

SCCEMA 2016

Santa Clara County Emergency Managers Association

PO Box 18952, San Jose, California 95158



BOARD MEMBERS:

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VINNY MATA
CITY OF SUNNYVALE

VICE-PRESIDENT
ROY SHACKEL
CITY OF GILROY

SECRETARY
MARSHA HOVEY
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CITY OF SAN JOSE

SANTA CLARA COUNTY EMERGENCY MANAGERS ASSOCIATION

Membership Meeting
Thursday, February 25, 2016
9:00 – 11:30 a.m.

Los Altos Hills Council Chambers 26379 Fremont Rd.

SCCEMA encourages networking so those working in the emergency management field share business cards and get to know their counterparts before a real emergency happens.

9:00 - 9:30a.m. Meet and Greet (for SCCEMA members and guests)

Member Meeting AGENDA

1. Call to Order
2. Welcome and Safety Briefing
3. Membership Meeting Minutes
 - a. Board recommendation to approve December 17, 2015 Member Meeting Minutes
4. Presentation – Super Bowl Lessons Learned
 - a. Lisa Schoenthal, Santa Clara Fire Dept OES – City planning/coordination/EOC
 - b. Joe Guzzardi, Santa Clara County OES – County planning/coordination/EOC
 - c. Vinny Mata, Sunnyvale DPS – Joint Information Center
5. EMA Reports
 - a. President's
 - b. Treasurer's
 - c. Operational Area Council
 - d. Operational Area Signatories
 - e. Bylaws Committee
 - f. Membership Committee of the Whole – Announcement of New Members
Applied Materials – Group Membership
Cay Denise MacKenzie – Individual Member
Monica Dibble – Individual Member
Ryan Broughton – Individual Member
Anna Swardenski – Individual Member
6. Other Reports
 - a. State
 - b. Operational Area/County
 - c. CERT Subcommittee
7. Other Business
 - a. Meeting Locations
 - b. Meeting topics
8. Announcements
9. Meeting Adjournment

The next EMA Membership Meeting and Event will be Thursday, March 17, 2016. Meeting details will be at www.sccema.com on the calendar.

Treasury:
EMA Board Meeting 02/25/16

Previous Balance	\$5,402.24	balance on 11/30/15
Total Income	\$2,282.55	
Total Expenses	\$81.55	
Current Balance	\$7,603.24	as of 12/31/15
Change in Treasury:	\$2,201.00	

Amount	Description	Transaction date
\$ (12.00)	Bank Service Charge	05/08/15
\$ 286.44	Eventbrite Credit	05/19/15
\$ 203.51	Eventbrite Credit	06/03/15
\$ (12.00)	Bank Service Charge	06/09/15
\$ 42.58	Eventbrite Credit	06/17/15
\$ 42.58	Eventbrite Credit	07/03/15
\$ (12.00)	Bank Service Charge	07/08/15
\$ 80.46	Eventbrite Credit	07/17/15
\$ 80.47	Eventbrite Credit	08/05/15
\$ (12.00)	Bank Service Charge	08/10/15
\$ 47.12	Eventbrite Credit	08/17/15
\$ (130.00)	Check 1096 USPS	08/19/15
\$ (21.00)	Check 1097 USPS admin fee	08/27/15
\$ (68.68)	Check 1095 ARC host	09/01/15
\$ 80.40	Eventbrite Credit	09/03/15
\$ (12.00)	Bank Service Charge	09/09/15
\$ 160.93	Eventbrite Credit	09/17/15
\$ 241.40	Eventbrite Credit	10/05/15
\$ (12.00)	Bank Service Charge	10/08/15
\$ 42.57	Eventbrite Credit	10/19/15
\$ (100.00)	Check 1098 Leif Svalgaard	10/20/15
\$ 129.12	Check Deposit	10/19/15
\$ 104.05	Eventbrite Credit	11/04/15
\$ 229.86	Eventbrite Credit	12/3/2015
\$ 42.58	Eventbrite Credit	12/16/2016
\$ 1,791.51	Eventbrite Credit	12/16/2016
\$ (81.55)	Check No. 1088 (Phillips reimb)	12/22/2015
\$ 218.60	Eventbrite Credit	12/24/2016

SANTA CLARA COUNTY EMERGENCY MANAGERS ASSOCIATION

Membership Meeting

Thursday, February 25, 2016

9:00 – 11:30 a.m.

Los Altos Hills Council Chambers 26379 Fremont Rd.

APPROVED Minutes

1. Call to Order – 9:50 a.m. by President Mata

2. Welcome and Safety Briefing – Marsha Hovey

3. Membership Meeting Minutes

Board recommendation to approve December 17, 2015 Member Meeting Minutes

MOTION to approve the December 17, 2015 – Jennifer Ponce

SECOND Mike Smith

UNANIMOUS APPROVAL

4. Presentation – Super Bowl Lessons Learned

Lisa Schoenthal, Santa Clara Fire Dept OES – City planning/coordination/EOC

a. Overview of the pre-planning, increased capability and coordination.

b. Information Sources

Camera Access, Genetec and SCU Cameras for their Saturday event.

Santa Clara COP – used by Fire Department, expanded on what police department created. Realtime situational awareness inside the stadium with GIS and visuals. Realtime info posted with geocoding about what was happening within the stadium.

Cal COP

WebEOC used for resource management. We did follow which EOCs were activated.

HSIN – Homeland Security Information Network

c. Preparing EOC Staff in Santa Clara

Intro to SEMS and EOC Operations

JAS/Checklists for positions

Action Planning Class

Week before: EOC All Staff meeting and 1:1 meetings

PIO meetings

Ham radio operators in place at Kaiser Santa Clara

Rick Fillipuzzi – Kaiser also started 3 years in advance. We worked with County, Public Health and City partners.

d. EOC Updates

Remodel with video wall

New IT infrastructure

2 technology drills

New Security System and Plan

Joe Guzzardi, Santa Clara County OES – County planning/coordination/EOC

Management – PPT Available on EMA website

a. Planning for Armageddon and hoping for Y2K

County activated on Monday, Friday, Saturday, Sunday

120 people in the EOC on Super Bowl Sunday

Key focus - Relationship building, leveraging partners, building camaraderie, knowing when to let go – sometimes agencies didn't want to share information or participate.

Strong leadership support from the County OES Director and County Exec's office.

Op Area trying to fill the gaps. Belmont monthly meetings – organized by Dana Reed. Everyone invited.

Lots of good information sharing.

b. Operations

Each time the EOC activated, they got better. By Sunday everything was going smoothly.

Training, Coordination, Following EOC doctrine, Action Planning, Dynamic evaluations/corrections

Sit Stat and Intel sharing, Plans Chief able to establish discipline and tempo with a strict meeting

schedule. Very important for emergency events.

c. Information Resources

Geofeedia lets you snoop into people's instagram, twitter. Can monitor a geographic area.

Ad watch video download available

CalCOP showed where units were. Both fire and law and medical.

Intera – Fire situational awareness tool. Monitors assets.

d. Planning

Concept of Operations

Identified what training and resources were needed

Pre-planned vs. Incident, doctrine dilemma – so many different agencies with ideas on how things

should run – especially those from out of state, moral imperative – County leadership knew that they had to do all of this because they had to plan for the potential.

e. Logistics

Sit Stat tools, contractor's products, coordination of information, coordination of process

Staffing – Different people there on different days. Over 300 people had special credentials created for that day. Had to identify what types of IT support was needed.

Added a lot of new monitors to the EOC. Public WiFi.

f. Finance

County paid for everything for their EOC response.

Politics of finance

Vinny Mata, Sunnyvale DPS – Joint Information Center

a. Worked with 50-70 organizations

Information Gathering – Social Media makes this a non-stop activity.

Information Distribution – Social Media affects the distribution of information because press conferences and press releases are too slow.

b. Coordination

Set up on January 28, Operational January 29 and were activated 10-12 hours a day

until February 9. Twice a day conference calls.

c. Process

Establish a communications plan. Start early. Research in San Mateo County who had just completed a plan, FEMA, prior Super Bowl groups

d. Hard to get people in the room – physically and virtually

Location – set up inside the SVDPS DOC into a JIC. Equipment was already in place.

Determine Access – in public safety HQ. Had a badging system.

Establish meeting schedule

Internal and external communications – HSIN / Email / Phones

Established a Twitter Account and partnered with Nixle – text/email pushing out info. Easy to get set up to give info to the public.

Very large span of control makes information a huge challenge

Identifying who the official spokespeople are for different agencies. Used HISN.

Challenge – Speed of social media. Players' bus crash was posted by a player within 1 minute.

"Officials" didn't want to say that the Broncos were in a crash. "We need to confirm".

Hard to get people committed to showing up to participate on the shifts.

Getting information in a timely, accurate and efficient manner. Big challenge.

Messaging – who is going to give the message, what will they say, why, how it will be sent out and when?

e. Successes: Press releases, media interviews, twitter messages (200 tweets), Nixle (posted traffic, weather general info)

Nixle ended up with 8000 people who opted in to follow information

Twitter with 6000 followers. We didn't retweet from Media Sources. Only from an organization.

f. Recommendations

Establish the accounts early – separate for the event so that people who normally followed city things and didn't want info about the event aren't alienated

Information gathering – 8 people non-stop

SM team

County Concept of Operations document is a guide for this setup

5. EMA Reports

a. President – Presentation of plaque to Cay Denise MacKenzie for her leadership as the 2015 EMA President. Also congratulate her on achieving the Certified Emergency Manager (CEM) credential from the International Association of Emergency Managers (IAEM).

b. Treasurer. In the process of closing out the year. We will be changing banks and opening a new account that does not have monthly service fees.
Current balance \$7603.24 Treasurer's report attached.

c. Operational Area Council – Meets this afternoon at 1:30 p.m. at County Sheriff's Office

d. Operational Area Signatories – Roy Shackel – met this past Tuesday. Full agenda.
Discussion about the mission of the OAS. CADRE made a special request to have a large emergency management presence at the CADRE Conference on May 4. Great opportunity to network with our local Community Based Organizations, help to educate about existing plans and gather information beneficial for future planning. Also need more participation in CADRE leadership to drive planning. Recommendations made by the OAS will go before the EOAC for consideration. Voting for projects will be in May.

e. Bylaws Committee – Marsha Hovey reported that all changes to the ByLaws passed. Looking for a couple of volunteers to be on the bylaws committee and be available if any proposed changes are submitted.

f. Membership Committee – Announcement of New Members
Applied Materials – Group Membership

Cay Denise MacKenzie – Individual Member
Monica Dibble – Individual Member
Ryan Broughton – Individual Member
Anna Swardenski – Individual Member

2. Other Reports

- a. State – No report
- b. Operational Area/County – No additional beyond the Super Bowl information
- c. CERT Subcommittee – Mr. Mata asked for a volunteer to replace Jennifer Ponce as the Chair of the Committee. Will be talking to Op Area to discuss if the CERT Committee best fits at the EMA or Op Area level. Ken Ericksen informed attendees that the committee originally was created for Citizen Preparedness.

3. Other Business

a. Meeting Locations

- March 17 – Cupertino
- April 21 – Gilroy
- May 19 – Sunnyvale
- June 16 – County
- July – TBD
- August – TBD
- September 15 – Morgan Hill
- October 30 – Santa Clara
- November 17 – TBD
- December 15 & Volunteer luncheon - TBD

- b. Meeting topic suggestions (facilitate discussion on topics related to Op Area planning, Yellow Command/Urban Shield, Critical Infrastructure, CADRE Operational Protocols, Weather Service, CalCOP.

4. Announcements

Monica Dibble – San Jose OES. EOC is being renovated for a couple of months. Relocated in SJPD Training Center in south San Jose off Great Oaks. Monica was just awarded her CEM (Certified Emergency Manager).

Kent Fielden – Red Cross - is now the permanent Disaster Program Manager

Ken Ericksen – Cupertino - Attended a public outreach meeting in Cupertino. Santa Clara Fire Safe Council writing a CWPP (Community Wildfire Protection Plan) that would be part of the County Local Hazard Mitigation Plan. ACTION: Ms. Hovey follow up with CalFire & Tammy Norem to get some more details.

Roy Shackel – Gilroy - It's time for all the cities to bring their teams together to update their Local Hazard Mitigation Plans.

5. Meeting Adjournment

MOTION to adjourn. Marsha Hovey

SECOND – Jennifer Ponce

Unanimous Approval

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