



City of Mill Valley  
Emergency Preparedness Commission  
Special Meeting  
November 3, 2022  
6:00 PM to 8:30 PM

Meeting Location  
Mill Valley Community Center

**Commissioners:**

Christie Coleman (Chair)  
Daniel Vasquez (Vice Chair)  
Ashley Raveche  
Victoria Lim  
Leah Curtis  
John Poulson  
Josh Galland

**6:00 PM Call to Order**

**Public Open Time:** Persons wishing to address the Emergency Preparedness Commission on subjects not on the agenda may do so at this time. State law prohibits Commission action on any item not listed on the agenda. Other items will generally be referred to staff or received as information.

**Strategic Planning 2023-26 Discussion** (*see attached item 1A: Strategic Plan 2023-2026*)

Materials related to an item on this agenda submitted to the Emergency Preparedness Commission after distribution of the agenda are available for public inspection at Mill Valley City Hall, 26 Corte Madera Avenue during regular business hours. Such documents are also available on the City's website at [www.cityofmillvalley.org](http://www.cityofmillvalley.org)

*Next Regular EPC Meeting: November 10, 2022*



**Mill Valley**

**Emergency Preparedness**

**Commission**

**Strategic Plan 2023-2026**

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# The Mission of the Mill Valley Emergency Preparedness Commission is to prepare, educate, and build resilience.

The 2023-26 strategic plan of the Mill Valley Emergency Preparedness Commission is focused on an all-hazard approach: wildfire, earthquake, flooding/tsunami, critical infrastructure failure (including cyber attack, pandemic, landslide, and terrorist incident). This three-year plan will be reviewed annually by the members of the Emergency Preparedness Commission (EPC) and amended as needed. There are three goals, each with their own set of objectives and metrics, so that we may track and measure the success and impact of our work in Mill Valley.

## History, Structure, and Roles of the Mill Valley Emergency Preparedness Commission

In 1992, the Mill Valley Fire Safety Task Force, which was convened in the aftermath of the East Bay Oakland Hill Fire, recommended the creation of a Disaster Council to examine Mill Valley's fire risk and to consider ways to ready the community for wildfire and other risks. In 2008, the City Council formally created the Mill Valley Emergency Preparedness Commission with the following responsibilities.

Per Section 2.08.150 (b) of the Mill Valley Municipal Code:

*The Emergency Preparedness Commission shall assist the City in preparing for, responding to, recovering from and mitigating a disaster. The Commission's duties include but are not limited to:*

- *Identify and organize community groups, including residential neighborhood associations, schools, and businesses.*
- *Promote community emergency response training (including: Community Emergency Response Training, Red Cross Shelter and Get Ready).*
- *Educate residents on ways to be self-sufficient in a disaster.*
- *Make recommendations to the City Council on preparedness matters.*

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The role of the EPC is to assist the City of Mill Valley in preparing our residents, businesses, congregations, and schools for natural disasters by developing risk awareness, providing safety and risk mitigation education, and advocating for the need for ongoing emergency and disaster preparedness. The Commission also provides recommendations and support to the City on aspects of disaster impact mitigation, response planning, and recovery processes. Commissioners are volunteers from the Mill Valley community appointed by City Council to serve three-year terms.

The Commission shall consist of seven members, with at least five who will be residents within the City limits of the City of Mill Valley. Two members may reside outside the City limits, but within the boundaries of the Mill Valley Elementary School District. The Commission meets monthly throughout the year with actions guided by the Brown Act. An Annual Report to the City Council is provided with additional reports provided at the request of the Council.

In the winter of 2022-23, the commission members include:

- Christie Coleman (Chair)
- Daniel Vasquez (Vice Chair)
- Ashley Raveche
- Victoria Lim
- Leah Curtis
- Josh Galland
- John Poulson

Commissioners serve for three-year terms and may serve a second term if space is available and approved by the City Council.

In the winter of 2022-23, the staff that provide support for the Commission include:

- Deputy Fire Chief Tom Welch and/or Police Chief Rick Navarro
- Community Engagement Coordinator Michelle Terrell

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# Purpose of the Strategic Plan

Every three years, Commissioners participate in the process of goals and activities review. This Strategic Plan provides a planning and resource prioritization framework for the EPC. It also provides a baseline against which to measure success. Annual review and reports to the City Council provide an opportunity to gauge progress and to re-evaluate the plan.

## 1. Goal One: Build Awareness

**Objective:** Build *external* awareness among our communities and businesses, to include people, school leadership (superintendents, principals, staff, and parent leadership), faith-based organizations (FBOs) and community-based organizations (CBOs).

- Provide frequent, relevant, and equitable educational opportunities on all hazards
- Provide frequent, relevant, and equitable direct and indirect communications via mail, email, newsletters, outdoor media, and presence
- Provide community events such as drills and workshops.

**Objective:** Build *internal* awareness among emergency preparedness commissions and councils.

- Utilizing local first responders to partner with the EPC to identify educational opportunities that directly impact their community
- Building and maintaining relationships with schools, FBOs, CBOs, local businesses, and Chambers of Commerce to identify needs within those constituents
- Utilize existing data and tools (such as Zonehaven and community evacuation maps) to identify risks across regions (such as high wildfire risk areas, inadequate critical infrastructure, and flooding )

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## Metrics:

- Meet regularly with relevant staff members and ensure they are invited to EPC meetings
- Conduct a minimum of four in-person educational events ensuring that delivery is in an appropriate manner for target audience addressing Accessible Functional Needs (AFN), multi-generational, lingual needs, and literacy levels
- Utilize software to track social media posts, reach, and engagement of communications
- Track tabling and outreach presence at events
- EPC members are known and meet regularly with representatives from city council, schools, FBOs, CBOs, and local businesses/the Mill Valley Chamber of Commerce
- Track local first responder public debriefs and lessons learned
- Ensure public feedback opportunities are created
- Install at least two community information boards per jurisdiction in public areas for emergency information and community events
- Produce relevant written materials and QR codes to be placed in the library, the recreation center, community spaces, and at local events
- Develop and align communication channels to point to regional websites and newsletters

## 2. Goal Two: Prepare People

**Objective:** In collaboration with first responders, facilitate public education to promote awareness and preparedness for self-action in case of a major disaster or emergency.

- Promote Community Emergency Response Team (CERT) training program
- Promote Get Ready programs
- Promote Neighborhood Response Groups (NRGs)
- Promote earthquake and other disaster risk awareness
- Develop and implement localized community training opportunities
- Collaborate with FireSafe Marin in the formation of FireWise communities
- Create and utilize existing opportunities to interface with the community (tabling events, volunteer appreciation, Memorial Day events, etc.)

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- Work with first responders and community partners to create emergency preparedness information and distribute it to all residents and businesses
- Actively identify and collaborate with staff to procure grant funding
- Conduct annual and localized evacuation drills in partnership with first responders
- Be aware of community events where presence would be relevant

**Metrics:**

- Track the promotion of CERT and Teen CERT training via digital and non digital communications
- Facilitate Get Ready program
- Implement four localized training opportunities per year.
- Provide emergency preparedness information to all residents and local businesses
- Utilize software to track social media posts, reach and engagement of communications
- Track tabling and outreach presence at events
- Track participation at events such as drills

### 3. Goal Three: Build Community Resilience

**Objective:** In collaboration with first responders, build resiliency to prepare organizations, businesses, Community-Based Organizations (CBOs), and Faith-Based Organizations (FBOs) for self-action and service in case of a major disaster or emergency.

- Build business resilience - work with local council, local agencies and Chambers of Commerce to develop a continuity of operations, emergency operations plan and disaster recovery plan for business owners
- Educate business owners and their staff in disaster preparedness and response, taking into account any AFN and multilingual requirements
- Build CBO and FBO resilience - work with the City Council, local agencies, and the Chamber of Commerce to develop a continuity of operations, emergency operations plan and disaster recovery plan for CBO and FBO
- Promote the work of the EPC to encourage community members to join volunteer groups that help prepare for future disasters and emergencies.

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- Work with first responders and community partners to create emergency preparedness information and distribute it to all residents and businesses

**Metrics:**

- Recruit and track businesses, CBOs, and FBOs to complete continuity of operations plans, emergency operations plans, and disaster recovery plans (infrastructure)
- Promote training opportunities
- Create recognition programs for both volunteers and business owners

## In Conclusion

In addition to annually reporting on the progress in meeting the three outlined goals, the Mill Valley Emergency Preparedness Commission will provide the Mill Valley City Council with updates as requested.

## Acknowledgments

The Mill Valley Emergency Preparedness Commission (EPC) wishes to express their appreciation to the following people and organizations for their contribution to the preparation of the 2023-26 Strategic Plan:

- **Representatives of the Southern Marin Disaster Council and the Marin County Emergency Preparedness Coordinator Elaine Wilkinson** who joined Deputy Fire Chief Tom Welch and Community Engagement Coordinator Michelle Terrell and EPC Commissioners Daniel Vasquez and Victoria Lim in the summer of 2022 to create a strategic plan template for disaster commissions/councils in local Southern Marin communities. (Commissioner Leah Curtis represented the Southern Marin Neighborhood Response Group and Commissioner Ashley Raveche represented the Southern Marin Fire District Board during these meetings.);
- **Deputy Fire Chief Tom Welch and Community Engagement Coordinator Michelle Terrell:** Thank you to Tom Welch and Michelle Terrell for providing ongoing guidance, experience, insight, and support for this plan and as well as supporting past strategic planning processes for the Mill Valley EPC;

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- **Current and past EPC members:** We thank the EPC members who volunteered their time to prepare and refine the essential components of the plan;
- **Mill Valley City Council:** Thanks to the ongoing commitment of the Mill Valley City Council, emergency preparedness and public safety remain top priorities in its Core Values and Key Issues statements; and
- **Our community:** We are grateful for the support of the larger Mill Valley community, including Southern Marin’s Community Emergency Response Team (CERT) and the Southern Marin Neighborhood Response Groups (NRG), which all have a stake in disaster preparedness.

**[Chair]**

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Christie Coleman

**[Vice Chair]**

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Daniel Vasquez

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