

MONTECITO FIRE PROTECTION DISTRICT  
AGENDA FOR THE COMMUNITY OUTREACH COMMITTEE MEETING

Montecito Fire Protection District Headquarters

595 San Ysidro Road

Santa Barbara, California

**May 6, 2014, at 3:00 p.m.**

Agenda Items May Be Taken Out Of The Order Shown

1. Public comment: Any person may address the Board at this time on any non-agenda matter that is within the subject matter jurisdiction of the Montecito Fire Protection District; 30 minutes total time is allotted for this discussion.
2. Letter to the Montecito Journal updating the community on the Board's progress since its expansion to 5 members.
3. Discuss use of District's communication tools when requested by other agencies to notify the community of service related interruptions at the Fire Chief's discretion.
4. Fire Chief's Report.
5. Requests for items to be included for the next Community Outreach Committee Meeting.

Adjournment

This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of the posting is May 5, 2014.

MONTECITO FIRE PROTECTION DISTRICT



Chip Hickman, Fire Chief

Note: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the District office at 969-7762. Notification at least 48 hours prior to the meeting will enable the District to make reasonable arrangements.

Materials related to an item on this agenda submitted to the Board of Directors after distribution of the agenda packet are available for public inspection in the Montecito Fire Protection District's office located at 595 San Ysidro Road during normal business hours.

MONTECITO FIRE PROTECTION DISTRICT  
NOTES FOR THE COMMUNITY OUTREACH COMMITTEE MEETING  
**April 1, 2014, at 3:00 p.m.**

The meeting was called to order by Director Keller 3:05 p.m.

**Present:** Director Keller, Director Sinser and Chief Hickman.

- 1. Public comment: Any person may address the Board at this time on any non-agenda matter that is within the subject matter jurisdiction of the Montecito Fire Protection District; 30 minutes total time is allotted for this discussion.**

There was no public comment.

- 2. Review development of District website.**

Michael Kramer reviewed the progress made on the website and hopes for a June launch. The committee made several recommendations, but was generally pleased with the design.

- 3. Review annual Hazard Abatement informational mail out.**

The committee made several changes to the flyer, which will be mailed out to residents next week.

- 4. Discuss Director Sinser's request to Supervisor Carbajal for a Resolution of Recognition from the Santa Barbara County Board of Supervisors.**

Director Keller and Chief Hickman were opposed to asking to be recognized by the Board of Supervisors. The committee took no action on this, instead, recommending that the Board President write a letter to the Montecito Journal updating the community on the Board's progress since its expansion to 5 members. Director Keller will draft a letter to present.

- 5. Discuss NIXLE notification messages.**

Chief Hickman reviewed recent use of Nixle at the request of the Water District. After further discussion, the committee will recommend that the District utilize NIXLE when requested by other agencies to notify the community of service related interruptions at the Fire Chief's discretion.

- 6. Directors use of District Letterhead.**

The committee will recommend limiting Directors use of District letterhead to the Board Chair for Board business or for use by a Committee Chair for specific Committee business.

**7. Fire Chief's Report.**

Chief Hickman reported that staff has been extremely busy providing over 800 pages of District documentation and reports for the Standards of Cover study,

**8. Requests for items to be included for the next Community Outreach Committee Meeting.**

No Action.

The meeting was adjourned at 6:30 p.m.

# HOW DO YOU GET YOUR EMERGENCY INFORMATION?



After experiencing several devastating fires Montecito Fire has taken input from the community, and realizes that providing timely, accurate information is critical during emergencies.

Some of the concerns regarding emergency notification that surfaced after the Tea Fire included:

- Reverse 911 failures - Many calls were not received due to power outages and phone lines being burned
- Night time/late evening notification - Many don't hear or answer their phones and might miss the Reverse 911 notification
- Sirens and bull horns are difficult to hear indoors and in windy conditions
- Not enough personnel to go door to door

After learning that existing emergency notification methods don't necessarily work for everyone, or in all circumstances, the Fire District conducted tests of various alerting systems and devices, including sirens, external voice systems and internal notification systems.

In an effort to increase the access to this critical information, Montecito Fire Protection District uses the following methods to disseminate Emergency Alerts and other community information.

- **Reverse 911**
  - This system is managed by the Santa Barbara County Sheriff's Department. All home phone numbers are a part of their data collection set, including unlisted numbers, and geocoded to the location in which they are registered.
  - You can add additional cell phone numbers associated with your location by registering them at <http://www.sbsheriff.org/reverse911a.html>.
- **NIXLE**
  - Montecito Fire sends messages utilizing NIXLE Wire which allows Residents subscribe to the service for free and receive trustworthy information directly from the Fire District regarding public safety and community notifications immediately by text message, email and/or web.
  - Register to receive NIXLE notifications for FREE at [www.nixle.com](http://www.nixle.com)

- **ViaRadio ENVOY Emergency Warning System and HomeALERT receivers**
  - Residents who live within the Montecito Fire Protection District boundaries are now able to purchase a tone alert radio for their home or office. This radio, called HomeALERT, will transmit an up to 90 decibel tone and scrolling text with instructions on how to respond when activated. The system utilizes FM frequencies to distribute the notifications via the HEARO Network through a partnership established with KDB Radio, FM 93.7.
  - The radios are programmed with the address they are purchased for, which corresponds with pre-identified evacuation zones within the District.
  - To purchase a HomeALERT Emergency Warning Receiver, you can order them in person at Station 1, 595 San Ysidro Rd, Santa Barbara, CA 93108, or you can call 805-969-7762 to order with your credit card.
- **SOCIAL NETWORKING**
  - Messages sent utilizing Nixle are also forwarded to 2 social networking sites:
  - [FACEBOOK](#)
  - [TWITTER](#)
- **AM 1610**
  - AM 1610 is a low powered AM Radio station owned and operated by the Montecito Fire Protection District. During normal activities, the station broadcasts fire prevention and disaster preparedness information continually on a loop. However, during emergencies, the District broadcasts evacuation and other critical information as it becomes available.
  - It is important to understand that most home stereo systems do not pick up AM broadcasts - especially those coming from a low power station. To hear these broadcasts, it is best to listen to them on a battery powered portable radio or your car radio.
- **Local Media Outlets**
  - Local Media, including TV, Radio and Print have provided email and text messaging contact information to Montecito Fire and are notified as soon as possible on all emergency events. They have also been provided with contact information for our Public Information Officers as well.

For assistance or information relating to any of our notification methods, please contact [gventura@montecitofire.com](mailto:gventura@montecitofire.com) or call 805-969-2537.