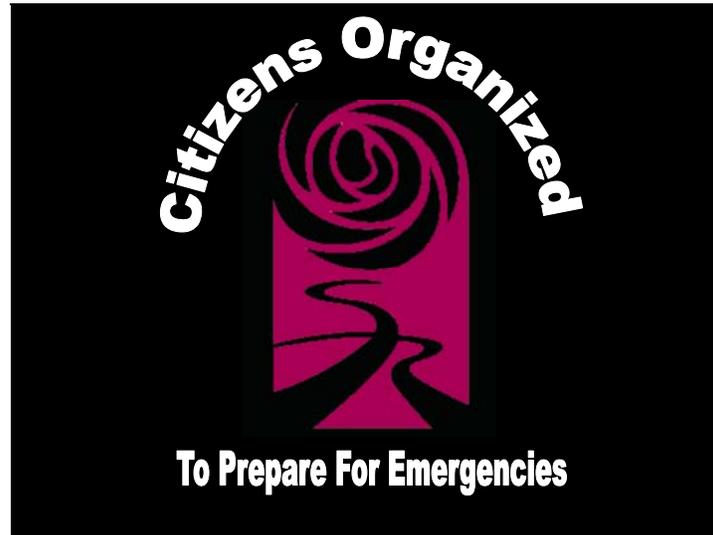


Slide 1



The City of Santa Rosa has a volunteer program called Citizens Organized to Prepare for Emergencies (COPE). The program was developed by the Adult Community in Santa Rosa called Oakmont. The Oakmont Community is located off Highway 12, in the eastern section of Santa Rosa. The residents believed that in an emergency such as an earthquake or wildland fire, they would become isolated and that emergency response would not be adequate to meet their needs. Residents have worked with the Santa Rosa Fire Department and Red Cross to implement COPE. For the past three years the program has proved very successful through the efforts of two local residents, Sue Hattendorf and Al Thomas. Of the approximately 2,800 homes, over 2,000 residents participate in the COPE neighborhood emergency preparedness program. That is more than 70% of all Oakmont households!

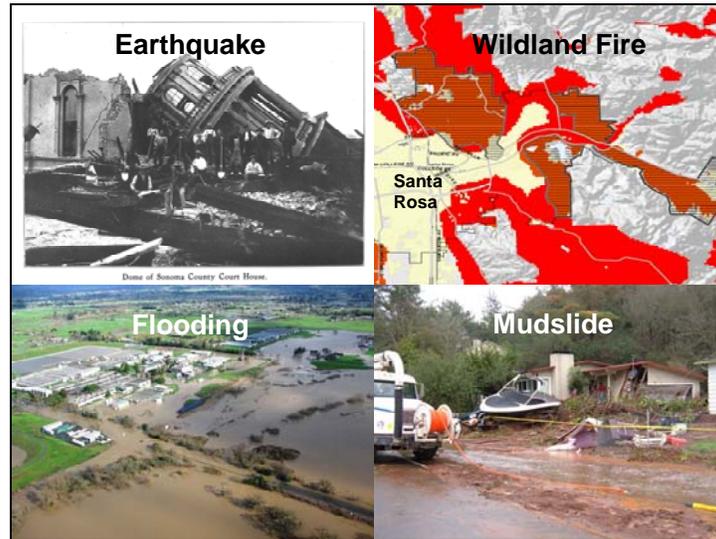
The mission of COPE is to help residents, families, and neighborhoods become and remain better prepared to respond to and recover from emergency situations. This includes developing individual response plans, maintaining individual emergency supply kits, and outreaching to neighborhoods in the community.

Slide 2

Why do we need to Prepare?

Why Do we need to Prepare? Less than 10% of the public in California has taken the steps necessary to prepare for earthquake and other disasters.

Slide 3



It's hard to get people to take action. Let me give you 5 Good Reasons why You NEED to Prepare.....

We have 4 major hazards in Santa Rosa and Sonoma County including:

Earthquake – This slide shows the 1906 Earthquake that hit San Francisco and killed 119 people here in Santa Rosa

Wildland Fire has touched Santa Rosa before. These red areas show historic Fire Burn Areas and we have now built many new homes in these communities

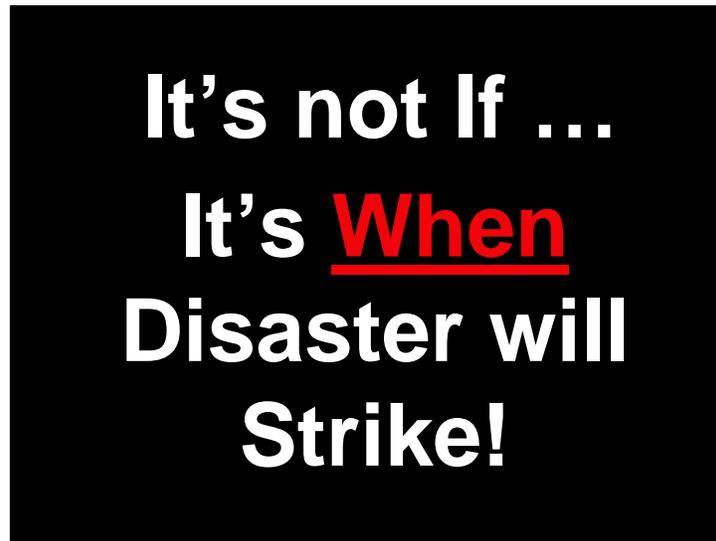
Flooding occurs on a regular basis on the Russian River but can also hit Santa Rosa as it did in this 2006 picture

The 2006 storms also caused a mudslide that destroyed two homes in the Montgomery Drive area

Slide 4



And **reason #5 to prepare.....is your Family and Neighbors.** Saving people and reducing suffering is what preparedness is all about.



It is Not if an emergency will strike Santa Rosa,

It's a matter of when and What type of emergency? Will we be reacting or responding?

The question is; are we as individuals ready to respond? Or are we waiting for others to come to our rescue? In Hurricane Katrina, the people were not prepared. In a major earthquake here, our police, fire, EMS and other responders will also be affected and overwhelmed. Some vehicles may be damaged and not usable. Our hospitals are all along the Rodgers Creek Fault. **Our response system will NOT be at 100%** at the time we need it most. That means that **citizens MUST be Prepared to help each other recover !!!** We may be without power and water for a week or more. Bridges may be down and many roads impassable. If phones are out, you will not be able to call the 911 Center for help. Santa Rosa has 10 fire stations with about 40 firemen on duty per shift. We have 9 ambulance providers with about 30 ambulances in all of Sonoma County to serve about a half million people! A regional earthquake will cause major damage in every city and county in the north bay. We need to learn how to become our own "first responders" in this type of emergency. We may be without power, water, gas, phones, and cell phones for a week or more. The better we are

prepared to face those situations together, the faster we can get the community back to normal.

Citizens **O**rganized to **P**repare for **E**mergencies

- 1) **Organize** the Neighborhood
- 2) Reach out and **meet your neighbors**
 - Hold a **Block Preparedness Party**
 - **Grill Out /Pot Luck/Wine & Cheese**
 - **Select Leaders (3)**
- 3) **Plan Together**
 - To Prepare
 - To Respond
 - To Recover



COPE is about organizing your neighborhood. We suggest that you hold a Preparedness Party with those on your street or block. It makes preparedness a fun networking time together. The group should be between 10 – 20 homes. Grill out or do a Pot Luck and then talk about the COPE Booklet and what it will take to prepare together. The meeting can be in your living room, in a back yard, or a nearby park. The group should select a leader and two co-leaders in case one or more are out of the City when an emergency occurs. The leaders will compile information by having Families fill out the COPE Team Census Form. Together the neighborhood will plan to prepare, respond, and recover from the impacts of an earthquake or other event. COPE Videos and materials are available on the web page in English & Spanish at cope.srcity.org

COPE is an award winning program growing larger every month in Santa Rosa, Sonoma County, and communities all over the North Bay. Families, neighborhoods, schools, and business partners are learning how to have fun together, while planning for the worst disaster than can affect them. The program empowers people, including the disabled, seniors, and youth to plan to help themselves and each other in a major emergency. It takes the average family two

meetings, about three hours, and some time to gather supplies to be totally prepared in COPE!

Citizens Organized to Prepare for Emergencies

- 1) Review **COPE Booklet**
- 2) Do **Power Point Presentation** and **COPE Video**
- 3) Household **Census Form**
- 4) **Identify Vulnerable**
- 5) Draw **Neighborhood Diagram**
- 6) **Select Meeting Place** to Gather
- 7) **Keep Information Current**
- 8) **Practice with Neighbors**

Sample COPE Neighborhood Map

The map shows a grid of streets labeled S, A, M, P, L, E, S, T, R, E, T. House numbers are 1002, 1004, 1005, 1006, 1007, 1008, and 1010. House details include names, phone numbers, and utility status. For example, house 1002 has 'Arthur' and '3 cats'. House 1005 has 'Mark & Margaret'. House 1007 has 'Allison' and '2 cats, 1 dog'. House 1008 has 'Charlie (CO-LEADER)' and '1 dog'. House 1010 has 'Robby & Lucy' and '2 kids'. A 'MEET HERE' box is located between streets M and P. A legend at the bottom right defines symbols: a box for 'Need special assistance', 'C' for 'Cell phone', 'E' for 'Electric Circuit Breakers', 'G' for 'Gas Meter', and 'W' for 'Water Shut-off'. A north arrow is also present.

The forms will help create a neighborhood plan to identify residents who may have health or physical limitations who may need extra help in a disaster. In addition to those who may be “vulnerable” in a disaster, the plan will also identify people with special skills like retired nurses, doctors, or vets. You will also inventory those with equipment that may be helpful in the recovery period.

Slide 8

Citizens Organized to Prepare for Emergencies

- 1) Review **COPE Booklet**
- 2) Do **Power Point Presentation** and **COPE Video**
- 3) Household **Census Form**
- 4) **Identify Vulnerable**
- 5) Draw **Neighborhood Diagram**
- 6) **Select Meeting Place to Gather**
- 7) **Keep Information Current**
- 8) **Practice with Neighbors**

Sample COPE Neighborhood Map

LEGENO
■ Need assistence
C = Cell phone
E = Electric Circuit Breakers
G = Gas Meter
W = Water Shut-off

Leaders will draw up a neighborhood map that outlines where everyone agrees to meet after the emergency. Leaders will check the roster and take a roll call to see who is missing. Teams will be sent to check in on those who may need help. The information should be kept current and practiced on a yearly basis with COPE Leaders and participants.



Building a COPE Emergency Preparedness Kit is not as hard as you may think. The three most important types of supplies you will need after a major earthquake will include Water to keep people from dehydration. Keep at least 4 cases of bottled water in the home, two in the trunk of your car, and two at work. You will need Bandaging supplies like strips of cloth for bleeding injuries and splinting. Keep some at home, in the car, and at work. The third category is tools which can be prying, cutting, sawing, hammering, and also things like battery or hand crank flashlights and AM/FM Radios and walkie talkies. Your neighborhood can do activities together, like helping each other build a Preparedness Kits, or conducting exercises and training. First Aid, CPR, and CERT (Community Emergency Response Team) training should all be considered for your group and shared by people who have gone through such programs. Learning how to shut of utilities and use a fire extinguisher are also good group activities.



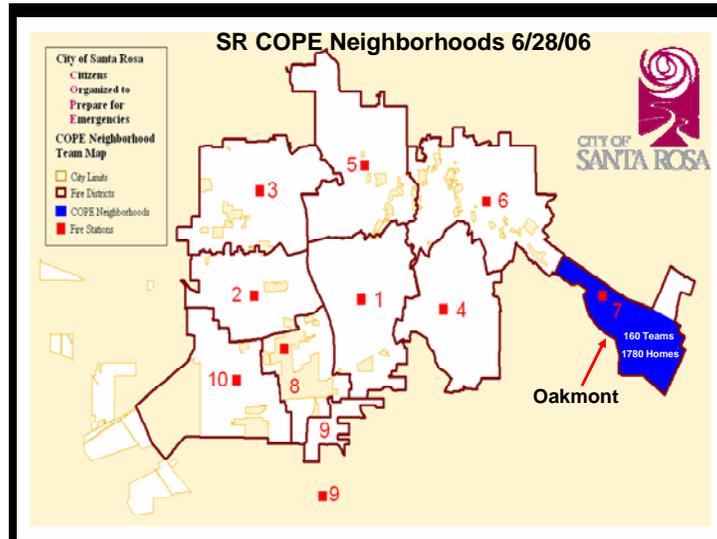
There are three types of injuries you can expect following a major earthquake, these include:

Bleeding Injuries – Residents should learn how to use clean absorbent material wrapped with cloth strips and secured with duct tape with applied pressure to stop serious bleeding. You can find instructions on the internet.

Broken Bones – Items can fall and cause broken bone injuries. Residents may need to use kitchen or bath towels, strips of cardboard box, magazines, or newspaper to immobilize a limb and secure the improvised splint with duct tape. Patients should be given Ibuprofen to help with pain and reduce swelling. You can find instructions on the internet.

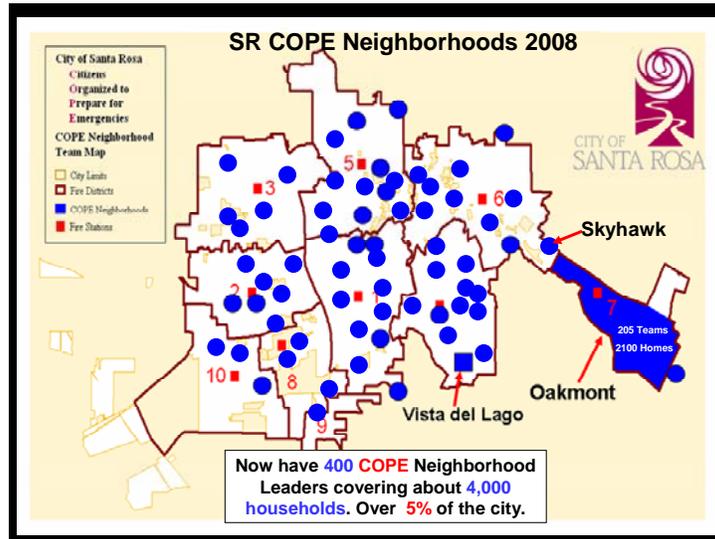
Shock – Patients who are traumatized can experience this condition where the body is not getting enough blood flow. This can damage multiple organs. Shock is life threatening and requires IMMEDIATE medical treatment and can get worse very rapidly. Give appropriate first aid for any wounds, injuries, or illnesses. Keep the person warm and comfortable. Loosen tight clothing. Have them lie in a quiet darkened room and get help from someone with medical training. You can find instructions on the internet.

Slide 11

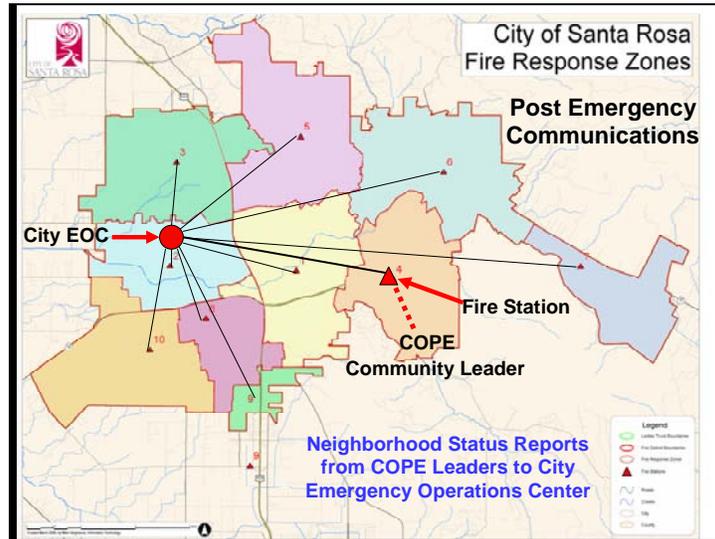


In 2006, Santa Rosa had COPE leaders and teams only out in Oakmont.

Slide 12



We now have over 400 COPE Leaders covering more than 4,000 households. That is just over 5% of our 63,000 households.



The **COPE Communications Plan** allows **COPE Neighborhood Leaders** to report to report status of neighborhoods and damages to a **COPE District Coordinator** at each **Fire Station** or **COPE Center**. We will have **Amateur Radio Volunteers** at each **Fire Station** in the **City** to send **damage information** on to the **Santa Rosa Emergency Operations Center (EOC)** at **Finley Center**. This will help the City assess damages within hours instead of days or weeks. We could send resources from one side of the City to help another section or Fire District. If your neighborhood is ok, you can help other areas that are harder hit with damages. We encourage COPE Neighborhoods to adopt the nearest Nursing Home or School to their area and check on them after securing their own people.

Citizens **O**rganized to **P**repare for **E**mergencies

- Over **400 COPE** Leaders
- Presented to Organizations:
 - North Bay Regional Center * (* = Community Partners)
 - Community Advisory Board *
 - Santa Rosa Junior College *
 - Exchange Bank *
 - Target
 - Sonoma County Volunteer Center
 - Hispanic Chamber of Commerce
 - Santa Rosa Boy Scouts
- **GOAL 10% of City in COPE by 2010**

COPE can also be used for schools, business and industry, apartments, and other facilities. Our COPE Partner program allows employers to print the COPE Booklets with their logos as well as the COPE DVDs to distribute to employees and their customers. Our goal is 10% of the city in COPE by 2010.

Citizens **O**rganized to **P**repare for **E**mergencies

YOU Can Make A Difference
In
Your Community

Contact:
Paul M. Hess

City of Santa Rosa
Emergency Preparedness Coordinator

707-543-3711
phess@srcity.org



Anyone who is interested in becoming a COPE Leader or wants to become a COPE Community Partner should contact Paul Hess at 543-3711. Anyone who has started COPE should also be sure to register with the city to get on the COPE Leaders email list for updates.

We are looking for new Neighborhood Heroes!