



MEMORANDUM
COUNTY EXECUTIVE OFFICE
OFFICE OF EMERGENCY SERVICES
County of Placer

TO: Honorable Board of Supervisors **DATE:** August 27, 2019
FROM: Todd Leopold, County Executive Officer
Holly Powers, Assistant Director of Emergency Services
SUBJECT: Emergency Preparedness Flier

ACTION REQUESTED

Approve the proposed emergency preparedness flier bucksliip.

BACKGROUND

The Placer County Office of Emergency Services (OES) provides emergency management services in coordination with other local agencies and organizations. As part of its duties, OES strives to raise constituent awareness about preparing for disasters. While disasters vary by location, type, cause and season, the core need for residents and businesses to be prepared does not change.

OES is currently working with key stakeholders, the Sheriff's Office, CAL FIRE/Placer County Fire, Public Health, Communications, etc., to create a preparedness website to centralize disaster preparedness information in one place. In conjunction with the new website, staff is continually exploring additional avenues to circulate vital preparedness information.

The Placer County Treasurer-Tax Collector's Office recently offered another channel for communication: property tax bills. The Treasurer-Tax Collector will distribute approximately 165,000 property tax bills via the US mail this fall and has, in the past, included information of importance or relevance to property owners in the mailing.

OES and Treasurer-Tax Collector met to discuss a property tax bill insert focused on disaster awareness. The result is the attached "bucksliip." The bucksliip provides disaster preparedness information and directs recipients to the OES website while being compatible with property tax bill preparation processes to ensure no increase in the cost of postage.

OES respectfully requests the Board to approve the flier.

FISCAL IMPACT

The cost to produce and ship the bucksliips is \$2,500. Funding is available within the Office of Emergency Services FY 19-20 Proposed Budget.

ATTACHMENTS

Emergency preparedness flier bucksliip

Are you READY Placer?



September is National Preparedness Month

Prepare Connect



Sign up for Placer Alert



Placer County Emergency Services



Preparation Plans and Information



CAL FIRE/Placer County Fire Department



Emergency Information Resources



Placer County Sheriff's Office

Gear up for disaster at www.ReadyPlacer.com

Bookmark



our website



PlacerAlert (toll-free)

Sign up today and get: emergency notification system to alert residents about emergency events and other important public safety information such as severe weather, unexpected road closures, missing persons and evacuations of buildings or neighborhoods.