



THE GREAT CALIFORNIA SHAKEOUT 2009 **Implementation Plan**

What is it?

The Great Shakeout – a state-wide earthquake drill of “Drop! Cover! Hold on!”
Designed to be an earthquake with the magnitude of 7.8 along the San Andreas Fault.
10/15/09 at 10:15 a.m.
www.shakeout.org

Why we should participate:

As we live in an area that is at high risk for a major earthquake this simple drill on 10/15 at 10:15 provides an opportunity to practice what we do in the event of an earthquake. The main goal of the ShakeOut is to get Californians prepared for major earthquakes. The ShakeOut drill is an opportunity to learn what to do before, during, and after an earthquake. Individuals and businesses can learn how to prepare, protect, and recover.

This drill also affords an opportunity to educate the community about other important steps for personal emergency preparedness and business preparedness (continuity) plans. We can promote Get Ready trainings, CERT classes, and Community Emergency Preparedness efforts (Community Plan).

Agencies and organizations to be involved:

- | | |
|------------------------------------------|------------------------------------------------|
| 1. Schools | 7. Faith-based organizations |
| 2. Colleges/universities | 8. Medical organizations/health care providers |
| 3. Businesses | 9. Media |
| 4. Community groups (CERT Teams) | 10. Individuals/families |
| 5. Government agencies within San Rafael | |
| 6. Non-profits/CBOs/NGOs | |

Promotional channels:

1. Website postings:
 - a. SR City homepage
 - b. OES homepage
 - i. Logo, drill info, and EQ quiz
2. Email blast to:
 - a. CERT/Get Ready database in newsletters
 - i. July/August
 - ii. Sept/Oct
3. Email and flyers send to:
 - a. City employees
 - b. Non-profits: MIDC members
 - c. SR Businesses: Chamber/BID contacts
 - d. Schools: San Rafael Schools
 - e. Medical organizations:
 - i. Kaiser/Sutter/Senior Nursing Facilities
 - f. Northgate Mall
4. Create sign boards for San Rafael fire dept signs

5. Flyers posted in City facilities:
 - a. City Hall
 - b. Library
 - c. Community Centers
 - d. Childcare Centers
6. Add to signature line of our emails
7. Announce to current CERT class to sign-up others in their community
8. Media outlets
 - a. Post on the Marin IJ online
 - i. Possible story tied in with Sept. being National Preparedness Month and launch of Spanish Get Ready and GR5
 - b. Post on CraigsList
 - c. Post in the Pacific Sun
9. City communications
 - a. Write up for Snapshot
 - b. Write up for FOCUS newsletter
 - c. Write up for other departmental newsletters
 - d. Resolution by City tied in with National Preparedness Month

Avenues of participation in the ShakeOut drill:

1. Encourage a City-wide drill in all City facilities on 10/15 @ 10:15
 - a. Participation from all staff
 - b. Test Shoretel phone systems with an all-City announcement about the drill
 - c. Send email notifications to all City employees
 - d. Send email through Constant Contact (pre scheduled)
 - e. Public notices will need to be posted X days prior to drill
2. Have Get Ready trainings the week before and the week after the drill
 - Thursday, Oct. 8, 6:30 – 8:30
 - Thursday, Oct. 15, 6:30 – 8:30

Timing:

Some work to be done prior to September, but the main activity and promotion of this campaign will begin September 1, 2009 - as part of National Preparedness Month.

NOW: Draft letters to organizations now

NOW: Speak to IT about using phone system

8/19: Encourage all City employees to participate (opportunity to mention at Management meeting that ADP to present, get all dept. directors to support)

8/20: Materials due to City Clerk for resolution

8/31: City Council Meeting (resolution presented)

9/1: Add to signature lines of emails

9/1: Send letters and emails to organizations

9/1: Post to online media

9/1: Post to websites

9/2: Send to editor for Snapshot

9/? : Send to editor for FOCUS (when is this due?)

9/15: Speak to Facilities Manager about public notices (add posting date once known)

9/21: Post to fire dept. fire boards

10/8: Get Ready training (FREE, 2-hour disaster preparedness)

10/15: ShakeOut drill

10/22: Get Ready training (FREE, 2-hour disaster preparedness)