

Ross Valley Fire Department Emergency Preparedness Strategic Plan 2022-2024



SLEEPY HOLLOW
FIRE PROTECTION DISTRICT



TOWN OF
SAN ANSELMO
EST. 1907





Ross Valley Fire Department

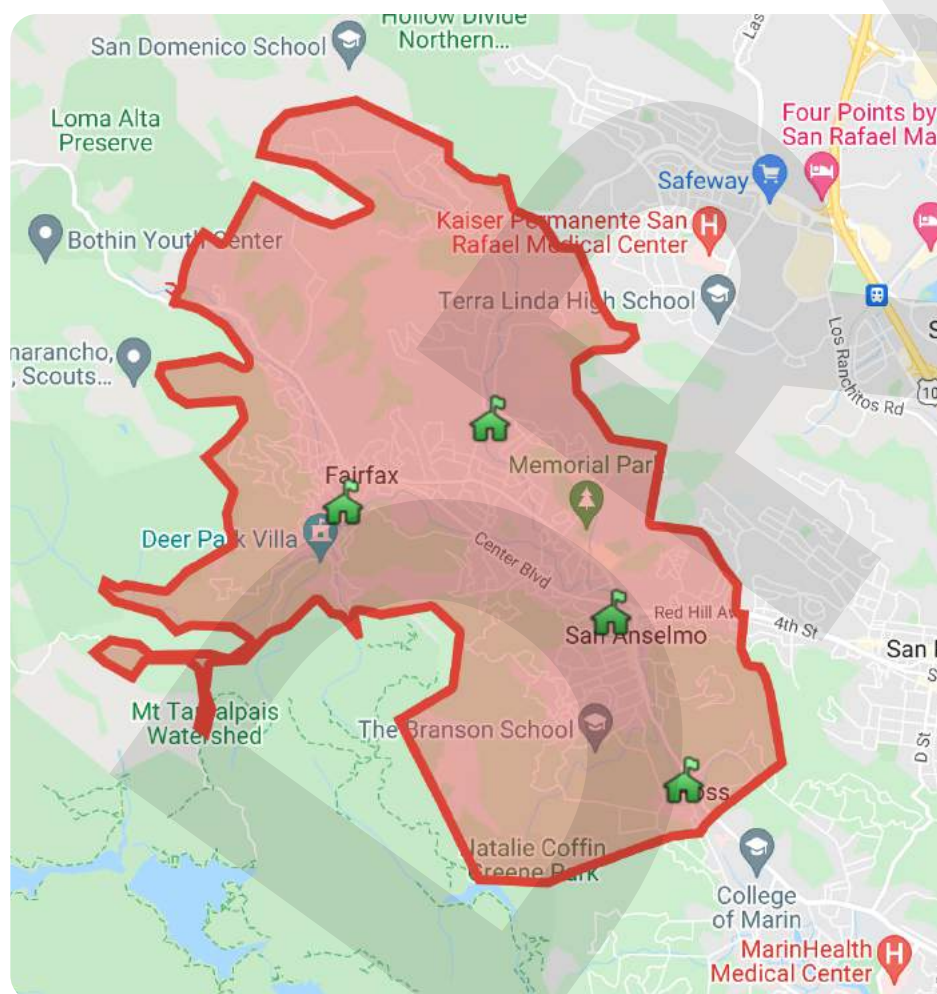
777 San Anselmo Avenue, San Anselmo, CA 94960

Introduction:

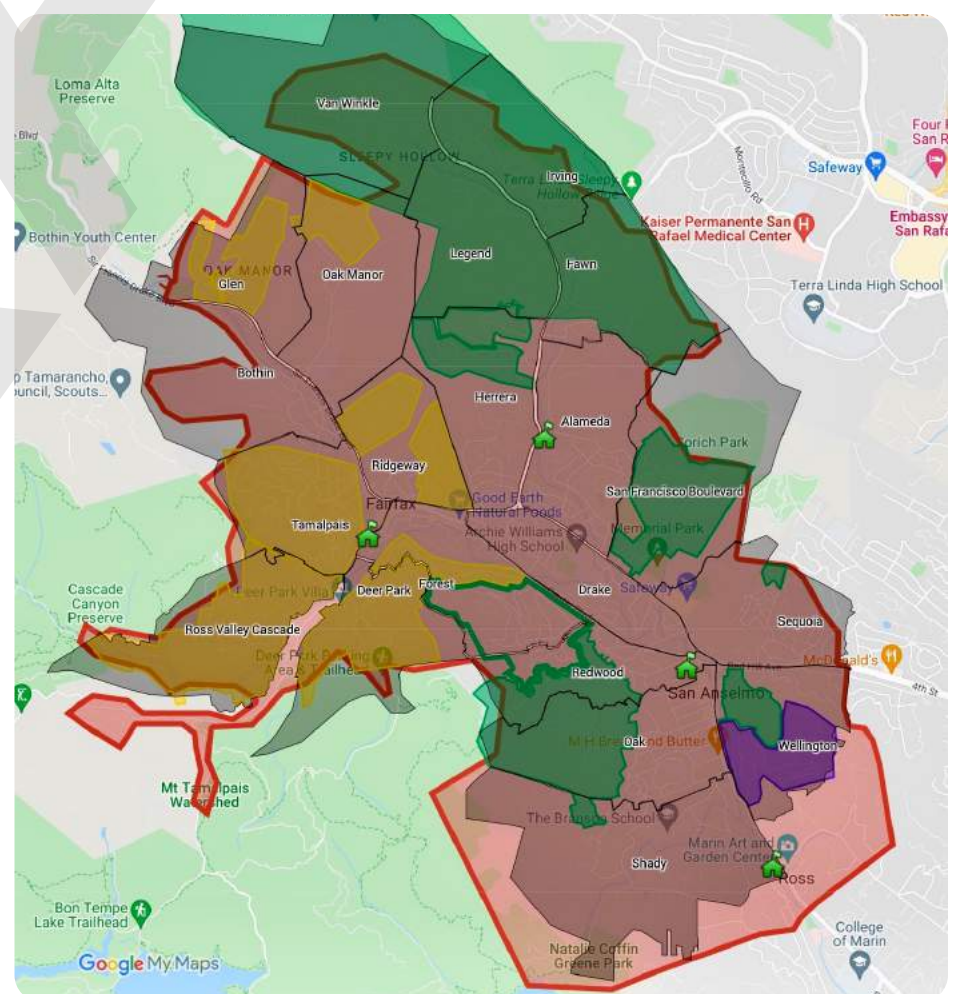
The Ross Valley Fire Department (RVFD) acts as a Joint Powers Authority (JPA) to protect the lives, property, and lands of Ross, San Anselmo, Fairfax, and the Fire District Sleepy Hollow. RVFD has partnered with the Towns of Ross, San Anselmo, Fairfax, and the Fire District of Sleepy Hollow to support and launch emergency preparedness initiatives in efforts to build safer, more resilient communities. Leading these initiatives is RVFD's Emergency Preparedness Coordinator, Miranda Miller, who is working in concert with organizations across Marin County.

Our goal is to prepare Ross Valley residents for an emergency using educational tools that empower neighborhoods to remain safe and act.

Ross Fire District and Town Boundaries as of May 2022:



Ross Valley Fire District Boundary



Firewise Neighborhood Response Group and Ross Valley Neighborhoods



Estimated Data as of May 2022:

	Ross	San Anselmo	Fairfax	Sleepy Hollow
Households	798	12,623	3,326	6,637
Population	2,453	5,224	7,629	2,409
Defensible Space HH Inspection '21	301	2,932	1,671	29
Active Firewise Sites	1	6	9	1
Neighborhood Group(s)	RossReady	2	9	0
Active CERT Volunteers	0	27	19	N/A

Community Partners

- Resilient Neighborhoods
- Marin CIL
- Age-Friendly Marin
- Ross Ready
- Marin County OES
- Fire Safe Marin
- Town of San Anselmo, Ross, Fairfax, District of Sleepy Hollow
- Police Partners
- MWPA
- Ready Marin
- Southern Marin Fire
- Marin County Emergency Preparedness Partners





Joint Messages From Our Town Mayors

We are all in it together when it comes to emergencies and disasters. Every one of us needs to do our part before an emergency hits and look out for each other after disaster strikes. Leading by example, the towns in Ross Valley, Ross, San Anselmo, Fairfax, and the Fire District of Sleepy Hollow, are pulling together under the Ross Valley Fire Department to launch a coordinated effort to build resilient communities that are engaged and prepared to respond. Our new Emergency Preparedness Programs are fully supported by the Leadership of Ross, San Anselmo, Fairfax, and the Fire District of Sleepy Hollow.

-Joint Message from Mayors & Fire Dist. Board Chair

"With a little preparedness, we can respond rather than react to any disasters with confidence." TBD

"Emergency preparedness helps keep us safe. When we know what to expect, we feel empowered and resourced." TBD

"An essential step in building a resilient community is having engaged and prepared residents who are ready for what may come. In an era of unprecedented climate crises, the importance of this cannot be overstated.."

Alexis Fineman
Mayor, Town of San Anselmo



"Collaboration, shared resources, and reliable education is essential to strengthening our community's preparedness programs."

Stephanie Hellman
Mayor, Town of Fairfax



Mission

Our mission is to prepare the more than 25,000 residents of Ross Valley for disasters and emergencies by building well-prepared, connected communities through awareness, preparedness programs, and education.

The Ross Valley Fire Department (RVFD) is asking residences to be prepared in the event of environmental disasters and respond by either sheltering in place or evacuating. Our programs, educational materials, and community partners are supporting the people of Ross Valley to understand how to be self-sustaining for up to 5-7 days.



Guiding Principles:

- Limit jargon
- Meet people where they are
- Make preparedness doable and uncomplicated
- Provide residents with tools to achieve preparedness success
- Partner with champions within communities
- Be inclusive and equitable to all people
 - Including but not limited to seniors, renters, Access & Functional Needs, socio-economic status, all cultures
- Provide multiple languages



Areas of Focus

Establish community resilience through developing general preparedness strategies that include partnerships with ReadyMarin.org, Neighborhood Response Groups (NRG), Community Emergency Response Teams (CERT), promoting new Firewise / NRG hybrid site, and Wildfire Ready Education.

Town Specific Initiatives



Town of Fairfax

- Fairfax Towns Emergency Prep Committee

Town of San Anselmo

- Formalize neighborhood emergency preparedness plan



Town of Ross

- Organize evacuation drills

Fire District of Sleepy Hollow

- Support Fire Safe Marin





General Preparedness: Communication Strategy, Partnership & Outreach

General preparedness starts with awareness, and preparedness is defined as a state of being ready. By partnering with various Marin County organizations and setting collaborative and collective goals, we can ensure our Ross Valley residents are prepared and ready to respond to a disaster.

Goal

- Increase awareness related to emergency preparedness through consistent branding, clear communication, and messaging
- Partner with Marin County, communities leaders, and towns to develop resident preparedness plans
- Attend regular emergency preparedness meetings and events

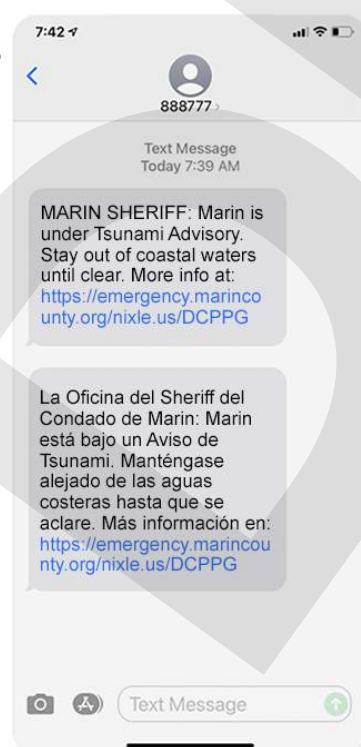


Evacuate immediately due to a vegetation Fire at East side of [some named hill]. Monitor current status at:
<https://emergency.marincounty.org>

Evacuar inmediatamente debido a un incendio de vegetación en East side of [some named hill]. Vigile el estado actual en:
<https://emergency.marincounty.org>

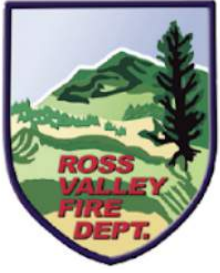


Objectives & Metrics



Text your Zip Code to
888-777

- Quarterly educational series on preparedness for Ross Valley residents and or "Ask an Expert" series
- Branded educational materials for Ross Valley residences
- Promote all residences to sign up for emergency notifications
 - Alert Marin
 - Nixle
- Promote all households and dwelling units to prepare with Stay Kits and Go Bags
- Distribute educational materials via online or at local events
- Identify how to best prepare Ross Valley residents through inquiry
- Create a web page for Ross Valley Emergency Preparedness
- Attend preparedness meeting



Website

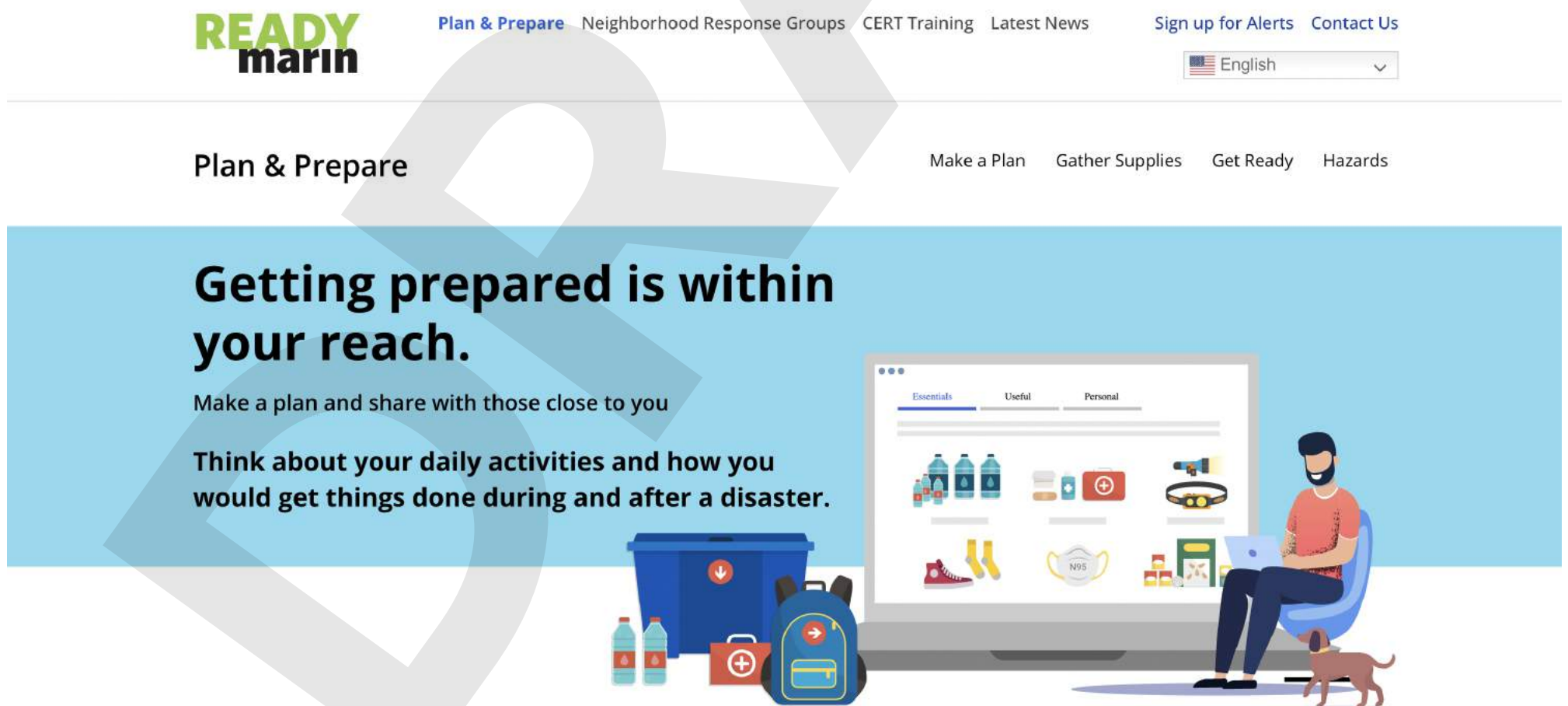
[ReadyMarin.org](https://www.readymarin.org) is Ross Valley's primary preparedness hub. Ready Marin's website offers simple, uncomplicated tools for everyone to become more prepared for emergencies with a mission of providing guidance, training, and resources to keep individuals and families safe during an emergency, whether it requires evacuation or sheltering in place.

Goal

- Act as Ross Valley's preparedness event hub
- House educational materials and resources
- Capture Ross Valley residents visiting [ReadyMarin.org](https://www.readymarin.org) for future Ross Valley communications

Objectives & Matrics

- Website calendar for events
- Actively engage Ross Valley residents using multiple forms of outreach
- ReadyMarin will reflect the local emergency preparedness coordinator's contact





Neighborhood Response Group (NRG)

Neighborhood Response Group (NRG) are simply a collection of neighbors who have joined to work together to help one another before, during, and after a disaster or emergency. Strengthening neighborhood connections builds awareness and resilience. Promote new Firewise Sites within Neighborhood Response Group (NRG).

Goal

- Support and expand Ross Valley's Neighborhood Response Group or similar functioning group by one per year
- Educate neighborhood communities by providing actionable steps to increase household emergency preparedness plans



Objectives & Metrics

- Design a Neighborhood Response Group (NRG) welcome packet for new NRGs
- Partner with Neighborhood Response Group leaders to distribute educational materials, emergency preparedness checklist, and local resources
- Maintain Neighborhood Response Group engagement



Community Emergency Response Teams (CERT):

Community Emergency Response Teams CERTs are trained volunteers with the purpose of filling the gap between an emergency or disaster until professional service workers arrive. In the event of a major disaster, our first responders will be overwhelmed so it's critical residents are prepared to take care of themselves, their neighbors, and their community for 96 hours.



Goal

- Increase the number of residents with formal CERT and preparedness training
- Engage active CERT members within Neighborhood Response Group (NRG)
- Cross-pollinate Neighborhood Response Group (NRG) communities with CERT communities and Firewise Sites

Objectives & Metrics

- Utilize volunteer management software to organize CERT members
- Add twenty new or re-certified CERTs within Ross Valley communities
- Partner with Marin Medical Reserve Corps (MMRC) to offer First Aid Disaster Response (FADR) classes in Ross Valley





Education and Outreach:

In partnership with Fire Safe Marin, Ross Valley's Emergency Preparedness Coordinator and are joining together to launch Wildfire Ready within Ross Valley School District elementary schools.

Goal

- 5th-grade students throughout Ross Valley schools, their parents, and caregivers will
 - Understand the threat of Wildfire
 - Know how to prepare for wildfire and to reduce risks to themselves and their homes
 - Meet fire professionals who protect Ross Valley
- Program serves as a model for other fire agencies and school districts

Objectives & Metrics

- Coordinate with Ross Valley School District, public and private, elementary school principals, Parent-Teacher Organization (PTO) leads, firefighters, and teachers annually (September).
- Fire Safe Marin + Ross Valley Emergency Preparedness Coordinator provides Wildfire Preparedness information to parents and caregivers during the Back to School Nights annually (August).
- All 5th-grade teachers in Ross Valley elementary schools will provide self-paced instruction to all 5th-graders on Ready Set Go! Lessons are to be delivered in school throughout a designated week in September.
- A school visit from the on-duty firefighters stationed at RVFD serves as an incentive for implementing the program in classrooms.

