



# Oakland Community Preparedness and Response Program (OCP&R) Progress Report

**April 1, 2021 – June 30, 2021**

**July 16, 2021**

To address disaster threats to our City, the Oakland Firesafe Council (OFSC) launched the Oakland Community Preparedness and Response (OCP&R) program in 2019. OCP&R provides **awareness, educational workshops, materials and support to help increase community preparedness levels and to improve disaster response capabilities**. OCP&R focuses on the **most important actions** to take to be prepared and to be able to respond to an emergency.

OCP&R is funded by grants from CAL FIRE, the California Fire Foundation and the City of Oakland/Emergency Management Services Division (EMSD). OCP&R covers the entire City, as earthquakes, wildfires and other disasters are serious threats to the entire population.

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Summary of activities that have taken place during the quarter specified above:

- ✓ Partnered with Oakland's Emergency Management Services Division to work on joint projects partially funded by the City of Oakland grant. Developed project descriptions and a budget that utilizes the grant funds through June, 2022. Defined joint projects include awareness and outreach, Community Emergency Hubs, the GENOAK radio network and preparedness and emergency exercise events.
- ✓ Presented our Oakland OCP&R program and workshop to community groups and organizations (to over 2100 individuals total since January, 2020, including 490 workshop participants), in-person and virtually via Web conferences, including at Town Halls and numerous NCPC and neighborhood association/organized neighborhood meetings.
- ✓ Continued (on-going) adding content to our Twitter and Facebook social media sites to provide emergency information and to promote the OCP&R program as well as the new CERT training offering from EMSD. Over 19,000 impressions this quarter and numerous likes and retweets. #readyoakland
- ✓ Created (on-going) and distributed a series of well-received eNewsletters (12 this quarter, 57 total) covering disaster preparedness tips and relevant articles to a list of over 850 recipients, and also posted these on our social media pages.
- ✓ Continued (on-going) to build out our OCP&R Web site and add new content and materials, with over 3100 pageviews recorded during this quarter (<https://oaklandcpandr.org>). Added new Zonehaven Guide.
- ✓ Increased marketing efforts to promote OCP&R to residents of Oakland through outreach to over 400 community and civic organizations, religious organizations, HOAs, schools, realtors

and other groups and organizations. Contacted Alameda County District Supervisors regarding OCP&R workshops/resources and subsequent inclusions in District 1 and District 5 newsletters.

- ✓ Continued (on-going) development of our emergency GENOAK GMRS 2-way radio repeater network for Oakland and surrounding areas, to enable neighborhood-to-neighborhood communications during and after a disaster. Currently 120 total participants. Continued to build out our GENOAK Web site and hold monthly check-in nets (<https://www.genoak.org/>).
- ✓ Completed our series of 5 Savvy Homeowner/Renter webinars to the public. Each webinar had 70 – 100 participants and covered topics such as vegetation inspections, home hardening for wildfire, defensible space, earthquake preparedness and insurance.
- ✓ Partnered with the Oakland Public Library to provide OCP&R and GENOAK flyers to be placed at various libraries and to plan for upcoming OCP&R tabling and workshops at several library facilities.
- ✓ Completed requirements for a CA Fire Safe Council/Listos grant that was awarded to OCP&R/OFSC, including creating a Web page for Listos, promoting Listos on social media and handing out Listos materials at public events (e.g. at the recent OCP&R workshop provided to PLACE for Sustainable Living).
- ✓ Worked with the Oakland Fire Dept. to populate Zonehaven zone data throughout the Oakland Hills/foothills and to promote the Zonehaven application to Oakland communities (<https://oaklandcpandr.org/wp-content/uploads/OCPR-Guide-23-Zonehaven.pdf>).
- ✓ Participated in the development of an evacuation scenario gaming application being created by UC Berkeley and UC Davis professors. When ready for release, OCP&R will assist with outreach and support to promote use of the gaming application.
- ✓ Applied for a 2<sup>nd</sup> education grant from CAL FIRE. If awarded, this fund will be used for OCP&R operations through March, 2024.

Planned OCP&R activities for the next quarter:

- Continue working with EMSD on joint projects, outreach and marketing.
- Continue building out our OCP&R and GENOAK Web sites by adding additional educational information on emergency preparedness and response.
- Promote National Night Out—this year's theme is emergency preparedness—by contacting neighborhood block party organizers to provide OCP&R and Listos materials.
- Help develop Zonehaven education and promotion program for all Oakland communities.
- Continue engaging partners, civic and community organizations and elected officials to leverage expertise and provide materials and information for community dissemination.
- Perform additional outreach and marketing via social and print media.
- Begin planning for next series of Savvy Homeowner/Renter webinars.
- Continue delivering in-person (now available) or online (Zoom) instructor-led OCP&R and GENOAK workshops to community organizations, agencies and other groups.

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