



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Aldinger and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Charlie Bean, Project Manager
Tony DiGenova, Police Lieutenant
Leadership Manhattan Beach, Class of 2008

DATE: May 6, 2008

SUBJECT: Presentation of the 2008 Leadership Manhattan Beach "Project Life Saver."

RECOMMENDATION:

Staff recommends that the City Council discuss and support the Leadership Manhattan Beach Class of 2008 project, aptly named "Project Life Saver."

FISCAL IMPLICATION:

There are no fiscal implications associated with the recommended project.

- The 2008 Leadership class will provide funding to support the reproduction and distribution of 10,000 Envelopes of Life with an information sheet on creating a 72-Hour Emergency Preparedness Plan, 3,000 reusable grocery bags and 350 complete 72-Hour survival kits.
- Beach Cities Health District awarded a \$3,000 grant to LMB Class of 2008 as part of their Micro-Enrichment Grant Program towards the purchase of 72-Hour survival kits.
- City of Manhattan Beach Parks & Recreation contributed \$1,000 towards the purchase of (48) complete 72-Hour survival kits.

BACKGROUND:

Leadership Manhattan Beach (LMB) is a nonprofit organization that provides a unique leadership training program to residents and friends of the city of Manhattan Beach in an effort to identify and develop community leaders. This program provides an opportunity for program participants to increase their knowledge of the Manhattan Beach community and develop a growing network of individuals who can help each other address community issues.

The first graduating class was the Class of 1992, and sixteen classes later, the program continues to grow and gain the respect of the community. This year's class of 2008 includes 31 members comprised of six juniors from Mira Costa High School and 25 adults representing local business owners, career professionals, retirees and City employees.

In this nine-month course, participants explore the governmental, economic, environmental, educational and social systems of Manhattan Beach. The first half of the nine-month course provides opportunities for participants to learn about their community, to enhance their leadership skills and to explore current issues through conversations with civic leaders and corporate sponsors, seminars, field trips and a weekend leadership retreat. The second half of the program is devoted to developing and implementing, as a class, a project that will significantly benefit the community.

This year's class selected a project with a focus on emergency preparedness, aptly named "Project Life Saver". Our mission statement is "To provide the Manhattan Beach Community with life saving tools and information that will empower individuals to take care of themselves and others in the event of an emergency."

We have obtained support and endorsement for "Project Life Saver" from Rod Uyeda, Chief of Police and Scott Ferguson, Fire Chief.

DISCUSSION:

Rationale for the Project:

It is not a matter of "if", it is a matter of "when" we as individuals or as a community will be faced with an emergency, whether it is on the smaller scale of an accident at home or of a larger scale such as an earthquake or an act of terrorism. When incidents of this kind strike, it is imperative that we have the ability to respond as an individual to help ourselves, our loved ones, our neighbors or perhaps at a much greater scale, our community. Being prepared and having the right tools and information will help to ensure that we maximize our survival rate.

Project Scope:

The scope of the tools and information of our project are: (1) to reproduce and distribute the "Envelope of Life" (EoL) along with an information sheet on how to create a 72-Hour Emergency Preparedness kit, (2) distribute 350 complete 72-Hour emergency preparedness kits, with particular emphasis to identified seniors within our community, and as an added interest and commitment to the environment by class 2008, distribute 3,000 reusable grocery bags at the Earth Day Event on April 19, 2008.

The project, as with any other Leadership Manhattan Beach projects, will require means of sustainability long after Class 2008 graduates. In order to meet this prerequisite, Class 2008 will create a "PDF" version of the "Envelope of Life" to be linked to the currently existing Manhattan Beach Fire Department website. Furthermore, we will create and launch our own class website of www.mblifesaver.com. We feel that this approach will serve the community with important Emergency Preparedness information for years to come.

Fundraising:

In order to raise the money for this project, LMB 2008 held a fundraising event on Sunday, March 2nd, 2008 from 5:30pm to 8:00pm at The SHADE Hotel. Tickets to this event were sold at \$35.00 per person and at this event; there was a raffle and a live auction of goods/services donated by local merchants. In addition to this fundraising event at The SHADE Hotel, our class secured private donations, corporate sponsorships and was awarded grant monies from the Beach Cities Health District Micro-Enrichment Grant program.

Implementation:

There are five channels of distribution for the 10,000 Envelopes of Life and 72-Hour information sheets, 3,000 reusable grocery bags and 350 complete 72-Hour survival kits. This project will be completed by May 16th, 2008:

- 10th Annual MBCC Women In Business Conference (completed on 04-18-2008)
 - Approximately 475 attendees
 - Awareness elevated
- Earth Day Event at Polliwog Park (completed on 04-19-2008)
 - Approximately 6,500 attendees
 - 3,000- 3,500 EoLs were distributed
 - 2,500 reusable bags were distributed
- Neighborhood Watch Block Captains “Delivery to Their Door” Campaign (completed on 04-26-2008)
 - 122 NW Block Captains signed up to receive the EoLs
 - 2,000+ EoLs were distributed
 - 122+ reusable bags were distributed
- MB Police & Fire Departments Open House Event (pending completion on (05-10-2008)
 - Anticipate 1,200 to 1,500 attendees
 - EoL’s will be distributed
 - 100 complete 72-Hour survival kits will be distributed on a first come, first serve basis, one per household.
- MB Senior Health Fair at The Joslyn Community Center (pending completion on 05-16-2008)
 - Anticipate 200 to 250 attendees
 - EoL’s will be distributed
 - 200 to 250 complete 72-Hour survival kits will be distributed to identified senior citizens, one per person.