



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Mahan

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved

Date: May 27, 2021

RECOMMENDATION

That the following recommendation be enacted.

Provide funding for the Office of Emergency Management to implement the State of California’s Listos emergency preparedness program targeted first to our Project Hope neighborhoods, and then to our most vulnerable residents in underserved communities throughout the city.

Proposal

Program/Project Title: Listos Program

Amount of City Funding Required: \$220,000 (see alternative costs in Funding Source below)

This change is:

One-time Ongoing

Cost Estimate Number (if applicable):

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

We have learned through both the 2017 floods and the 2020 pandemic that we need to do a much better job of accounting for the diversity in our community when educating our residents on the importance of emergency preparedness. Recently, the leadership in Project Hope, our unique and innovative Neighborhood Engagement, and Empowerment program, has expressed a need for an emergency preparedness program that is effective at promoting readiness, but not quite as intense as CERT. According to OEM’s map of CERT trained residents, there are no CERT trained residents in any of the Project Hope neighborhoods. There is a significant need for a culturally accessible program that can be used to reach those who are new to the idea of emergency preparedness.

The State of California also recognized this need, especially in the farmworker communities, and launched a first-of-its-kind effort, known as Listos California (<https://www.listoscalifornia.org/>), to provide videos and training materials in 23 different languages, including indigenous languages. Implementing the Listos emergency preparedness training program in San José would allow us to bridge the gap between those new to readiness, and those who are ready for full CERT training, by leveraging an existing, endorsed program. As more residents become aware of the need to prepare their own homes and families, those who become interested in helping the larger community can then be introduced to the CERT program.

OEM's CERT management team does not have the capacity to take on the important role of implementing this needed program. Hiring an additional FTE to manage this program will allow OEM and Project Hope to work together to help our most vulnerable residents care for themselves and their families during a crisis. The cost estimate for a new Sr. Executive Analyst FTE is \$170,000, and material costs are estimated at \$50,000.

We recommend that the FTE funding be allocated from a variety of different sources to fund this position for a one-year pilot. Some suggested sources might be General Fund, Project Hope, Office of Emergency Management, Office of Racial Equity, Office of Immigrant Affairs, ARPA funds, BeautifySJ and Pandemic Response, Police, and Fire. If each of these funding sources contributed \$17,000, it would pay for the FTE.

During this one-year pilot, in addition to implementing the training program, this FTE would be responsible for applying for grants that would help with future funding such as FEMA preparedness grants for underserved populations, PG&E emergency preparedness grants for underserved communities, and any other grant opportunities with the goal of funding this program on an on-going basis.

It is well known that several major faults intersect in San Jose and nearby communities. However, according to the California Earthquake Authority (CEA) website the Hayward fault, which runs through the East Bay hills from Richmond to San Jose is due for another large earthquake very soon. According to the U.S. Geological Survey (USGS) the Hayward fault is a "tectonic time bomb."¹ In June, San Jose R.A.C.E.S. is hosting a guest speaker from the USGS who will talk about concerns related to the Hayward fault and why most communication methods will be completely unavailable.

It is beyond time for us to dedicate resources to educating our most vulnerable residents on the importance of basic emergency preparedness. This investment could save lives and will allow our residents to care for their families and their neighbors when the next crisis hits.

¹ <https://www.earthquakeauthority.com/Blog/2020/Earthquake-Risk-in-San-Jose>

Funding Source

ALTERNATIVE #1:

Essential Services Reserve: \$50,000 for materials

Other (Please specify program/project/fund):

\$17,000 from each of the following suggested sources:

General Fund, Project Hope, Office of Emergency Management, Office of Racial Equity, Office of Immigrant Affairs, ARPA funds, BeautifySJ, Pandemic Response, Police, and Fire.

To reduce costs, we might consider reaching out to retiree-rehires from the Crime Prevention Unit, SJPD, MGPTF, Fire, or the Park Ranger program and offer them the job. Maybe consider two or three PTE’s. Much of the training may need to be done during nights and weekends to accommodate the community’s schedules, so it may be best to spread the workload over multiple trainers.

ALTERNATIVE #2:

While doing research for this BD we learned that Catholic Charities has a Listos program with certified Listos trainers. They are currently under contact with CSJ Housing Department providing the training desired by OEM and Project Hope. That contract ends June 30. We talked with Project Hope staff about their vision and with OEM and provided some preliminary information to Catholic Charities. They graciously provided the following high-level, rough estimate (with a three-hour turn around in order to get something into this BD). Further conversations should be had between OEM and Catholic Charities to determine how to best utilize their services to fit our budget.

Their attached estimate comes in at \$524,000 which would serve approximately 500 households, or 55 households in each of the 9 Project Hope sites.

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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Department or Organization: Office of Emergency Management

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