



ANNUAL REPORT

PrepareLA Los Angeles Region

JULY 2015 - JUNE 2016



**American
Red Cross**

PrepareSoCal

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Letter from the CEO

Greetings!

As humanitarians, the health and safety of individuals and communities in times of disaster surpasses all other concerns for the American Red Cross. However, confronting life-threatening risks in the wake of a disaster is never ideal. Far better is addressing a community's risk, long before an earthquake, wildfire, or flood occurs. This is particularly important in certain communities where socioeconomic, demographic and topographic factors, as well as lower income and education levels, make them even more vulnerable to foreseeable disasters.

PrepareSoCal, a collaboration between three regions of the American Red Cross in Southern California, just completed its first year working to create coalitions that promote resiliency in the face of disaster by sharing life-saving tips, tools and training with families in some of our state's most vulnerable communities.

This report summarizes the great accomplishments of our first year efforts. Take a look at the investments in community, see the community partners supporting this effort, and help spread the word. Every community can be ready when disasters strike by taking the steps necessary to be prepared now!



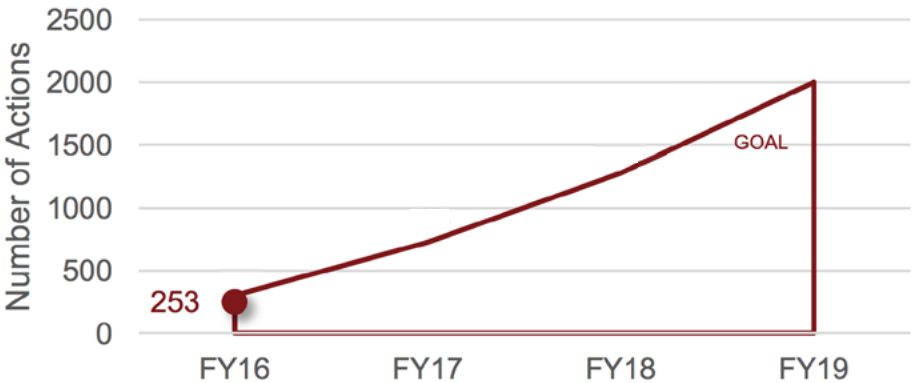
“Confronting life-threatening risks in the wake of a disaster is never ideal. Far better is addressing a community's risk, long before an earthquake, wildfire, or flood occurs.”

A handwritten signature in black ink, appearing to read 'Jarrett Barrios'.

Jarrett Barrios
CEO, American Red Cross Los Angeles Region

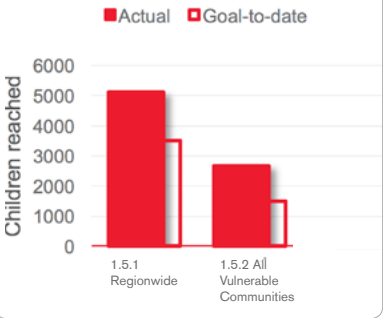
Top Metrics

1.4 Actions Taken After Attending Preparedness Education, Accumulative

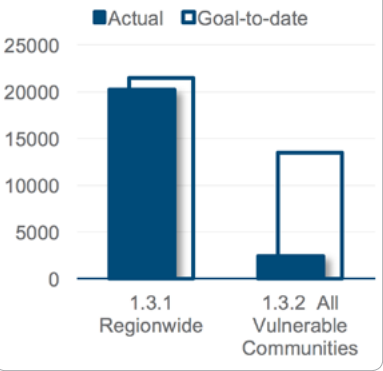


Actions include creating an emergency kit, creating a family plan, creating a communication plan, determining an evacuation route, testing smoke alarms, and practicing a drill.

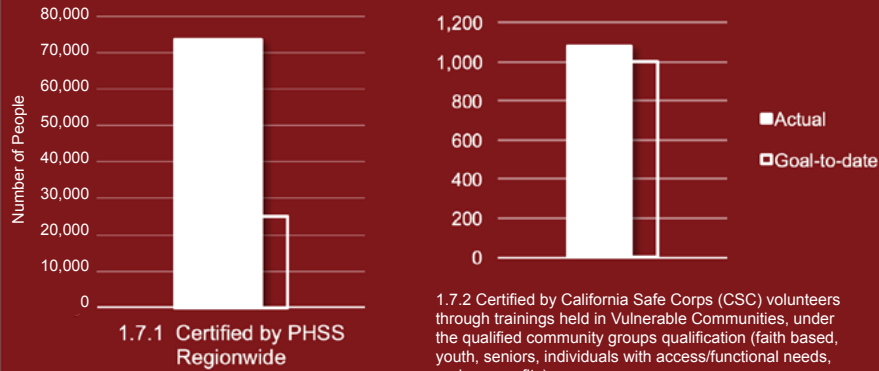
1.5 Disney Pillowcase Project



1.3 Attendance at Preparedness Education Events

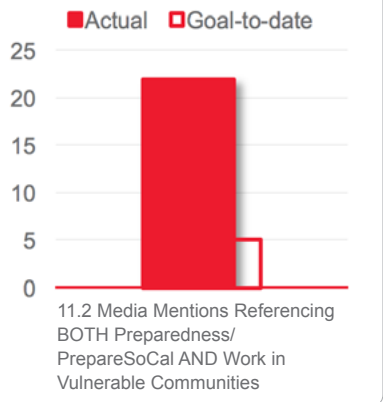


1.7 CPR/First Aid Certification



1.7.2 Certified by California Safe Corps (CSC) volunteers through trainings held in Vulnerable Communities, under the qualified community groups qualification (faith based, youth, seniors, individuals with access/functional needs, and non-profits).

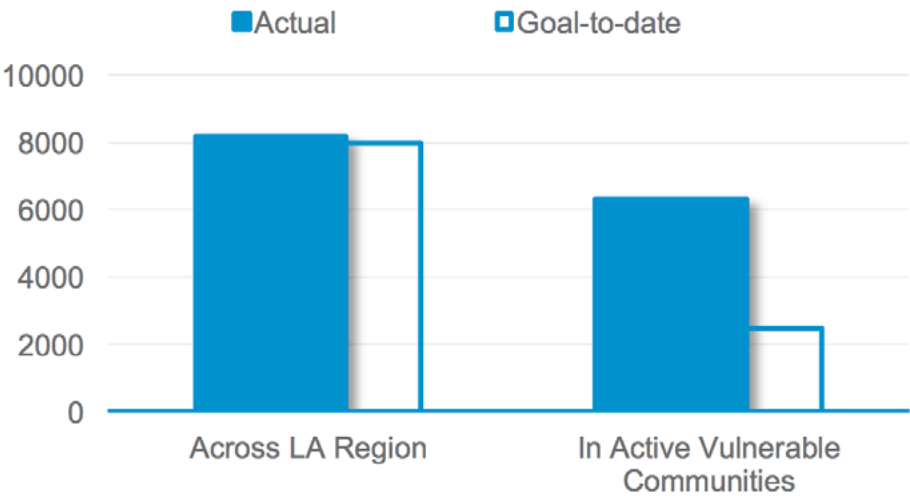
11.2 Media Mentions from Major Outlets



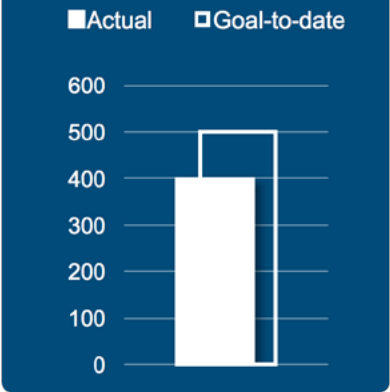
Top Metrics



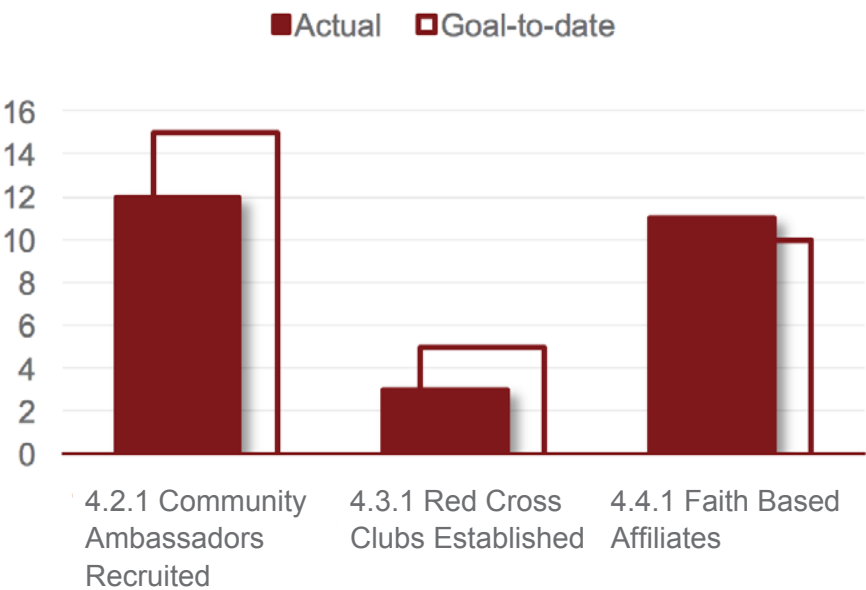
2.2 Home Fire Prevention Campaign:
Number of Smoke Detectors Installed



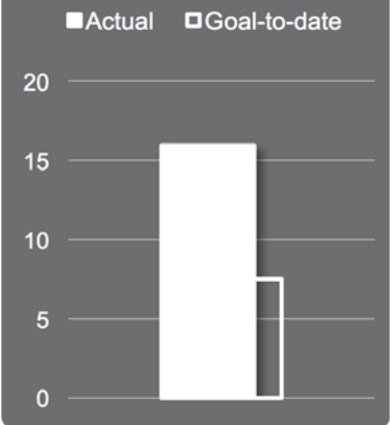
6.1 General Volunteers
Trained in Cultural
Competency



Expanding Red Cross Presence in
Vulnerable Communities



8.1 DAT Responders
Who Live in Vulnerable
Communities



Van Nuys



Less than 12 hours after a Home Fire Preparedness Campaign (HFPC) event in Van Nuys, an on-call Disaster Duty Officer received a text message informing of a fire in the same area. An infant and an older adult were critically injured in the fire. The Duty Officer dispatched a Disaster Action Team (DAT) to assist the family with immediate needs and learned from the Los Angeles Fire Department that the home had not been outfitted with smoke alarms. After analyzing the address and cross-checking the maps from the HFPC event the day prior, it was determined that Red Cross volunteers had attempted to install smoke alarms the day before, but because no one was home at the time, the smoke alarm installation was unsuccessful. While DAT responders were able to meet the immediate needs of the family following the fire, this instance underscores the importance of PrepareSoCal efforts to **mitigate the potential effects of disasters like home fires.**

In Van Nuys, the Red Cross pushed to **expand community-based partnerships**, focusing on **whole community resilience**. Involvement has increased and many organizations continue to participate. The Van Nuys coalition continues to identify potential stakeholders and strategize how to best involve them. Through outreach, representatives from missing agencies have been secured and given the opportunity to select programming from Red Cross' menu of services. In turn, the Red Cross has committed to delivering the desired programming.

Working with coalition partners, we've addressed the issues of home fires by hosting HFPC events throughout the community. **Elected officials have assisted** through outreach, businesses have donated food and drinks for the events, and other **community organizations have provided volunteers** on the day of the events. In March, the result of this work was apparent at the Van Nuys Signature HFPC event where volunteers installed **686 smoke alarms in the community on a single day.**

Van Nuys at a Glance

Vulnerable Community Ranking

60

Population

136,000

Density

11,542/mi²

Van Nuys arguably straddles one of the Westside's most significant arteries to the San Fernando Valley – the 405 Freeway. This community is home to the busiest general aviation airport in the world (Van Nuys Airport) and seat of political service.



The coalition has begun working toward a sustainable resiliency plan by utilizing the **participatory approach of community engagement**. By facilitating discussions focused on hazard analysis and resource gaps, the coalition identified their community's disaster preparedness needs. Once hazards and resource gaps have been identified, the coalition will drive toward increased community resiliency by drafting a plan to mitigate challenges in the days and weeks after a disaster.

By meeting regularly, the community coalition and the Red Cross understand the resources available in the community. This enables not only the Red Cross but other coalition members to create critical connections between residents and resources. Among coalition members, relationships have been strengthened and new partnerships secured through the sharing of ideas and past efforts.

While installing smoke alarms during a HFPC event, a team of volunteers encountered a household that had recently attended a Red Cross preparedness presentation at a local school. The family was extremely grateful not only for the smoke alarms but for the knowledge gained during the training. This is a key component to PrepareSoCal's efficacy - reaching families through multiple programs targeted at different demographics results in more comprehensive preparedness, both within the family and with the community at large.

Through efforts to expand community partnerships, support the Van Nuys community coalition, commit to delivering Red Cross programming where it is most needed, and promote education and installation of smoke alarms, Van Nuys is more prepared for disaster.

Van Nuys Coalition Building Partners

- **The Adult Learning Center**
- The Adult Skill Center
- African American Leadership Organization
- Center For Living & Learning
- **Central America Resource Center**
- Champs High School
- Children's Community School
- The Church On The Way
- **City of LA**
- Cloud and Fire Ministries
- **The Help Group**
- Office of Senator Robert Hertzberg
- **Kadima Security**
- Sheila Kuehl, LA County Supervisor
- LA County Public Health
- LAFD
- LAPD
- Lutheran Social Services
- Meals on Wheels
- National Council on Drug & Alcohol Abuse
- Nury Martinez - City Council District 6
- NCADD-SFV
- Office of Assemblyman Adrin Nazarian
- **ONEgeneration**
- **Providence Holy Cross Medical Center**
- El Proyecto del Barrio
- **Monica Ratliff, LAUSD Board Member**
- Right Courses
- **St. Elizabeth Catholic Church**
- **SOS Survival Products**
- Valley Interfaith Council
- Van Nuys High School Red Cross Club

*These partners have signed a Preparedness Pledge form with the American Red Cross Los Angeles Region. **New partners are shown in bold.***

View Red Cross Response Map of Van Nuys on page 24.

El Monte / South El Monte



Prior to PrepareSoCal, efforts toward increasing disaster readiness in the communities of El Monte and South El Monte focused on developing a hazard and mitigation plan according to requirements set by the State of California. Though a lot of work had gone into the plan, it was missing a core component: community resiliency. Through PrepareSoCal, a **community coalition was formed that included key stakeholders from the Chamber of Commerce, City of El Monte and South El Monte's police, fire, Parks and Recreation, local churches, business owners and multiple community-based non-profit agencies**. Together, the number of players invested in the community's outcome were diversified.

Over 12 months, the coalition **conducted seven HFPC events** in El Monte and South El Monte, ultimately **installing more than 1,200 smoke alarms** and significantly increasing participation and awareness among coalition members. In addition, expert insight about vulnerable neighborhoods provided by LA County Fire Department captains at stations 166, 167 and 168 aided the coalition in increasing its focus.

In addition to the coalition, Ben Green, former American Red Cross San Gabriel Pomona Valley Chapter Executive Director, **recruited five coalition members** to serve as the coalition's Executive Committee. These five individuals **developed work plans** and enhanced the community profile that will serve as the road map for incorporating individual, household, and organizational and community preparedness and coalition building.

As scientists and the media worked to prepare the community for El Niño, the coalition hosted presentations from Disaster Management Area Coordinator Brenda Hunemiller and American Red Cross Deputy Regional Disaster Officer Scott Underwood. The coalition and Chamber of Commerce also hosted a *Map Your Neighborhood* training. Three members of the coalition Executive Committee attended a resiliency workshop convened by American Red Cross and hosted by Disney.

El Monte & South El Monte at a Glance

Vulnerable Community Rankings

37 & 44

Population

~140,000 total

Density

7,000-12,000/mi²

El Monte and South El Monte are targeted PrepareSoCal vulnerable communities based on their vulnerability rankings of 37 and 44, respectively, and high incidents of home fires (as reported in 2014).



The increased focus on disaster preparedness is **helping to protect individuals, families and the community at large**; more families have working smoke alarms and evacuation plans, and community leaders are engaged in helping to forge a lasting network of resiliency in El Monte and South El Monte.

The following is a communication by an El Monte / South El Monte coalition member to Home Fire Preparedness Campaign participants, organizers and stakeholders following a June 2016 installation event.

"Sometimes, you just need to say 'great job' to those people you work with, and more importantly, those folks you volunteer with in your community. As always, the American Red Cross did an outstanding job organizing the event... Our coalition was an active leader in this event. This last Saturday we installed 195 smoke alarms in the neighborhood adjacent to Zamora Park. I was privileged to be part of this event and will be in the future. If you have ever witnessed a home burn to the ground, you'll understand the importance of this program. A \$15 dollar smoke alarm can and has saved an entire family... I feel very positive about the impact our coalition and the PrepareSoCal campaign has made in El Monte and South El Monte."

- Steve Cooper, coalition member, Executive Director of the Rio Hondo Community Development Corporation

"In the short time I have been a part of the American Red Cross, I have found it to be an outstanding organization. I have really enjoyed the outreach efforts at the Wednesday night concerts at Acera Park in El Monte. Installing smoke alarms has been a lot of fun and I look forward to future dates in El Monte. A personal enjoyment is challenging young people about their knowledge about fire safety. They go away with good information, that I know will make a difference in their lives."

- Richard Chavarria, Pastor, Trinity Reformed Church, El Monte Community Ambassador

El Monte & South El Monte Coalition Building Partners

- AHMC Healthcare Inc
- American Legion Post 261
- American Medical Response
- City of El Monte
- **City of El Monte Community Services**
- **City of El Monte Police**
- **City of El Monte Senior Services**
- City of South El Monte
- **City of South El Monte Community Services**
- EKG Creations
- El Monte & South El Monte Chamber of Commerce
- El Monte City School District
- El Monte Police Chaplain Corps
- El Monte Promise
- **El Monte Rosemead Adult School District**
- El Monte Rotary
- El Monte & South El Monte Emergency Resource Association
- **Emergency Resources Association**
- Hope House
- Lincoln Training Center
- Mountain View School District
- Office of Supervisor Hilda Solis
- Our Savior Center
- Ramona Property Managers, Inc.
- Rio Hondo Community Development Corporation
- San Gabriel Valley Service Center, Los Angeles County
- Travis & Brown
- Trinity Reformed Church
- Tzu Chi Foundation
- VFW Post 10218

*These partners have signed a Preparedness Pledge form with the American Red Cross Los Angeles Region. **Newly acquired partners are shown in bold.***

View Red Cross Response Map of El Monte and South El Monte on page 25.

East Los Angeles



In June, East Los Angeles coalition members saw the Red Cross mission in action. Following an explosive chemical fire, trained Red Cross volunteers responded, swiftly establishing a Red Cross shelter in Maywood for the 200 evacuated families. East LA Coalition members quickly grasped the need for trained local volunteers. Later that month, coalition members decided to train together as a Community Emergency Response Team (CERT) and a Red Cross Disaster Action Team (DAT) to ensure a rapid disaster response in East Los Angeles.

The East LA coalition **meets monthly** with the goal of training in CPR, first aid, and emergency response. In addition, they are **focused on whole community resilience**. In April, the coalition **expanded to include disabled veterans**, whose membership will prove invaluable to ensuring that those with access and functional needs are included in the resilience and preparedness plans.

One member of the East LA coalition is also a member of the East LA Rotary Club. He used his influence with the local high school to expand the existing "Rotoract" club to include a **newly formed Red Cross Youth Club**. Student members were key to the success of the **first canvassed neighborhood** as part of the Martin Luther King Day of Service.

The East LA coalition focused on community resilience, **organizing volunteers to canvas neighborhoods**, making appointments, and creating and training teams to assist with **installing more than 650 smoke alarms** at HFPC events.

Prompted by what they witnessed in Maywood, coalition members sought preparedness and disaster response training and they requested the LA Fire Department to teach a CERT class followed by a Red Cross Disaster Action Team training. Supplementing their own efforts to increase preparedness, the Red Cross promised to position a disaster action van and supplies in East Los Angeles, increasing the area's access to emergency supplies.

East LA at a Glance

Vulnerable Community Ranking

22

Population

126,000

Density

~17,000/mi²

As a targeted PrepareSoCal vulnerable community, not only does East Los Angeles rank 22nd in vulnerability, but is also base of Los Angeles county's Emergency Operations Center. Resiliency-building efforts here aim to strengthen partnerships and implement community coalitions, empowering East Los Angeles to live up to its motto; "Pride in the Past, Faith in the Future."

VULNERABLE COMMUNITIES



East Los Angeles Coalition Building Partners

- Alma Family Services
- Be Transformed Inc.
- Bell Vida
- Bienvenidos
- Building Skills Partnership
- Centro Maravilla Service Center
- City Terrace Coordinating Council
- District Director/Supervisor Hilda Solis' office
- Eastmont Community Center
- ELA Advisory Committee
- ELA Chamber of Commerce
- ELA Community Service Center
- ELA Counseling Services Center
- Field Representative Cong. Roybal-Allard
- Inner City Struggle
- KIPP
- LA County Fire Department
- LA County Office of Emergency Management
- LA County Parks And Rec
- LA Sheriff
- Maravilla Community Advisory Committee
- Mexican American Opportunity Foundation
- Obregon Community Services
- Resurrection Catholic School
- Rotary Club of East Los Angeles
- Salesian High School
- Saybrook Community Group
- Senior Field Deputy, Sen. Kevin Deleon
- VELA
- Vision y Compromiso
- White Memorial
- YMCA
- YWCA GLA

These partners have signed a Preparedness Pledge form with the American Red Cross Los Angeles Region.

View Red Cross Response Map of East Los Angeles on page 26.

Paramount



The backbone of the Paramount coalition has been both the relationships with the faith based community and city emergency services, who supervise after school programs, neighborhood watch, sheltering, training and outreach. As part of the Paramount coalition, ministers from 12 parishes and churches met with the American Red Cross, resulting in requests for faith based presentations at several services and a preparedness fair following a large multi-congregational meeting.

By working with churches, the city and a group of involved parents, the Paramount coalition **hosted HFPC events** in five mobile home parks and two economically challenged neighborhood, resulting in the installation of 1,104 new smoke alarms.

Community outreach events in the local parks were also successful, **offering Hands-Only CPR training** to the general public. Disaster Cycle Services volunteers **trained city emergency services staff** to set up and run an emergency evacuation operation.

Working with the city's after school programs, the region **reached more than 300 3rd and 4th graders with the Disney Pillowcase Project**. These bi-lingual children were proud and energetic to share the preparedness message with their parents.

Paramount at a Glance

Vulnerable Community Ranking

51

Population

55,000

Density

11,000/mi²

Following are resiliency-building efforts by the American Red Cross Los Angeles Region to strengthen partnerships and implement community coalitions that enable Paramount to flourish given its direct route to the ports of Long Beach and Los Angeles, four major freeways, and Los Angeles International Airport.



Paramount Coalition Building Partners

- 63rd State Assembly District
- California Senate 33rd District
- City of Paramount
- **City of Paramount Public Safety**
- **Deputy District Director**
- Emmanuel Reformed Church
- Foursquare Spanish Ministries
- **Los Angeles Board of Supervisors**
- Los Angeles County Sheriff Department
- Los Angeles Fire Department
- Neighborhood Watch
- **Our Lady of the Rosary**
- **Our Lady of Victory (Compton)**
- **Paramount Elks Lodge BPOE #1804**
- Paramount Chamber of Commerce
- Paramount Petroleum
- Paramount Rotary Club
- **Paramount Tepic Sister Cities**
- Paramount Unified School District
- **Paramount Unified School District, Superintendent's Office**
- Total-Western, Inc.
- **U.S. House of Representatives**
- Wal-Mart
- **Weber Metals, Inc.**

*These partners have signed a Preparedness Pledge form with the American Red Cross Los Angeles Region. **New partners are shown in bold.***

View Red Cross Response Map of Paramount on page 27.

Koreatown



In January 2016, coalition members came together to help promote the Koreatown Home Fire Campaign by hosting a press conference two days before the event. Coalition members reached out to the press and engaged Spanish, Korean and English language media representatives. The Press Conference led to an impressive number of media mentions, including coverage from:

- English Language Press - ABC7
- Spanish Language Press - La Opinion, Univision, Telemundo and Estrella TV
- Korean Language Press - TV K News, KBS America News, LA 18 TV, Korean Times, Korean Daily, Radio Korea and Radio Seoul

It was the first time the coalition mobilized an activity around the work of the Koreatown coalition. It showed the power of working together. To strengthen and expand upon whole community resilience, the coalition learned more about the risks and hazards in their community and gained a deeper understanding of Koreatown assets. The first step in creating a more resilient community is creating a more connected community. The Koreatown coalition brought representatives from government, non-profits, schools, corporations and individuals to work together to more their community more prepared.

An analysis was of the community identified strengths, weakness, opportunities and threats. The coalition used the results of their analysis to identify two resiliency goals: to get Koreatown more prepared and to increase the number of disaster responders in their community. Committees were formed and the coalition developed recommendations on how to address those areas. Each coalition member conducted an assessment of their own preparedness at home and in the workplace.

The Disaster Services Team led the charge in two key areas: providing technical expertise and guidance to identify potential new or creative locations for possible sheltering and mass care activities, and reduce fatalities from home fires. Two

Koreatown at a Glance

Vulnerable Community Ranking

10

Population

124,000

Density

42,000/mi²

Koreatown is the most densely populated neighborhood in the City of Los Angeles. It is a vibrant and exciting area with an eclectic feel and a wide variety of different cultures and languages.



smoke alarm installations occurred from January through June. In those events alone there were 301 alarms installed in the community.

In addition, the Red Cross also provided more preparedness program in Koreatown than ever before, touching over 15,000 people with preparedness messages. Preparedness Programs - Pillowcase for youth and PrepareU for adults - were provided in Koreatown for the first time.

The coalition has now built the framework for the Koreatown Resiliency Plan and is putting the finishing touches on their plan.

"Koreatown is not prepared. The PrepareLA Koreatown coalition is addressing specific vulnerabilities our community has, and I look forward to working with the Coalition and the Red Cross to build a more resilient Koreatown."

- Chang Lee, president, Olympic Boosters Association

"We are not ready and we are not prepared. I'm asking our community members to join us and help us organize so we can help ourselves during disasters large and small."

- Scott Suh, Koreatown Wilshire Center Neighborhood Council

Koreatown Coalition Building Partners

- Aztecs Rising
- City of LA Emergency Management Department
- Community Police Advisory Board, Olympic Station
- Homies Unidos
- Korean Youth Community Center
- LAFD Olympic Division
- LAPD
- Little Bangladesh Improvements, Inc.
- MacArthur Park Neighborhood Council
- Magnolia Community Initiative
- Olympic Boosters Association Olympic CERT
- Office of Assembly Member Miguel Santiago
- Office of Congressman Xavier Becerra
- Office of Council President Herb J. Wesson Jr.
- Office of Senate President *pro tempore* Kevin de León
- Olympic Neighborhood Watch
- **Pacific American Volunteer Association (PAVA)**
- Robert F. Kennedy Community Schools
- Wilshire BID
- Wilshire Center Koreatown Neighborhood Council
- **Youth Policy Institute**

*These partners have signed a Preparedness Pledge form with the American Red Cross Los Angeles Region. **New partners are shown in bold.***

View Red Cross Response Map of Koreatown on page 28.

Goal 1: Community Preparedness



Goal: Increase disaster awareness and preparedness capacity in Los Angeles County by working in collaboration with community coalitions and partners to provide preparedness education with an emphasis in vulnerable communities.

During the performance period, the Home Fire Preparedness Campaign was implemented across the region in the form of community education and smoke alarm installation events, ultimately uniting **2,000 Red Cross volunteers** and community partners in over 60 events throughout the region.

Through the campaign, the Los Angeles Region installed 8,174 smoke alarms. 6,307 smoke alarms were installed in the vulnerable communities of Van Nuys, El Monte, South El Monte, South LA, Pomona, Bell Gardens, Pico Union, Koreatown, Paramount, and East LA. The largest single day installation event occurred in Van Nuys, where volunteers installed 686 smoke alarms in a single day.

Demand for the Disney Pillowcase Project remained high, receiving an increased number of requests this fiscal year compared to last. The project, which instills preparedness awareness in children ages 9-11, has reached over 5,000 children, 2,600 of whom live in the vulnerable communities of Van Nuys, Pacoima, El Monte, South El Monte, Koreatown, Paramount, Huntington Park and East LA.

Another resiliency-building effort targeted CPR and first aid training for young adults and seniors. With the help of **12 faith based partners** in El Monte and Van Nuys, the region's **AmeriCorps California Safe Corps** members coordinated and scheduled trainings during the second half of the fiscal year. The team taught more than 1,000 LA residents, including 245 at faith based sites.

Goal 2: Volunteer Engagement



Goal: Increase capacity and diversity of the Los Angeles Region volunteer workforce to support disaster response, community preparedness education to build community resilience.

Executive Directors continued to recruit new Community Ambassadors as part of the preparedness coalitions for each vulnerable community. Nineteen coalition members have become Red Cross volunteers to train as preparedness presenters, Disaster Action Team (DAT) members, and help drive additional preparedness initiatives and build resiliency in their communities.

Youth & Young Adult Services (YAYA) established Red Cross clubs in El Monte, Van Nuys, Koreatown and Paramount. YAYA also connected with a **Cal State Los Angeles** student to start a Red Cross club in the fall 2016.

Established Red Cross clubs provide students opportunities to prepare their campus and community while building leadership skills. Several students from the vulnerable communities were also offered scholarships to attend the Red Cross' Leadership Development Camp to initiate clubs at their schools.

Seven new faith based affiliates were established in vulnerable communities: **Church of Jesus Christ of Latter Day Saints** and **La Iglesia En El Camino** (Van Nuys), **Oneonta Congregational Church** and **Holy Family Church** (South El Monte), **Bishop Mora Salesian High School** (East Los Angeles), **Bishop Conaty Our Lady of Lorreto High School** (Koreatown), and **New Awakening Church** (Paramount). In addition to the faith based affiliates, Salesian High School is establishing a Red Cross club for the upcoming term.

Three hundred ninety six participants completed the Diversity Awareness and Cultural Competency (DACC) training. Combining elements of existing American Red Cross Diversity Training with experiential and interactive activities centered on inclusion, cultural competency, and stereotyping, the training has earned positive feedback from participants.

Goal 3: Response Capacity



Goal: Increase Los Angeles' volunteer leadership capacity to initiate a “large,” “major” and “catastrophic” disaster response.

At the end of fiscal year 16, Disaster Cycle Services (DCS) augmented its team structure by recruiting 170 Disaster Action Team (DAT) Trainees. The department promoted 20 DAT Trainees to DAT Members, and 10 DAT Members to DAT Leaders, and Territory Duty Officers. Two positions were created in the DAT response structure; a Regional DAT Coordinator and five Territory DAT Coordinators. This allowed the DCS response unit to respond to 461 incidents and help 813 families who were impacted by disasters within the Region.

In addition, the Los Angeles Region DCS augmented the relief material resources as a result of City of Los Angeles and Los Angeles County grants. Six new shelter trailers were acquired to replace old ones where the existing 138 trailers and containers were refreshed and/or updated. Grant funds also provided for 1,200 heated meals and 280 "push packs" (bulk distribution kits with shovels, gloves, coolers and other cleaning items).

Basic communication equipment (radios, antennas, projectors) were acquired and installed in Red Cross offices service Arcadia and Long Beach and the county radio system was also updated. One critical element to ensuring readiness is leadership development. Twenty four people participated in the locally

offered Leadership Development Training & Exercise, a two-day training with table top exercises for new DCS leaders. Additionally, the department offered 209 disaster training courses to over 850 participants. Sixteen functional exercises were conducted and 22 Disaster Responders were recruited into Operation Management.

A fundamental service provided during a disaster response is sheltering. During the performance period, 20 Shelter Managers were identified and placed on a development track to gain further training and mentoring. The Region's Shelter Readiness team secured 7 new shelter facility agreements during this time with the **City of Downey, Latin American Bible Institute, ABC School District, Pomona Unified School District, Montebello Unified School District, City of Los Angeles Bureau of Sanitation and Hacienda-La Puente Unified School District.**

The Region renewed agreements with the cities of **Santa Clarita, Burbank, Malibu and Long Beach.** New Partnerships were developed with **Vision & Compromiso, Esperanza Community Housing, Civil Air Patrol, Lions Club and CERT.**

Goal 4: Communications



Goal: Promote and elevate the PrepareSoCal campaign through English and multi-lingual media to communicate the importance of preparedness to Southern Californians and thereby be seen as the experts on preparedness.

The Communications and Marketing team aimed to increase visibility of the PrepareSoCal campaign and expand reach for disaster preparedness education by providing relevant, useful information through multiple channels. With an emphasis on preparesocal.org and social media platforms, there was increased coverage of PrepareSoCal related content in media outlets and successful marketing strategies with sports marketing and Spanish-language media.

One of the biggest challenges and achievements was the redesign of preparesocal.org. The challenge came in how to provide information to a diverse audience within three Red Cross regions all under one website while ensuring the site provided value to multiple stakeholders. The Communications and Marketing team focused on three aspects of the website: defining the initiative, sharing information about vulnerable communities, and preparedness education. In April, a more user-friendly PrepareSoCal.org relaunched.

Over the past year, 22 media stories were directly related to PrepareSoCal, surpassing the original goal by 733%, a result of more focus on preparedness activities in vulnerable communities, human interest stories, pitching media stories to locally, and targeting multicultural media outlets with an emphasis on Spanish media.

The team's marketing strategy reached vulnerable communities and a larger audience by focusing on sports marketing and family-focused campaigns promoting PrepareSoCal across TV, radio, social media and digital platforms. The team also designed and provided PrepareSoCal branded collateral and informational materials to help LA Region staff, partners and volunteers expand the campaigns reach among members of targeted communities.

Goal 4: Communications

July 2015. We surpassed our fiscal year's media mentions (not limited to PrepareSoCal mentions) goal in July, due in part to Red Cross presence at a Mass Care operation for the Special Olympics. Red Cross branded blankets were given to more than 1,200 athletes and the story, showcasing the Los Angeles Region American Red Cross, was picked up by 400 media outlets in the US and world.

August 2015. The Communications and Marketing team worked collaboratively with all departments to design and create Red Cross PrepareSoCal branded collateral and resources to educate LA audiences about the campaign objectives. Items included collateral in English, Spanish and other PrepareSoCal target languages Korean and Mandarin for items such as a new Preparedness Guide, a PrepareSoCal one pager, a PrepareSoCal deck, an Emergency Checklist, and Home Fire Campaign recruitment and appointment flyers.

The team's PrepareSoCal sports marketing campaign, *What's Your Game Plan*, began running on Clippers/The Beast radio and during all Clippers pre-game shows. Community engagement pieces were activated at all weekend home games.

PrepareSoCal was also promoted at *Viva Los Dodgers* fan festivals. Over 2,000 people were reached through community outreach booths set up at games throughout the season.

September 2015. The Communications and Marketing team met with top leadership of print and broadcast Spanish media including Hoy Los Angeles, La Opinion and Telemundo 52. As a result, Hoy Los Angeles published a feature story about Red Cross Home Fire Campaign, and Telemundo agreed to do a televised preparedness town hall meeting in one of PrepareSoCal vulnerable communities.

The team developed a 30-second PrepareSoCal Home Fire Preparedness Campaign PSA by partnering with

a production company that donated more than 50% of production in-kind. The PSA was aimed at Latino audience and the team secured air time on Telemundo 52, Univision 34, EstrellaTV 62, and LATV.

October 2015. The Communications and Marketing team worked with ABC7, Telemundo 52, Univision 34, and PrepareSoCal vulnerable community coalition leaders to offer three major media/preparedness events that were covered by more than 5 major outlets:

- October 5th: Red Cross Los Angeles Region and The Roman Catholic Archdiocese of Los Angeles held a press conference announcing the signing of a Memorandum of Understanding (MOU) in East Los Angeles.
- October 11th: Telemundo52 and Red Cross Los Angeles Region Preparedness Town Hall meeting. This meeting targeted the Latino community in El Monte, a 2015 PrepareSoCal Vulnerable Community, and featured Telemundo52 news anchor Michelle Rodriguez.
- October 13th: A press conference was held at a signature Home Fire Preparedness Campaign event in El Monte to announce PrepareSoCal. ABC7 and Kidde donated more than 1,000 smoke alarms to the Red Cross.

November 2015. The team developed a marketing plan promoting PrepareSoCal disaster preparedness tips in English and Spanish that aired on key regional media outlets Telemundo 52, ABC 7 and KNX radio. Our campaigns included community outreach, digital, and broadcast promotions which ran successfully between December 2015 and June 2016.

December 2015. The Communications and Marketing team started new digital strategy aimed at increasing reach. The social media strategy included increased human interest stories, more disaster-related content and paid promotions on social media platforms. The team also began the process of redesigning preparesocal.org by meeting with Red Cross

Goal 4: Communications

senior level management to better understand needs and expectations of potential PrepareSoCal audiences.

January 2016. Media coverage of PrepareSoCal's work reached new audiences when our press conference and home fire event in Koreatown was covered by 7 Korean news outlets, 4 Spanish outlets (La Opinion, Telemundo, Univision, Estrella TV), and one mainstream Los Angeles media outlet, ABC7. The coverage highlighted a multi-lingual, multi-cultural community coalition in Koreatown.

February 2016. The Communications and Marketing team began work to make preparesocal.org cleaner and more user friendly. The team worked to develop strategic messaging addressing our work in vulnerable communities and seasonal disaster preparedness messaging. Our home page was updated to highlight the Home Fire Preparedness Campaign and a Google Translate function was added for translation to Spanish, Korean, Mandarin, Vietnamese and Tagalog.

March 2016. We worked with LANG news to develop a magazine insert about disaster preparedness. Distribution touched an estimated 1.2 million people in the LA region through Sunday print editions of the group's nine newspapers. Topics included PrepareSoCal, the Home Fire Preparedness Campaign, and a highlight of the Red Cross' work in El Monte.

May 2016. Preparesocal.org was updated to help readers better understand the PrepareSoCal program and find information on specific topics and issues. Among the improvements were more comprehensive disaster awareness content and education and focus on the region's vulnerable communities.

June 2016. June began with a focus on promoting the East LA Home Fire Preparedness Campaign. Geared toward Latino audiences, messaging was developed around the role of woman and family in keeping families safe. The human interest story of *promotoras* (Latina moms and health promoters) was picked up by Univision, Hoy Los Angeles, and local East LA media.

There was also emphasis on Disaster Public Affairs messaging at the Red Cross responded to four fires and four shelter openings. Spokespeople were located at shelters to handle media, talk about Red Cross shelter services, and provide PrepareSoCal safety messages for structural fires and wildfires. June 2016 closed with 297 media mentions.

Social Media. Followers and engagement statistics have moved close to our 30% goal for FY2016. PrepareSoCal features strongly in our social media strategy, with focus on quick, consistent updates about Red Cross activities and human interest stories. Home Fire Campaign events, disaster response, and volunteer-related stories have received the most attention and interaction. Engaging Red Cross youth groups has boosted our Instagram following.

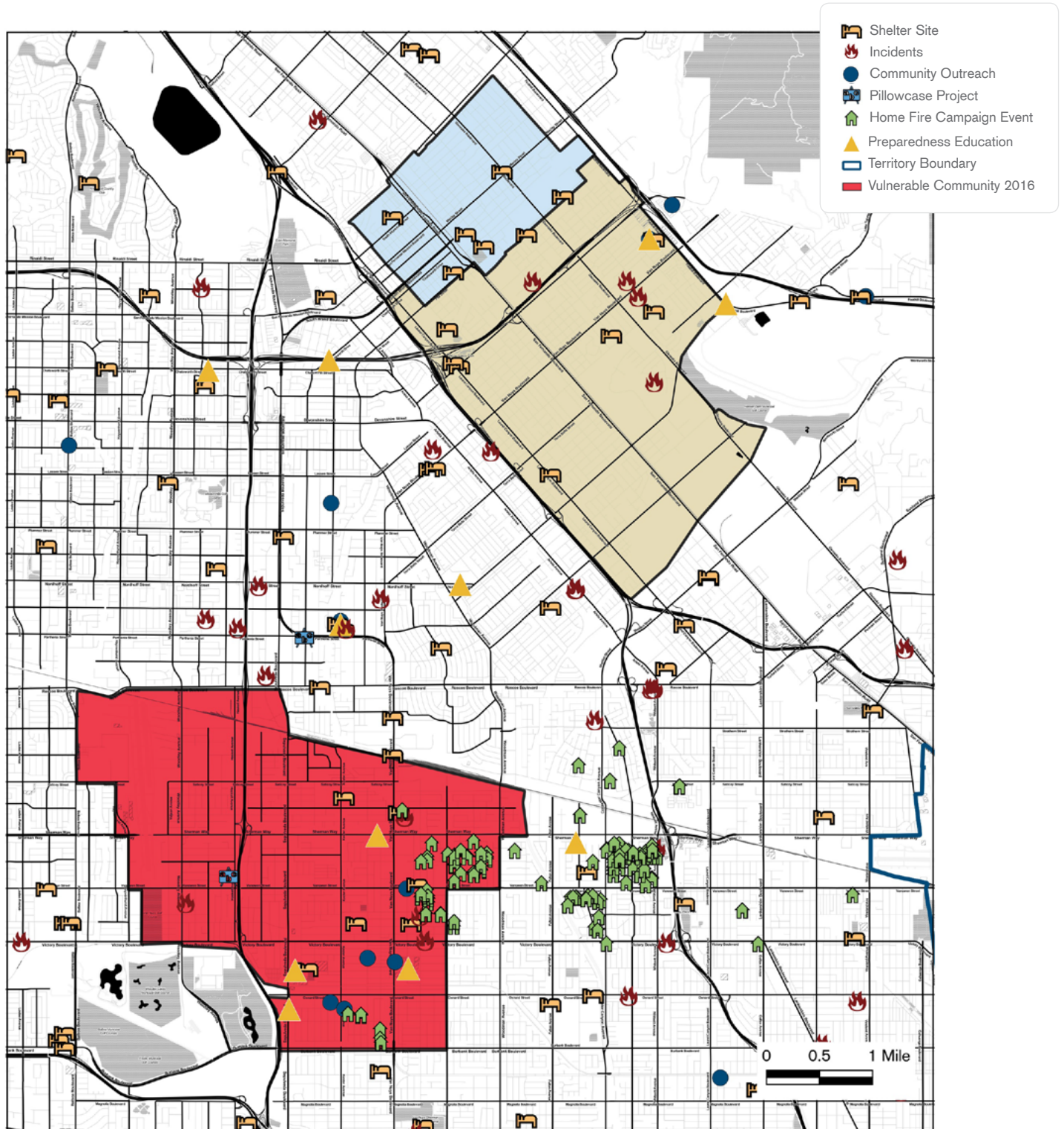
“Resilience as disaster preparedness sojourn is each individual’s willingness to take preventive actions. Actions that enhance one’s ability to survive the catastrophic impacts of climate change, natural disasters, and other threats may be the difference between life and death, and increase one's survivability.”

Joselito Garcia-Ruiz, MBA, CDPM
Regional Disaster Program Officer
American Red Cross Los Angeles Region

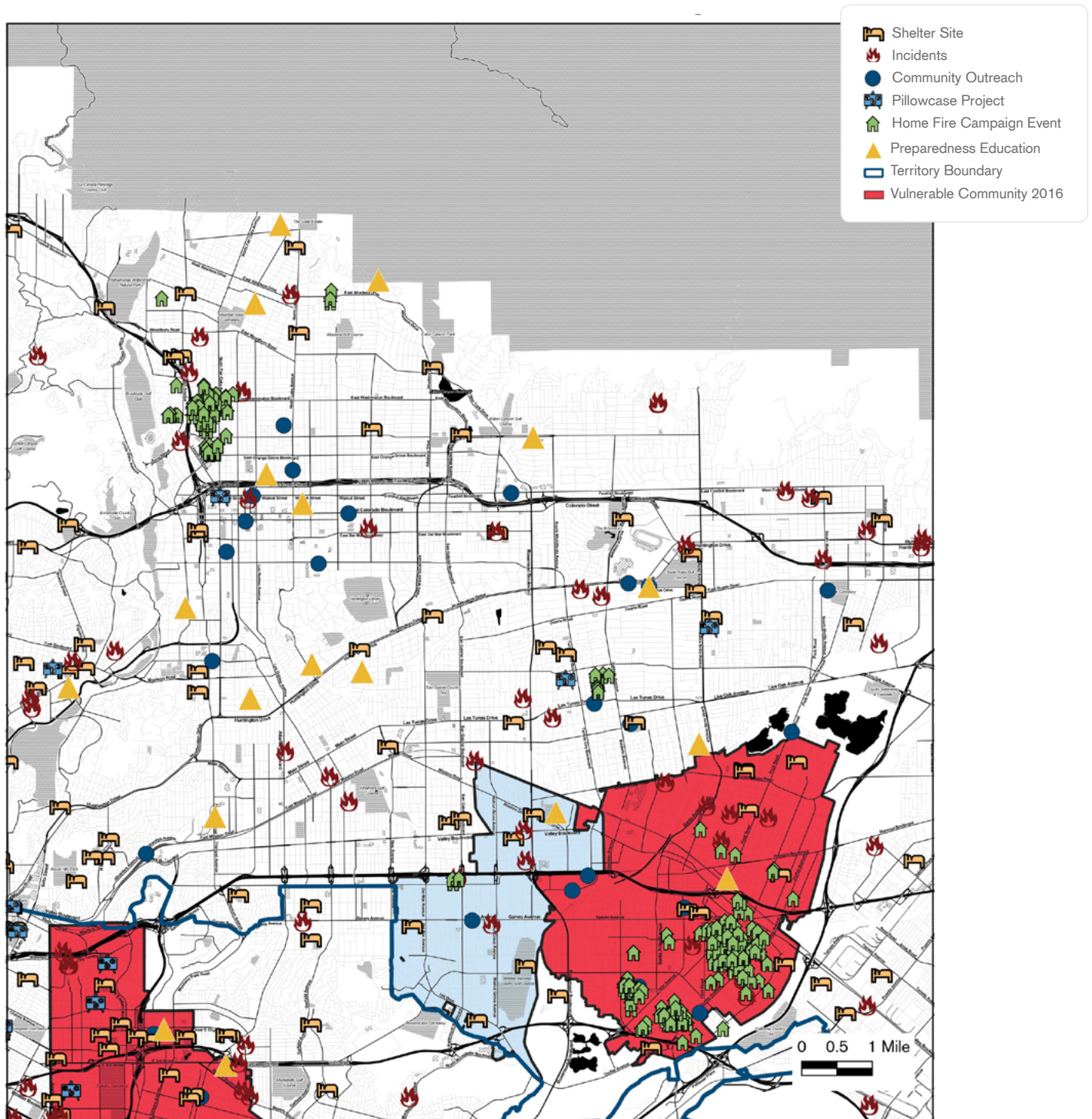
Appendix



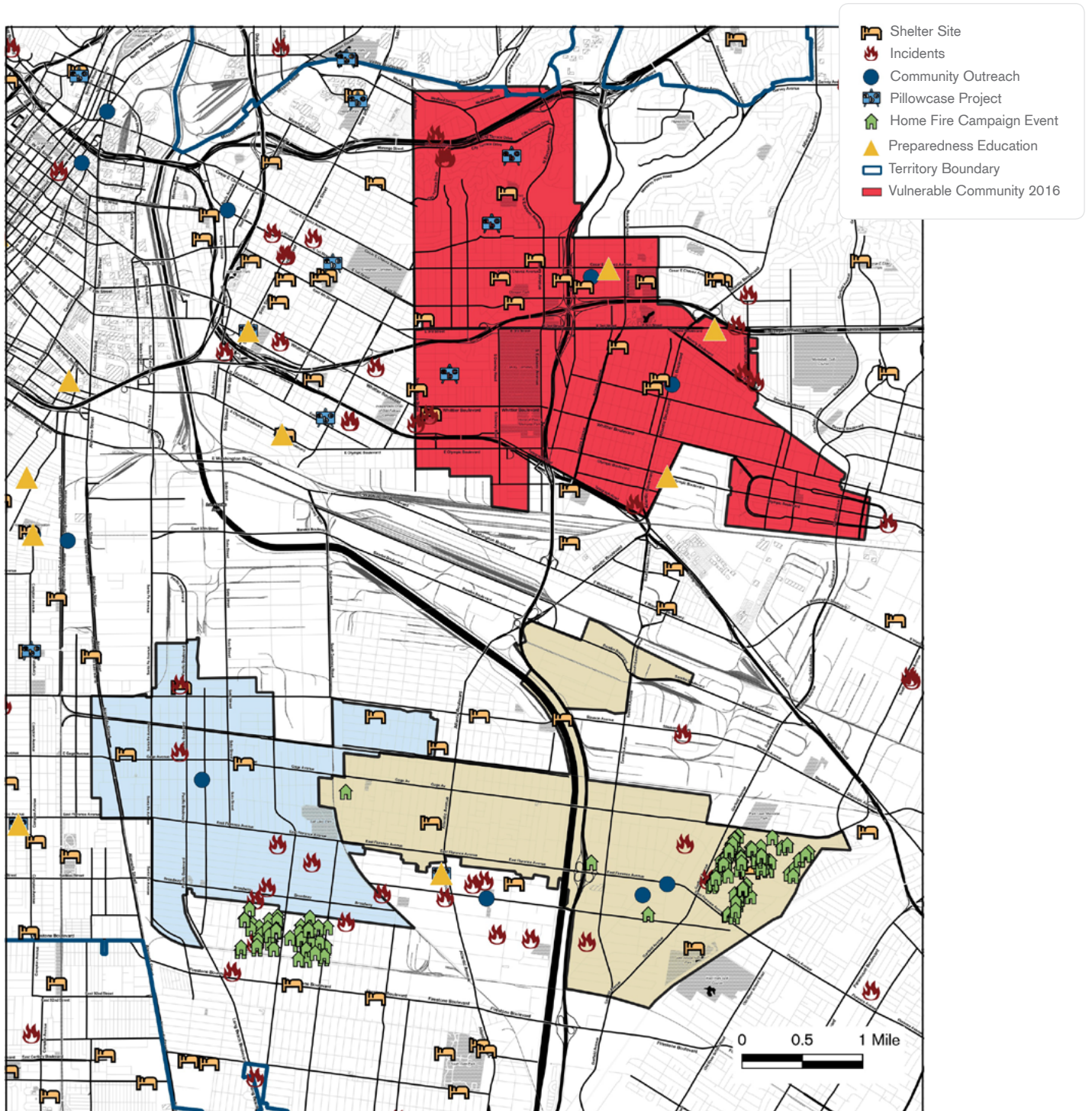
Van Nuys



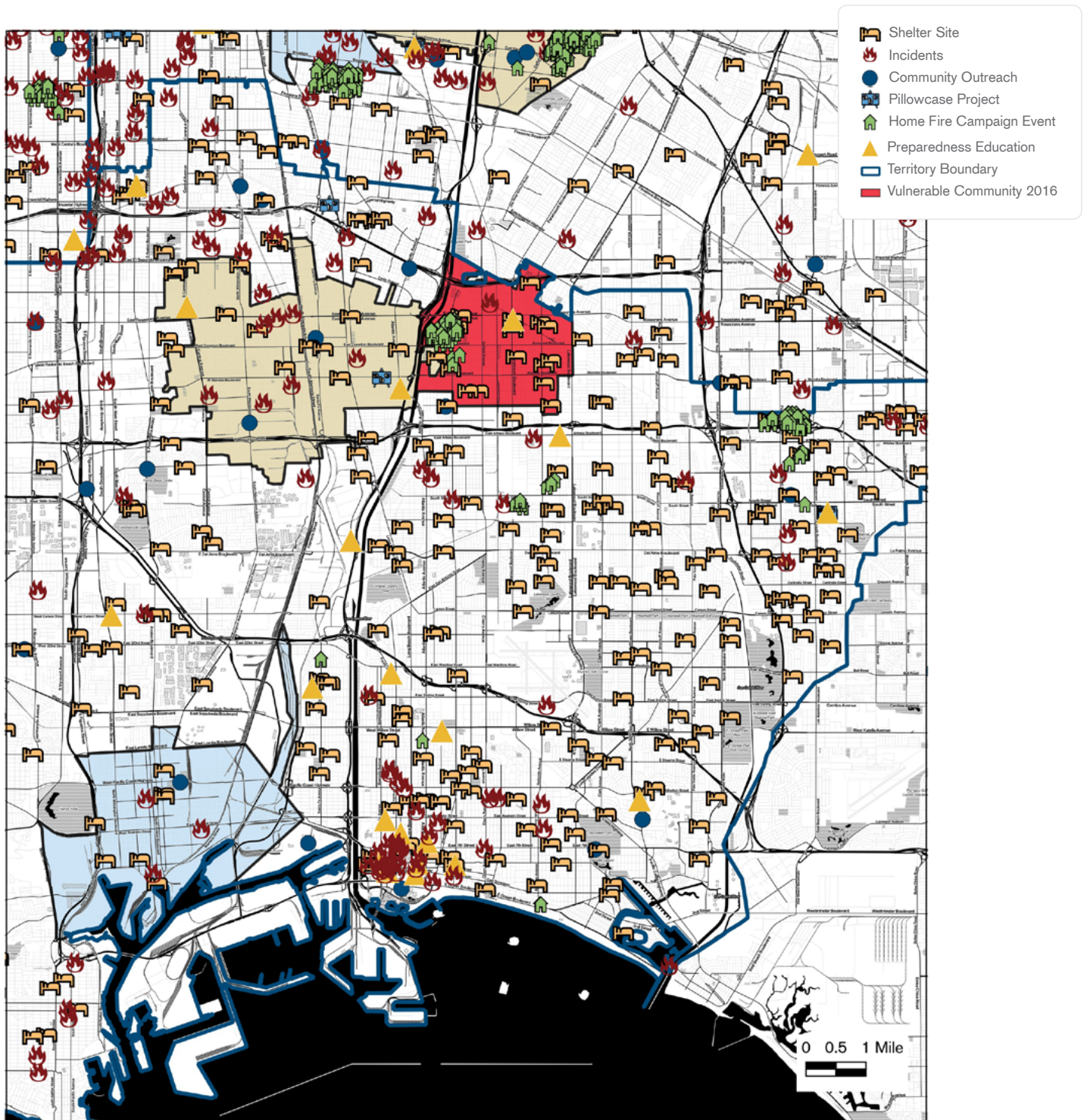
El Monte / South El Monte



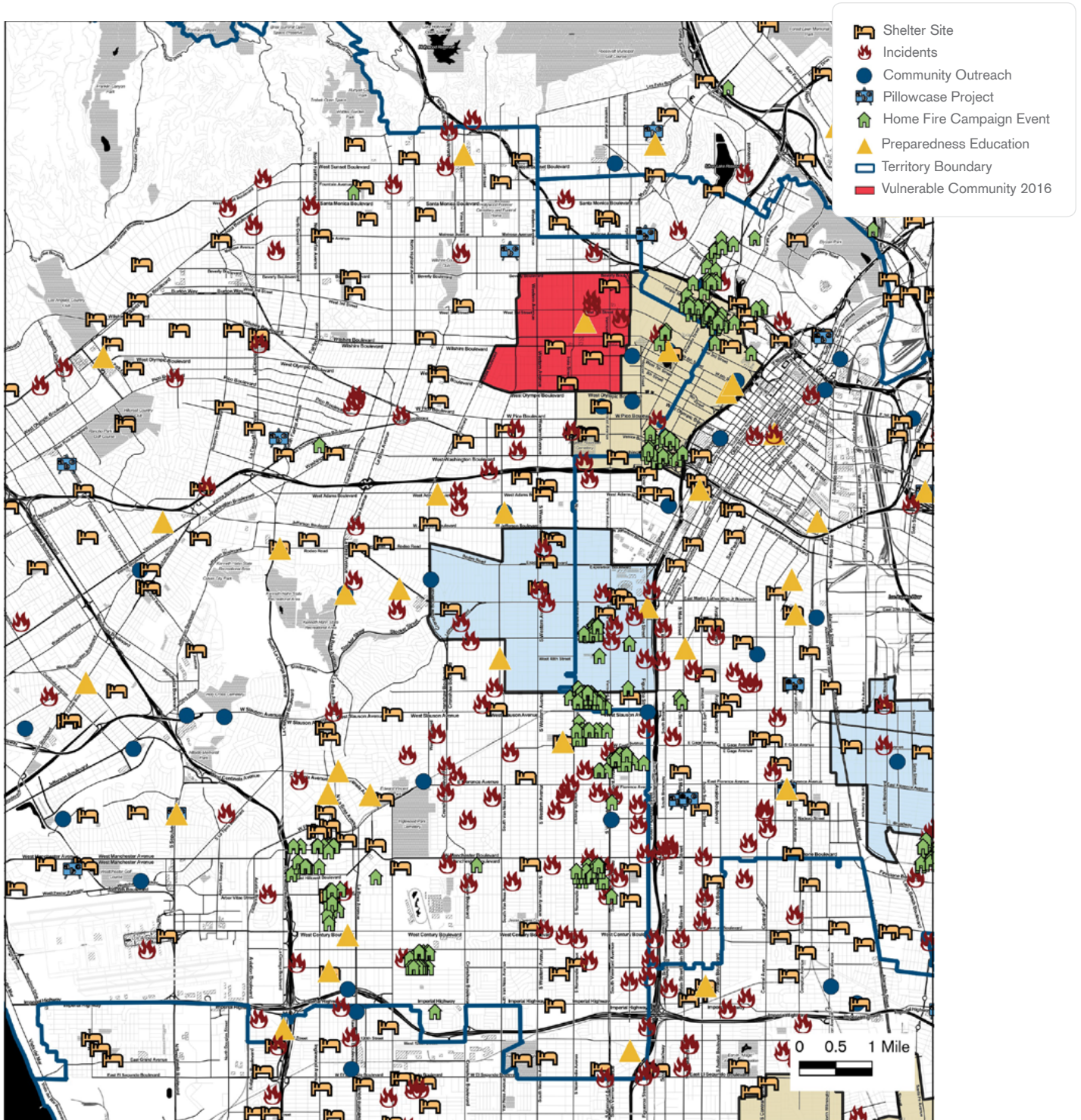
East Los Angeles



Paramount



Koreatown



Community Preparedness Metrics

Building Resiliency

METRIC		FY16	FY17	FY18	FY19	4YR
1.1.1 Community Ambassador referrals for Preparedness Education events in Vulnerable Communities	Goal	30	60	90	90	270
	To-date	13				13
1.1.2 Community Ambassador referrals for Outreach and Group Volunteer Opportunities in Vulnerable Communities	Goal	30	60	90	90	270
	To-date	13				13
1.1.3 Community Ambassador referrals for Map Your Neighborhood Facilitator training in Vulnerable Communities	Goal	10	20	30	30	90
	To-date	2				2
1.2.1 Faith-based referrals for Preparedness Education events in Vulnerable Communities	Goal	10	20	30	30	90
	To-date	5				5
1.2.2 Faith-based referrals for Outreach and Group Volunteer Opportunities in Vulnerable Communities	Goal	20	40	60	60	180
	To-date	6				6
1.2.3 Faith-based referrals for CSC-taught CPR/First Aid in Vulnerable Communities	Goal	10	20	30	30	90
	To-date	12				12
1.3.1 People taking Preparedness Education (regionwide)	Goal	21,500	21,500	21,500	21,500	86,000
	To-date	20,241				20,241
1.3.2 People taking Preparedness Education in Vulnerable Communities	Goal	13,500	13,500	13,500	13,500	54,000
	To-date	2,416				2,416
1.4.1 Actions taken after attending Preparedness Education	Goal	125	125	125	125	500
	To-date	253				253

Community Preparedness Metrics

Building Resiliency

METRIC		FY16	FY17	FY18	FY19	4YR
1.5.1 Children reached through the Disney Pillowcase Project (regionwide)	Goal	3,500	3,500	3,500	3,500	14,000
	To-date	5,107				5,107
1.5.2 Children reached through the Disney Pillowcase Project in Vulnerable Communities	Goal	1,500	1,500	1,500	1,500	6,000
	To-date	2,662				2,662
1.6 Map Your Neighborhood facilitators trained in Vulnerable Communities	Goal	10	10	10	10	40
	To-date	12				12
1.7.1 People certified in American Red Cross CPR/First Aid in LA Region	Goal	25,000	25,000	25,000	25,000	100,000
	To-date	73,512				73,512
1.7.2 People certified in American Red Cross CPR/First Aid in Vulnerable Communities	Goal	1,000	1,000	1,000	1,000	4,000
	To-date	1,079				1,079
1.8 Community Outreach events in Active Vulnerable Communities	Goal	60	120	180	180	540
	To-date	71				71

Implementing the Home Fire Prevention Campaign

METRIC		FY16	FY17	FY18	FY19	4YR
2.2.1 Smoke detectors installed regionwide	Goal	8,000	8,000	8,000	8,000	32,000
	To-date	8,174				8,174
2.2.2 Smoke detectors installed in Vulnerable Communities	Goal	2,500	3,250	4,000	2,250	12,000
	To-date	6,307				6,307
2.3 New Homefire Community Partners in Vulnerable Communities.	Goal	15	15	15	15	60
	To-date	15				15

Community Preparedness Metrics

Engagement of Elected Officials in Vulnerable Communities

METRIC		FY16	FY17	FY18	FY19	4YR
3.1 Constituent communication from elected officials to residents in vulnerable communities	Goal	10	20	30	30	90
	To-date	31				31
3.2 Community Outreach events and preparedness education events referred to ARC by elected officials in Vulnerable Communities	Goal	5	10	15	15	45
	To-date	27				27

Volunteer Engagement Metrics

Expanding Red Cross Presence in Vulnerable Communities

METRIC		FY16	FY17	FY18	FY19	4YR
4.2.1 Community Ambassadors in Vulnerable Communities	Goal	15	15	15	-	45
	To-date	12				12
4.3.1 Red Cross Clubs in Vulnerable Communities	Goal	5	10	15	-	30
	To-date	3				3
4.3.2 New Red Cross Youth Volunteers recruited by Red Cross Clubs in Vulnerable Communities	Goal	25	50	75	75	225
	To-date	31				31
4.4.1 New Faith-based Affiliates in Vulnerable Communities	Goal	10	10	10	-	30
	To-date	11				11
4.4.2 New Red Cross volunteers recruited by Faith-based Affiliates in Vulnerable Communities	Goal	20	40	60	60	180
	To-date	56				56

Volunteer Engagement Metrics

Increase multi-lingual volunteer workforce

METRIC		FY16	FY17	FY18	FY19	4YR
Percent increase, year-over-year		Accumulative				
5.1.1 Preparedness Education Volunteers speaking Spanish: 30%	Goal	21	27	35	46	46
	To-date	26				26
5.1.2 Preparedness Education Volunteers speaking Chinese (Mandarin/Cantonese) 10%	Goal	10	11	12	13	13
	To-date	14				14
5.1.3 Preparedness Education Volunteers speaking Tagalog: 10%	Goal	4	5	5	6	6
	To-date	4				4
5.1.4 Preparedness Education Volunteers speaking Korean: 25%	Goal	5	6	8	10	10
	To-date	1				1
5.1.5 Preparedness Education Volunteers speaking Vietnamese: 10%	Goal	3	4	4	4	4
	To-date	0				-
5.2.1 Community Outreach Volunteers speaking Spanish: 30%	Goal	87	113	147	191	191
	To-date	71				71
5.2.2 Community Outreach Volunteers speaking Chinese (Mandarin/Cantonese): 10%	Goal	39	42	47	51	51
	To-date	37				37
5.2.3 Community Outreach Volunteers speaking Tagalog: 10%	Goal	17	18	20	22	22
	To-date	9				9
5.2.4 Community Outreach Volunteers speaking Korean: 25%	Goal	5	6	8	10	10
	To-date	4				4
5.2.5 Community Outreach Volunteers speaking Vietnamese: 10%	Goal	4	5	5	6	6
	To-date	3				3

Volunteer Engagement Metrics

Increase multi-lingual volunteer workforce

METRIC		FY16	FY17	FY18	FY19	4YR
Percent increase, year-over-year		Accumulative				
5.3.1 DAT Volunteers speaking Spanish: 30%	Goal	78	101	132	171	171
	To-date	140				140
5.3.2 DAT Volunteers speaking Chinese (Mandarin/ Cantonese): 10%	Goal	33	36	40	44	44
	To-date	38				38
5.3.3 DAT Volunteers speaking Tagalog: 10%	Goal	11	12	13	15	15
	To-date	20				20
5.3.4 DAT Volunteers speaking Korean: 25%	Goal	5	6	8	10	10
	To-date	10				10
5.3.5 DAT Volunteers speaking Vietnamese: 10%	Goal	4	5	5	6	6
	To-date	3				3

Diversity and Cultural Competency Training

METRIC		FY16	FY17	FY18	FY19	4YR
6.1 Volunteers trained in Cultural Competency	Goal	500	250	250	250	1,250
	To-date	396				396

Response Capacity Metrics



Disaster Action Team Growth

METRIC		FY16	FY17	FY18	FY19	4YR
8.1 New DAT Trainees recruited in Vulnerable Communities	Goal	10	10	10	-	30
	To-date	16				16

Shelter, Feeding, Logistic and Warehouse Capacity

METRIC		FY16	FY17	FY18	FY19	4YR
9.1 MOUS and Site Surveys in Vulnerable Communities	Goal	25	25	25	-	75
	To-date	3				3

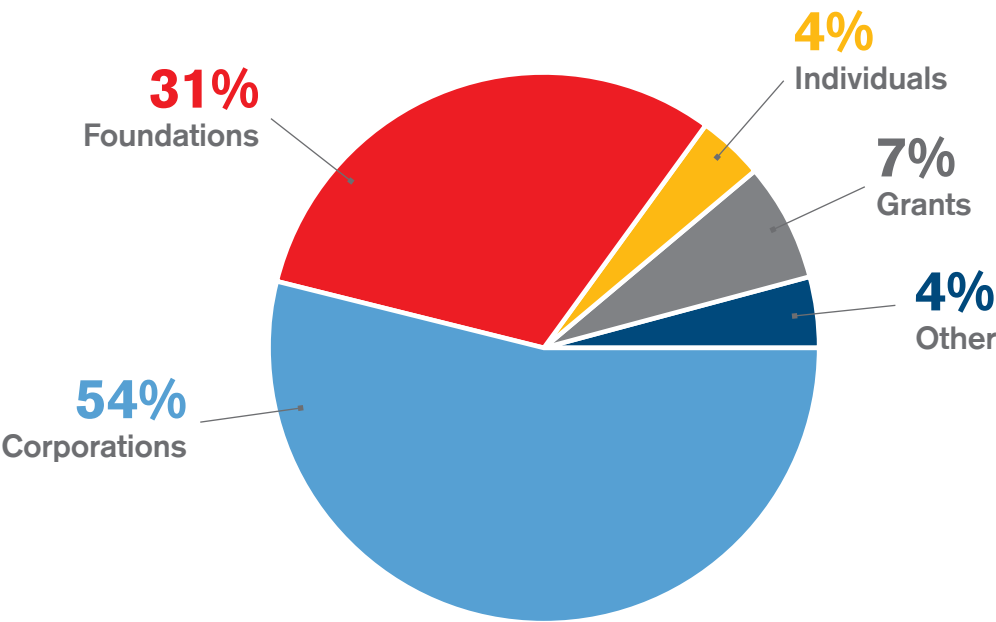
Communications Metrics

Support Communications Outreach

METRIC		FY16	FY17	FY18	FY19	4YR
Accumulative						
11.1.1 Public Information Officers who speak top 5 languages	Goal	3	6	10	10	10
	To-date	3				3
11.1.2 At least 1: Spanish	To-date	2				2
11.1.3 At least 1: Mandarin	To-date	-				-
11.1.4 At least 1: Tagalog	To-date	1				1
11.1.5 At least 1: Korean	To-date	-				-
11.1.6 At least 1: Vietnamese	To-date	-				-
METRIC		FY16	FY17	FY18	FY19	4YR
11.2 Media Mentions from major outlets	Goal	5	5	5	5	20
	To-date	22				22

Funds Raised

Total funds raised as of June 30, 2016: **\$5,000,000**



\$500,000 - \$999,999

- Edison International
- Farmers Insurance
- Herbalife International
- The Ahmanson Foundation

\$250,000 - \$499,999

- Department of Homeland Security
- Urban Area Security Initiative Funds (via City of Los Angeles)
- United Way of Greater Los Angeles
- Weingart Foundation

\$100,000 - \$249,999

- Alcoa Foundation
- Disney
- Eric Choi
- Wells Fargo Foundation

\$50,000 - \$99,999

- Cedars-Sinai Medical Center
- Department of Homeland Security
- Homeland Security Grant Program
- Funds (via Los Angeles County)
- Kaiser Permanente

\$25,000 - \$49,999

- California Community Foundation
- California Earthquake Authority
- Ford Motor Company Fund
- State Farm
- Thomas and Dorothy Leavey Foundation

\$10,000 - \$24,999

- GRAINGER
- MUFG Union Bank
- Parsons Corporation
- Southern California Gas Company
- TABC, Inc.
- Tesoro
- The Sikand Foundation

Donations below \$10,000 are not listed in this report but have been included in Total Funds

PrepareSoCal Budget - LA Region

Department	FY16 Budget	FY16 Actual
Disaster Services, Preparedness, and Capacity Building	\$2,920,705	\$2,568,769
AmeriCorps - California Safe Corps (CSC)	\$150,138	\$409,621
Development	\$289,577	\$240,805
Management	\$211,916	\$366,033
Facilities	\$194,996	\$176,542
Community & Volunteer Engagement	\$713,678	\$667,056
General/Admin/Other	\$85,033	\$101,972
Communications and Marketing*	\$448,266	\$461,198
TOTAL	\$5,014,309	\$4,991,994

as of 6/30/16

*Tri-regional budget



Commemorating 100 years of service in Los Angeles

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American Red Cross

PrepareSoCal

PrepareSoCal is an American Red Cross multi-region campaign designed to address the needs of individuals and families to prepare for disasters, small and large, by providing tips, tools and training, and to promote community resiliency with a focus on Southern California's most vulnerable communities.

www.preparesocal.org



@preparesocal