

August 11, 2021

The Honorable Bradford J. DeMeo
Presiding Judge
County of Sonoma, Superior Court
Hall of Justice
600 Administration Drive
Santa Rosa, CA 94503

**Re: City of Cloverdale Response to 2020-2021 Final Report Sonoma County Civil Grand Jury
Emergency Alerts and Communications**

Dear Honorable Judge DeMeo:

On behalf of the City of Cloverdale, this letter serves as a response to the 2020-2021 Final Report of the Sonoma County Civil Grand Jury. In accordance with Section 933.05 of the California Government Code, the City is responding as required to Recommendations Nos. R1, R4, R5, R15 as outlined in the Grand Jury Report section on Emergency Alerts and Communications.

Recommendation R1: *By October 31, 2021, the Sheriff's Office, Department of Emergency Management, and nine cities' departments include within their Emergency Operations Plans action steps to reach all subpopulations within the County who may not otherwise receive an alert.*

(1) The recommendation has been implemented.

Response R1: In August of 2019, the Cloverdale Police Department began the process of updating the Emergency Operations Plan (EOP) for the City of Cloverdale. The previous EOP was last updated in 2007. The EOP is designed to address how the City will respond to extraordinary events or disasters: from preparation through recovery. The EOP also addresses how the city will respond when looming disasters are imminent and evacuation notifications are necessary. A critical component of the EOP is public messaging and alert notifications. Before implementing the emergency operations plan update, the city relied on a basic messaging platform that limited its ability to reach all populations.

In November of 2019, the city upgraded to a more progressive alert warning and messaging system referred to as Nixle 360. The benefit of Nixle 360 is, it provides the police department the ability to expand the current system and integrate a "Reverse 9-1-1" system through AT&T data which contacts residents via, hard-line telephone, allowing individuals without access to cellular or other electronic devices to receive critical alerts and information. In addition, the city expanded the alert and notification system by installing Hi-Lo sirens in all police vehicles. Hi-Lo



sirens are designed to provide early warnings to residents who would otherwise not receive notifications through social media platforms and SMS messaging. Hi-Lo sirens provide rapid notification throughout the community using an audible siren at the onset of emergencies. The Hi-Lo siren provides a unique audible sound that differs from standard sirens alerting citizens to evacuate the area immediately when looming disasters pose immediate threats to life and property. The use of Hi-Lo sirens are proven to be highly effective, particularly in rural parts of the county, where internet and cellular service is unavailable.

Recommendation R4: *By October 8, 2021, the Sheriff's Office, Department of Emergency Management, and nine cities work together to ensure consistent naming for all evacuation maps used by the public and first responders. (F9, F10, F11)*

(1) The recommendation has been implemented.

Response R4: One of the primary goals of the emergency operations plan update was to create a detailed evacuation plan for the incorporated City of Cloverdale. The importance of the evacuation plan is to carve a clear path for evacuees and provide a safe passage out of harm's way. Through a coordinated effort with Sonoma County and the Cloverdale Fire Protection District, the plan provides for an evacuation zone map outlining six separate zones, with North, South, East, and West boundaries. The zones are marked with single-digit numbers (1-6) in sequence from north to south along city boundaries thus, making it easier to understand. The zone boundaries are also marked by solid colored lines that encompass the perimeter of each zone. Additionally, each zone establishes a primary and secondary evacuation route to ensure efficient traffic flow. The zone boundaries and evacuation routes are provided in English and Spanish to better serve the needs of our diverse population.

Recommendation R5: *By October 8, 2021, the Sheriff's Office, Department of Emergency Management, and nine cities work together to ensure the public is informed of their evacuation zones by publishing evacuation maps in local media, online, and through SoCo Emergency. (F9, F10, F11)*

(1) The recommendation has been implemented.

Response R5: Building on the lessons learned from the wildfire evacuations in the towns of Coffey Park, Santa Rosa, and Healdsburg, the Cloverdale Police Department created The Cloverdale Wildfire Community Evacuation Plan also known as CloveReady. CloveReady was developed as a comprehensive outreach plan to ensure that every resident, regardless of their race, age, health, mobility, socio-economic condition, and primary language has a strong understanding of the steps they can take before, and during, a mandatory evacuation to protect the health and wellbeing of their household, staff, clients and immediate neighbors. The initial goal of CloveReady was to craft a communication campaign that promotes essential information and actions that Cloverdale residents must take before, and during, an evacuation equitably and inclusively.



There are three essential components to the CloveReady campaign including Awareness, Preparedness and activation:

- (1) Awareness - educating residents on what steps to take to elevate their awareness of changing conditions and calls for action via alerts and other media outlets
 - Awareness efforts include social media messaging on how to sign up for Nixle to receive alerts when evacuations are necessary
 - Posting the evacuation map, in detail, on social media platforms such as Facebook, Twitter, and City of Cloverdale websites.
 - Providing direct access to the maps, evacuation routes, and zone boundaries via a link on the city website.
 - Uploading the City of Cloverdale evacuation map on the SoCo emergency “Know your zone” website.
 - Providing evacuation and education literature at special events such as National Night Out, Friday Night Live, Car Show, and other community events.
 - Door to door education on the evacuation plan
 - Provide mailers that include the evacuation map, boundaries, and zones.
- (2) Preparedness - provide guidance to residents about making smart investments that will ensure that everyone is ready to safely evacuate or shelter in place
 - Providing instruction on how to build a Go Bag.
 - Ensuring the home is sufficiently equipped with supplies if shelter in place is necessary.
 - Properly securing the residence
- (3) Activation - if it becomes necessary to evacuate or shelter in place, everyone has the capacity to meet their household’s, or immediate neighbors, needs
 - Knowing the difference between mandatory and advisory evacuation
 - Check-in on your neighbors/educate on the evacuation plan
 - Know your evacuation routes
 - Safely evacuating the area
 - Placing door hangings at the residence
- (4) Work with Resilient Cloverdale’s community leaders to craft an outreach strategy that can include:
 - The Latinx community
 - Seniors and people with access & functional needs
 - Families with children



Recommendation R15: *By October 31, 2021, the nine cities update their Emergency Operations Plan to incorporate the most up-to-date information and lessons learned since the disasters of 2017 and post it on their websites.*

(1) The recommendation has been implemented.

Response R15: In August of 2019, the Cloverdale Police Department began the process of updating the City of Cloverdale's emergency operations plan which was last updated in 2007. Although the outdated plan includes the functions and principles of the California Standardized Emergency Management System (EMS), National Emergency Management System (NIMS), and Incident Command Structure (ICS), it lacked a comprehensive approach to identifying strategic goals and objectives necessary to address significant emergencies the community has experienced within the past five years. The City of Cloverdale has experienced threats of wildland fires, floods, Public Safety Power Shutoffs, and a pandemic thus, increasing the need for an updated emergency operations plan that includes the tools necessary in responding to these specific extraordinary events.

As part of the strategic goals and objectives, the updated emergency operations plan incorporates Wildfire, Earthquake, Flood and Power Safety Shutoff Annex's designed to ensure a coordinated response for city departments, community groups such as Resilient Cloverdale, and allied stakeholders and provides direction per the California Emergency Service Act, and the Standardized Emergency Management System (SEMS). Additionally, the Annex documents serve as a planning document to support further development of major incident plans with city departments and agencies and provide an overview of the threats these emergencies pose to the city.

The updated emergency operations plan also addresses how the city will respond when looming disasters are imminent and evacuations are necessary. Before the update, the city did not have an evacuation plan identifying zone boundaries or evacuation routes that are critical for traffic safety and emergency response. Through a coordinated effort with Sonoma County and the Cloverdale Fire Protection District, the plan provides for an evacuation zone map outlining six evacuation zones within the incorporated city and identifies a primary and secondary evacuation route for each zone to ensure efficient traffic flow.

The updated emergency operations plan addresses how the City will respond to extraordinary events or disasters: from preparation through recovery. A hazard analysis is also included in the plan. The responsibilities of each department are identified in matrixes, which are based on each identified hazard or emergency.

The updated emergency operations plan and Evacuation Plan incorporates lessons learned from the 2019 Kindcade Fire (see Lessons Learned below). A copy of the EOP and evacuation plan can be found on the City of Cloverdale and Cloverdale Police websites at www.cloverdale.net.

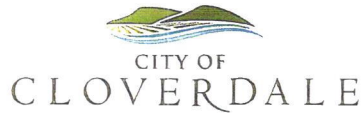
LESSONS LEARNED-KINCADE FIRE

On October 23, 2019, PG&E initiated a Public Safety Power Shutoff or PSPS. On the evening of October 23, 2019, a fire broke out near Geyserville in northeast Sonoma County close to PG&E's Electrical Transmission Lines. The fire, known as the Kincade Fire coupled with PG&E's PSPS and subsequent gas outage, along with the risk of expansion of the Kincade Fire resulted in the City Manager, acting as Director of Emergency Services, activating the City's Emergency Operations Center (EOC).

On October 25, 2019, the City Manager/Director of Emergency Services supplemented an earlier October 9, 2019 proclamation of emergency by including the Kincade Fire and additional Public Safety Power and Gas Shutoffs by PG&E. On October 25, 2019, Governor Gavin Newsom issued an emergency proclamation for the County of Sonoma due to the effects of the Kincade Fire, which threatened the City of Cloverdale and surrounding jurisdictions. At the time, the National Weather Service and PG&E advised the City of other weather events in the immediate future that may require further Public Safety Power Shutdowns which presented new high-risk fire conditions. Due to ongoing high fire risk weather conditions, sudden cessation of electrical and gas service, and the uncertainty of the duration of time that the City was going to be without electricity and gas service, a proclamation declaring the existence of a local emergency was executed because the conditions were beyond the control of the services, personnel, equipment, and facilities of the City. On October 31st, the City Council held a special meeting and adopted Resolution No. 103-2019, which confirmed and ratified the Emergency Proclamation issued by the City Manager, acting as Director of Emergency Services.

The Kincade Fire in conjunction with PG&E power and gas outage created a challenging emergency scenario for the City of Cloverdale. Except for limited backup generators, the entire city was without electrical power and natural gas. Communication services including internet service were also impacted by the power shutoff for several residents. Finally, due to the closure of Highway 101 between Cloverdale and Santa Rosa coupled with the lack of availability of gas or diesel fuels, the City became an island for approximately five days. During this time, the City of Cloverdale along with many not-for-profits such as the Citrus Fair and community organizations including the Cloverdale Lions and Kiwanis Clubs and Latinos Unidos, Del Condado De Sonoma came together and worked tirelessly to support the needs of both our most vulnerable residents including seniors, non-English speakers, children, migrant farmworkers and stranded travelers/guests/temporary residents as well as hundreds of people from the surrounding region.

With the likelihood of future PSPS events and other potential emergency events in our immediate or near future, City Manager David Kelley and Police Chief Ferguson convened a Public Debrief Meeting ("Debrief") to bring together affected agencies and organizations in order to document lessons learned about how the City and community responded to the events.



The goal of the Debrief was to attain feedback from the community on the need for the development of a strategy to provide Cloverdale with a roadmap to ensure that the City of Cloverdale and its resident's businesses and community organizations are well prepared for future events that will inevitably impact our community again. The Debrief was attended by over 50+ individuals representing, state and local agencies, residents and stakeholders, community organizations, and individuals.

During the Debrief, a detailed presentation and overview of the emergency events that impacted Cloverdale was provided with ample time provided for feedback by debriefing participants on how the City and community of Cloverdale can improve our response efforts to emergencies. Emergency preparedness professionals Daniel and Diana Homsey facilitated the meeting. Both Daniel and Diana are professional emergency managers.

Following the Debrief, City staff with the assistance of Diana Homsey prepared a Kincade Fire and PG&E Power and Gas Shutoff After Action Review report to outline the City's response to the Kincade Fire and PG&E power/gas outage and summarize the input provided during the Debrief and outline key findings and recommendations. The After-Action Review included copies of the Debrief Agenda as well as the presentations provided during the debrief about the County's response to the Kincade Fire and power outage. There was considerable interest expressed immediately following the Debrief about the next steps that were going to be taken by the City in follow-up to the Debrief. As a result, City staff in coordination with Daniel and Diana Homsey developed an outline for a proposed planning process to engage the community to further our emergency preparedness efforts. As a result, Resilient Cloverdale and CloveReady initiatives were created.

The City appreciates this opportunity to improve our overall community preparedness efforts. Please do not hesitate to let me know if you have any questions or require additional information concerning the above responses. You can reach me directly by email at macruz@ci.cloverdale.ca.us.

Sincerely,

Marta Cruz,
Mayor

Cc: Sharon DeBenedetti , Foreperson
Sonoma County Civil Grand Jury
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