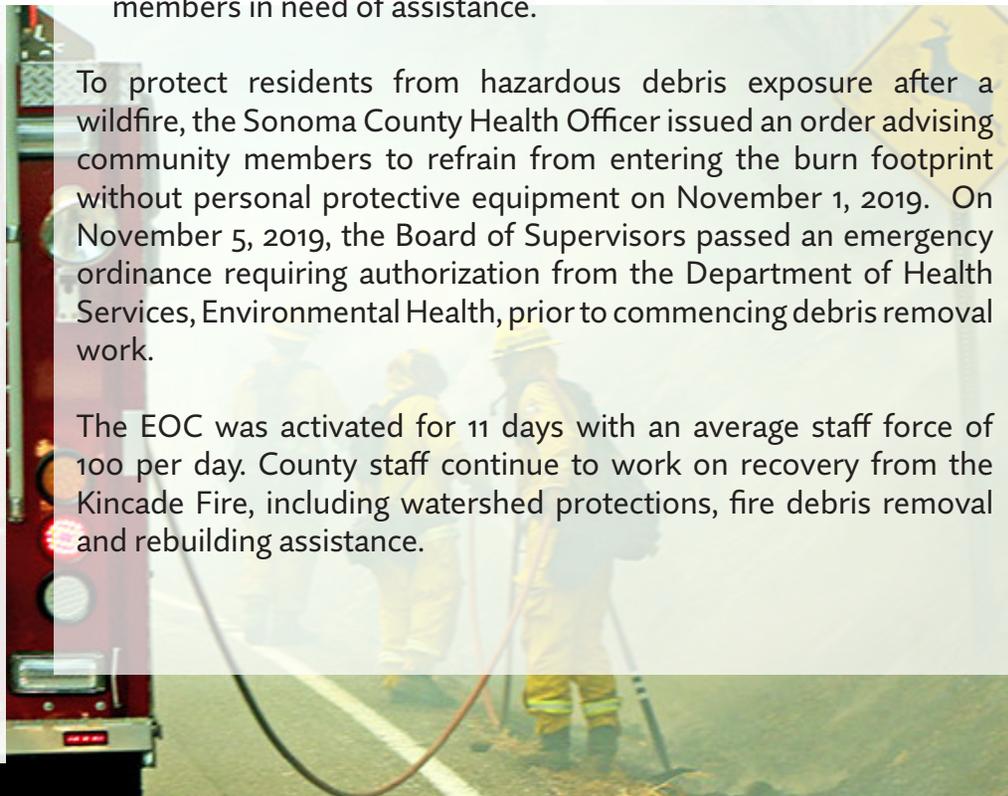
The County of Sonoma has improved its emergency response capabilities in the two years since the Sonoma Complex Fires. During the Kincade Fire and the concurrent PG&E power shutoff to 260,000 residents, the County demonstrated significant capabilities including:

- Successful use of multiple Alert & Warning systems to issue dozens of emergency warnings in both English and Spanish. This included the Wireless Emergency Alert (WEA) system (15 activations), Emergency Alerts System (EAS), SoCoAlert subscriber system (26 activations), law enforcement patrol car Hi/Lo sirens and Nixle as well as the NOAA Weather Radio system – the first such use for a non-weather emergency in the western United States.
- The successful evacuation of over 190,000 residents – the largest single-county evacuation in recent Northern California history.
- 55% of County workforce (1,800 employees) supported emergency operations and Continuity of Operations Essential Public Services.
- Staff made provisions for contacting and preparing to evacuate hundreds of individuals without housing from areas threatened by the fire.
- Staff supported evacuation and resident care of 4 care and shelter facilities as well as 2 major hospitals.
- The real-time incident status map addressed both the fire and the PG&E power shutoff hazards and was viewed over 9.7 million times.
- All County communications for SoCoAlert, Wireless Emergency Alerts, EAS, SoCoEmergency.org, and social media were produced in English and Spanish, with Spanish translation provided by bilingual Sonoma County employees.
- As stated above, staff contacted thousands of In-Home Supportive Services clients, PG&E Medical Baseline customers and persons on the Medicaid Empower lists to confirm their plans for the power shutoff and Kincade Fire evacuations and to determine if evacuation assistance or other assistance was needed.

- Emergency information on SoCoEmergency.org was displayed side-by-side in Spanish and English.
- Through the height of the emergency, SoCoEmergency.org was viewed 2 million times. Of those 2 million views, 80,500 views were of Spanish content. The views were generated by 519,000 unique users, 18,000 of which were Spanish speaking. By way of context, Sonoma County's population is 504,000.
- During emergency response, the County shared bilingual information on Facebook, Twitter, and Nextdoor. Facebook was updated on average 1.2 times per hour, and had 315,000 engagements, while Twitter was updated 1.4 times per hour and saw 2 million impressions.
- 2-1-1 provided bilingual assistance via phone calls and text messages, with 4,540 contacts.
- The County set up a Local Assistance Center to provide critical one-stop-shop recovery resources and served 1,185 households over four days, many of which came with a number of family members in need of assistance.

To protect residents from hazardous debris exposure after a wildfire, the Sonoma County Health Officer issued an order advising community members to refrain from entering the burn footprint without personal protective equipment on November 1, 2019. On November 5, 2019, the Board of Supervisors passed an emergency ordinance requiring authorization from the Department of Health Services, Environmental Health, prior to commencing debris removal work.

The EOC was activated for 11 days with an average staff force of 100 per day. County staff continue to work on recovery from the Kincade Fire, including watershed protections, fire debris removal and rebuilding assistance.



## Joe Rodota Trail Homeless Encampment

On December 17, 2019, the Board of Supervisors declared a local emergency to address a large homeless encampment on the Joe Rodota Trail, a property owned by the County which serves as a Regional Park. The County estimates nearly 3,000 members of the community are without homes. Board members directed staff to activate a Joint Operations Center to identify issues and options for trail occupants, coordinate response and provide for management of County and affiliate efforts regarding the homelessness emergency.

On December 23, 2019, the Board held a special meeting to approve several proposals and directed \$12 million in funding to provide permanent supportive housing, indoor-outdoor sheltering and critical support services to the over 200 trail occupants. The Department of Emergency Management was tasked to activate the EOC to support the County's efforts to establish a temporary emergency shelter at Los Guilicos, a County-owned facility. The EOC was active for 2 days in 2019, with work spilling into 2020.

Work included

- developing work plans to construct the village;
- training and deploying staff to the Joe Rodota Trail to assess the behavioral health, medical and social service needs of occupants who would move to Los Guilicos;
- updating the community through social media, the County website and community meetings as soon as new information became available;
- and finally developing plans for debris removal and restoration work once the trail was cleared.

The long term goal of this effort is to return the trail to its intended use a regional park recreation area and ensure the homeless population in Sonoma County received support in their transition off the trail.



# EMERGENCY PLANNING

As the old adage says, practice makes perfect. This is why Sonoma County has increased efforts to plan for emergencies and to increase opportunities for the community to practice preparedness. In 2019, the Department of Emergency Management created designated evacuation zones and conducted several drills with residents in rural Sonoma County to practice evacuating in case of an emergency. Similarly, in 2019 the department conducted another test of alert and warning systems in Sonoma County, this year highlighting the National Weather Service NOAA Weather Radio System.

The department further led efforts in 2019 to develop one of the first de-energization plans in any local jurisdiction in California and updated the County's Continuity of Operations Plan (COOP) which is critical to maintaining County business during emergencies. Details about these efforts and other 2019 accomplishments are as follows.

## Evacuation Drills and Zones

Department of Emergency Management staff is working with the Sonoma County Sheriff's Office to develop a County map of "Community Evacuation Zones." The zones were assigned objective criteria to

prioritize the most vulnerable areas. Staff will continue to work with these identified areas to develop evacuation plans and exercises, as well as vegetation management programs along the public right of way within these areas.

In 2019, the department led two evacuation drills for residents in rural areas, the first of their kind in Sonoma County. On August 24th, residents of the Cavedale-Trinity community were invited to participate in the County's first evacuation drill to practice evacuating their homes and driving through planned evacuation routes to a designated assembly site. Another drill was conducted for the Mill Creek community on October 19, 2019. A third drill, slated for November 2, 2019 for the Fitch Mountain community had to be postponed due to nearby fire activity.

The evacuation exercises were part of a community-wide effort to be prepared for wildfires and other potential disasters. Approximately 90 people participated in the two events. More drills will be held in 2020 and ongoing.



## Alert and Warning Exercise

On September 5, 2019, the department tested three alert and warning systems, including the Wireless Emergency Alert (WEA) system, SoCoAlert, and the National Weather Service NOAA Weather Radio System, from 10:00 AM until 11:10 AM. During this testing period, residents and visitors within the communities of Healdsburg, Cloverdale, and Geyserville received a phone call or an alert on their mobile device.

The WEA system is similar to the Amber Alert system and uses a special tone and vibration on mobile devices, as well as sends a brief text when there is an immediate threat to life and property. SoCoAlert is a free emergency notification used to alert residents and businesses by telephone, mobile phone, text message, email, and social media regarding time-sensitive, geographically specific emergency notifications. Both tests were sent in English and Spanish.

In addition to WEA, and SoCoAlert, the County partnered with the National Weather Service to test the NOAA Weather Radio system. The NOAA Weather Radio All Hazards (NWR) is a nationwide network of radio stations broadcasting continuous weather information directly from the nearest National Weather Service office. NWR broadcasts official Weather Service warnings, watches, forecasts, and other hazard information 24 hours a day, 7 days a week. This was the first non-weather live code test in California.

## De-energization Emergency Operations Plan Annex

In 2019, Pacific Gas & Electric (PG&E) de-energized electrical systems servicing large areas in Sonoma County in advance of or during periods of heightened wildfire danger conditions. PG&E calls this the “Public Safety Power Shutoff” (PSPS) program.

Anticipating potential issues with this system, County staff and allied stakeholder agencies prepared the De-Energization Annex to the Sonoma County Operational Area Emergency Operations Plan (EOP) which outlines procedures that guide a collaborative response by local governments, special districts, and allied agencies in the Sonoma



County Operational Area to the threat of or actual de-energization of electrical systems due to extreme fire danger conditions. The Department of Emergency Management presented the new Annex for the Board of Supervisors’ approval on August 6, 2019.

## Continuity of Operations Plan (COOP)

The Department of Emergency Management and County Departments completed development of the County’s new comprehensive coordinated government Continuity of Operations Plan (COOP) in 2019. The COOP Base Plan and 56 Department/Division-specific Playbooks provide the ability for the County to maintain critical services in the event of utility or information systems disruption, labor resource conflict, major emergency, or disaster. Emergency Management presented this plan to the Board of Supervisors on July 9, 2019.

**WE’RE TESTING EMERGENCY ALERT  
SYSTEMS TODAY**



Have questions?  
Go to [SoCoEmergency.org](https://www.socounty.org/emergency) or call 2-1-1

## Other Emergency Planning Efforts

DEM has made significant progress to establish a comprehensive alert and warning system and to advance emergency preparedness and planning efforts. In addition to the above, several accomplishments for 2019 include:



Established a county-wide Alert & Warning Group.

Fully established and utilized a centralized website with information for residents during an evacuation ([www.SoCoEmergency.org](http://www.SoCoEmergency.org)). In 2019, the site had 1.8 million visitors.

Contributed to the development of the State of California Alert and Warning Guidelines.

Validated existing warning systems during deployment for active incidents, including the 2019 Winter Storms and Floods and the 2019 Kincade Fire.

Established a multi-county real-time incident status map for the Kincade Fire and the PG&E power shutoff hazards which was shared with and used by CAL FIRE. During the shutdown and fire period, the map was viewed over 9.7 million times.

Developed a new Emergency Operations Guide for County Supervisors.

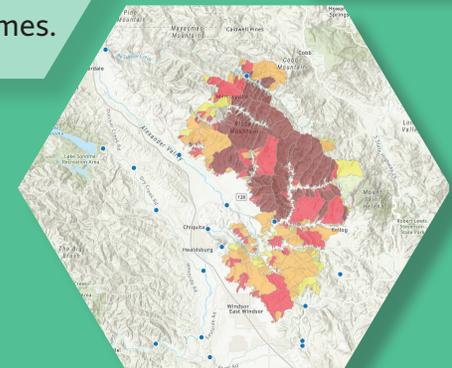
Installed three additional fire cameras to expand the current network to eleven cameras in Sonoma County and submitted a Hazard Mitigation Grant Program application to fully operationalize these cameras. There are an additional twelve fire cameras installed in neighboring Marin, Napa, and Lake Counties. The regional fire camera network now has 23 cameras in total, with additional fire cameras proposed in neighboring Mendocino County.



Instituted a new Emergency Operations Center Board Liaison position.

Obtained \$235,000 in grant funding from the Bay Area Urban Areas Security Initiative (UASI) grants for FY 2019-2020 to conduct emergency preparedness trainings.

Developed a county-wide NIXLE protocol.



## TRAININGS AND VOLUNTEER OPPORTUNITIES

In 2019, the department expanded opportunities for training and volunteer activities for community members. The department provided quarterly disaster preparedness workshops at Board of Supervisors meetings, worked with community partners to expand the CERT program (Community Emergency Response Team), and collaborated to bring the County the LISTOS program, a Spanish language based preparedness program.

### Quarterly Disaster Preparedness Workshops

The Department developed and implemented Quarterly Disaster Preparedness Workshops at Board of Supervisors meetings throughout 2019. The goal of these workshops was to enhance the ability of County Supervisors and staff to respond to a major emergency or disaster. Each quarter, DEM focused on an emergency topic of interest, including:

- Overview of Flood Hazards - January 15, 2019
- Earthquake Hazard Overview - April 16, 2019
- Wildfire Hazard Overview - July 9, 2019

Each workshop provided an overview of the topic and review of hazards and potential impacts for Sonoma County from the disaster. Workshops allowed the Board and community to review the County's mitigation, preparedness and response plans in place and discuss how the County government, local jurisdictions, and allied stakeholders would respond and initiate recovery from the potential disaster.

The fourth quarterly workshop was to be held in the fall of 2019, however was postponed to a later date due to numerous EOC activations as a result of large scale power outages and the Kincade Fire.



## CERT Trainings

The Department of Emergency Management is partnering with a number of local agencies including Santa Rosa Fire, Petaluma Fire, Sebastopol Fire, Catholic Charities and the California state Listos for All program to develop a foundation for CERT (Community Emergency Response Teams) Programming in the county.

In 2020, Bodega Bay and Russian River CERTs will continue their programs in West County as North County CERT ramps up to provide CERT classes in Geyserville, Cloverdale, and Safari West in January, February, and March. A CERT Train the Trainer is also planned for spring 2020.

## Listos Program

In October, 2019 the Department of Emergency Management, working with Catholic Charities, sent a number of individuals ranging in age from 25-60 to a LISTOS program preview held at the California Emergency Services Administration (CESA) Conference. LISTOS (Ready) is a Spanish language based preparedness program currently being promoted by Cal Volunteers. The program is designed to be culturally and linguistically appropriate for the Spanish speaking community.

Based on the attendee's positive reports a Train the Trainer and initial LISTOS Class was held in early December with 25 attending and becoming LISTOS Class Trainers. The LISTOS program will be promoted through a number of organizations in the county to help engage the Latino communities in preparedness activities and the Department of Emergency Management will continue to support this effort and the programs growth.



# COMMUNITY OUTREACH AND EDUCATION

Emergency management staff are committed to community outreach and opportunities to provide information that empowers the community to be greater prepared for disasters. Efforts such as the Community Preparedness Plan, Sonoma Ready Day, Sonoma Ready Sonoma Strong Campaign and other outreach activities helped to advance engagement with the Sonoma County community at large in 2019.

Last year, Emergency Management took great strides to be present out in the community. Staff attended and participated in 65 community meetings and events to provide preparedness materials and education to an estimated 9,599 individuals in attendance at these events. In addition, department staff participated in 55 meetings with community partners and leaders throughout the year.

Outreach efforts cumulatively resulted in over 100,000 new addresses added to SoCoAlert, the County's official local alert and warning tool.

## Community Preparedness Plan

The Department of Emergency Management and the County Administrator's Office, with the support of the County's network of Public Information Officers, developed a Community Preparedness Plan that was approved by the Board. Through the Plan, the County educates and empowers Sonoma County residents, neighborhoods, community groups, and the private sector on how to prepare for, respond to and mitigate emergencies, including natural and man-made disasters. The goal of the campaign is to promote preparedness through public involvement via traditional and new media approaches and takes opportunities to present clear, concise and consistent messages targeted to specific audiences and tailored to community needs. Outreach is designed to ensure that communications will cross all sensory, language and cultural barriers to reach all residents and visitors in Sonoma County, including individuals with disabilities and others with access and functional needs.

The program encompasses activities to inform the public and provides opportunities for the public to inform the department's policies and programs. The goals of the Plan are to:

- Educate and empower residents to better prepare themselves, their families, their businesses and their neighborhoods for an emergency.
- Show local communities, business partners, organizations and Sonoma County residents how to reduce their exposure to natural and human-caused hazards.



- Strengthen relationships between and among local jurisdictions, businesses and regional partners to improve public messaging before, during and after an emergency.
- Continue to implement tactics throughout the County to increase the Department of Emergency Management's presence as a trusted community resource for issues of emergency preparedness, response and recovery.

### Sonoma Ready Day

The Community Preparedness Plan identifies a community-wide event as a key tactic to outreach preparedness information with the community led by the Office of Recovery and Resiliency. Sonoma Ready Day was held on Sunday, September 8, 2019 from 10:00 AM to 3:00 PM. DEM supported the event offered emergency resources, demonstrations, short lectures, emergency vehicle displays and tools to educate and empower community members to withstand and recover from emergencies.

Over 5,000 people participated in the event which included 67 resource tables. Many of the agencies had to restock their informational materials mid-day due to the exceptional attendance. Emergency response vehicles, including helicopters, lined the lawn outside the two event halls. The vehicles were popular with the kids throughout the day. Topical speakers in both English and Spanish provided information talks throughout the event.

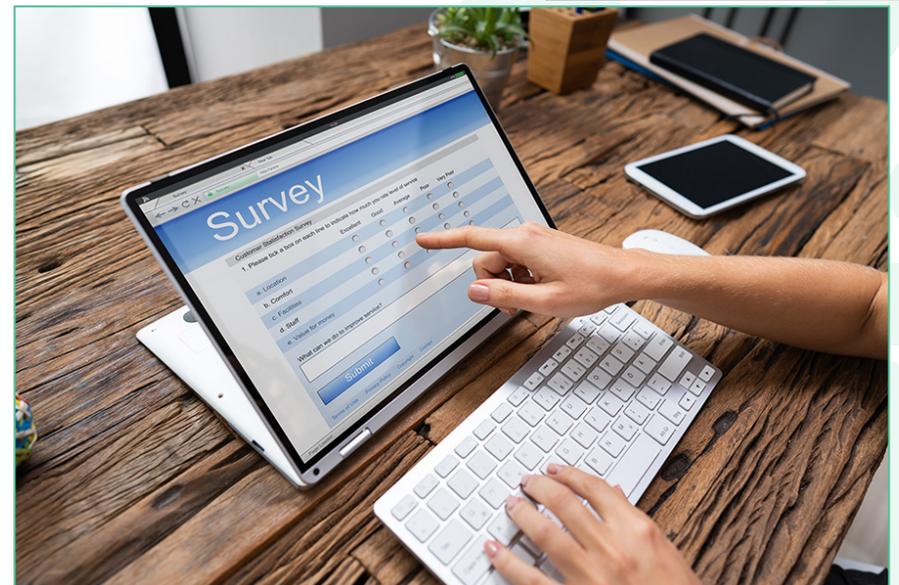


## Sonoma Ready Campaign

In August 2019, the department launched a major marketing campaign - “Be Ready Together” – to promote individual and community preparedness. Efforts included paid advertising featuring local residents’ stories about how they are prepared for disasters. The campaign is an opportunity to thank those giving their time to their communities as well as inspire residents to work to be Sonoma Ready! Throughout the fall, over 2.5 million impressions of the campaign were pushed out through online channels.

## Community Feedback

Following the October Power Shutoffs and the Kincade Fire, the department conducted post-event surveys to the community to collect stories and experiences. More than 7,287 total responses including 9,488 qualitative responses describing their personal experiences were submitted. Staff are currently analyzing this data to help understand challenges and improve service and response moving forward.



# GRANTS

The grants team is focused on working to bring all of the existing grants up-to-date and into alignment with department and County priorities. Staff are designing systems to ensure grants are effectively used as a resource for building capacity and capabilities within the County and the Operational Area. Grants currently being administered include:

## List of DEM Grants

Emergency Management Program Grant (EMPG)	FY 19-20 \$226,570	FY 18-19 \$226,570
State Homeland Security Grant Program (SHSGP)	\$592,861	\$574,325
Bay Area Urban Area Security Initiative (UASI)	\$72,743	\$267,872
State funded power shut off grant (PSPS)	\$479,159	N/A
<b>Total:</b>	<b>\$1,371,333</b>	<b>\$1,068,767</b>



# RESOURCES

## SoCoEmergency Website

The central source of information during an emergency as well as a resource for preparedness tools

## SoCo Alert

Any message regarding the safety, property or welfare of the community will be disseminated using the SoCoAlert system. These may include evacuation notifications, shelter-in-place orders, boil water advisories, tsunami warnings, and flood warnings.



## Nixle

Text your zip code to 888777 to opt-in or sign up online to receive email, text or voice messages with alerts and advisories from local law enforcement.



## Social Media

Follow Emergency Management on a variety of platforms for emergency preparedness information and events. For the latest information during a declared emergency, all communications are centralized through the County of Sonoma's social media channels.

A screenshot of the SoCoEmergency website's "Prepare" page. The page has a dark header with the "SoCo Emergency" logo and navigation links for "Prepare", "Emergency", "Recover", and "Stay Informed". Below the header is a large banner featuring a photo of two women and the text "We have our neighbors' backs." and "Sonoma Ready Sonoma Strong". To the right of the banner are sections for "Recent Warnings and Updates", "Stay Informed", and "Event Calendar". At the bottom of the page are social media icons for Nextdoor, Facebook, Instagram, and Twitter, each with a handle: @SoCoDEM for Facebook and Instagram, and @SonomaCo\_DEM for Twitter.

### Preparedness Resources

- [Stay Informed](#) – Sign up for alerts, follow us on social media, bookmark local radio and TV stations, and download mobile apps.
- [Get Ready](#) – Understand your risk to various hazards, make a plan to stay safe, build an emergency kit, and plan to stay informed as events unfold.
- [Access & Functional Needs Populations](#) – Additional preparedness information for persons with disabilities, seniors, and others.
- [Educational Events & Exercises](#) – Scheduled public events, exercises and evacuation drills.



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