NAPLES ISLAND



























Search + Rescue Medical Care

Evacuation Emotional Care Fire Suppression Water Rescue Communications

Pet Care

Island Visitors

Child Care

CERT: Community Emergency Response Team



Following a major earthquake...
Who will check on you? Check on your pets? Check your home for busted pipes and gas leaks? Put out the fire that just started next door at your vacationing neighbor's house?

In Long Beach, we have but one firefighter per 5,000 residents. If a massive earthquake hits the city, the resulting structural and medical crises will overwhelm emergency response systems. The City is warning residents to be prepared for no services for 3 - 7 days. This means no professional firefighters, no paramedics, no electricity, and no water. As a community, we would be fending for ourselves.

In collaboration with the City and the Long Beach Fire Department (LBFD), Naples now has a community-based emergency response plan that will mobilize residents, employees and visitors to serve as emergency responders until professional responders make it to the island.

LB CERT-Naples is a committee of the NIA championing Emergency Preparedness

and Emergency Response on the island. LB CERT-Naples is shorthand for: Long Beach Community Emergency Response Team-Naples Island. The team's mission is: "Do the greatest good for the greatest number of people in the shortest amount of time."

Across the country, CERT's are formed by volunteers of a neighborhood or workplace who want to be better prepared for the hazards that threaten their communities. In the event of a large-scale incident, these volunteers will mobilize fellow residents, employees and visitors to serve as first responders until professional responders arrive on the scene.

Naples' Plan is based upon two distinct perspectives—BEFORE and AFTER.

BEFORE a major disaster the focus is on...

- Awareness the community knows a plan exists and helps develop the details,
- Commitment the community commits to support the plan, and
- Preparedness community members stock up, connect, plan and practice.

AFTER a major disaster, the focus is on ...

• Action - the community deploys The Plan and fends for itself until professional responders arrive on the scene.

Naples Emergency Response Plan Includes...

- Block-by-block and island-wide communication in concert with the City and professional emergency response partners
- Light search + rescue
- Fire suppression
- Medical care
- Child, senior + special needs care
- Emotional care
- Pet care
- Water rescue + ferrying on/off the island
- Assisting visitors trapped on the island
- Coordinated evacuation

For more information about Long Beach CERT's training program...

- LongBeachCERT.site-ym.com
- 562.570.2525
- CERT@longbeach.gov









SHOW YOUR SUPPORT

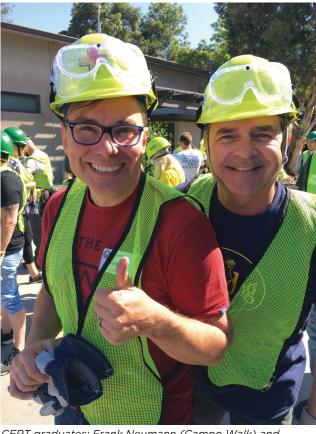
After reviewing The Plan, come back to this page to register in the NIA's emergency preparedness database. The database will be used by your Block Captain(s) to coordinate your area and by the NIA to better understand and coordinate Naples' emergency response resources. Knowing that each islander is aware of, and supportive of The Plan is the first priority.



Return this form (one copy per person) to:

LB CERT—Naples Team • P.O. Box 3687 • Long Beach, CA 90803 or register online at NaplesIsland.org/CERT

Please indicate your level(s) of interest in supporting Naples' Emergency Response Plan: ☐ Community Responder ☐ Informed Resident or Business I'd like to learn The Plan and prepare my If present and capable, I would assist my household. Please keep me informed. Block Captain following an emergency. ☐ Block Captain: Be the communication ☐ Committee Member: *Help develop/* implement the island-wide response plan link to approximately 30-40 households I'd like to learn more about this role I'd like to learn about the committee and (there will be 2-3 Co-Captains per Block). its current volunteer needs/priorities. Name: ____ Address: ______ Phone: _____ Email: Division* Block* * - see map on page 8 I have specific training/experience/interest in the following area(s): ☐ Crisis Counseling ☐ Pet Care ☐ CFRT Graduate ☐ Senior Care ☐ Child Care ☐ Flectrical Work ☐ Fire Fighting ☐ Plumbing ☐ Medical ☐ Emergency Response ☐ First Aid ☐ Carpentry/Construction ☐ HAM Radio Operator ☐ Coordinating/Organizing ☐ Search and Rescue Other: _____



CERT graduates: Frank Neumann (Campo Walk) and Allan Rahn (The Toledo)

The LB CERT-Naples Team is using a series of dots on a large map to track where we have committed supporters. Do you mind if we add a dot to represent your support of The Plan? No personal information or actual address will be listed.

☐ Yes, the team may place a dot on the CERT map at my
property line to note my support of The Plan.

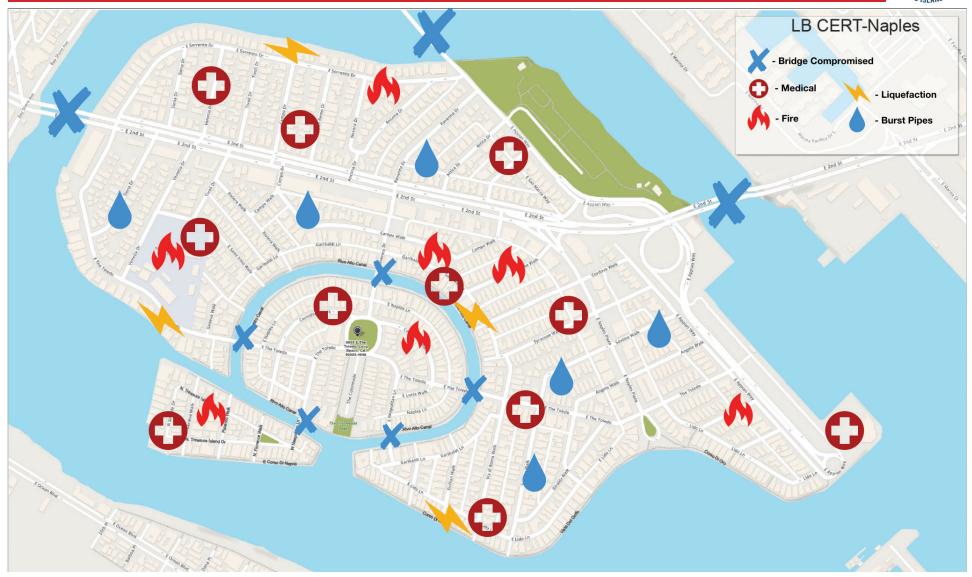
☐ The team may place a dot on the CERT map on my
street, but not specifically within my property lines

🗖 No, I'd prefer yo	u not note my	support of	The Plan	on
the map.				

Internal U	lse:	
DB	3'x5'	Digital Map

DISASTER STRIKES!





What to do AFTER a catastrophic event... Following a major incident (such as an intense earthquake with extreme damage and injuries), always start by securing yourself and your family.

Once you, your family, your pets and your home are safe, place a sign that reads "O.K." in your front window. If you need help and are able, display a sign that reads "HELP." See the last page of this packet for signs.

After tending to family and home, gradually expand your focus:

- Check on your immediate neighbors.
- Report to your designated Block meet-up location to team up with and help others.

THE PLAN - OVERVIEW



More than 4,000 residents, employees, students, and visitors could be on Naples Island when a disaster strikes. That number could easily balloon to over 6,000 during special events such as the Boat Parade and Halloween.

Envision This Scenario...

It's 3:00AM, the middle of a moonless night. A 7.3 earthquake (stronger than the quake of 1933) strikes the coast. Long Beach and Orange County are hit hard. The Long Beach Fire Department is responding to hundreds. if not thousands, of emergencies across the city. It will be days before they make it to Naples. Your loved ones are off the island. Cellular and data are out. No phones. No texts. Power is out - it's pitch black. Water pipes have burst. Gas pipes have ruptured and fires are breaking out. Two of the bridges onto the island have collapsed and the third is seriously compromised. There is no island access by automobile. It's high tide, not even a Duffy can navigate the canals. Many docks have been destroyed or detached from their wall structures. Dangerous debris and rubble are floating, or hidden just below the water's surface.

Liquefaction has caused portions of sidewalks and structures to sink several feet. Downed trees, wires and structures litter the roadways. Your neighbor's frightened dogs are wandering the street having slipped through broken windows. Several of your neighbors are seriously injured. This is a common refrain across the island.

The first hours following an earthquake are the most crucial. Having a community-based plan of neighbors fending for neighbors in structured teams can save lives and ensure everyone safely navigates the catastrophe.

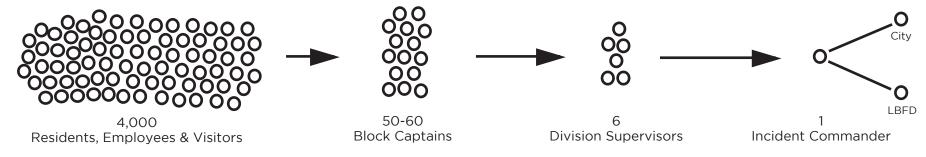
"Naples' emergency response plan is the new gold standard across the city!" — Suzie Price, 3rd District Councilwoman The Plan relies upon CERT-trained volunteers and their neighbors working together, with constant communication and the greatest adherence to personal safety, to address manageable issues before they become major crises.

The Plan incorporates FEMA's proven "Incident Command Structure" to organize volunteers and deploy teams. The Plan also follows structured communication and documentation protocols employed by professional emergency responders.

The Plan...

The NIA has tailored an "Incident Command Structure" that will link all islanders, canvas every corner of the island, streamline communications, prioritize tasks and allocate resources:

- Individuals (residents, employees, visitors) report to designated Block Captains,
- Block Captains (50-60) report to Division Supervisors,
- Division Supervisors (6) report to the Island's Incident Commander.
- The Island's Incident Commander works directly with LBFD, the City, and others.



THE PLAN - BREAKING IT DOWN



AT THE BLOCK LEVEL

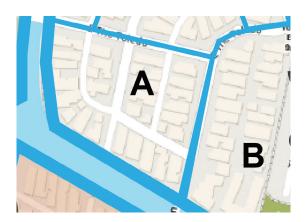
The Plan divides Naples into approximately 50 "Blocks." Each Block contains roughly 30-40 households and has a dedicated volunteer Block Captain. Prior to a disaster, Block Captains help their neighbors become as prepared as possible to navigate whatever happens. Following a disaster, Block Captains will help residents form teams to conduct light search and rescue, extinguish small fires, tend to the wounded, and secure the immediate area as needed.

Also at the Block level, volunteers may be needed to care for children, pets, elderly and those with special needs.

"If we face a quake along the lines of Long Beach's quake of '33, we could be in for a world of hurt."

—Michael O'Toole

NIA President



Block Level

AT THE DIVISION LEVEL

Blocks are clustered into areas called "Divisions." The Island has 6 Divisions. Once a Block is secured, volunteers from that Block will report to their designated Division's Staging Area. For example, the Staging Area for Division 5 is the Colonnade. See the map on Pg 8 for more details.

Volunteers will then check in and be assigned to teams. The teams will be deployed to locations in need of additional assistance. Some teams may take on specialized roles such as assisting visitors.

Any professionally trained emergency responders (such as retired firefighters, doctors, nurses, police officers and military personnel) who live on the Island, will have been encouraged in advance to help by heading to their respective Division Staging Areas. First aid and medical care will be provided in designated areas in each Division or in a centralized location on the island.



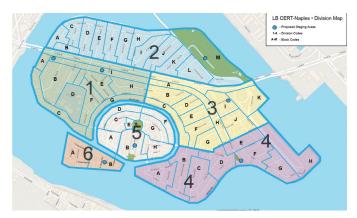
Division Level

AT THE ISLAND LEVEL

Naples Emergency Response Plan includes assistance for non-islanders who happen to be in the area at the time of the disaster. These might be visitors at Mother's Beach, customers at any of the area businesses, or even drivers passing through on 2nd Street or Appian Way. A dedicated outreach team will work with these individuals to tend to the injured and provide food and temporary shelter.

Also at the island level, volunteers will organize a ferry service to shuttle individuals on and off the island from designated launch points.

"CERT volunteers and their neighbors are a vital link in the chain of community preparedness and response." —Jake Heflin Dir. LBFD's CERT Program



Island Level

CERT Starts with Community



I'm not CERT trained and have limited mobility. How can I support Naples Emergency Response Plan?

There's a role in the Emergency Response Plan for every person on Naples Island. And, fortunately, you don't have to drag victims from a crumbled house or rush into a burning building weilding a 15-pound axe to be on the team! In fact, you just commit to learn about The Plan, and gradually work to make your house and family "emergency ready."

First, register your household in our Naples Emergency Response Database. See page 3. This not only lets us know you are aware there is a plan, it also helps us connect the island and manage any scenario that comes our way.

Second, meet your Block Captain to learn about (or help develop) your Block's plan. Visit NaplesIsland.org/CERT for a roster of Captains. You'll discuss topics such as:

- how each person will check in to let others know their status ("I'm okay" or "I need help!");
- who has special needs that would become a factor if electricity were out for days or if evacuation were ordered; and
- who has special skills or emergency equipment that could be of use following a disaster.

Third, if, AND ONLY IF, you want to take it a bit further, you can consider answering

a "call-to-action" following a disaster. Volunteers on your block will take on a variety of roles such as:

- going from house to house to check for gas leaks and shutting off gas valves, if need be,
- helping care for pets that have escaped through broken windows or are temporarily abandoned because their owners are trapped off-island,
- providing emotional care for neighbors who have experienced great loss or are uncertain about loved ones off island.
- organizing food and water for volunteers who are canvasing your street.

There truly are roles for everyone! It's all about community... **neighbors fending for neighbors** until professional responders arrive.

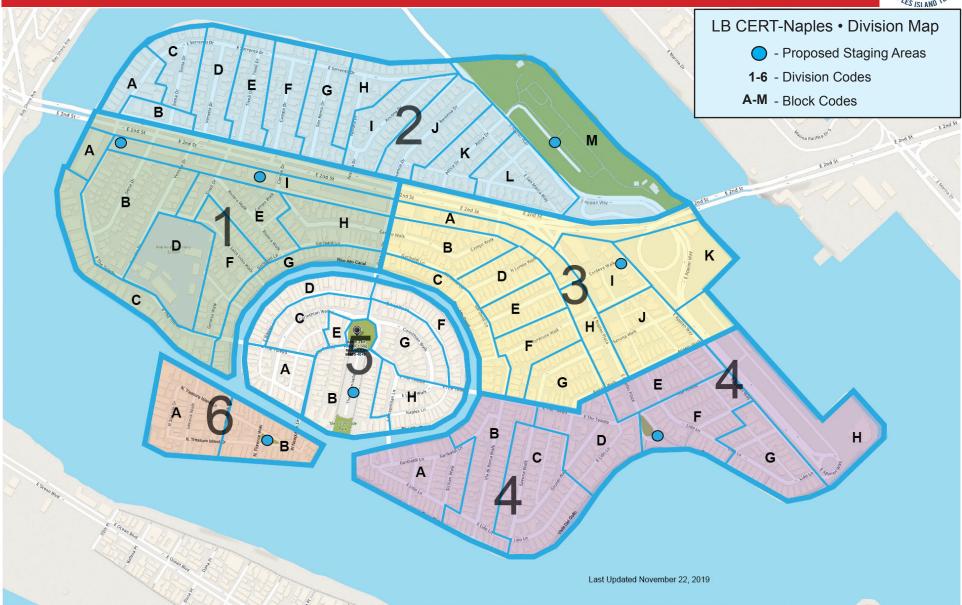
EARTHQUAKE! DROP • COVER • HOLD Stay away from windows. If you're in bed, stay there and protect your head with a pillow. If you're outdoors, find a clear spot away from buildings, trees, and power lines. Drop to the ground. If you're in a car, slow down and drive to a clear place.

-American Red Cross



KNOW YOUR DIVISION AND YOUR BLOCK





For emergency response purposes, Naples has been divided into 6 Divisions and subdivided into approximately 50 Blocks. Each Block contains 30-40 households, and will have at least one dedicated Block Captain. Our goal is to have two to three Block Captains per Block to serve as backups to one another since we don't know who will actually be on the Island when disaster strikes. **Visit NaplesIsland.org/CERT for more details.**

KNOW YOUR BLOCK CAPTAIN



At the heart of Naples Emergency Response Plan is an island-wide network of "Block Captains." Some have been CERT trained, but it is not a requirement of the role. Block Captains provide the crucial communications link between the Incident Command Center and all community members.

BEFORE an Incident: Preparedness

Prior to a disaster, Block Captains help their neighbors become prepared by sharing information and facilitating connections:

- Liaison to LB CERT-Naples Committee
- Learn the island's Emergency Plan
- Share the island's Emergency Plan
- Community outreach
- Create a block Directory
- Connect neighbors
- Gather details about your Block
- Locate gas and water shutoff valves
- Inventory block's skills and supplies
- Champion emergency preparedness. emergency kits, tools and supplies
- Help create reunification plans
- Practice hand radio communications
- Optional training in areas such as: **CERT • CPR • HAM Radio Operation**

AFTER an Incident: Response

Following a major incident, Block Captains will work with Division Supervisors to help all residents navigate the crisis until professional responders arrive on the scene:

- Communications link between block residents and the Division Supervisor
- Secure your Block
- Organize teams:
 - Fire Suppression
 - Search and Rescue
 - Medical Triage
 - Pet Care
 - Child Care
 - Senior Care
 - Emotional Care
 - Assist Visitors

Find your Block Captain with our up-to-the-minute available online at NaplesIsland.org/CERT

BLOCK CAPTAIN DIRECTORY

Community Supporters of Naples' Emergency Response Plan include:



FIFTH CHURCH OF **CHRIST, SCIENTIST**









BEFORE A DISASTER... CHECKLIST



What to do BEFORE a catastrophic event

- ☐ Know your Block's identification code. See Division/Block map on page 8.
- ☐ Know your Block Captain and Naples Emergency Response Plan. For a list of Captains, visit NaplesIsland.org/CERT
- ☐ Participate in your "Block Meet-Up." Learn who has special needs, emergency supplies, and how each person can lend their unique skills following an incident.
- ☐ Identify three "Emergency Response Buddies" to check on you, your family, your pets and your property. Commit to being someone else's emergency response buddy.
- ☐ Stock up on water—1 gallon per person per day, and food items... enough for every person and pet in your household for 3-7 days.
- ☐ Have an emergency kit with medical supplies, and a week's worth of any medications.
- ☐ Have supplies and tools strategically located: fire extinguishers, crow bar, shoes, flashlights, spare batteries, escape ladder, crank or solar radio.
- ☐ Have a family reunification plan, including a distant contact in case local communications are overwhelmed.
- ☐ Have an island-evacuation plan that does not rely upon a car.

FEMA's 12 Ways to Prepare

- ☐ Sign up for Alerts and Warnings
- ☐ Make a Plan
- ☐ Save for a Rainy Day
- ☐ Practice Emergency Drills
- ☐ Test Family Communication Plan
- ☐ Safeguard Documents
- ☐ Plan with Neighbors
- ☐ Make Your Home Safer
- □ Know Evacuation Routes
- ☐ Assemble or Update Supplies
- ☐ Get Involved in your Community
- ☐ Document and Insure Property

Register with Alert Long Beach at

www.longbeach.gov/disasterpreparedness/alert-long-beach

In the event of an emergency, severe weather, or any incident that impacts city operations, a text message and/or voice message will be sent to your cell number and or email address.

Additional Earthquake and Tsunami Apps

- ShakeAlertLA
- QuakeFee Earthquake Alerts
- Earthquake: American Red Cross

Would you like to be a Block Captain or serve on Naples' Island-wide Emergency Response Implementation Committee? Let us know. Return the Show of Support form on page 3 or register online at NaplesIsland.org/CERT



The Spencer Snyder Group is proud to support the LB CERT Naples Island Team

DRE #01912506



BEFORE A DISASTER... CHECKLIST



Evacuation Kit—"To Go Bag" (TsunamiZone.org)

Water
Snacks
Flashlight
Portable Radio
Emergency Blanket
Cash (small denominations)
Insurance Information
Prescription Meds
Contacts/Glasses
First Aid Kit
Charging Cables
Battery Pack
Shirt
Pants
Underwear
Socks
Shoes
Jacket
Toothpaste
Toothbrush
Soap
Pens
Chalk
Toilet Tissue
Facial Tissue
Games/Toys
Diapers/Formula



• Leadership Team

Partners and Sponsors





COUNCILWOMAN
SUZIE PRICE
Community | Creativity | Collaboration

COUNCILWOMAN SUZIE PRICE

SUPPORTS NAPLES ISLAND

and the community-based Emergency Response Plan. Thank you for your service, unparalleled community collaboration, and emergency preparedness.

EMERGENCY PREPAREDNESS SPONSORS

- As of Nov. 2019 -

CHAMPION LEVEL

Naples Improvement Assocation



SEARCH + RESCUE LEVEL







TEAM BUILDING LEVEL



LONG BEACH YACHT CLUB



TAKE ACTION LEVEL











Daniel Iketani/crisisproducts.com • Elite Tax & Accounting Service, Inc.

John Angelo • Nancy Eisner • Linda and Allan Rahn

SAFETY FIRST LEVEL

Anchor Seaport Escrow • Artzón Enterprises, LLC (Cover Art) Chicago Title • Tina Everson

PREPAREDNESS COUNTS LEVEL

AXIS Classical Pilates Studio • Betty Brite Cleaners
Caught In the Moment Photography • Polly's Gourmet Coffee

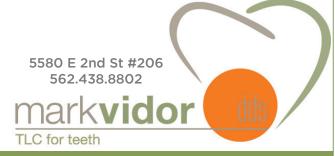
E ORIANA SHEA GROUP

562-270-1775



Proudly supports
Naples Island
and its
Community-based
Emergency
Response Plan





Mark Vidor, DDS is a proud supporter of Naples' Emergency Response Plan

BEFORE A DISASTER... WORKSHEET



Create a paper copy of the contact information for your family and other important people/offices, such as medical facilities, doctors, schools, or service providers. Make sure everyone carries a copy in their backpack, purse, or wallet. If you complete your Family Emergency Communication Plan online at ready.gov/make-a-plan, you can print it onto a wallet-sized card. If you are using a mobile phone, a text message may get through when a phone call will not. This is because a text message requires far less bandwidth than a phone call.

My Division* My Block* Emergency Meeting Places	*See map on Pg 8
Outside of House	
On our Block	
Off Island	
Out of Town	
My Block Captain	
Address	
Email	
Out-of-Town Contact	
Email	
Name	
Address	
Email	
Name	
Address	
Email	
Name	
Address	
Email	
Address	
Email	

Important Numbers or Information (FEMA)

Police
Fire
Poison Control
Doctor
Doctor
Pediatrician
Dentist
Hospital/Clinic
Pharmacy
Medical Insurance
Policy #
Medical Insurance
Policy #
Homeowner/Rentral Insurance #
Policy #
Flood Insurance #
Policy #
Veterinarian
Kennel
Electric Company
Gas Company
Water Company
Alternate/Accessible Transportation #
School
School
Other #
Other #
Other #

EMERGENCY PREPAREDNESS RESOURCES





Naples Improvement Assocation









LB CERT-Naples Team

LBCERT.Naples@gmail.com NaplesIsland.org/CERT

Naples Improvement Association

NaplesIsland.org P.O. Box 3687 • Long Beach, CA 90803

Long Beach CERT

CERT@longbeach.gov LongBeach.gov/fire/ community-outreach/CERT 562.570.2525

Ready.Gov/CERT

National-level CERT overview

City of Long Beach Dept of Disaster Preparedness

LongBeach.gov/disasterpreparedness

Red Cross

CPR classes in Long Beach RedCross.org/local/california/take-a-class

FEMA

Checklists & Toolkits
FEMA.gov/preparedness-checklists-toolkits

LA County Emergency

County-level tips, contacts, checklists LACounty.gov/emergency

Earthquake Country Alliance

Seven steps to earthquake safety earthquakecountry.org

WireCutter

Emergency Preparedness Product Reviews thewirecutter.com/reviews/emergency-preparedness

Southern California Earthquake Center

Earthquake studies and tracking scec.org

Ready Long Beach

Emergency Preparedness Expo readylongbeach.org

Governor's Office of Emergency Services

California based planning and preparedness caloes.ca.gov/individuals-families

United States Geological Survey

Earthquake studies and monitoring earthquake.usgs.gov





After a disaster, if you and your family are "OK", place this card in your front window or securely tape it to a door facing the street. CERT volunteers will first check houses with no cards or "HELP" cards displayed. CERT volunteers will later check houses with "OK" cards to make sure neighbors are still OK.



We are OK and have evacuated. Contact us at:



Use tape or two bandaids to hang this OK/HELP card.

BEFORE A DISASTER, put two bandaids in this booklet and put the booklet under your bed, along with sturdy shoes, leather gloves, a flashlight with spare batteries, and a crowbar. AFTER A DISASTER, use the bandaids to hang this card on the front door or in a window so it is visible from the street.



We have evacuated. Contact us at: