

C. Additional Actions to Control and Reduce the Threat of Fire in the Caldecott Corridor Area

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(Patricia Matthews)

Action 13: Emergency Alert and Preparedness System

Description:

Initiate a range of programs to prepare and notify residents and visitors in case of fire or other emergency. Specific actions include: a telephone notification system to contact residents (either an automatic, computerized system such as has been implemented near oil refineries in Contra Costa County or a neighborhood person-to-person protocol initiated by an emergency-response

official), signs to warn residents of high fire risk days, and initiation of a public awareness or education campaign. These programs could be linked to an improved fire detection system (Action 12) and/or coordinated with the development of an evacuation/emergency preparedness plan.

Implementation:

The Cities of Oakland and Berkeley would be the agencies primarily responsible for implementing this action. Contra Costa County, EBRPD, EBMUD, CDF, and UC Berkeley may be responsible for some actions or may provide assistance. One means for implementing these actions is to bring this recommendation to the Hills Emergency Forum. Homeowner involvement and follow-through is critical for success.

Fiscal Impacts:

The total estimated cost to initiate these actions are as follows: computerized telephone notification system: \$5,000 to \$25,000; person-to-person telephone tree: \$1000 to \$2000 per neighborhood; signs: \$500 to \$2000; public awareness/education (apart from person-to-person telephone tree): \$1000 to \$2000 per neighborhood. The annual cost to operate these programs is: computerized telephone system: \$1000; person-to-person telephone tree: \$250 per neighborhood; signs: \$2000; public/awareness/education: \$1000 per neighborhood.

Anticipated results:

Reduce human casualties and property damage during fires and other emergencies.

Cautions:

Emergency alert and preparedness programs should not be substituted for efforts to prevent or fight fires. This action should be implemented in a manner that prevents complacency at agencies and within the community. Neighborhood training/involvement efforts are already underway in some areas, and redundancy should be avoided.