

CITY OF EUREKA
TSUNAMI PREPAREDNESS OUTREACH PLAN
CASCADING STAKEHOLDER STRUCTURE

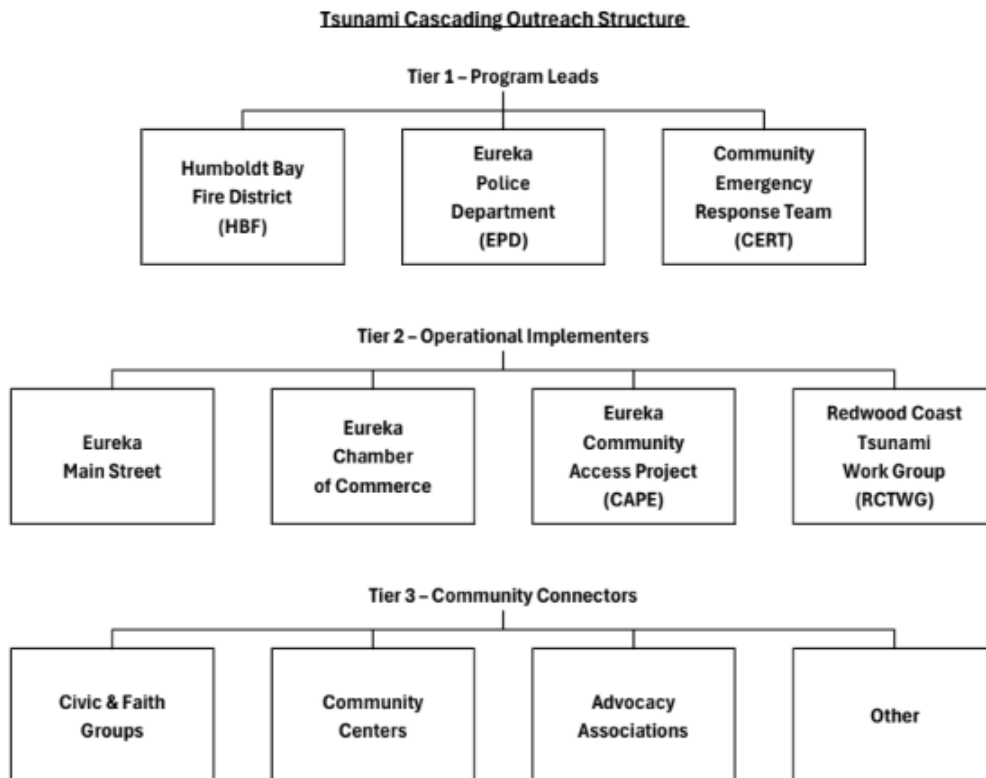
PURPOSE

To enhance community resilience and preparedness for tsunami events through targeted outreach, education, and collaboration with regional and local businesses, community organizations, and the residents and homeless population.

OBJECTIVE

Establish a cascading outreach structure that mobilizes key stakeholders across three tiers to disseminate tsunami preparedness messaging, coordinate drills, and engage vulnerable populations.

The three tiers are: (1) Program Leaders, (2) Operational Implementers, and (3) Community Connectors.



Tier 1: Program Leaders

Stakeholders: First Responders Humboldt Bay Fire District (HBF), City of Eureka Police Department (EPD), and Community Emergency Response Team (CERT).

Role: Initiate outreach, set messaging priorities, activate Tier 2.

Tier 2: Operational Implementers

Stakeholders: Eureka Main Street, Eureka Chamber of Commerce, Eureka Community Access Project (CAPE), and Redwood Coast Tsunami Working Group (RCTWG).

Role: Translate program directives into community-level engagement.

Tier 3: Community Connectors

Stakeholders: Civic and faith-based organizations, neighborhood and community centers, advocacy groups, and other entities representing local interests.

Role: Amplify messaging to the public, especially vulnerable populations.

PROTOCOL

• Leverage Partnerships

- **HBF, EPD, and CERT** to collaborate to engage and train **regional businesses** for employee and customer safety.
- **Main Street** and **Chamber of Commerce** to reach local vulnerable and guardian businesses.
- **Community Access Project Eureka** (CAPE) to reach vulnerable homeless populations.
- **Redwood Coast Tsunami Work Group** (RCTWG) to engage local civic and faith-based organizations, neighborhood and community centers, advocacy groups, and other entities representing local interests, to extend outreach to their members.
- **Media, civic leaders, and other influencers** to champion preparedness efforts.

• Messaging Priorities

- Know Your Zone: Identify tsunami hazard areas.
- Earthquake First, Tsunami Second: Evacuate immediately after strong shaking.
- Go High, Stay High, Stay Away: Reach high ground and remain until official all-clear.

- **Build Trust Through Transparency and Communication**
 - Host regular meetings and forums to discuss emergency plans and gather input.
 - Share updates and success stories through local media, social media, and newsletters.
 - Provide clear, accessible information about risks, plans, and resources.
- **Use Multiple Communication Channels**
 - Distribute educational materials to outreach recipients and at community events.
 - Utilize social media platforms for timely updates and interactive engagement.
 - Collaborate with emergency notification systems (text alerts, apps, sirens) and ensure residents know how to sign up.
- **Make Outreach Inclusive and Accessible**
 - Collaborated with distribution of translated materials into languages spoken in the community.
 - Ensure outreach efforts reach vulnerable populations (homeless, elderly, disabled) through tailored sessions and resources.
- **Recognize and Reward Engagement**
 - Publicly acknowledge individuals, businesses, and organizations that demonstrate exemplary preparedness.
 - Offer certificates, awards, or incentives for participation in drills and outreach activities.

REGIONAL BUSINESS OUTREACH

- **Objective:**

Develop and implement engagement plans to assess and improve tsunami preparedness among high-risk regional businesses and governmental facilities.
- **Actions:**
 - Identify and prioritize regional businesses/facilities by risk level (e.g., proximity to coast, intensity of occupancy, exposure to hazardous materials).

- Schedule face-to-face meetings with outreach recipients to review and update mitigation and preparation plans.
- Collaborate with CERT to review and assist in updating each business's tsunami preparedness plan, and in providing tailored training and resources for businesses with vulnerable employees and customers.
- Document outcomes and follow up regularly.

LOCAL BUSINESS OUTREACH

- **Objective:**

To support tsunami-vulnerable (by facility location and/or employee/customer exposure) local businesses in hazard mitigation and tsunami education.

- **Actions:**

- Partner with Eureka Main Street for outreach to vulnerable Old Town businesses, and with the Chamber of Commerce for outreach to other vulnerable local businesses.
- Coordinate with Main Street and the Chamber to identify vulnerable local businesses (e.g., small shops, restaurants, guardian businesses) and provide introductions and support.
- Collaborate with CERT to provide tailored training and resources to Main Street and the Chamber for engaging their outreach recipients, and assist them in organizing workshops, distributing educational materials, and helping develop mitigation strategies and emergency plans.
- Track participation and preparedness improvements.
- Recognize businesses that demonstrate exemplary preparedness.

ORGANIZATION OUTREACH

- **Objective:**

To engage and mobilize local organizations to extend outreach to members within their networks.

- **Actions:**

- Identify prominent, influential civic organizations (such as Rotary, faith-based groups, neighborhood associations).

- Recruit leaders from the influential organizations and equip them with outreach materials and training
- Collaborate with CERT to provide tailored training and resources to the recruited leaders for engaging their members and training and assisting them in developing mitigation strategies and emergency plans.
- Recognize and reward active participants.

HOMELESS POPULATION OUTREACH

- **Objective:**

To ensure vulnerable homeless populations receive tsunami hazard education and support.

- **Actions:**

- Partner with Community Access Project Eureka (CAPE) for outreach to vulnerable homeless populations.
- Collaborate with CERT to provide tailored training and resources to CAPE for engaging their outreach recipients, and assist them in organizing workshops, distributing educational materials, and helping develop mitigation strategies and emergency plans.
- Maintain ongoing communication and support.