

MARIN VALLEY MOBILE COUNTRY CLUB
Park Acquisition Corporation
MVEST/FIREWISE STEERING COMMITTEE Meeting Minutes
Clubhouse Deck, 100 Marin Valley Drive, Novato, CA
September 27, 2021, 5:00 p.m.

MVEST Steering Committee Members Present: Pam Berkon, John Feld, David Gray, John Hansen, Kevin Mulvany, Steve Plocher, Erma Wheatley
Absent: Bill Davis, Carol-Joy Harris
Other MVEST team members and residents present: Martina Koeckritz, Judi Purdom, Anila Manning

Approval of Agenda

The agenda was unanimously approved.

Public Comment

Martina asked if MVEST was supervised from outside and was told “no.”

Judi wondered why the previous minutes were not on the website and had not been sent to people on the MVEST list. It was explained that it was recently decided to send the draft minutes only to people in attendance in case their comments were not adequately represented and subject to clarification. Once the minutes were approved, they could then be sent to the list and put on the website.

Consent Calendar

Minutes of the September 20 meeting were unanimously approved.

Financial Report

John H. reported that there is \$3,883 in the MVEST account.

Reports and Notices

Coronavirus

Masks are still required in all indoor spaces, including the clubhouse and gym. Mar Val initially checks at their events to ensure that all indoor participants can show proof – digital or hard copy – of vaccination or a negative COVID test within 72 hours.

Since the situation continues to evolve, John H. again recommended using the following link for keeping up to date: <https://coronavirus.marinhhs.org/>

Park Security

Kevin reported on his monthly hillside camp site hike. With the exception of one tent camper by Blasdel Park, which the police are aware of, there was no evidence of camps or campfires on any City property near the Park. John F. noticed about 15 people removing chairs and several plastic bags from the top of the hill above the Park.

Marin Valley Firewise HOL Yard Maintenance Help Program

No report until after HOL's next monthly meeting.

About a half dozen students from the Christian Academy were here again this year helping with yard maintenance. As they were observed using a giant leaf rake and a snow shovel, it was noted that they be offered appropriate tools and gloves. Judi thought they could be loaned tools from the twins. It was suggested that they not use existing Park equipment, but instead MVEST or Management provide tools for their use.

Fire Safe Marin's Wildfire Watch

Fire Safe Marin's public programs are now televised on Comcast Channel 30 and streamed on demand as *Wildfire Watch* instead of Zoom webinars. The first episode "Ember Storms + When the Power Goes Out," now streaming at www.FireSafeMarin.org, links to their YouTube channel. Erma again suggested that Block Captains recommend it to residents as it contains a good summary of protection from embers. The second episode "Evacuation" will air on Oct. 14 at 6 pm at www.firesafemarin.org/programs/wildfire-watch and Channel 30, after which it will be available on demand on their website.

Novato Fire District

There was no NFD report. Instead, in Bill's absence John H. read aloud Bill's report on Red Flag warnings and the script to be used for robo calls when a Red Flag warning that includes the Park is issued by Novato Fire Chief Bill Tyler. The report is reprinted in full* at the end of these minutes, recommending that the robo call script be brief and to the point:

This is Park Manager, Matt Greenberg. The Novato Fire Chief has issued a Red Flag Warning for Novato from (~~Tuesday at 8 p.m.~~) until (~~Wednesday at 8 p.m.~~). The potential for fire outbreak is severe.

- *No BBQs*
- *No outdoor power tools*
- *Be prepared to evacuate if directed.*

Echo Articles

John F.'s article for the Nov. issue will emphasize that Red Flag Warnings are also a warning to be prepared for evacuation and to HAVE YOUR GO BAGS READY!

Old Business

MVEST Trainings

John F. is going to offer a make-up class for the Block Captains who were unable to attend the MVEST training held on September 11. John H. suggested using *Survey Monkey* to find the most convenient date for everyone.

BC standard equipment/supply needs to be refreshed with the right numbers on them. John H. will supply.

Evacuation Preparedness Update

John H. noted that evacuation theory is changing. Marin has a new approach to evacuations using a technology called Zonehaven — an online evacuation map that shows in real time where evacuations are taking place. The maps at <https://emergency-portal-marincounty.hub.arcgis.com/pages/evacuation> show the proposed evacuation routes, although the map shows the road at Meadow View starting from the clubhouse. We won't know the actual evacuation direction until an official evacuation order is issued, and that will be determined by the nature and location of the emergency. Along with this meeting's agenda, John H. included an article about the psychology of evacuation, why people refuse to evacuate, and the need to change the message (included at the end of these minutes. **)

MVEST Emergency Handbook

There was no report on the MVEST Emergency Handbook for All and was tabled.

IC Start Here Handbook

John H. is updating the MVEST M V Incident Command “Start Here” Handbook.

Home Replacement Cost Projections

The ad hoc subcommittee John F., David, John H., and Erma, researching home insurance coverage and replacement cost projections will meet on Wednesday, Sept. 29.

Center for Independent Living

John H. included a report proposing a partnership with Marin Center for Independent Living and MVEST. Not everyone had read the report and the vote was tabled until next week. The report is included in full at the end of these minutes. ***

MVEST Steering Committee Expansion

The ad hoc subcommittee of Bill, David, and John H. reiterated the need for additional people to help with MVEST projects. They will be meeting soon.

New Business

The “Emergencies Operation Plan” needs to be revised. It will then be available on the website and with additional information in a new MVEST section in the library.

Next Meeting

Monday, October 4 at 5:00 p.m. on the clubhouse deck or location TBD.

Residents who are not on this committee who would like to attend, please contact John Hansen (johnhansen.emt@gmail.com) so that he may send you an agenda.

Erma Wheatley

* *“Robo Call Bullet Points and MVEST Comments” by Bill Davis read at the meeting:*

First, the Red Flag warning for Novato is issued by the Novato Fire Chief. It is the highest and most serious warning given to a community. The next action, the park will be taken over by the Novato Fire District (NFD) and Police to either evacuate or shelter-in-place and wait for further instructions. The national weather service might put out a Red Flag Warning alert for Marin County but that is often at higher altitudes, 1,000 feet and above. That has happened last year, but the Chief did not put Novato on a Red Flag Warning for lower altitudes. He is very judicious about putting us on a Red Flag Warning. The NFD puts on an extra fire engine company during the warning and posts them where they think or suspect the fire outbreak threat might be. That is a total of six Engine Companies for Novato on duty. I assure you that is not cheap to staff an Engine Company and pay overtime to backfill those hours. The threat is very real, and evacuation preparedness is of the highest priority to save lives.

Second, if one does not take the Red Flag Warning seriously, then there is nothing more we can do. It is the individual's problem. For years, MVEST and the NFD have been pumping out information about being prepared to evacuate. If one wants to stay home and watch TV and pet the cat instead of evacuating when told to do so because they are not prepared, well, we have tried our best to warn them.

Third, I watched a new resident walk by the Red Flag Warning sign in front of the clubhouse a couple of days ago. She paused and casually glanced over at the sign, obviously not reading it completely. She seemed to be more interested in not paying attention to the warning sign than learning about the threat. I was very impressed with her casual indifference.

Fourth, when it comes time to evacuate, I want to be in the front of the line, saying, "Follow me...."

Finally, the bullet points need to be short, to the point, and prioritized for the ignorant, indifferent, casual, and reluctant slow learners in this community. The Red Flag Warning by the NFD is the most serious notice they can and will issue. One can choose to ignore the signs, but one cannot choose to avoid the consequences of ignoring them.

Thank you all for your comments/input. Below is my revised version.

This is the Park manager, Matt Greenberg. The Novato Fire Chief has issued a Red Flag Warning for Novato from (~~Tuesday at 8 p.m.~~) until (~~Wednesday at 8 p.m.~~). The potential for fire outbreak is severe.

- **No BBQs**
- **No outdoor power tools**
- **Be prepared to evacuate if directed**

I don't think it could be simpler or more direct.

Bill Davis

**** The Life-or-Death Science of Evacuation Psychology**

Tim McDonnell

Sep 14, 2018

Scientists are gaining a better understanding of why, no matter the severity, many residents won't heed orders to evacuate

Early Friday morning, Sept. 14, Hurricane Florence made landfall as a Category 1 storm near Wrightsville Beach, North Carolina. Although the storm has lost some of its offshore strength, it's still considered highly dangerous by authorities and is already causing severe flooding. By Thursday, North Carolina officials had issued evacuation orders in 16 vulnerable counties. Some are voluntary, but most are mandatory, covering around 1 million people, according to the state's Department of Public Safety (DPS).

But, as in the cases of Harvey, Maria, Katrina, and other recent high-profile hurricanes, many people have chosen not to follow evacuation orders, putting themselves and emergency responders at risk. Keith Acree, a North Carolina DPS spokesperson, said the state has no way to monitor exactly how many people evacuated ahead of Florence, although he reported a steady stream of inland-bound traffic.

As climate change increases the severity and frequency of catastrophic storms, emergency management authorities are looking for new ways to motivate people to take precautionary action. The answer may be more psychological than technological. Over the last decade, meteorologists have made huge strides in precision weather forecasting, but it hasn't proven to be enough to get more people to move themselves out of harm's way, said Jennifer Marlon, an environmental scientist at Yale. "We need to invest in communication," Marlon said. "There's a recognition that what's going on in people's minds is as important as us getting the models right."

Marlon is part of a growing group of researchers studying the science of disaster risk perception: how people understand their own exposure to hurricanes, wildfires, and other natural disasters, and what they choose to do about it. In other words, what motivates some people to pack up and leave at the first sign of trouble and others to fill their bathtubs, board up their windows, and hunker down? And what's the best way to connect with the holdouts?

What scientists are finding, said Marlon, is that in the case of hurricanes, people often misunderstand the danger they're in, and they lack sufficient information to exercise good judgment.

"To obfuscate about the reality of the science leaves people unprepared."

People tend to underestimate the risk of flooding and storm surge, Marlon said. For example, “there’s a broad misconception that wind is the danger you need to worry about,” she said. “But flooding is what kills the most people.”

In 2014, two years after Superstorm Sandy wracked New York City and the surrounding region, Marlon led a survey of more than 1,000 residents of coastal evacuation zones in Connecticut. She found the respondents broke down into five groups that represent a gradient of willingness to evacuate: first out, constrained, optimists, reluctant, and diehards.

Audience segmentation analysis like Marlon’s has a long history in marketing, but it’s still in its infancy in disaster communications. Still, scientists like Marlon are learning it’s essential for understanding what messages click with certain groups of people.

Figuring out what motivates people to evacuate versus stay home reveals, among other things, a few key barriers to evacuation, including health issues, cost, and even whether people have pets or not. A separate 2011 study from Florida International University pegged the per household cost of evacuating from a Category 3 hurricane to be up to \$525, which may be out of reach for many people.

Marlon’s research also suggests that education is a major factor. Those in the “first out” group tended to be more cognizant of the risk of flooding and understood that they lived in a floodplain, whereas more reticent groups were less likely to understand these factors, suggesting that education on hurricane risks in advance of a particular storm can be effective in convincing people to follow evacuation orders.

Messaging from authority figures, like local police or the governor, are much more effective than messages from the news media, Marlon has found. Role-modeling is also important: In a statement to the local news, for example, data suggests a police chief should talk about evacuating their own family, rather than haranguing residents to evacuate themselves. Fear-based messages—like images of roiling floodwaters and flattened houses—are less effective than practical tips, like how to pack a go-bag.

When climate change enters the mix, everything becomes more complicated, said Wanyun Shao, a geographer at the University of Alabama who studies disaster risk perception in the hurricane-prone Gulf Coast. She’s found through her research that talking about climate change as a global phenomenon doesn’t do much to sharpen peoples’ risk perception—and in Republican-majority areas where climate change is politically polarized, it may even lead people to deliberately ignore risk. “Instead, talk to people about the specific manifestations of climate change that resonate and manifest with them,” she said.

Risk perception also tends to be backward-facing, said Shao. Ask someone to imagine their vulnerability to a future storm, and they're likely to picture the last storm they experienced. That's not especially helpful in a world where storms are increasing in frequency and intensity, and it may be especially dangerous in a place like North Carolina, which has a rapidly growing coastal population full of hurricane greenhorns.

"There are large numbers of people on the North Carolina coast who have not experienced big coastal storms and who don't have that contextual awareness," said Gavin Smith, director of the Coastal Resilience Center at the University of North Carolina.

"There's a recognition that what's going on in people's minds is as important as us getting the models right."

Moreover, the University of Alabama's Shao said one of the most effective means of communicating hurricane risk are flood insurance maps produced by the Federal Emergency Management Agency (FEMA), which are often outdated and do not reflect scientists' most current sea-level rise projections. Shao points out that some neighborhoods in Houston are already rebuilding in areas damaged by Hurricane Harvey without investing in adaptive measures like home elevation or flood insurance because the flood risk maps they're using don't accurately portray future risk.

FEMA also only requires homeowners to purchase flood insurance if they live in the highest-risk areas, which often gives people living immediately outside those areas a false sense of security that doesn't match the real risk, said Rachel Cleetus, a climate policy director at the Union of Concerned Scientists.

"To obfuscate about the reality of the science leaves people unprepared and communities grappling with this on their own," said Cleetus.

Still, there are signs that more people are making the connection between global warming and their own personal risk, said Marlon. Since 2008, her team at Yale has collected public opinion data on a variety of climate change issues, and the team always finds a considerable gap between the number of Americans who believe climate change is happening (70% in 2016) and those who believe it will harm them personally (40%). To be sure, the latter figure is rising quicker than any of the poll's other questions, she said. "People are understanding it's not future generations, and it's not just polar bears. It is affecting us," she said.

That message isn't reaching everyone in North Carolina yet: Within the first few hours of Hurricane Florence's landfall, several hundred people already had to be evacuated from flooded coastal towns.

*** Proposed action for MVEST meeting on 21-09-27 –

Establish a partnership with Marin Center for Independent Living (MCIL). To begin with, please read and understand the information on the MCIL website, especially

<https://www.marincil.org/powered-prepared/partnership.php>

On the first page of the MVEST Emergency Operations Plan (MVEST EOP 140422) the foundations of MVEST are clearly described:

Community Challenge: The Marin Valley Community is vulnerable to various natural and man-made incidents, and risks suffering consequences such as property destruction, personal injuries, and mortality, especially when professional emergency response is delayed. The community HOL created the Marin Valley Emergency Services Team (MVEST) to meet this challenge.

MVEST Vision: Marin Valley is a safe, responsible, and disaster-resilient community.

MVEST Mission: To identify natural and man-made risks to the Marin Valley Community likely to inflict property damage, personal injury or mortality; to reduce risks a priori through community awareness and preparedness, prevention, and mitigations; to provide safe, organized, volunteer responses to incidents when professional responders are delayed; to help support and assist professional responders as needed, and to prepare the community for expedient and comprehensive incident recovery. The implementation of the MVEST Mission is compiled into the Marin Valley Emergency Operations Plan (EOP).

Marin CIL exists to assist persons with all types of disabilities to achieve their maximum level of sustainable independence as contributing, responsible and equal participants in society. Independent Living, as seen by its advocates, is a philosophy, a way of looking at disability and society, and a worldwide movement of people with disabilities who proclaim to work for self-determination, self-respect, and equal opportunities. (<https://www.marincil.org/who-we-are/>)

Over the years we have learned that there is no one-size-fits-all perception for any identifiable risk. This is also true for the perceived ability of an individual to respond (i.e. Responsibility). For example, a power interruption may be a simple inconvenience for one, and a life-threatening challenge for another.

We know that our community contains a broad spectrum of residential capacities to deal with any perceived emergency. However, the capacity of MVEST to match that spectrum is limited—more to the responsible end, and less to the challenged end.

We are not lifeguards!

At best we can hold someone's head above water until a lifeguard arrives.

MVEST has an opportunity to address more of the responsibility spectrum that characterizes our community. MCIL has the potential to assist MVEST to shore up that more challenging end with both services and resources.

MCIL Powered & Prepared Partners receive:

- Staff training to help your clients create Personal Preparedness Plans and access P&P resources
- Promotional materials to raise awareness of the program
- Marin CIL expertise to help build your ongoing support for the local AFN community, including a dedicated Marin CIL staff partner

And please note that the MVEST end of the partnership entails nothing more than taking MCIL seriously and pursuing the organization and the consortium they represent to the benefit of Marin Valley.

Powered & Prepared Partners agree to:

- Participate in two staff trainings provided by Marin CIL
- Promote community resources
- Identify and support at least 25 community members to apply for Medical Baseline Program and other resources
- Provide one narrative of a community member who benefitted from Marin CIL's Powered & Prepared Initiative

I propose that MVEST submit the MCIL partnership form, and further pursue the benefits MCIL has to offer MVEST and Marin Valley. The commitment is minimal, the potential benefit is substantial.

John Hansen