



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
By: Holly Powers, Assistant Director of Emergency Services

SUBJECT: A Proclamation Declaring September 2019 as National Preparedness Month in Placer County

ACTION REQUESTED

Approve a Proclamation declaring September 2019 as National Preparedness Month in Placer County to demonstrate continued support and commitment to individual and community preparedness.

BACKGROUND

National Preparedness Month is a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. The goal of National Preparedness Month is to increase public awareness about the importance of preparing for emergencies and to encourage individuals to take action. Recognizing September as National Preparedness Month also complements the County's Mission "to provide responsive, efficient and effective public services that promote health, safety, well-being and prosperity of our citizens while protecting our environmental resources and preserving the rich heritage of our region."

National Preparedness Month provides an opportunity to remind us that we all must prepare ourselves and our families now and throughout the year. This year will focus on planning, with an overarching theme: *Prepared, Not Scared. Be Ready for Disasters*. Each week of September will have a theme: Week 1 (Sept 1-7): Save Early for Disaster Costs, Week 2 (Sept 8-14): Make a Plan to Prepare for Disasters, Week 3 (Sept 15-21): Teach Youth to Prepare for Disasters, Week 4 (Sept 22-30): Get Involved in Your Community's Preparedness.

Our commitment to community readiness is now showcased with the newly developed "Ready Placer" website. *Ready Placer* is a campaign designed to educate and empower Placer County constituents to prepare for, respond to and mitigate emergencies and disasters. The goal of the campaign is to promote preparedness through public involvement by (1) staying informed about the different types of emergencies that could occur and their appropriate responses, (2) make a family emergency plan, (3) build an emergency supply kit, and (4) get involved in your community by taking action to prepare for emergencies.

Additionally, all residents are encouraged to sign up for PlacerAlert, the County's emergency notification system powered by Everbridge. Public safety agencies can quickly send out emergency alerts in any affected geographic area. Whether you work, live or visit Placer County, register at www.Placer-Alert.com to receive alerts.

FISCAL IMPACT

There is no fiscal impact as a result of this action.

ATTACHMENTS

Attachment 1 - Proclamation

COUNTY OF PLACER



BOARD

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Proclamation

IN THE MATTER OF A PROCLAMATION DECLARING SEPTEMBER 2019 AS NATIONAL PREPAREDNESS MONTH IN PLACER COUNTY

WHEREAS, National Preparedness Month is a nationwide effort held each September to highlight the importance of emergency preparedness. The Federal Emergency Management Agency along with a variety of organizations throughout the United States, including local, state and federal government agencies and the private sector, offer events and programs all month long to increase awareness about the importance of being prepared for a full range of emergencies; and

WHEREAS, a major disaster such as flood, wildland fire, earthquake, public health crisis or terrorism could cause devastating loss of life and property and costly damage to the environment; and

WHEREAS, each week of National Preparedness Month has a theme to help place focus on key components of being prepared: Save Early for Disaster Costs, Make a Plan to Prepare for Disasters, Teach Youth to Prepare for Disaster and Get Involved in Your Community's Preparedness; and

WHEREAS, Placer County is committed to bringing together members of the community and government leaders to actively participate in emergency preparedness, planning, mitigation, response, and recovery; and

WHEREAS, multiple resources are available to citizens to help ensure preparedness, including online tools such as Ready Placer, which provides information to the community on the hazards in Placer County, tips on personal preparedness, and steps to take before, during and after a disaster, PlacerAlert, which allows people to sign up for notifications of disasters in their area, and My Hazards, which helps people learn about potential hazards that may affect them and how they can reduce risk to themselves and their property; and

WHEREAS, personal preparedness and planning in advance is critical to an effective response to a disaster. It is vital that all community members take steps to prepare for emergencies at home, work or school.

NOW, THEREFORE, BE IT PROCLAIMED, that the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held August 27, 2019, proclaiming the month of September 2019 as National Preparedness Month in Placer County, and call upon the people of Placer County to support efforts in their community to ensure residents are prepared for unforeseen disasters.

Kirk Uhler, Supervisor District 4
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