City of Beverly Hills
Health and Safety Commission
Regular Meeting

June 23, 2008
4:00 pm
City Hall Room 180-A

Enhancing the Health and Safety of Our Community
A detailed Commission packet is available for review in the Library and City Clerk's Office.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Conference Room 180-A is equipped with audio equipment for the hearing impaired, and is wheelchair accessible.

CITY OF BEVERLY HILLS
City Hall Room 180-A
AGENDA

HEALTH AND SAFETY COMMISSION REGULAR MEETING
June 23, 2008
4:00 p.m.

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. COMMISSION MINUTES
   • Consideration of minutes of May 19, 2008.

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 – June 11, 2008.
   • Other items of interest: Great American Shakeout Press Conference

F. DIRECTOR’S REPORT
   • Report from Myra Lurie, Beverly Hills School District Board Member: Every 15 Minutes Event
   • Information Only
     a) Legislative Platform presentation by Cheryl Friedling will take place at July’s meeting
     b) “Did you Feel It?”
   • Other Items

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

I. COMMISSIONERS' INSTRUCTIONS TO STAFF
Requests for information, provision of references, and directions to place items on future Agendas.

J. ADJOURNMENT
The meeting was called to order at 4:02 PM

A. ROLL CALL

Present: Setian, Millan, Landau, Kopeikin, Judelson, Aronberg
Absent: Seidel
Commissioner Seidel arrived at 4:07 p.m.
Staff: Mottice Muller, Ryan, Kevin Watson, Cheryl Burnett

B. PLEDGE OF ALLEGIANCE

C. DEPARTMENT TOUR: PUBLIC WORKS – KEVIN WATSON, WATER OPERATIONS MANAGER AND SHANA EPSTEIN, ENVIRONMENTAL UTILITIES MANAGER

A tour of the Public Works Facility was given by Kevin Watson and Shana Epstein. The organizational chart of the department was presented along with an explanation of all of the divisions within the Public Works Department.

The meeting adjourned and reconvened at 5:34 at 455 North Rexford Drive, Room 180-A.

D. COMMISSION MINUTES

MOVED by Seidel, SECONDED by Kopeikin to approve the minutes of the meeting on April 28, 2008 (7/0)
Ayes: Setian, Millan, Landau, Kopeikin, Judelson, Seidel, Aronberg
Noes: None
CARRIED.

E. ORAL COMMUNICATIONS FROM THE AUDIENCE
None.

F. REPORT FROM THE CHAIRPERSON
Mayor's Cabinet Meeting – May 14, 2008.
Chair Aronberg reported that no new business regarding health and safety was discussed at the recent Mayor's Cabinet Meeting.
G. DIRECTOR'S REPORT
Report from Myra Lurie, Beverly Hills School District Board Member
   a) Invitation to Every 15 Minutes Event
   *Myra Lurie was unable to attend this meeting, no report was given*

   Information Only:
   b) Article: "CDC Issues Pandemic Systems Plan" – *No Comment*
   c) BH Courier Article: "Beverly Hills Health, Fitness and Beauty Expo Gets Clean Bill of Health" – *No Comment*
   d) Senior Driving Program– *No Comment*
   e) LA County West: Vector Control District Report – *No Comment*

H. NEW BUSINESS
PRESENTATION ON PUBLIC OUTREACH CAMPAIGN PLAN - ROBIN CHANCELLOR, DIRECTOR OF COMMUNICATIONS
Ms. Chancellor gave a presentation to the Commission titled “Health, Safety and Emergency Preparedness Outreach Plan”.
The following items were discussed in the presentation:
   • The purpose of the Health, Safety and Emergency Preparedness Outreach Plan
   • Goals, including holding four signature events
   • Outreach Campaigns, including health and preparedness
   • Outreach Tactics

DEVELOPMENT OF HEALTH AND SAFETY COMMISSION STRATEGIC WORK PLAN – PAMELA MOTTICE MULLER
Director Mottice Muller led the Commission in a brainstorming session to work toward the development of a Vision Statement and Mission Statement for this Commission. Commissioners listed issues and topics that they felt were important, discussed who they were and who they want to become, and discussed what impact they would like to have as the Commission. This will be continued at the next meeting.

J. ADJOURNMENT
There being no further business, Chair Aronberg, with the consent of the Commission, adjourned the meeting at 8:10 pm to June 23, 2008.

PASSED, Approved and Adopted
This ______ day of _______, 2008

____________________________
Sandra Aronberg, Chair
MEMORANDUM

TO: Health and Safety Commissioners
FROM: Kathy Ryan, Commission Secretary
DATE: June 23, 2008
SUBJECT: Legislative Platform Presentation Postponed Until July 28th Meeting

The presentation titled "Legislative Platform" by Cheryl Friedling, Deputy City Manager, which was originally planned for the June 23rd meeting has been postponed until the July 28th meeting.
Since the early 1990s, the magnitude and location of an earthquake have been available within minutes on the Internet. Now, as a result of work by the U.S. Geological Survey and with the cooperation of various regional seismic networks, people who experience an earthquake can go online and share information about its effects to help create a map of shaking intensities and damage. Such "Community Internet Intensity Maps" (CIIMs) contribute greatly toward the quick assessment of the scope of an earthquake emergency and provide valuable data for earthquake research.

Then and Now

Not so long ago, the first thing that most people did after feeling an earthquake was to turn on their radio for information. That practice is changing, however. After the 2003 San Simeon earthquake in central California, for example, many people logged onto the Internet, not only to get information, but also to share their own experience of the earthquake. After checking the U.S. Geological Survey (USGS) Web site for the location and magnitude of the earthquake, they went to a Web page called "Did You Feel It?" (at http://earthquake.usgs.gov/). They entered their ZIP code and answered a list of questions such as "Did the earthquake wake you up?" and "Did objects fall off shelves?" In minutes a map began taking shape on the Internet, and in a few hours, with more than 14,000 responses for the central California event, a Community Internet Intensity Map (CIIM) showed where and how strongly the earthquake had been felt and where damage occurred.

Macroseismic Intensity

Macroseismic intensity describes the strength of shaking from an earthquake at a particular location, as determined from effects that people can readily observe without special instruments or special training. Such macroseismic effects include damage caused by the earthquake and the strength of shaking as perceived by people.

In general, the macroseismic intensity is highest near the earthquake source and decreases with distance from the source. However, a variety of factors—such as the direction in which the earthquake fault ruptures and variations in the soil conditions underlying different sites—may lead to complicated patterns of intensities that vary strongly from place to place.

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Since 1931, the USGS has assigned macroscopic intensities to United States earthquakes on the basis of the Modified Mercalli Intensity (MMI) scale. Until recently, most of the macroseismic observations used to assign intensities were collected with questionnaires that were mailed to post offices in the earthquake region. The process of sending the questionnaires by standard mail, waiting for written responses, manually interpreting the responses, and preparing intensity maps could take months. In the late 1990s, the USGS began collecting data and publishing CIIMs on the "Did You Feel It?" Web page.

Community Internet Intensity Maps

In contrast to the intensity maps prepared from paper-copy questionnaires, CIIMs take advantage of the Internet to generate intensity maps almost instantly. Data are received through questionnaires on the Internet answered by people who experienced the earthquake. The Internet approach reduces the time for preparing and distributing a shaking-intensity map from months to minutes.
Did You Feel It?  
Community Internet Intensity Map data for the years 1999 to 2004 are plotted on the United States map below. These data indicate shaking levels reported nationwide by over 500,000 individuals. Earthquake shaking has been reported from many regions of long-term high seismic hazard (see hazard map on next page). Most areas with long-term high hazard, however, have experienced only low-intensity shaking during the relatively short period during which the CIIM Web site has been in operation.

Did You Feel It?  
Fill out the questionnaire. Your input does make a difference!

Go to URL http://earthquakes.usgs.gov and select "DID YOU FEEL IT?" Select the region where you felt the earthquake.

1. Fill out the questionnaire by selecting appropriate answers and filling in the blanks. You may also contribute longer descriptions of your experience. Review the CIIM Web site to see your response contribute to building the detailed map!

2. From the list of recent earthquakes in your region, either select the earthquake that corresponds to your location and the time you felt the event or select "New or Unknown Earthquake."

3. Choose the most likely description of the shaking you felt.

- Highest intensity
- Very intense
- Intense
- Strong
- Moderate
- Light
- Very light
- Did you feel it?  

Submit your report.
A CIIM summarizes the responses. An intensity number is assigned to each ZIP Code for which one or more CIIM questionnaires are completed. The intensity values in each ZIP-Code area are averaged, and the map is updated as additional data are received. ZIP-Code areas for which data have been received are color-coded according to the intensity scale shown below the map on the CIIM Web page; other areas are gray.

A CIIM is automatically made after each widely felt earthquake in the United States. The system can start receiving responses immediately after the earthquake. Internet users can also enter data for significant U.S. earthquakes they have experienced in the past.

The CIIM procedure was constructed so that CIIM intensities would agree on average with MMI values produced by the traditional procedure that is based on postal questionnaires. For some specific levels of shaking, differences are likely between intensities produced by the two procedures, just because the procedures are different. Five years' experience with the CIIM procedure, however, has shown that the CIIM values usually agree well with MMI values that would be assigned by the traditional procedure. In cases where the new CIIM methodology produces values that differ from those produced by the traditional procedure, the CIIM values are usually more self-consistent, because they are usually based on many more observations in a given ZIP Code.

The USGS National Seismic-Hazard Map: Earthquake hazards exist in many parts of the United States. The probability that an earthquake hazard will occur in any given area is shown by this USGS National Seismic-Hazard Map. USGS national and regional seismic-hazard maps forecast the amount of shaking expected over specified time periods. Many parts of the central and Eastern United States have long-term moderate to high hazards, even though those areas have not experienced recent large quakes. USGS seismic-hazard maps such as this one are used as a basis for building codes and are also widely used by structural engineers and government agencies.

Probability of an Earthquake Hazard

A Unique Tool for Understanding Earthquakes

In areas such as California where there are networks of seismic instruments, CIIMs provide a very rapid means of displaying the pattern of shaking independent of strong-motion seismographs. CIIMs provide descriptions of actual damage, rather than inferred damage indicated by instrumental shaking records. Also, the potential number of Internet responses far exceeds the number of seismic instruments, so very dense sampling of earthquake effects is possible, providing details that would not be possible with the instruments alone.

In regions with few seismic instruments, which includes most of the United States and most of the World, intensity observations for a small to moderate event can indicate which areas will be more prone to shaking in larger, but less frequent earthquakes. After a damaging earthquake in those sparsely instrumented areas, CIIMs can provide information about which areas experienced the most shaking and, therefore, the most potential damage. This information can serve not only as a tool for postearthquake response, but also for estimating losses from future earthquakes.

The interactive nature of the Internet questionnaire and mapping provides an unprecedented opportunity for community involvement. The CIIM interactive Web site provides an avenue for feedback among the communities affected by earthquakes, scientists studying earthquake effects, and agencies responding to the events. By allowing people in an area struck by an earthquake to share their experiences, the CIIM Web site may help them cope with the emotional impact of the earthquake.
### Typical Effects of Different Intensity Levels.

[Most of the effects are sometimes observed in special circumstances at lower intensities than suggested by the table. Some of the effects are used to help define intensity levels in the CISM procedure; other effects do not influence calculation of intensity values, but are nonetheless commonly observed.]

<table>
<thead>
<tr>
<th>CISM Intensity</th>
<th>People’s Reaction</th>
<th>Furnishings</th>
<th>Built Environment</th>
<th>Natural Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>I II III IV V VI VII VIII IX X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### CLIM Intensity Levels

- **I**: Not felt; Changes in level and clarity of well water are occasionally associated with great earthquakes at distances beyond which the earthquake is felt by people.
- **II**: Felt by a few; Delicately suspended objects may swing.
- **III**: Felt by several; Hanging objects may swing appreciably.
- **IV**: Felt by many; Sensation like heavy body striking building.
- **V**: Felt by nearly all; Pictures swing out of place; small objects move; a few objects fall from shelves within the community.
- **VI**: Frightens many; Many objects fall from shelves within the community.
- **VII**: Frightens most; Heavy furniture overturned.
- **VIII**: Many find it difficult to stand.
- **IX**: Some forcibly thrown to the ground.
- **X**: Most ordinary domestic structures collapse; damage moderate to severe in many buildings designed to be earthquake resistant.

#### Comparison of intensity distribution for magnitude 7.1 (left) and magnitude 4.4 (right) earthquakes in southern California.

Note that the small event produced intensity IV to V near the epicenter (star), whereas the large event produced intensity VIII to IX near the causative fault (black line) and intensities IV to V (comparable to the smaller event) at great distances from the epicenter and fault.

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**For More Information:**

Earthquake Hazards Program
U.S. Geological Survey
Golden, CO 80401
http://earthquake.usgs.gov/

Written by David J. Wald and James W. Dinwiddie
Graphics and Layout Design by Eleanor M. Omdahl

This Fact Sheet is available online at http://pubs.usgs.gov/fs/2005/3016/
At the meeting on June 23, 2008 the Commission will continue its brainstorming activities to work toward the development of a Vision Statement, Mission Statement and strategic work plan from May's meeting.

The following are the notes from the May 19th meeting for your reference.
Special Commission Meeting
May 19, 2008

General Ideas
- To be an objective evaluator of health and safety issues and their impact on the community.
- Measurable surveys
- Creating a climate of health and safety
- To raise health and safety issues in the community
- A comfortable place where residents can come to make a positive change in their health and safety
- Correct misinformation

Who do we serve?
- Residents of all ages, kids, visitors, workers, businesses, neighbors, government, City Council, animals
- Also as it relates to region, state and federal
- Does not matter what race, creed or religion

What is our Vision?
- To increase earthquake safety/preparedness
- To encourage health and safety
- To link together and connect the community with information
- To increase the information that the community has on a variety of health and safety matters
- To identify those in community that can’t help themselves
- To mitigate danger
- To think globally, act locally
- To identify local resources / disaster planning responses
- To ensure safety of youth/ encourage good decision making

What impact do we want to have?
- Enable people to make good decisions
- Increasing the perception and the actual reality that our community is safe and healthy
- Battle complacency
- Idea of enhancing the overall health and safety of the community
- Encouraging neighbors to become more active
- Heightening awareness of health and safety and linking the community to resources available on a variety of sources
- Increase the feeling community that the City cares about health and safety

Who are we?
- Advisory
- Broad cross-section of community
- Difference levels of expertise
- All residents of BH
- Personal stake or interests in health and safety
- Related to people who live in City
- Longtime/short time residents
- Members of different community networks
- Work/live in city
- Liaison to Council – resident concerns and issues
- Investors of issues directed by Council
- Volunteers

Who are we as a body/Commission?
- Liaison between government and community
- Community leaders
- Advisors to City Council and staff
- Personal interests in health and safety issues
- Don’t set policy, Council sets policy
- Explain Council’s policies to residents
- Eyes and ears of community to City Council
- Investigative body of Council
- Good role models

What we are not:
- We are not code enforcers
- Oversight

Who do we want to become?
- Help the community help themselves
- Not just figureheads
- Forum for community
- Link community to outside agencies/services
- Keep open communication with community
  - Forum for awareness
  - Clearinghouse for issues
- Become visible within community
- Doers, not fixers
- Be governed by process, process oriented
- Non-political, objectivity
- Flexible
- Responsive
- Changeable
- Clear
- Work is meaningful and efficient
- Ethical
- Objectivity
- Consensus building
- Process-oriented
- Encouraging outreach
Top Priority Items for Health and Safety Commission
May 19, 2008

After the brainstorming session and ranking activity, the following were identified as priority topics. The number in parentheses identifies the total number of points assigned to the topic by all of the Commissioners. The Commissioners were asked to rank topics 1-5, 1 being the highest and 5 being lowest. The figures were added up. The lowest numbers indicate the highest priorities.

1. Emergency Preparedness (7)
2. Household Evacuation/Reunion Plan (7)
3. Drinking & Driving (9)
4. Emergency Information/Contacts (9)
5. Accident Prevention (10)
6. Teen Issues/Speeding (10)
7. CPR/AED Training (11)
8. Out of Area Contact (11)
9. Alcohol/Underage (14)
10. Pandemic Flu (14)
11. Sun Safety (14)
12. Drugs/Alcohol (15)
13. Pedestrian Safety (15)
14. Volunteer Opportunities (15)