

Minutes of a Meeting of
ENVIRONMENT, SAFETY & COMMUNITY SERVICES COMMITTEE

held May 20, 2013

6:00 p.m.

Present: Councilman Dwight Clark, Chair
Councilwoman Karen Lieske
Councilman Mike Young

Also Present: Councilman Tadych, Law Director Ebert, Police Chief Lyons, Police Chief Wright, Jen Kennedy, Dave Adams, Susan Murnane, Director of Community Services Bock

Audience: Tom Henderson, Marty Mace, Nancy Brown

Chairman Clark called the meeting to order at 6:03 p.m. Mr. Clark thanked everyone for their attendance this evening.

Follow-Up Steps to Emergency Communication Task Force Report

Mr. Clark advised that two weeks ago the Emergency Communications Task Force, Co-chaired by Jen Kennedy and Dave Adams, presented their findings after a four-month study. Mr. Clark acknowledged the participation of the Police Chief and Fire Chief, Community Services Director Bock, Susan Murnane, Nancy Brown, and others in this work.

Mr. Clark stated that in that the committee was formed, it would tend to intimate that maybe there could be some improvements made with communications, given whether there is another Superstorm Sandy or related incident such as that which hit Oklahoma today. The questions today are: What do we have to do from here? Who owns the responsibility for follow-up tasks and specific assignments? Two of the things that seemed to resonate in the findings are 1) We can do a better job using our Nixle system and things that we can assign to those who are computer or cell-phone savvy; 2) How best do we reach out to our vulnerable, elderly, disabled population?

This meeting tonight will discuss what is going on now that is being promoted or implemented as far as this whole task force. What do we still have to identify to do? And, basically set some time lines. Not one person owns all this. The administration owns some; the department heads own some; City Council owns some; and there is the need to have volunteers from the city as residents to own this as well.

Mrs. Murnane confirmed with Dave Adams that the most recent copy of the recommendations has been received. Mr. Adams stated the recommendations that are posted on the city's web site are the final draft.

Mrs. Lieske stated that she knows how much good work all the members of this committee did, and the contributions they have made. Mrs. Murnane will provide the minutes of the meetings of the Emergency Task Force Committee so that the Council can be apprised of how much thought and discussion was given to all of the topics, and how the committee reached out to groups that were previously unfamiliar to members of the committee. Mrs. Lieske commented further that the Task Force made a phenomenal effort, and she felt that the draft report included a lot of those things. She was disappointed that more time wasn't given to the committee at the Council meeting to go over the substance that was put into the report, and all the work that everybody did. Having been there and seen that, Mrs. Lieske wanted her colleagues to hear how the committee really reached out and looked at all the resources that we have and the different groups to be considered for reasons of safety and well-being.

Nancy Brown commented that it is necessary to think beyond storms. We live between two nuclear power plants and we could suffer consequences of neighboring, large cities being targeted. Potential train derailments are also something to be considered.

The committee has recommended implementation of a pop-up message on the city's website to update residents on any emergency matters. That pop-up message function has now been incorporated into the city's website and is ready for use.

Nixle Emergency Notification System

Chief Lyons reported that the Nixle System is up and running. There are two aspects to the system: Nixle Connect is the text and email notification system. Nixle Connect has been running since Superstorm Sandy. Nixle Dial is for voice messages to land phones and cell phones. Nixle Dial is in process and should be up and running shortly.

In order to be part of the Nixle Connect System, (text and email notification), the resident must sign up on the city's web site. The service is free and there are 1600 users signed up to date.

For the Nixle Dial, a list of land line phone numbers will be automatically entered by Nixle to the system. Residents can supply their cell-phone numbers to receive messages on those phones as well.

The Police Chief, Fire Chief, and Safety Director have the ability to send out the emergency messages. Chief Wright and Chief Lyons have assigned officers in their departments to send out messages in their absence.

Mr. Clark asked if the Chief could inform the committee as to how many people are registered. By having this information, the committee can make plans for appropriate measures such as flyers at public events, to increase registration.

Chief Lyons discussed the possibility of the city having social media contacts through Facebook and Twitter, and reaching more people through that media.

Ms. Brown commented that (Community Emergency Response Team) CERT will have a booth at Bay Days to educate people about Nixle and other emergency notification resources.

Mr. Dave Adams suggested many ways of reaching people with the message to register for emergency notification, including: flyers on hangers at dry cleaners; flyers at grocery stores and retail outlets; and messages on store coupons. College students could be hired to do a public relations community effort at very little cost. The opportunities are numerous. Mrs. Lieske suggested using a system that is used by the schools as a way to do a literature drop. Mrs. Murnane stated that when they were drafting recommendations they omitted that system from the report with the understanding that this is a key component of the Neighborhood Ambassador Program.

Ms. Brown stated that the Neighborhood Ambassador Program would fall under the supervision of the Police Department since the volunteer Ambassador would be subject to a background investigation. FEMA has these programs prepackaged, and can be tailored to individual communities. Chief Wright commented on the need to include the cost of training for these individuals in his department's budget. The delegation of responsibility to one individual for the program is also a step that must be taken.

The Lock Box Program is highly recommended by the Fire Chief for those who are elderly and those who have disabilities. The Lock Box allows Fire or Police access to a home in times of emergency. The box is resident initiated and the fee is \$25.00 for the lock box. At this time, there are 250 residents who have lock boxes. Information can be found on the Safety/Services page of the City of Bay Village website, or by calling the Fire Department directly.

The Care Monitor Program is being done manually by a police officer calling each person registered daily, since the Reverse 911 system that was performing the task has gone out of service. Nixle will be asked if their services are capable of that function. If not, quotations will need to be obtained for a new system for the Care Monitor Program.

Regarding social media such as Facebook and Twitter, Chief Wright commented that it would be favorable to be able to give authentic information through these social media services than to have faulty information being circulated by others. There needs to be a place where people can go for accurate information that is controlled by the city, whether it is Facebook, Nixle, or Twitter. There are ways that this information can be monitored by being pro-active, rather than after the fact. The recommendation is for a single Facebook page for a municipality, rather than a Facebook page for each department, and a single administrator that would receive information from the department directors. It is typically the IT person who is responsible because they are the person familiar with the technologies.

Chief Wright noted that a majority of the responsibility for posting on Facebook would fall under the Police and Fire Departments since they are on duty 24/7. If a major incident happens on weekends or evenings, information must be posted as soon as possible.

Mrs. Lieske commented that she is the administrator for the Cleveland State University Career Services Facebook page. In this regard, Mrs. Lieske is the one that does the posting and anything she posts is identified as Cleveland State University Career Services Center, giving the post authenticity. Also, the person posting can see on the administrator page, who is trying to post information on your page. You can also go in and see how many people are seeing the messages. It is a valuable resource, especially when posting for events.

Mr. Young asked if Nixle Connect and Nixle Dial, as well as the city's website are a high enough threshold for electronic coverage. Ms. Kennedy stated that she believes there would be a gap without using social media. Mr. Adams noted the importance of keeping the city's website updated to provide information through that source.

Mr. Young suggested that the Mayor and Police and Fire Chief have Wi-fi cards in order to access their computers when the system is down. Ms. Brown noted that the My Wi-fi can be used on four computers.

Mrs. Lieske stated that there was also discussion about using the existing sign board. A number of residents commented on the information not being available on the sign in front of city hall and the sign at the park for several days during the storm. If there is no power, people might look to these sign boards. Mr. Young commented on the possibility of a new sign board that could be programmed electronically. If there is a power outage, a small generator could be used to power up the sign. Mr. Clark noted that the signs he uses most for information are the signs that are posted at entrance points to the city, such as are used to notify residents of specific trash collection days. Bull horns or announcement vehicles can be used to disseminate information in the case of power outages.

Mrs. Murnane advised that the report recommends that there be a manual created with check lists to be used for different situations with individual circumstances. The manual would have multiple access resources and key phone numbers. Ms. Kennedy stated that a manual of this sort is underway. Ms. Murnane stated that there should be multiple copies created and given to key people. Someone should be identified as the key person responsible for maintaining the information as accurate and up-to-date.

Meeting the needs of the vulnerable, elderly, or disabled population of the City in emergency situations

Ms. Brown stated that the paper handbook for residents has not been updated since September 11, 2001. There are still many people out there that rely on paper references.

Mrs. Lieske asked Ms. Brown to share the information she learned about the Red Cross. Ms. Brown stated that the American Red Cross depends on CERT being activated because the Red Cross does not have enough volunteers. By doing a quick drive through, the Red Cross cited some buildings that they thought could be used for shelter in emergencies. As far as communication, the schools have stated that paper documents can be given to students to take

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home to their families, if school is in session. The Red Cross is happy to come out to the community to raise awareness and help people be more self-sufficient in emergencies.

Community Services Director Bock stated that programs available for seniors are the Lock Box Program and the Community Care Monitor. CERT has been in place for a number of years. The seniors who had cell phones and were registered with Nixle Connect thought the communication was tremendous. Those who didn't have Nixle Connect were disappointed that the city did not do more. Director Bock would like to have a campaign in July to get people into the senior center or the library to sign up for Nixle. Twenty-five percent of the population of the city is the estimate of the number of the city's senior citizens. Not all the seniors are active at the Dwyer Memorial Center, and this is where the Neighborhood Ambassador Program would be extremely valuable. Over 3000 people come through the door of the Dwyer Memorial Center but they are not all necessarily residents. Many that come for the activities are not signed up for the social service programs.

The Village Food Project can also be used as a source to reach people to register for emergency notification. Churches are another asset for reaching people.

Group home residents are also part of the vulnerable population of the city. The Law Director has advised that the group homes, Bradley Bay Nursing Home, and the Knickerbocker Apartments must have an emergency communication plan and an emergency evacuation plan in place. Mrs. Lieske noted that many Knickerbocker residents were looked after and provided for by the CVS Drug Store. Ms. Kennedy stated that the Neighborhood Ambassador Program would be the most valuable recommendation of all things put forth by the Emergency Communications Task Force. Many of the commercial community have volunteered to help with this program, but it will take time to establish and monitor the relationships. The information must be included in the binder.

Ms. Kennedy noted that offering the programs to the vulnerable population is very important, but if they choose not to take advantage of them there is nothing else that can be done. There has to be personal accountability. We cannot force people to sign up for these programs.

Mr. Clark stated that as a resident he believes we all understand there were shortfalls during Superstorm Sandy. The take-away is that we have learned from this and have to be better prepared next time. There is a possibility of doing a dry-run to make sure the system in place works adequately. Ms. Kennedy agreed, and noted that it needs to be tested on a regular basis and coordinated with the Police Chief and Fire Chief.

Ms. Kennedy stated that the four key elements to getting this effort moving are to follow the four key steps outlined in the Emergency Communications Task Force Recommendations:

- Resident Enrollment Campaign
- Emergency Preparedness Initiative
- Preparation of Communications Tools
- Emergency Communications Binder

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Mr. Young suggested a designated gathering place that has a generator, such as the police station. The Middle School and Dwyer Memorial Center do not have generators.

Mr. Clark stated that it would be nice to be able to walk away from the meeting today with an identification of what could be accomplished in the next week or two. When we get confirmation that the Nixle Dial system is up and running, we can advise people that their land phones are registered. They can also input their cell-phone numbers. The word has to be gotten out also about the Nixle Connect registration, whether that is through the Memorial Day Parade, Bay Days. An enrollment campaign can be slated to be held from the middle of June to the middle of July to maximize enrollment through community events. Once we get at least half the city signed up, we will be further than we were a year ago.

CERT representatives will address Council in the near future.

Mrs. Murnane will forward her minutes of the Emergency Communication Task Force to Joan Kemper, Clerk of Council. Mrs. Lieske suggested this be done to let the Council members know how much work, thought and research went into this effort.

Mr. Clark suggested creating a calendar of things that need to be achieved by certain dates. This would be a working document that would be flexible and amendable.

Mr. Clark thanked everyone for taking the time to participate this evening.

There being no further business to discuss this evening, the meeting adjourned at 7:27 p.m.

Dwight Clark, Chair

Joan Kemper, Secretary