City of Beverly Hills
Health and Safety Commission
Regular Meeting

January 23, 2012
4:00 PM
City Hall Room 280-A
455 N. Rexford Drive

Enhancing the Health and Safety of Our Community
HEALTH AND SAFETY COMMISSION REGULAR MEETING
January 23, 2011
4:00 p.m.

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. COMMISSION MINUTES
   • Consideration of minutes of December 19, 2011

D. ORAL COMMUNICATIONS FROM THE AUDIENCE
   At this time, members of the public may address the Commission regarding any
   items not on the Agenda that are within the subject matter jurisdiction of the
   Commission. By State law, the Commission may not discuss or vote on items not
   on the Agenda.

E. REPORT FROM THE CHAIRPERSON
   • Mayor’s Cabinet Meeting – January 11, 2012.
   • Other items of interest.

F. DIRECTOR’S REPORT
   • Introduction and Report from Lewis Hall, Beverly Hills School District Board
     Member, new School Board liaison to Commission
   • Information Only:
        Conference
     b) Article – Preparing Students for Science and Emergencies
     c) Woofstock 90210 Fact Sheet
   • Other Items – Statement of Economic Interests/Form 700
G. NEW BUSINESS
1. Neighborhood Watch Program – Sgt. Gregg Mader will discuss the status of the City's Neighborhood Watch Program
2. Social Media – Huma Ahmed, Community Outreach Manager, will discuss how social media is utilized by the City
3. AM Radio – Provides information on the City's AM Radio station
4. Stakeholder Summit – Commissioners will continue to discuss planning of the Stakeholder Summit scheduled for April 30, 2012
5. CERT Update – Staff will report on the status of reinstatement of the CERT Program
6. Monthly Health and Safety Messages - The Commission will discuss potential monthly Health and Safety Messages for February and March
7. Review of Work Plan for FY 2012-13 – Reviews the two work plan items for next fiscal year

H. COMMENTS FROM COMMISSIONERS
Commissioners' brief responses to public comments, questions for clarification, brief announcements, request for information, and brief reports on activities.

I. ADJOURNMENT
HEALTH AND SAFETY COMMISSION SPECIAL MEETING
December 19, 2011
4:00 p.m.

The meeting was called to order at 4:03 p.m.

A. ROLL CALL
Commissioners Present: Aronberg, Landau, Vice Chair Setian, Chair Judelson
Commissioners Absent: Kopeikin, Seidel, Millan
Staff: P. Mottice Muller, K. Ryan, S. Johns

B. PLEDGE OF ALLEGIANCE
The Pledge of Allegiance was led by Commissioner Aronberg.

C. COMMISSION MINUTES
MOVED by Aronberg, SECONDED by Setian to approve the minutes of the meeting on
November 28, 2011 (4/0)
Ayes: Setian, Judelson, Aronberg, Landau
Noes: None
Absent: Kopeikin, Seidel, Milan
CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE
Naomi Weiner returned to the Commission to follow up on the dangers of using dryer
sheets and fabric softeners. Ms. Weiner stated that she believes that the general public
is not aware of the dangers of using these items. She shared with the Commission her
ideas on the hazards of using products with chemicals, and she passed out a packet of
information on natural alternatives to be used in place of dangerous chemicals. Ms.
Weiner suggested that an education program should be done through the schools so that
families know that they have a choice. She also suggested that building codes should be
altered so that dryer vents go through roofs rather than sides of buildings. Ms. Weiner
plans to bring this suggestion to the Community Development/Building and Safety
Department.

E. REPORT FROM THE CHAIRPERSON
- Mayor's Cabinet Meeting – December 14, 2011- Chair Judelson reviewed the items
  which were discussed by the other Commissions at the December Mayor's Cabinet
  Meeting.
  
  - Other items of interest - none
F. DIRECTOR’S REPORT
- Information Only:
  a) BH CPR Newsletter – December 2011
  b) Commission Calendar
  c) Article – Feds Call for Nationwide Ban on Texts, Phone While Driving
- Other Items

G. NEW BUSINESS
1. RESOURCE AGREEMENTS
   Management Analyst Serena Johns and City Volunteer Dr. Gordon Bagot discussed resource project currently underway. They explained the purpose and process of establishing agreements with local businesses to be utilized to obtain supplies in the event of a disaster. A letter will be provided to notify contacts at local businesses. Interested businesses would be asked to sign an agreement with the City, stating that they would in times of a disaster accept the following from the City: Purchase Order, cash, credit card, or City check.

   Dr. Bagot will visit selected businesses to discuss the program and encourage them to sign an agreement with the City.
   Staff answered Commissioner’s questions about resource agreements.
   Commissioners agreed to support this program.

2. 2012 MEETING DATES
   All present Commissioners stated that they had no foreseeable conflicts with any of the proposed 2012 meeting dates.

   MOVED by Landau, SECONDED by Aronberg to approve the Commission’s 2012 meeting dates as presented in the Staff Report (4/0)
   Ayes: Judelson, Aronberg, Landau, Setian
   Noes: None
   Absent: Kopeikin, Seidel, Millan
   CARRIED.

3. EARTH DAY
   Director Mottice Muller asked if Commissioners had any suggestions for preparedness-related vendors to participate in the City’s Earth Day celebration on April 15, 2012.
   Commissioner Aronberg suggested that more non-profit organizations be invited to participate, such as the Sierra Club and the Santa Monica Mountain Conservancy, rather than vendors selling their products.

4. STAKEHOLDER SUMMIT
   Management Analyst Serena Johns led the continued discussion among Commissioners regarding planning for the Disaster Stakeholder Summit.
   Commissioners reviewed and gave suggestions on mock ups of “Save the Date” cards. Commissioner Aronberg requested that the card be sent to Commissioner Kopeikin for her approval before they are printed.
Commissioners agreed that the “Save the Date” cards should be printed and ready to be handed out to stakeholders in January. Ms. Johns showed Commissioners a prototype of a bag containing preparedness information that will be given to each person who participates in the Summit. Commissioners agreed that the following stakeholder groups will be invited to attend the Summit: hotels, schools, businesses, surgery centers, large medical groups, and faith-based organizations. Vice Chair Setian stated that he would do outreach to the schools, hotels, MGM, and Wells Fargo Bank.

5. CERT UPDATE
Director Mottice Muller provided an update to the Commissioners on the reinstatement of the CERT program.

6. WORK PLAN
Director Mottice Muller reviewed the status of the Commission’s current Work Plan items, and led a discussion of possible Work Plan items for fiscal year 2012-2013. Commissioners agreed to have the following as work plan items for fiscal year 2012-2013:
- Support the reinstatement of the CERT and NHW program.
- Concentrate on outreach/health and safety messages via social media and other communication methods

H. COMMENTS FROM COMMISSIONERS
Commissioner Aronberg suggested that the City Council be asked to take into consideration that Roxbury Park facilities will be used as a shelter in the event of an emergency, when they review proposals for the park’s renovation. Commissioner Setian reported that the Vaghan Setian Memorial Walk/Run which took place on December 3rd was well attended and successful.

I. ADJOURNMENT
There being no further business, Chair Judelson, with the consent of the Commission, adjourned the meeting at 5:57 p.m.

PASSED, Approved and Adopted
This ______ of ________________, 2012

Debra R Judelson, Chair
Health and Safety Commission plans preparedness conference: polls local businesses for resources

The Health and Safety Commission is calling all local businesses, medical organizations, schools, faith-based organizations, and community-based organizations to save April 30 for a conference sponsored by the Commission and the City of Beverly Hills called Preparing Our Community: Seeking Solutions and Sharing Strengths.

"Our big goal has been to make sure people in our community know that in an emergency, you're really on your own for the first couple of days," Commission Chair Dr. Debra Judelson said. "What this [conference] is focusing on is businesses and organizations within the city to make sure they themselves are prepared for an emergency, and also to recognize that we have the need to share with each other."

Judelson said the objective of the conference is to enroll one representative from as many organizations as possible to help them prepare disaster plans and assess each organization's capacity for helping others. For example, Judelson said schools and hotels often have the capacity to accommodate people in addition to those already on the premises in emergency situations. Judelson said it is also important to find out which organizations have kitchens and cooking capabilities to serve large amounts of people.

"A lot of the conference is sharing, because groups have done work plans and people in similar types of organizations could learn greatly from that," Judelson said.

The Commission is also in the process of planning the conference, which will...
Preparing Students for Science and Emergencies

When Rebecca Newburn teaches her Earth science class, she incorporates information on how students and their families can prepare for emergencies such as earthquakes, tsunamis, and floods. "It's important for us to teach the content, and it's great that in Earth science, the content is so relevant to students' lives," one student might ask. "Why are we studying it and not knowing how to prepare for it?" she contends.

Newburn, who teaches science and math at Hall Middle School in Larkspur, California, says, "I recently launched an initiative with both my students and block leaders called 2 Steps a Month to Emergency Preparedness. It's a way to help individuals and communities get more prepared for a disaster by taking two steps a month. Why only two steps each month? I respond, "With people seeming economically strapped, it gives them more time to get materials. Breaking emergency preparedness down into two steps a month makes it more manageable emotionally and financially for people.

2 Steps 'ties nicely into the sixth grade and life science class because sixth graders "are at an age when they're mature enough to be part of the conversation with their parents, which is nice" because "most of the activities they do at home with their families," observes Newburn. She began this 2 Steps pilot with a "pre-survey asking how prepared families were before we started the unit. She says she and her students will do a statistical analysis of the data to 'see if anything was surprising about their families' preparation.'

On the 2 Steps website at http://2stepsamonth.wordpress.com, Newburn has posted descriptions of what to do each month and says she was designed the activities "so even kids with minimal resources can have access to emergency supplies." In Month 1, students create an emergency contacts list and an evacuation/reunion plan. The next month, they gather materials for a "Prepared Pouch," a quart-size, plastic bag containing survival stuff to keep you safe and warm and dry until you can get to a larger kit, she explains. Students also develop a sanitation plan.

"a two-gallon bucket toilet system" to be used if water is unavailable to flush toilets, she notes.

For Month 3, students begin to create a "Go Bag," a suitcase or backpack containing the three essential items you keep to stay safe during disasters: food, water, and warm clothing," says Newburn. At their second step, they "identify some places they can easily access safe drinking water in their house and learn how to purify other sources of water. During Month 4, they'll "calculate how much water they'll need, what's best to carry, and what will work best for their family" and obtain storage containers for the water, she explains.

A post-assessment of the program, although she acknowledges it takes them a little bit longer to warm up to the idea of a nontraditional method of learning with very little direct teaching and much inquiry-based projects."

"I hope to open (students') eyes to careers they may not have thought about in the science field," she asserts. While he is hoping "to stay on the cutting edge in terms of the different techniques available," he admits that it has been challenging. Fortunately, he says he has "made many contacts through partnerships with the ECBC (Edgewood Chemical and Biological Center) and SAIC (Science Applications International Corporation) that have helped me stay on the cutting edge as awareness allows.

His efforts have paid off. "I find that (HSEP) is such a great thing for students to be involved in. It gave me a sense of belonging to something that was important and that would be of current as well as future benefit to both myself and my country," says recent graduate Shafae Scott, now a college freshman majoring in chemical engineering.

Simulating Emergencies

Last January, eighth graders at Waimea Middle Public Conversion Charter School in Kamuela, Hawaii, participated in a simulated disaster preparedness program that taught them how to track hurricanes, monitor volcanoes, and identify the causes and effects of forest fires.

Eighth graders at Waimea Middle Public Conversion Charter School in Kamuela, Hawaii, participated in a simulated disaster preparedness program that taught them how to track hurricanes, monitor volcanoes, and identify the causes and effects of forest fires.

"work on identifying basic bacteria along with learning about the different laboratory techniques involved with microbiology, such as Gram staining, collecting samples, and plating samples. They also spend a good deal of time learning how to write scientifically for science journals," says Loveless. Most students thrive in the program, although it's "an intense learning experience.

Students at Waimea Middle School in Hawaii participate in a simulated disaster preparedness program that taught them how to track hurricanes, monitor volcanoes, and identify the causes and effects of forest fires.
Fact Sheet

SUNDAY, MARCH 11, 2012
Roxbury Park, Beverly Hills, CA

Application deadline is Friday, February 10, 2012

- Sunday, March 11, 2012
- Roxbury Park's "Wiggly Field" – 471 S. Roxbury Dr., Beverly Hills
- 11:00am – 4:00pm
- Family Fun Event
- Pet Adoptions/Rescues with over 150 adoptable pets!
  Contact: Pets 90210
  310.887.7070 ext 4077
  bcrowe@kenquest.com
- FREE Admission
- 40+ retail vendors
- Food trucks
- Pet Parade (small fee)
- Pet or People Face or Body Painting (small fee)
- Pet Entertainment/Demonstrations
- Parking on site or at Beverly Hills High School with free pet friendly shuttles to the park
- Well-behaved leashed dogs welcome
- No retractable leashes
- Dogs must be current on all necessary vaccinations
- Sponsored by City of Beverly Hills Community Services Department
- Woofstock 90210 had over 3,000 participants last year
- For Sponsorship Opportunities contact:
  Mary Ruth Koogler: 310.487.1100 | bark@OliviasAdventures.com
  George Wallach: 310.278.4574 | gwallach@roadrunner.com
  Hamilton Cloud: 323.222.2676 | ThunderCloudProd@aol.com

In case of rain, event will be cancelled. No refunds unless event is rained out.
TO: Health and Safety Commission

FROM: Pamela Mottice Muller, Director Office of Emergency Management

DATE: January 23, 2012

SUBJECT: Neighborhood Watch Program

Sgt. Gregg Mader will attend the meeting to discuss the status of the Neighborhood Watch Program, and to answer any questions from Commissioners.
A fact sheet regarding the AM 1500 station is attached.

Commissioners were asked to locate the various AM 1500 Radio street signs throughout the City. For example, one of these signs is located on the westbound side of Third Street, east of Palm. Commissioners are asked to make note of other locations and submit to staff. A picture of the sign is attached.

The City’s Cable Office were unable to attend the meeting today, but if needed could attend a future meeting.

The Office of Emergency Management has reminded all departments to send appropriate postings to IT/Cable Office.
AM 1500 is the non-commercial automated traffic, parking and emergency information radio station for the City of Beverly Hills. Listeners can hear updates on traffic and street conditions, special events, and emergency information. The station operates 24-hours a day, 7-days a week. Each broadcast is limited to 8 minutes in length but repeats continuously.

WHEN WAS AM 1500 LAUNCHED? November, 1996. The Equipment is due to be replaced in 2012.

HOW DOES AM 1500 WORK? The radio station is PC based. Messages are recorded and scheduled on a PC and then sent via telephone line to the transmitter. The transmitter receives the programming and sends it out over the airwaves. During an emergency, messages can be posted via telephone directly to the radio play list.

CAN I LISTEN TO AM 1500 ANYWHERE IN MY CAR? No. AM 1500 is designated to cover a 5-mile radius from the Beverly Hills City Hall. Listeners may have difficulty receiving the station within buildings. The optimum reception is from your car radio within the 5 mile radius.

WHAT ARE THE GUIDELINES FOR USING? FCC Rules & Regulations Section 90.242
"The Travelers' Information Stations (TIS) shall transmit only non-commercial voice information pertaining to traffic and road conditions, traffic hazard and travel advisories, directions, availability of lodging, rest stops and service stations. It is not permissible to identify the commercial name of any business establishment whose service may be available within or outside the coverage area of a TIS. However, to facilitate announcements concerning departures/arrivals and parking areas at air, train, and bus terminals, the trade name identification of the carrier is permitted."

About Travelers' Information Stations Travelers' Information Stations operate in the AM Broadcast Band (530 kHz - 1700 kHz) and are limited to a 10 watt transmitter output power and the antenna height may not exceed 15 meters (49.2 feet). These stations may not transmit commercial information.

WHAT IS THE OFFICIAL CALL SIGN DESIGNATED BY THE FCC? WPIE

Posting Messages: The Communications Office and all departments are asked to forward messages to the IT/Cable Office for Posting.
TUNE TO
1500 AM
BEVERLY HILLS TRAFFIC & PARKING INFORMATION
Community Outreach Manager Huma Ahmed will discuss how social media is utilized by the City, including a recap of a Powerpoint presentation (printout attached) regarding this subject which was presented to the City Council in November.

The following link connects to each of the City's social media sites, including Facebook, Twitter, and Youtube:

http://www.beverlyhills.org/about/newsroom/social_media/
Social Media Update

What is Social Media?

1. **Content** created by users as a source of interaction
   - Fast-growing mode of communication

2. A category of **websites** based on user participation and user-generated content
   - Ex: Facebook, Twitter, YouTube

3. Online platforms that people use to share opinions, insights and experiences

4. Used by most public agencies, corporations and not-for-profits
Uses of Social Media

- Why should the City engage in social media?
  - Connect with a new group of citizens
  - Build a community of online City customers
  - Broadcast emergency information
  - Offer another cost-effective communication tool

Social Media Pages

- YouTube
  - Promotional videos
    - Farm to table with Wolfgang Puck

- City Facebook Pages
  - Official City
  - Affaire in the Gardens Art Show
  - Farmers' Market
  - Recreation and Parks
  - Library

- Nixle
  - Emergency Management
Social Media Pages

- City Twitter Pages
  - Community Services
  - Farmers' Market
  - Library
  - Recreation and Parks
  - Office of Emergency Management (OEM)
  - Water (Public Works)

Facebook/Twitter
Social Media Committee

- Composed of multi-departmental staff
  - Meets monthly to discuss policies and new social media trends
- Resource for upcoming technologies

Policy and Legal

- City's Social Media Policy
  - Administrative Regulation (AR) pending final review
  - Provide guidelines on the City's social media use
- Brown Act
  - Same City Council rules apply for social media
  - Council requested to not respond or comment on official City social media pages
- Public and Staff Comments
  - Comments are to be civil
  - Inappropriate material removed
Metrics

• City social media pages are measured by the following programs:
  - Google Analytics
  - Klout
  - EdgeRank

• Analyze information based on:
  - Demographics
  - Engagement
  - Likes, Impressions, Responses, Sharing of info

Current City Promotions

During and After an Emergency
For emergency information specific to the City of Beverly Hills, visit the following websites:
City of Beverly Hills Website: www.cityofbeverlyhills.org
City of Beverly Hills Disaster Hotline: (310) 550-4680
Radio: 1560 AM
TV: Channels 18 and 25
Twitter: www.twitter.com/beverlyhills
Text FREDWEL to 81377 to receive text messages in a safe

For further information contact the Office of Emergency Management at (310) 235-1025
Current City Promotions

City of Beverly Hills
RECREATION AND PARKS E-NEWS

Maison de Luxe DESIGNER SHOWROOM

December 2nd - 22nd, 10am-4pm (closed Mondays)
Graystone Estate, 905 Loma Vista Drive

Experience the splendor of Graystone Estate as reimagined by several of the nation's leading designers.

As a National Historic Landmark, Graystone Estate is the largest, most majestic designer show house in the country. A Roman-style residence built in 1926 for the Devery Family, the estate is over 7,000 square feet on 18.5 manicured acres.

Cost: $100 House Tours $135; Lecture & Home $50

Next Steps

- Staff will continue to explore new social media tools
- Promotional opportunities:
  - In Focus/Employee Newsletter(s)
  - City Website
  - Promotional materials will include City Facebook and Twitter information
- IT to provide enhanced social media capabilities in redesigned website and City mobile app’s
TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: January 23, 2011
SUBJECT: Planning for the Community Emergency Management Stakeholder Summit

The following is a summary of past discussions by the Health and Safety Commission on the 2012 Stakeholder Summit.

The Commission came to a consensus that the Summit:
- to be held on April 30, 2012
- the Theme will be “Preparing our Community: Seeking Solutions and Sharing Strengths”
- would be offered to businesses, community organizations (FBO, CMO) including the medical centers including Cedars-Sinai, the chamber and service organizations. The City will invite the 50 largest staffed businesses in the Community.
- save the date card mock up. Attached is new mock up for review.
- provided Input on handouts/bags.

At the meeting, staff will provide further update on the planning efforts. Commissioners should also look at their availability for the summit and think about specific roles on the date.
Disasters Happen!

Is Your Business Prepared?
Community Disaster Stakeholder Summit

"Preparing our Community: Seeking Solutions & Sharing Strengths"

Save the Date

Monday, April 30, 2012
8:30 a.m. – 2:00 p.m. • Beverly Hills City Hall

Presented by the City of Beverly Hills & Health and Safety Commission

• Does your business know how to prepare for a disaster?
• Can your business respond and recover after a disaster?
• Does your business know what to expect from the City in response to a disaster?

To any of these questions, please plan to send a representative to attend this important event.

Invitation to follow in the mail.
Early R.S.V.P. to atarazon@beverlyhills.org
TO: Health and Safety Commission
FROM: Pamela Mottice Muller, Director Office of Emergency Management
DATE: January 23, 2012
SUBJECT: Update on the Status of the Reinstatement of the CERT Program

The attached flyer provides information on the CERT Train the Trainer class being held on January 31st through February 3rd. Eleven City of Beverly Hills Public Safety and volunteers will be attending, including Commissioners Landau and Seidel.

Staff will provide an update to the Commission on reinstating the CERT Program.
COMMUNITY EMERGENCY RESPONSE TEAM (CERT) TRAIN-THE TRAINER (T-3) COURSE

THE LOS ANGELES COUNTY OPERATIONAL AREA—A

THE MATERIAL PRESENTED IS THE LATEST AND UPDATED FEMA-EMERGENCY MANAGEMENT INSTITUTE (EMI) COURSE CURRICULUM FOR CERT INSTRUCTORS.

THIS COURSE WILL PROVIDE INSTRUCTIONAL METHODOLOGIES FOR THOSE SEEKING TO DELIVER CERT TRAINING WITHIN THEIR COMMUNITY.

THE CERT T-3 IS CONDUCTED IN BOTH DIDACTIC AND PRACTICAL SETTINGS COVERING TOPICS TO INCLUDE:

- Role as an Instructor
- Course Preparation
- Module Reviews
- Maximizing Learning
- Managing the Classroom
- Instructor Teach-Backs

THIS COURSE WILL BE OPEN TO ALL LOS ANGELES OPERATIONAL AREA AGENCIES. GOVERNMENT AGENCIES MUST ENDORSE STUDENTS WISHING TO ATTEND.

SPACE FOR THIS CLASS IS LIMITED TO 40 STUDENTS.

REGISTER ONLINE AT WWW.RCPI-CA.ORG

INSTRUCTOR TEACH-BACKS

THE REGIONAL COMMUNITY POLICING INSTITUTE—CALIFORNIA WILL CONFIRM AGENCY ENDORSEMENT PRIOR TO COURSE CONFIRMATION NOTICE OR EMAIL BEING SENT TO THE STUDENT.

Santa Monica Fire Department Training Center
2500 Michigan Ave. Santa Monica CA. 90404
January 31 - February 2, 2012
8:00am—5:00pm

GOVERNMENT AGENCIES MUST ENDORSE STUDENTS WISHING TO ATTEND.
At the July meeting, the Commission decided that each month a key health and safety message will be developed and then publicized throughout the community.

Commissioners are asked to bring possible messages/topics to each meeting. Commissioners should write out the message and bring any supporting documentation that might be needed.

The Commission will choose the message to be publicized for the following month. In case of multiple messages, the Commission will vote on the message to be used.

Various outreach methods available throughout the City are:

- AM Radio
- Website
- Cable TV
- Local Media
- Library Televisions
- Twitter
- Facebook

Commissioners are asked to bring a message to the January meeting to be used in February and March.

Last month’s messages were:
- If you are going to drink, don’t drive. Find a designated driver for your holiday parties.
- Avoid distractions: especially don’t text while walking or driving and
- Remember to follow all traffic rules when riding your bicycle
TO: Health and Safety Commission

FROM: Pamela Mottice Muller, Director Office of Emergency Management

DATE: January 23, 2012

SUBJECT: Review of Work Plan Items for FY 2012-13

Work Plan items for FY 2012-13 were discussed at the December 2011 meeting.

The following Work Plan items were approved and submitted in the budget process:

- Support the reinstatement of the CERT and NHW program.
- Concentrate on outreach/health and safety messages via social media and other communication methods

Since three Commissioners were absent, Commissioners requested that the item be revisited at the January meeting.

The monthly Health and Safety messages will also continue.