

MANHATTAN BEACH



ASSOCIATION

"Citizens Helping Neighbors, and Our City"

Rotary Club of Manhattan Beach

October 19, 2009

Agenda



- What is CERT?
- Who is CERT?
- Why CERT?
- Manhattan Beach CERT Association
- When CERT?
- MBCERTA Opportunities
- Summary

What is CERT?



- Disasters Will Overwhelm Fire, Police & Public Works
 - It May Be Hours or Days Before Emergency Services Are Available
- Los Angeles City Officials Visited Japan in 1985 To Study Its Extensive Earthquake Preparedness Plans
 - Neighborhood Teams Trained in Fire Suppression, Light Search & Rescue, First Aid and Evacuation
- City of LA Fire Department Developed a Pilot Program
 - Proved Viability of a Similar Training Program For The United States
- Community Emergency Response Team (CERT) Has Been Deployed Across All 50 States And 6 Countries To:
 - Educate & Train Public in Disaster Preparedness
 - Research, Evaluate and Disseminate Disaster Information
 - Develop, Train & Maintain a Network of CERTs



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Who is CERT?



We Are . . .
Doctors, Lawyers,
Nurses, Engineers,
Managers, Business
Owners, Housewives,
Retirees, Civic Leaders



We are the Community. . .

Why CERT?



- One Primary Objective: Reduce the Need for Fire / EMS First Responders During an Emergency or Disaster
- Accomplished by Training the Community (CERT members) to:
 - Take Care of Themselves
 - Take Care of Family (Including Pets)
 - Take Care of / Assist Neighbors & Community

Manhattan Beach CERT Association (MBCERTA)



- MBFD Started CERT Classes in Manhattan Beach in 2003
- Manhattan Beach Community Emergency Response Team Association (MBCERTA) Founded in February 2008 to Maximize CERT Contribution To Manhattan Beach
- MBCERTA Incorporated as Non-Profit and Granted Tax-Exempt 501(c)(3) Organization Status in 2008
- Over 175 MBCERTA Members Live and/or Work in the City of Manhattan Beach and have taken CERT Training
 - Three City Council Members Have Been Trained
 - Refresher Training Classes Held Annually
 - MBCERTA Members Are Registered With the California Office of Emergency Services as Disaster Service Workers
- MBCERTA Has 3 Trucks & 1 Trailer Equipped with Disaster & Emergency Supplies To Be Deployed in 4 Areas of the City

MBCERTA Vision / Mission



Vision: To be a deployable resource to assist the City of Manhattan Beach, California in the event of an emergency or disaster.



Mission: The Manhattan Beach Community Emergency Response Team Association (MBCERTA) is an all-volunteer, non-profit organization created to enhance disaster preparedness and emergency response for the citizens of Manhattan Beach. We accomplish this through participation in community awareness events, various training programs and drills and providing volunteer support to the Manhattan Beach Fire and Police Departments when a disaster strikes or upon activation by the Manhattan Beach Fire or Police Departments in the event of an emergency.

MBCERTA Strategic Plan



To Better Serve Our Community, MBCERTA Has Established These Strategic Initiatives for 2010-2012

- 1** Activate and mobilize in a disaster or emergency
- 2** Train to assure readiness
- 3** Communicate effectively during a disaster or emergency
- 4** Enhance community outreach
- 5** Ensure financial viability
- 6** Measure successes

Strategic Initiatives Drive Annual Goals and Budget



MBCERTA Organizational Structure

MBCERTA Board of Directors

Executive Board / Officers

President – George Butts
 Vice-Pres – Paul Curry
 Treasurer – Jane Mitchell
 Secretary – Linda Cunningham
 Elected Executive – Wayne Powell

Board Members*

Richard Ackerman	David Lessick
Barbara Heacox	Vickie Ruch
Clay Irving	Gary Stabile

General MBCERTA Membership (MBCERT Graduates)



* BC Frank Chiella
 MBFD Liaison

When CERT?



CERT Mobilizes and Deploys When Activated by MBFD
Governed by a Formal Activation Plan During:

- Actual Disaster or Emergency
- Drills and Exercises
 - Golden Guardian
 - Great Shakeout
 - Local Readiness Activities
 - Mutual Aid Support of Other Local CERT Organizations
- Community Events
 - Assist MBFD in Community Events - Facilitates Training
 - First Aid Provided at Concerts in Park, Bike Race, etc.
 - “On Alert” for 6-Man Volleyball and Other Events To Assist MBFD When Needed

MBCERTA Opportunities

- Participation in Drills & Exercises Builds Readiness and Identifies Areas for Improvement
 - More Trained / Active Participants
 - Need to Improve Effectiveness & Efficiency of Communications
 - Additional Equipment Needs Identified
- Donations Are Essential For Continued Success
 - “Keep the Wheels on”
 - Equipment Maintenance
 - Insurance, Licenses, etc.
 - Additional Training Classes
 - Additional Communications Equipment
 - Additional Disaster Supplies

Summary



- Community Emergency Response Teams Are Important and Vital To Disaster Preparedness
- MBCERTA Has Been Established As An All-volunteer, Non-profit Organization To Enhance Disaster Preparedness And Emergency Response For The Citizens Of Manhattan Beach
- Please Join Us!
 - Next Training Class Planned for February 2010
- Thank You For Your Generous Donation!
- Website: <http://www.mbcerta.org> Email: info@mbcerta.org
- Hotline: 310-802-5233

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