

Are You Digital Ready?

Scaling and Adopting Disaster Preparedness Using
Lessons From the California Fires

Intros



Talia Smith

*Senior Management Analyst
San Rafael, Calif.*



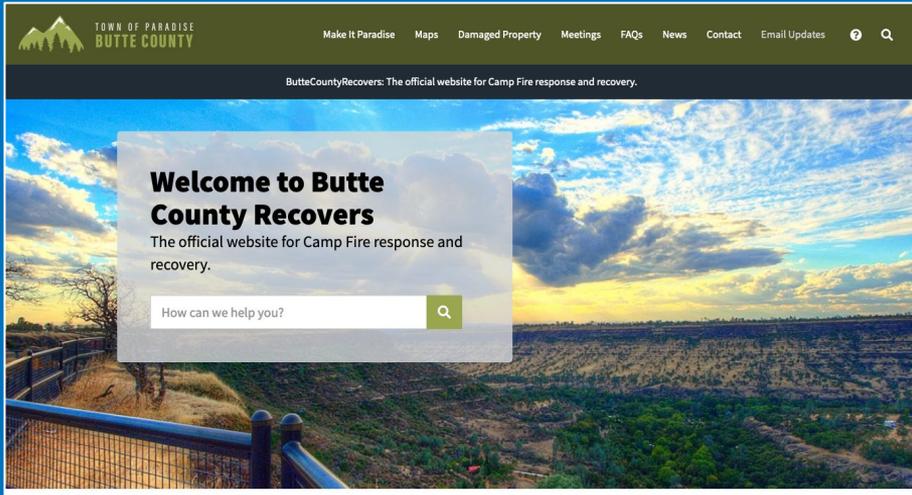
Luke Fretwell

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ProudCity*

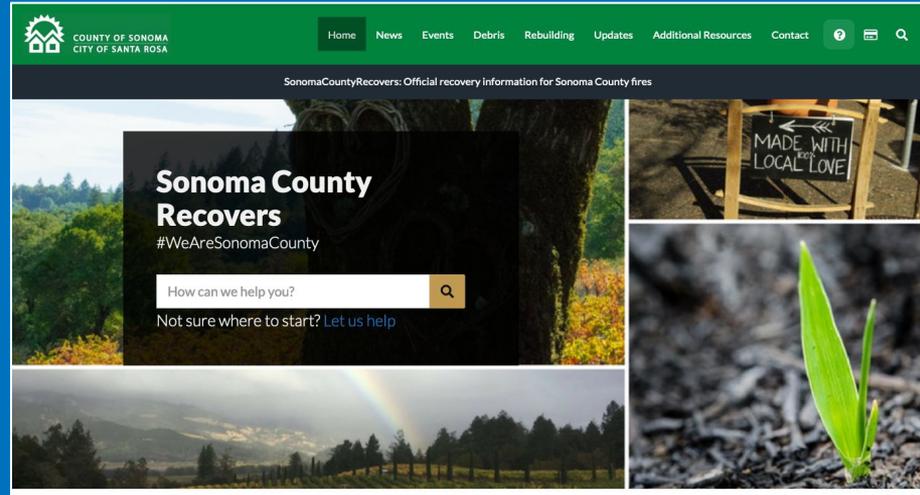


Laine Hendricks

*Public Information Officer
County of Marin*



buttecountyrecovers.org



sonomacountyrecovers.org

Be prepared now



PREVIEW

Develop governance

- Launch guidelines
- Ownership
- Roles/responsibilities
- Content management
- Cost sharing & financing

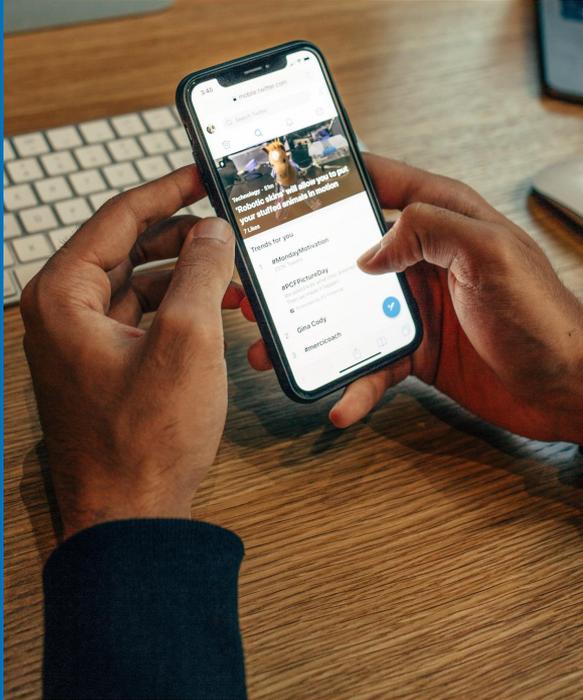
Launch Policy

The Marin Recovers website Steering Committee will convene and agree as a group if and when the website will be launched. The Steering Committee will also identify which agencies will be active users of the site, for cost sharing purposes.

Essential “triggers” to launch the website may include:

Main Event	Plus one or more of these
Multi-jurisdictional disaster event impacting the geographic area under the authority of at least two agencies	Activation of two or more agency EOCs
	County opens a Joint Information Center (JIC)
	Declaration of a local disaster by two or more agencies.
	Large-scale evacuation (more than 1,000 homes)
	Multi-district school closures
	Multi-casualty event
	Widespread public interest and media attention

Know your community



How is digital used? Will digital reach everyone?

Create a single destination

Residents
Discover, Engage & Thrive

Business
Trends, News & Resources

Visitors
Explore Sonoma County

Your Government
We Work for You

City of Santa Rosa

Select Language

Search

GOVERNMENT

DEPARTMENTS & SERVICES

COMMUNITY

BUSINESS

VISITORS

HOW DO I

COUNTY OF SONOMA
CITY OF SANTA ROSA

Home News Events Debris Rebuilding Updates Additional Resources Contact

SonomaCountyRecovers: Official recovery information for Sonoma County fires

Sonoma County Recovers
#WeAreSonomaCounty

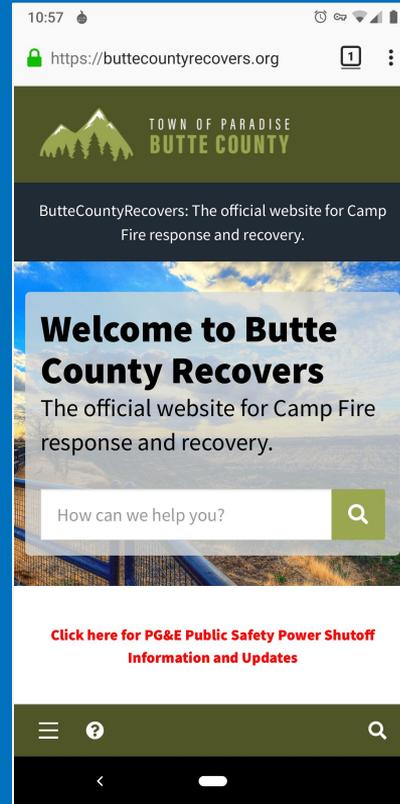
MADE WITH LOCAL LOVE

Incorporated?
Unincorporated?
Who cares

Think mobile first

Mobile traffic (phone/tablet):

- General: 50%
- During disaster: ~70%



Default to text

Text is:

- Easy to copy/paste/share
- More accessible

Always:

- Provide accompanying text with media
(PDFs/images/videos)

Keep URLs simple

Easier to:

- Remember
- Share



<https://buttecountyrecovery.org/rebuilding/>

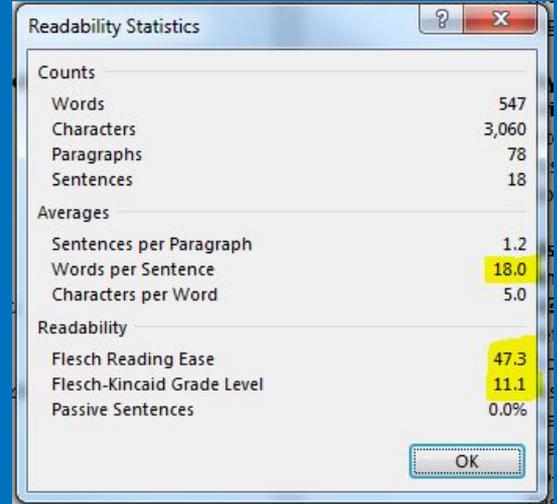
Optimize downloads

- Wifi/network will be spotty or overwhelmed
- Keep web pages 'light'
- Images <500KB
- PDFs

Keep content concise

Clear and concise = easier to digest; eliminates confusion

- Succinct headlines and titles
- Bullets and subheadings
- Omit needless words
- Simple language and sentence structure



The image shows a 'Readability Statistics' dialog box with a white background and a blue title bar. The title bar contains a question mark icon and a close button (X). The dialog is divided into three sections: 'Counts', 'Averages', and 'Readability'. Each section lists a metric and its corresponding value. The values for 'Words per Sentence', 'Flesch Reading Ease', and 'Flesch-Kincaid Grade Level' are highlighted in yellow. At the bottom right, there is an 'OK' button.

Readability Statistics	
Counts	
Words	547
Characters	3,060
Paragraphs	78
Sentences	18
Averages	
Sentences per Paragraph	1.2
Words per Sentence	18.0
Characters per Word	5.0
Readability	
Flesch Reading Ease	47.3
Flesch-Kincaid Grade Level	11.1
Passive Sentences	0.0%
<input type="button" value="OK"/>	

Have a social media strategy

Driver for website

Engagement and conversation tool

Plan ahead:

- Which channel(s) will be the “main source” for content?
- What is optimal content?
- What can non-dominant channels post?

Update often

News

Category

- County of Sonoma
- City of Santa Rosa
- Sonoma County Sheriff's Office
- Evacuation & Re-entry
- Nixle Alert
- General
- Other Agencies

Events

County of Sonoma, City of Santa Rosa Part of \$415 Million Settlement to Resolve North Bay Local Governments 2017 Fire Claims

Posted on June 18, 2019

Today, the City of Santa Rosa and the County of Sonoma, together with seven other counties and cities, announced that they and PG&E have accepted a mediator's proposal of \$415 million to resolve the collective cities' and counties' North Bay Fires claims. The mediator's proposal is exclusive of and does not affect the claims of...

Governor Extends State's Prohibition on Price Gouging during Emergencies through December 31, 2019

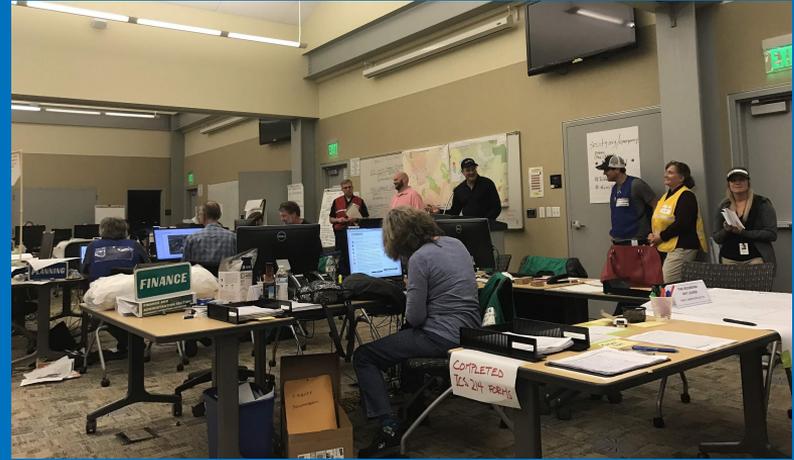
Posted on June 3, 2019

SACRAMENTO – Governor Gavin Newsom today signed an executive order to further assist communities across the state recovering from



Maps, roads, transit, shelters, neighborhood re-entry and safety

Train your disaster workers now



Who staffs the PIO table in an EOC?

Parks Recreation Supervisors, Public Works Analysts, City Clerk Administrative Assistants...

Leverage external support

County of Sonoma
City of Santa Rosa

Home News Events **Debris** Rebuilding Updates Additional Resources Contact

Damaged Homes and Properties

A fire in a home can cause serious damage. The building and many of the things in your home may have been badly damaged by flames, heat, smoke and water. You may find things that the fire did not burn up but are now ruined by smoke and soggy with water used to put out the flames. Anything that you want to save or reuse will need to be carefully cleaned. The firefighters may have cut holes in the walls of the building to look for hidden flames. They may have cut holes in the roof to let out the heat and smoke. Cleanup will take time and patience.

Debris Removal
Rebuilding
Property Reassessments
Property Taxes
Managing Your Property After the Wildfires
Financial Assistance

[Debris](#) [Rebuilding](#) [Property](#) [Property](#)

Town of Paradise
Butte County

Make It Paradise Maps **Damaged Property** Meetings FAQs News Contact Email Up

Damaged Property

Paradise, Calif. (Photo: Steven Miller)

Debris Removal	Debris Removal	Property Taxes	Property Reassessments
Property Taxes			
Property Reassessment			
Maps			
Registering For FEMA Assistance			

Borrow templates...

...and staff!



Stay human



Connect

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- Luke Fretwell (luke@proudcity.com)