Date: 17 Nov 2011

From: Arlyn W. Swiger  
City of Milpitas  
Emergency Preparedness Commission  
Vice Chair

Subject: EPC Agenda Training Period  
Reorganization Goal No. 1

It is proposed to make available a 20-minute period for training and educational purposes following the adjournment of each EPC meeting.

The purpose of this period is to provide a venue for the presentation and discussion of topics that may be of interest to the EPC, but do not meet the criteria of an item for agenda Business Sections VIII or IX. Items in this category are those over which the Commission has no control or influence or which do not provide information necessary to support a pending decision on a subject over which they do have authority. Moving these items to the training period will free up agenda time to address subjects over which the Commission has authority.

The following rules are proposed to govern use of the training period:

1. The period shall be listed as “XII. Training” on the agenda.

2. By consensus the Commission may move items from agenda Sections VIII and IX to the current or a future Section XII training period.

3. The Commission may take no official action during this period.

4. Subjects may be placed on the agenda and presented by EPC Commissioners, Milpitas City officials or community members. However, items proposed by community members shall be submitted to the OES for approval prior to being placed on the agenda. The submittal should include the topic, its applicability to emergency preparedness and time and training aid requirements. A form may be developed for this purpose and placed on the City of Milpitas’s web site.

5. Attendance at the training period is open to the public. Attendance by EPC Commissioners is optional.

6. The time established for the training is 20 minutes, but this period may be altered to fit the presentation.

7. Although the training period will be available at every EPC Meeting, the time may or may not be utilized. Its use is entirely contingent upon the interest shown by those authorized to make presentations and the suitability of the subject matter.
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From: Arlyn W. Swiger
City of Milpitas
Emergency Preparedness Commission
Vice Chair

Subject: SAFE Viability

The Milpitas SAFE Program has, to a large extent, been a static program in that most of the citizens who complete the basic SAFE training do not engage in any further SAFE activities. One purpose of submitting this goal was to promote the establishment of a program where the SAFE members remain involved in community emergency preparedness.

Since the SAFE Program is a volunteer activity, it may help to identify those forces that motivate citizens to participate and to use those forces to establish and maintain an active program. In considering these forces, Maslow's list of human needs identify three that may apply to our program. They are Safety (self-preservation), Social (need to associate) and Egotistic (need for recognition).

The Safety factor probably accounts for the large number of citizens who have completed the basic SAFE training. However, with this need satisfied, the majority of them retire from active participation and become dormant SAFE Team members. To keep these members involved it may help to address the next two motivating factors (Social and Egotistic) and structure our program to appeal these needs.

The Social aspect involves getting the team members to form a social unit. Getting them together at events structured so that they must interact and get to know each other may promote this bonding. Events that could be used for this purpose include the various training, community service and social activities associated with SAFE. These activities can be tailored to the needs of the individual teams or can be citywide events. However, the quality of the event has to satisfy the needs of the attendees so they will continue in the program. Also, the frequency of the events needs to be balanced between occurring so often that they become a burden and so infrequently that members lose interest. Other considerations which may help form a social unit would be for each team member to be given the names and addresses of fellow team members, to be issued SAFE placards to be placed in the windows of their homes, to be furnished cards with the their name and team number for use with the SAFE vests and to encourage the SAFE vest to be worn at SAFE events.

The Egotistic aspect follows the Social in that within the group some people have a need to be recognized. These people should be identified and the SAFE Program should be structured and have policies which will satisfy their needs. Basic recognition could be to publicize all SAFE activities in local media, insuring that the articles/spots include the names and photographs of team members. Another form of recognition would be to develop a two or three level skill designation for emergency workers. The level awarded would be based on the completion of a series of training courses and/or skills demonstration. Member's achievements could also be acknowledged at City Council Meetings and at an annual luncheon. Other members may desire to achieve status by being involved in management, training or other support positions. These people should to be identified, nurtured and brought into the organization.

In considering the current program status, I think the first step in building a viable team (Safety) has been mostly successful. The second step (Social Unit) is a work in progress with much to be done and step three (Recognition) needs to be addressed.
Date: 17 Nov 2011

From: Arlyn W. Swiger
City of Milpitas
Emergency Preparedness Commission
Vice Chair

Subject: EPC Designated Commissioners
Reorganization Goal No. 1

It is proposed to establish a policy whereby the Commission may designate individual members to represent the interest of and promote emergency preparedness among certain community groups.

The purpose of this proposal is to develop in-house expertise and to consolidate management in areas where the Commission feels it is needed. This replaces the previous practice of obtaining Commissioners knowledgeable in specific areas by recruiting them from that community. The EPC Bylaws had set aside positions for members from the large and small business communities. These special positions were eliminated when the bylaws were recently changed to draw these Commissioners from the general population.

Communities that have had or have been considered for special attention include small and large businesses and faith-based and community-based organizations (FBO/CBO). The Commission may also designate other community groups for special attention. These could include programs such as SAFE or particular interests such as media and public relations.

The responsibilities and duties of representatives to their groups would generally be the same as before the bylaws were changed. That is, they act as the Commission lead and expert on matters concerning their group and as Commission liaison with the Office of Emergency Services (OES) and the community group. Some activities that would support this effort include:

1. Be involved in the community and knowledgeable of current affairs. This could be accomplished by various activities such as working in the community, joining organizations, subscribing to publications, attending conferences etc.

2. Identify and monitor the emergency preparedness needs of the community and develop and promote programs to fill those needs.

3. Host an annual constituent meeting to define roles, present and exchange information and to establish goals. Afterwards conduct continuing liaison with the participants to assist them towards meeting their goals.

4. Keep the Commission briefed on community activities, events and needs.

5. Maintain a list of organizations that comprise the community along with their points-of-contact.

6. Develop a display, tailored to the community, promoting emergency preparedness and display it at their events.

7. Bring before the Commission items which need to be addressed and shepherd them through to completion.

Efforts of Commission and the designated Commissioners should be coordinated with and conducted via the OES.