



EMERGENCY MANAGEMENT

— SONOMA COUNTY —

SONOMA COUNTY DEPARTMENT OF EMERGENCY MANAGEMENT
2020 ANNUAL REPORT



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Letter from the Chair of the Board of Supervisors



I truly hope that 2021 is a disaster free year, but I know that even if it is not, we are all in good hands.

2020 was an incredibly difficult year across the world, in our country, state, and here at home in Sonoma County. Our community shared in the myriad challenges presented by the Coronavirus, dramatically restructuring both our society and our individual lives seemingly overnight. Californians also experienced the concurrent emergency of a fierce and unprecedented wildfire season, beginning with the August 2020 Lightning fires that burned millions of acres of land across the State. Locally, rare dry lightning sparked the Walbridge Fire in the Russian River area and the Meyers Fire along the coast, forcing many residents from their homes. In September, the Glass Fire ignited in Napa County and raced over the Mayacamas, triggering evacuations in darkness for rural communities in eastern Sonoma County and sections of east Santa Rosa, an occurrence that has become unfortunately familiar. Hundreds of residents lost their homes in the 2020 blazes, with more than 480 parcels in Sonoma County having lost structures. These folks are now starting the long journey towards recovery that so many in our County have, tragically, taken before them.

As disaster events become more frequent in Sonoma County, so does the need for a proactive, organized response. After the devastating fires in 2017, our Board of Supervisors made an investment in the Department of Emergency Management, and we are already seeing the returns. Though no amount of preparation and planning at the County level can prevent all disastrous fires, floods, and pandemics, these measures can and do keep our community safer and improve how we respond. Though 2020 was a record year for disasters, we also executed successful large-scale evacuations, improved alert and warning methods, and streamlined sheltering and Local Assistance Centers, even in the midst of a pandemic. We have a ways to go, and there is always room for improvement, but I can say with confidence that we are better prepared now than we have ever been.

None of this would be possible without the amazing team at the Department of Emergency Management, our County employees who serve as disaster service workers when crisis strikes, and our wonderful network of community partners. I truly hope that 2021 is a disaster free year—we could all use a break—but I know that even if it is not, we are all in good hands.

A handwritten signature in black ink that reads "Susan Gorin". The signature is written in a cursive, flowing style.

Susan Gorin
2020 Chair, Board of Supervisors



To enrich the quality of life in Sonoma County through superior public services.

Letter from the County Administrator

2020 proved to be a year of truly extraordinary challenges for Sonoma County—both in variety and intensity. Most notably, County leaders and residents have once again shown strength, resiliency, and perseverance in the face of extreme hardship. Along with the rest of the United States and the world, the County endured the COVID-19 Pandemic and all of its dangers, uncertainties, and frustrations. Here in Sonoma County, we also simultaneously dealt with a major homeless encampment crisis, two major wildfires, PG&E power shutoffs, extreme heat, social justice challenges, and even election security concerns. 2020 did prove one thing: By coming together, we can be greater than any challenge.

Beginning with the October 2019 Kincadee wildfire and through 2020, more than 2,700 County staff worked an incredible 539,000 hours on the front lines and behind the scenes in disaster response supporting emergency warning, evacuations, shelters, transportation, public information, fiscal management, and recovery tasks. The Department of Health Services led the massive ongoing COVID-19 effort with staff working more than 171,000 hours to support medical and healthcare providers, coordinate the flow of information and resources among local, state and federal partners, develop emergency care facilities, and lead public information and education outreach. These extraordinary numbers serve to underscore dedication that county workers have to their positions and to the residents of Sonoma County.

In addition to meeting the needs of residents impacted by COVID-19 and other emergencies, the County implemented its Continuity of Operations Plan to ensure that County departments and agencies were able to continue to function and safeguard the ability of residents to access critical services. The Department of Emergency Management and the entire County government is continuing to work diligently towards increasing our resilience and capabilities to address whatever disasters or other challenges may confront us.

County leadership continues to be dedicated to working with community leaders to help provide Sonoma County residents with a proactive approach to preparedness and recovery by providing resources to improve existing programs while implementing new technologies, with a focus on improving the lives and safety of everyone in our county.

2020 was a year in which the County government, working with our communities, was able to live up to our Mission: “To enrich the quality of life in Sonoma County through superior public services.”

A handwritten signature in blue ink, appearing to read 'Sheryl Bratton', written over a light blue horizontal line.

Sheryl Bratton
Sonoma County Administrator
Director of Emergency Services

YEAR IN REVIEW

COVID-19

As the threat of COVID-19 arose in early 2020, the Department of Emergency Management (DEM) held the County's first pandemic response meeting in January. In March, the County's Emergency Operations Center (EOC) was activated in partnership with the Department of Health Services to coordinate the initial response efforts. For 78 days, the EOC team worked to assess the potential life-safety threat to County residents, coordinate public information efforts, bring together medical and public safety organizations, obtain and distribute Personal Protective Equipment (PPE), facilitate engagement with state and federal agencies, and provide support to the County's Continuity of Operations program. As the pandemic tasks evolved, management transitioned to DHS in May and the EOC was reset to be ready for PSPS events and wildfires. DEM completed a plan to ensure that COVID-19 protections were incorporated in emergency response procedures such as evacuations and shelters.

LNU Fires

As well as our roles within the EOC during the response, we facilitated the Damage Assessment tour with CalOES, PRMD, and TPW. The purpose of this driving tour for staff was to document damage to infrastructure, including roadways, culverts, and power lines.

Glass Fire

As the County Agency Representative, DEM actively participated in meetings at the incident command post at the fairgrounds. These meetings included morning briefings and twice-daily re-population meetings to determine the areas that were ready for evacuation orders to be lifted. This planning process required communication and partnership with many departments, including Sheriff's, Public Health, TPW, and PIOs. Driving tours to determine the extent of damage were completed with CalFire, Public and Environmental Health, and DEM staff.





Year in Review

UAS Pilot Training

Four DEM staff were trained in the use of Unmanned Aircraft Systems, or drones, receiving UAS Pilot Training certificates. DEM capabilities for drone use would include situational awareness in difficult or dangerous terrain, mapping of affected environments and communities in a disaster, and collaboration with other county agencies. Staff received written instruction, lecture, and hands-on training.

2020 Election Contingency Plan

Due to a charged political environment leading up to the 2020 Presidential Election, DEM sought to proactively address the safety of voters coming to polling places, protect election processes and staff, and address potential challenges to the election's outcome. This was accomplished in various steps. In order to create the "2020 Election Contingency Plan," DEM staff collaborated with staff from Registrar of Voters, Sheriff's Department, PG&E, General Services, SRPD, and others to document contingency plans for possible civil unrest, power shutoffs, protests, and other concerns that could impact the four days the polling sites were opened during October-November 2020. Plans also included post-election plans for response and outlined activation of the EOC, if required. Potential EOC staff were alerted and on stand-by. DEM staff trained as Terrorism Liaison Officers maintained contact with the Northern California Joint Information Center, our regional fusion center, for updated intelligence. In addition, DEM staff was located on-site for situational awareness at the Registrar of Voters for the duration of public polling.



Sonoma County Incidents, 2019 & 2020

Dates	Type of Event	EOC?	EOC Days	Scope	Proclamation	Notes
Feb 12-14, 2019	Winter storm/flooding	Yes	2	River to 34.8 feet	n/a	
Feb 25-Mar 4, 2019	Winter storm/flooding	Yes	7	River to 45.4 feet	Federal	Also Sebastopol and Healdsburg
Sep 23-24, 2019	PG&E power shutoff	Yes	3	2.4K w/o power	Local	First real PSPS
Oct 8-9, 2019	PG&E power shutoff	Yes	4	180K w/o power	Local	Representative to PG&E EOC
Oct 23-25, 2019	PG&E power shutoff	Yes	1	65K w/o power	Local	
Oct 23-Nov 7, 2019	Kincade Fire/power shutoffs	Yes	13	78,758 acres burned	Federal	186K evacuated; largest geo fire in County history; FM-5295
Nov 20-21, 2019	PG&E power shutoff	Yes	2	139K w/o power	Local	
Jan 7-Feb 3, 2020	JRT encampment	Yes	28	200+ residents	Local	
Mar 1, 2020, ongoing	COVID-19 Pandemic	Yes	78	500K residents	Federal	EOC transitioned to DHS DOC
May 30-Jun 20, 2020	Protests	No	n/a	50 – 350 protesters	n/a	
Aug 16-18, 2020	Heat/CAISO rotating outages	No	n/a	n/a	n/a	
Aug 18-Sep 8, 2020	LNU Complex (Walbridge) Fires	Yes	17	57,569 acres burned	Federal	33K evacuated, smoke, 9/7 flareup
Sep 6-8, 2020	PG&E power shutoff/heat	Yes	n/a	40K w/o power	n/a	Labor Day, Virtual EOC
Sep 28-Oct 5, 2020	Glass Fire	Yes	10	67K acres burned including Napa	Federal	48K evacuated
Oct 14-16, 2020	PG&E power shutoff	Yes	2	1,600 w/o power	n/a	
Oct 21-23, 2020	PG&E power shutoff	No	n/a	900 w/o power	n/a	
Oct 25-27, 2020	PG&E power shutoff	Yes	3	46K w/o power	Local	

ALERT & WARNING OVERVIEW



Operations

- Conducted and/or supported Alert & Warning operations for the Operational Area for the following incidents:
 - COVID-19 pandemic (SoCo Alert)
 - Missing at-risk person (Santa Rosa, SoCo Alert, 1 Alert, 29,000 contacts)
 - Curfew Order for Santa Rosa (SoCo Alert, 2 alerts, 45,000 contacts)
 - LNU Complex Fire Response (SoCo Alert, WEA, Emergency Alert System, NOAA Weather Radio)
 - 40 SoCo alerts with an aggregate 56,000 phone contacts
 - 37 WEA launches
 - Glass Fire Response (SoCo Alert, WEA, Emergency Alert System, NOAA Weather Radio)
 - 22 SoCo Alerts with an aggregate 65,000 phone contacts
 - 20 WEA/EAS launches
 - FEMA publicly recognized Sonoma County as the third most prolific user of the Wireless Emergency Alert system in the Country; only Puerto Rico and the combined San Bernardino-Riverside County issued more alerts.
 - Nearly every alert was sent in English and Spanish; the only exceptions were due to inadvertent operator error.
 - Every alert launched by Sonoma County DEM included TDD messaging for the deaf.

Training and Exercises

- Trained 12 new Alert originators capable of launching alerts in the Sheriff Dispatch, REDCOM, Rohnert Park Public Safety, and Santa Rosa Emergency Management.
- Conducted the County’s first WEA Micro-Exercise in Kenwood on December 3, 2020.
- Planned for a large-scale exercise that was cancelled due to the LNU Complex Fire.
- Implemented a regularly scheduled Alert & Warning training session with the incoming duty officer to ensure renewal of perishable skills.
- Participated in a Cal OES and FEMA technical assistance program with other California jurisdictions to share best practices and lessons learned.



Alert & Warning Overview

Planning and Coordination

- Developed a comprehensive Alert & Warning Annex to the Emergency Operations Plan. This comprehensive plan included procedures, policies and tactics for the successful use of Alert & Warning systems and included:
 - A detailed and easy-to-use SOP for activation of the system.
 - A message template generator that allows rapid creation of message formats in English and Spanish for four different platforms in 13 different formats.
 - Detailed policies and procedures for special circumstances such as erroneous alerts and all-clear signaling.

Technology and Innovation

Sonoma County has led the way in innovation with the following:

- Early adoption of FEMA's new Opt-In Live WEA test system which allows testing of the system without requiring prior FCC approval. This allows us to do more frequent and less disruptive testing of the system.
- Selection as tester of the NOAA Weather Radio Non-Weather Emergency (NWEM) Alerting System. Working closely with the National Weather Service, FEMA and the FCC, we became the first County in the Country to launch a successful test alert using this system.
- Selection by NOAA as a test county for the NOAA Weather Radio sub-zone test program which will allow us to send more targeted messages using the NOAA Weather Radio system.
- Selection by the State of California for the Next Generation 9-1-1 program, giving Sonoma the Everbridge alerting system for free to test and evaluate as part of the pilot program.
- Initiation of planning and design for a NOAA Weather Repeater system to expand the reach of NOAA Weather Radio and increase resiliency of the system.
- Was awarded a grant for the purchase and distribution of special NOAA Weather Radios with devices for the deaf and hard of hearing to augment other emergency alerting systems.



Keep your car's gas tank at least half full.



COMMUNITY PREPAREDNESS PROGRAM

The Community Preparedness Program is designed to use science-based disaster communication theory to reach Sonoma County residents from different cultural, geographic, and demographic groups. The program's multiple elements communicate empowerment using action-oriented communications by community leaders and members, helping residents to understand how their individual and group actions will help limit future disruptions and provide confidence and safety to their families and their communities. Implementation began in July 2019 to run through June 2021. The program is currently being reviewed and redesigned for 2021-2023 (see page 15).

The community preparedness program's initial plan developed a two-year pilot program aimed at community preparedness improvements on multiple fronts using a variety of strategies. Designed by the Office of Recovery and Resiliency (ORR), the program base elements include:

- Community outreach in the form of advertising
- Events
- Other stakeholder programmatic elements

The new Department of Emergency Management (DEM) Community Preparedness Program Manager came on board in June 2019 and began to refine and implement the strategies. The key elements identified to striate throughout all messaging are:

- Disaster communication theory
- Focus on promoting actions
- Empowerment through stakeholder involvement and partnerships

Key considerations for program development include academic discourse on improving disaster communications. For example, Weinstein's Theory of Optimism Bias (1980) suggests people underrate the possibility of disastrous events affecting their lives. Considering this theory helps us understand why people may ignore their risk from hazards such as fire or earthquake. Another example, Festinger's Theory of Cognitive Dissonance (1957), helps us understand how people might minimize or discount their risk. To combat this propensity, we can use the Theory of Planned Behavior (Ajzen, 1991) to understand how people form their intentions. This helps us understand that messages should clearly identify risks along with offering residents' control through actions, and communicate that preparedness actions are the new norm. Opening two-way dialogs and involving stakeholders and trusted partners to help convey messaging are just a couple of the ways academic discourse has informed the preparedness program.



SONOMA READY SONOMA STRONG
DEPARTMENT OF EMERGENCY MANAGEMENT

IT'S FLOOD SEASON

“Protect yourself— declutter drains and gutters to keep water moving.”

Thank you Nance Jones!

BE READY TOGETHER

SONOMA LISTA SONOMA FUERTE
MANEJO DE EMERGENCIAS

¡SIEMPRE ESTÉ LISTO!

“Me inscribí en las alertas de emergencia del condado de Sonoma (SoCoAlert.com). ¡Asegúrate de que tú también lo estés!”

¡Gracias Herman G. Hernandez!

LISTOS JUNTOS

SoCoALERT.com

Community Preparedness Program

The DEM Community Preparedness Program developed a theme which was borne of a community mantra developed organically after the 2017 Fire event and was already well known in the community: “Sonoma Ready, Sonoma Strong; Sonoma Listos, Sonoma Fuerte”. We designed artwork to tie all activities together and promote recognition of preparedness content, program elements, and activities focused on promotion of both individual and neighborhood actions. Components of the program are multimedia advertising, the improvements to the SoCoEmergency website, events such as town halls, and surveys.

Multimedia Advertising Program

Print advertising in newspaper (Spanish and English), and digital newsfeeds across social and news platforms using multiple channels and partners continued for 2020. Ads feature local leaders in preparedness efforts with simple action item suggestions, for example:

- I am signed up for Sonoma County emergency alerts. Make sure you are too.
- Everyone in my house knows how to open the garage in case of power loss.
- My gas tank is always at least half full.
- My neighbors and I have a plan to pool our resources if needed after a disaster.

The ads focus on people, not lists, and provide actions that people can perform. These actions are not costly or time consuming, and will improve their personal capacity should disaster strike. The Sonoma Ready ad campaign is multi-hazard, providing ads for a spectrum of potential disasters, including wildfire, flood, earthquake, and tsunami. This ad program was expanded during the 2020 fire season (July-October) to use partnerships with local non-profits to amplify messaging. Ads in both Spanish and English produced in popular sizes for social media were shared with Community Organizations Active in Disaster (COAD) members, who in turn shared the messages on their social media, in communications, and with their partners and clients. This took place twice monthly throughout fire season and provided an opportunity to communicate to residents through their own trusted partners. The program was highly effective and increased viewership of Spanish communications, sometimes outperforming English communications. Partners were engaged in the effort to prepare their community and appreciated camera-ready campaign art to use in their own platforms and communications.

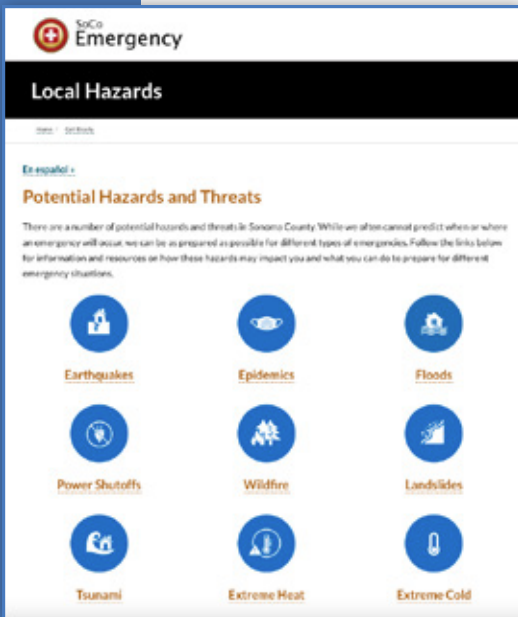
Keep food and water on hand to last a week.

Community Preparedness Program

Improved Website

The SoCoEmergency website is designed to be a single point of contact for residents seeking information during disasters, as well as preparedness and recovery information. In order to solidify the website as the primary source for all things preparedness and recovery, as well as response, media ads, printed literature, and other communications direct residents to the website. Our internal web department continues to work with us on improvements and updating pages while considering the latest trends in web design.

The website has been greatly expanded, topics simplified, and fully translated to a mirror site in Spanish. Auto translation had been available, but translation was often unclear or incorrect. With 25% of residents identifying as Latinx, we want to ensure information is clear and concise. The expansion of preparedness information enhanced the website, which is also where we direct residents for more information during a disaster. All new materials developed to aid in preparedness were added to the website for residents to download and print at home. This provided flexibility in a socially-distanced world.



Events

Sonoma Ready Workshops

In collaboration with Sonoma County Libraries, this workshop series featured a set of three preparedness workshops at each of Sonoma County’s twelve library locations. This series partnered with Listos California, Catholic Charities, local law enforcement and fire agencies, local neighborhood preparedness efforts, and CERT groups to bring a full range of information to local residents. Workshops provided an opportunity to reach people who are of lower income, seniors, and those who are not already engaged in preparedness; in other words, new audience opportunities. The library promoted the events and gave Go Bags to the first 40 families attending the first event of each set. The events focused on Get Ready, Make a Plan, Stay Informed, and Connect to the Community.

Residents got to hear more about why Go Bags are important, see what they include, and ask questions. They were provided with a planning template and step-by-step instructions, and left the event with their plan already begun.



Check your Go Bag supplies twice a year.

Community Preparedness Program



The final session at each location promoted working with neighbors on preparedness, with local community members speaking on the value of joining with neighbors to be prepared. Library events were at capacity with 40 to 90 at each class. Unfortunately, only the first few library events (total of 10 workshops of 36 planned) were completed prior to libraries closing on March 18, 2020. When libraries re-open the program will resume where it left off. A collaborative video was made for the library website, and virtual sessions will be held through the library education program this summer.

Virtual Town Halls

COVID-19 required a pivot from planned activities to those able to work virtually. In an effort to continue connecting with community and to foster engagement in preparedness, a series of Virtual Town Halls were developed and ran from March 2020 to January 2021. The first 21 were related to COVID, with the remaining 11 covering more traditional preparedness topics.

COVID-19: What You Need to Know March 2020-May 2020

In collaboration with local PBS station (NorCalPublicMedia) and two Spanish language radio stations (KBBF and Lazer Broadcast) this series of town hall meetings featured ongoing updates and actions for residents to take to help keep them safe. These town halls provided ample question-and-answer time for residents to ask questions live or submit them in advance. This feature was critical to establishing two-way communication with the public at a time when capacity to hold live events was discontinued. Sonoma County elected officials, medical health professionals, local non-profit organizations, and relevant partners appeared in live/virtual hybrid events weekly, beginning the evening prior to the County's first Stay at Home Order. This quick pivot was possible through prior establishment of networks and DEM's improved capacity with upstaffing in 2019. The live telecast was simulcast in Spanish on a local Spanish language station (Lazer). A similar format took place each week on another Spanish radio station (KBBF), and was broadcast live and conducted in Spanish. These critical partnerships allowed two-way communication with Sonoma County's large Latinx population at a critical time of the pandemic.



Sonoma Ready/Sonoma Listos Town Halls

Tackling preparedness topics focused on Wildfire (by geographic region), Earthquakes, Power Shutoffs, Floods, Animal Evacuations, Latinx Populations, Older Adults, and Persons with Disabilities. These town hall formats provided actionable information for residents and an opportunity to ask questions of experts in the fields being discussed. Each panel included elected officials, local leaders, and relevant agency representatives, as well as non-profit partners and community leaders when appropriate.



Community Preparedness Program

Events were held live on Zoom, simulcast in Spanish, provided ASL interpretation, and live-streamed on Facebook. Events were recorded and posted on Facebook to allow residents to review if they could not make the event. Recordings were also posted on YouTube as technology allowed for those who did not have access to Facebook. While many town halls had modest live attendance (under 100), all had thousands of views in subsequent days and continue to be reviewed by residents each month.

Sonoma Ready/Sonoma Listos Video Series

Pivoting to the online virtual reality also brought the need for more online education opportunities. The Sonoma Ready Video Series, each recorded in English and Spanish, featured short how-to videos on Go Bags, Shelter in Place Kits, Making a Plan, Staying Informed and Connected, and Power Shutoffs. Catchy “Get Ready” music and easy-to-understand ideas are the hallmark of this series. Each video provides succinct information and directions related to the topic. Additionally, to maintain the people-focused and collaborative efforts of the program, local community members provide their tips, explaining a bit of the “why” for viewers. Future videos for Wildfire, Earthquake, Flood, and Animal Preparedness are planned for 2021-2022.

Post-Disaster Surveys

Beginning in 2019 with major power shut-off events and the Kincade Fire, continuing in 2020 post LNU Complex/Walbridge Fire, DEM created and circulated a survey to gather residents’ experiences and preparedness in these disasters. Unfortunately, with events back to back over two years we have now circulated three surveys, each distributed within one day of the event closure, to understand gaps in response, community preparedness, and gauge effectiveness of services. Each of these surveys also offered residents an opportunity to provide a short statement of additional items they wished to convey. Currently this qualitative data is being analyzed and a report compiled for 2019 data, with 2020 data to follow. Quantitative data provides a picture of alert and warning effectiveness over time, as well as preparedness indicators. Many residents compliment their own preparedness efforts and their communities work together. Surveys are circulated through social media in English and Spanish, with non-profits providing print copies for clients to fill out.



A strong earthquake
is your Tsunami warning.

Community Preparedness Program

Interns

As part of a commitment to the field of Emergency Management, DEM engaged two interns in 2020: Nicole Sheppard from California State University, Sonoma for the spring semester, and Marisa McGettigan from University of California, Berkley for the fall semester. Nicole spent her time in the department learning about community engagement, and designed experiments for school-age children to explore emergency preparedness. These were presented at the Sonoma County STEAM Showcase. Marisa's main project was to analyze qualitative data from 2019 surveys. She learned a new data software, and took a deep dive into public sentiment after the power shutoff and Kincade Fire.

Looking Forward

Evacuated Tags and Evac Packs

In collaboration with County Sheriff, "Evacuated" tags will be distributed in spring 2021 to all residents to use if ordered to evacuate. These tags will shorten Sheriff's time during door-to-door checks. In conjunction with these tags, DEM will distribute "Evac Packs" which contain the Evacuated tag, a planning template, evacuation checklists, and other information in a pack that residents can hang near a door or place in their Go Bag for quick reference in an emergency. Available in English and Spanish, these packs are designed to allow residents to do some high-level planning in advance of fire season so they are ready should disaster strike.

Future Planning Through Stakeholder Group

A team of twelve stakeholders will meet from February through May to consider Community Preparedness planning in the future. Using the current activities as a starting point, this stakeholder effort will provide an updated base plan for fiscal years 2021-2023. Led by the Community Preparedness Program Manager, the working group will consider special-needs populations, challenges and approaches to overcome, and create a list of priority projects. The stakeholder group includes representation from non-profit organizations, CERT, community groups, AFN population, Latinx, education, seniors, faith-based groups, and COAD.

"Sonoma Ready, Sonoma Strong; Sonoma Listos, Sonoma Fuerte" is a fully bilingual, bi-cultural program which aims to move to action all Sonoma county residents. With fires, flooding, and a pandemic over the last four years, the need to work with the whole community is clear. Efforts focus on inclusion of all stakeholders, allocation of additional resources to those communities that need them, and constant collaborative efforts to work with trusted partners.



KNOW YOUR ZONE

FIND YOUR
ZONE TODAY:

[SoCoEmergency.org/
evacuation-map](https://SoCoEmergency.org/evacuation-map)





National Association of Counties (NACo) 2021 Achievement Award Winners:

- **Sonoma Ready Sonoma Strong**
- **EOC GIS Team Program**

Community Preparedness Program

Results of the Program

Multimedia Advertising Program

Digital Ads: 2019-2021 YTD 11,502,096 Total Digital Impressions, Engagement Rates 0.5-6.23%
 Sponsored Content: 1,000,052 Impressions, Engagement Rate 87.41%
 Non-profit collaborative messaging through DEM Facebook post: 145 partner shares, 19,368 views

Website

Residents are driven to the website for preparedness information as well as ongoing event updates. More residents each year have learned where to go for information from DEM.

SoCoEmergency.org:

Year	Pageviews	Visitors
2018 (Live August 2018)	205,691	95,369
2019	2,830,000	1,640,000
2020	13,000,000	7,290,000

SoCoEmergency.org/get-ready:

Year	Pageviews
2018 (Live August 2018)	3,012
2019	70,217
2020	320,547

Events

Sonoma Ready Workshops

Most workshops were near capacity with primarily seniors attending.

- Petaluma 198
- Windsor 170
- Cloverdale 105

Virtual Town Halls

Events continue to be viewed by residents and will be reposted from time to time as many topics are evergreen.

Covid-19 Virtual Town Halls: Radio stations do not have capacity to track listeners. Broadcast viewership was approximately 275,000 over 11 evenings.

Sonoma Ready Virtual Town Halls:

- 11 events July 2020-January 2021
- Live Zoom/Facebook attendance 991
- Facebook Views (as of February 20, 2021) 44,464
- YouTube Views (as of February 20, 2021) 454 views

Community Preparedness Program

Sonoma Ready/Sonoma Listos Video Series

There have been 1,521 YouTube views for the series as of April 2021 with new views each month.

Post-Disaster Surveys

In the online survey following the LNU Complex Fire (1,538 English-language responses), improvements were found in many areas compared to the 2019 Kincade Fire Survey (3,034 English-language responses). The Spanish-language responses also showed improvement in many areas, but the low response rate (78/55) is telling of the County's challenges in communicating with the Spanish-speaking population.



Measure	2019 Kincade Fire		2020 LNU Complex Fire	
	English	Spanish	English	Spanish
Received an alert	92.39%	97.67%	94.43%	98.18%
Evacuated to a shelter	2.10%	8.14%	1.00%	3.64%
Evacuated to a hotel	13.90%	17.44%	7.75%	20.00%
Needed assistance to evacuate	6.74%	12.79%	3.50%	10.91%
Received assistance from family	21.00%	70.51%	8.85%	25.00%
Received assistance from agencies	9.25%	8.98%	1.90%	7.64%
Needed assistance but could not find it	1.60%	6.41%	1.00%	3.85%
Received information updates	77.80%	94.19%	97.50%	98.18%
Have a Go Bag	36.00% (2018 ORR survey)	NA	79.26%	38.18%

Over the next few years, the task of attracting attention and inspiring action for preparedness will get more difficult. Those who were prepared in some ways have become more prepared, and those who were interested in preparedness have found the resources they needed. However, those who have fewer resources to devote to preparedness, who are experiencing disconnection from their local government, or simply do not have time to allocate to learning more have been, and will continue to be, more difficult to reach.



**Flood waters ahead?
Turn around. Don't drown!**

Emergency Operations Center Food Task Force

In the early days of COVID-19, the EOC directed the creation of a Food Task Force. The task force researched, recommended, and executed a plan for meeting the needs of residents experiencing food insecurity created by COVID through loss of income, as well as the needs of those who contracted COVID or were asked to isolate due to exposure.

Community Preparedness Program Manager Nancy Brown was assigned to the team with John Kessel and Lois Hopkins and has remained the leader through 2020 into 2021. From March through December, this task force worked with nine food non-profits throughout the county to address food insecurity.

Contracts of 3.5 million dollars were created and supported by the task force as well as other needs. These included liaising with logistics to fill needs for the California National Guard to assist the Food Bank, providing volunteers to support county and city efforts in food distribution, supplying PPE, liaising with law enforcement for traffic support where needed, and providing porta-potty and hand-washing stations as needed.



GRANTS



◀ UASI GRANT
Rescue training organized by Sonoma Valley Fire & Rescue Authority



▲ HOMELAND SECURITY GRANT
17 Motorola radios for Santa Rosa Police Dep't.



◀ HOMELAND SECURITY GRANT
75 Blue Dri Scrubbers and 250 air purifiers with filters for schools



▲ UASI GRANT
Two-day drone training for FAA certification held at Sonoma Development Center



◀ UASI GRANT
Four cargo trailers to transport supplies and AFN equipment such as bariatric showers to shelters

UASI GRANT
Hazardous Materials Specialist Training hosted by Santa Rosa Fire Dep't.; hands-on scenarios with review of field techniques; 19 first responders attained State certificates



HOMELAND SECURITY GRANT
45-foot storage container for shelter supplies

HOMELAND SECURITY GRANT
Upgrade of Petaluma Police Dep't. microwave communications with Sheriff's department

◀ HOMELAND SECURITY GRANT
Purchase of Thermo Scientific TruDefender hazmat detection/analysis device for use by PRMD HazMat personnel to identify potentially hazardous materials

RESOURCES



SoCo Emergency. A single point of contact for residents seeking information during disasters, as well as preparedness and recovery information. SoCoEmergency.org.



SoCo Alert. Call (707) 565-1369 or sign up at SoCoAlert.com alerts such as flood warnings, evacuations, and shelter-in-place orders.



Nixle. Text your zip code to 888777 or sign up at Nixle.com to receive alerts and advisories from local law enforcement.

KNOW YOUR ZONE

Know Your Zone. The County of Sonoma worked with the Sonoma County Sheriff's Office to establish evacuation zones to more efficiently evacuate our communities.

SoCoEmergency.org/evacuation-map

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Nextdoor.com

