



Walnut Creek CERT Strategic Plan for 2015-2020

Prepared by: Nick Zubeł, Walnut Creek Citizen Corps Council Chair

Approved by: CERT Leadership Team on September 21, 2015

Purpose Statement:

The purpose of this Plan is to identify priorities and establish short- and long-term goals for the Walnut Creek Community Emergency Response Team program. This Plan supersedes the 2013-2018 CERT Strategic Plan.

Background:

Walnut Creek established a Citizen Corps Council in 2013 to create a community-based approach to emergency preparedness, adopting the mission “Helping people help themselves prevent, prepare, and prevail in event of emergency.”

Recognizing the need to train residents to be volunteer partners in disaster, the Citizen Corps Council focused its efforts on the Community Emergency Response Team program.

About 1,600 people have taken Walnut Creek CERT courses since 2004. Graduates are sworn in as Disaster Service Workers for the City of Walnut Creek. It is estimated that approximately 550 graduates continue to remain involved with the CERT program.

In 2012, the Citizen Corp Council approved the 2013-18 CERT Strategic Plan. The Plan identified four Priority Areas and established 2- and 5-year goals for each Priority.

The Priority Areas for 2013-18 were:

- Standardization (develop, implement and follow consistent standards throughout Walnut Creek CERT).
- Recruiting and Retention (expand the number of trained and active CERTs in Walnut Creek).
- Training and Drills (develop and maintain CERT skills).
- Funding / Public Relations (increase awareness of the value of CERT and ensure continued funding of the CERT program).

Executing the 2013-18 Strategic Plan

Key accomplishments during the 2013-18 Strategic Plan time period include:

- Standardized maps in place for all eight CERT Areas.
- Master forms approved by CERT Leadership Team and posted on Walnut Creek CERT website.
- Implementing a DSW status recertification process and notifying all existing CERTS of recertification requirement.
- Coordinating the movement and the installation of two Ham radio antennas and cables in or near the City Hall West Penthouse.
- Held a citywide communications drill involving all CERT Areas, CERO, the CERT Liaison in the EOC, City IT Employees and the City's Emergency Preparedness Coordinator.
- Created a standard PowerPoint presentation about CERT to take to service clubs and other groups.

PRIORITY AREA 1: STANDARDIZATION

Develop, implement and follow consistent standards throughout Walnut Creek CERT.

This includes:

- Standard Operating Procedures/Position Checklists
- Forms
- Maps
- Supplies/emergency caches
- Radio communications

2-year goals:

- Develop and maintain a Walnut Creek CERT Code of Conduct.
- Develop a Walnut Creek CERT Field Operations Guide (FOG).
- Standardized Incident Action Plan (IAP) developed and in place for all CERT Areas.
- Standardized written operating procedures/checklists completed for all CERT positions.
- Mobilization protocol developed and in place. Test mobilization protocol through exercises and drills.
- "Quick Start" boxes created and stored at all CERT Area Staging Areas.
- Update master forms on Walnut Creek CERT website as needed.
- Master equipment list for all CERT Areas showing both "recommended" and "current" status posted on website and updated monthly, along with a priority list for what needs to be obtained.
- Assist in coordinating Contra Costa County's Points of Dispensing (PODS) Program.

5-year goals:

- Review and update standard operating procedures/checklists as needed.
- Review all 2-year goals and update as needed.

PRIORITY AREA 2: RECRUITING AND RETENTION

Expand the number of trained and active CERTs in Walnut Creek.

2-year goals:

- Increase trainers so there are at least 2 people qualified to lead each CERT topic.
- Increase annual number of new CERT graduates to 150 (3 CERT classes a year).
- Develop a strategic retention plan.
- Revitalize Continuing Education Subcommittee.
- Provide CERT training for City Employees.

5-year goals:

- Review progress in meeting goals of retention plan.

PRIORITY AREA 3: TRAINING AND DRILLS

Develop and maintain CERT skills.

2-year goals:

- Create a 2-year “Continuing Education” Training Plan that will be updated on an annual basis and posted on the Walnut Creek CERT website.
- Hold a citywide drill involving all CERT Areas and the CERT Liaison in the EOC (does not need to be as involved as graduation drills, but needs to include setting up Command Posts and communication links).
- Every CERT Area has its own mini-drill.
- Unannounced citywide CERT drill.
- Create and implement a training module on extraction and transportation of victims.
- Rotate CERT Final Class Drill location twice per year.

5-year goals:

- Provide CERT Area Incident Commander / Incident Action Planning process training for CERT members.
- Encourage CERT Area Incident Commanders and Planning, Operations and Logistics Section Chiefs to complete ICS 100, 200, 700 and 800 training.

PRORITY AREA 4: FUNDING / PUBLIC RELATIONS (DEVELOPMENT)

Through strategic communications, increase awareness of the value of CERT and ensure continued funding of the CERT program.

2-year goals:

- Create an outreach/development committee to coordinate fund-raising and public relations. Create a PR kit that includes press releases, brochures and other promotional materials; post on website for easy access.
- Meet with City of Walnut Creek department managers to explore services CERT can provide (e.g., filling sandbags, gathering mapping data).
- Pursue grant opportunities.
- Continue to find opportunities to talk to service groups and other organizations about CERT.

5-year goals:

- Update outreach materials as needed.
- Request assistance from the Boy Scouts of America with CERT Area projects.