



## Walnut Creek CERT Strategic Plan for 2017-2022

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Citizen Corp Council  
**Approved by:** CERT Leadership Team on March 20, 2017

**Mission:** Helping people help themselves and their community prepare and prevail in an emergency.

*CERT educates individuals about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations. To date, roughly 1,700 Walnut Creek residents have taken our CERT courses with approximately 650 graduates continuing to remain involved with the CERT program. The following will guide how those volunteers continue to grow and improve this vital, community orientated, and life-saving program.*

### AT A GLANCE: Strategic Planning Priority Areas – 2017-2018

CERT Leadership identified the following projects as top priorities for the upcoming CERT training year in **Table 1** below. These priorities and their specific focus projects help increase the breadth and success of CERT in Walnut Creek (described in more detail in the “A DETAILED LOOK” section). Groups of leaders and their designated volunteers will form work groups to manage and complete each project.

**Table 1. First Year Priority Areas - Top Focus Areas**

Priority Area	Projects for Year 2017-2018
Recruiting and Retention	<ul style="list-style-type: none"> <li>• Continuing education</li> <li>• Recruiting new students and teachers</li> <li>• Keeping students engaged</li> </ul>
Standardization	<ul style="list-style-type: none"> <li>• Improved use of Incident Command System (ICS) and coordination with the City</li> <li>• Activation plans and field operations guide (FOG)</li> <li>• CERT website with standardized documents</li> <li>• Improved technology plans/road map</li> </ul>
Training and Drills	<ul style="list-style-type: none"> <li>• Regular deployment and practice</li> </ul>
Funding / Public Relations	<ul style="list-style-type: none"> <li>• Pursue grants and strategic partnerships</li> <li>• Form an outreach committee</li> </ul>

## PREVIOUS PRIORITIES

In 2015, the Citizen Corp Council approved the 2015-20 CERT Strategic Plan. The Plan identified four Priority Areas and established 2- and 5-year goals for each Priority.

**Table 2. Priority Areas for 2015-2020**

Priority Area	Focus
Standardization	<ul style="list-style-type: none"><li>• Develop, implement, and follow consistent standards for all CERTS</li><li>• Standard Operating Procedures/position checklist, forms, maps, supplies, radio communication</li></ul>
Recruiting and Retention	<ul style="list-style-type: none"><li>• Expand the number of trained and active CERTS in Walnut Creek</li><li>• Increase trainers, new CERTs, retention plans, continuing education, City CERT program</li></ul>
Training and Drills	<ul style="list-style-type: none"><li>• Develop and maintain CERT skills</li></ul>
Funding / Public Relations	<ul style="list-style-type: none"><li>• Through strategic communications, increase awareness of the value of CERT and ensure continued funding of the CERT program</li></ul>

## LET'S CELEBRATE: What we accomplished from the 2015-2020 Strategic Plan

- Standardized code of conduct for all CERTS
- Draft mobilization protocol written and updated with State's DSW requirements
- Increased the amount of trainers with multiple T3 attendees
- Added over 150 new CERTs to our teams
- Implemented a DSW status recertification process and notified all existing CERTS of recertification requirement
- Rotated and involved CERTs in new class drills
- Utilized CERTs for activations during planned and real emergencies
- Updated radio antennas
- Activated CERTs and CEROs during EOC training and drills
- Utilized community intern to create a database inventory
- Standardized maps for all staging areas, supply lists for animals, and other materials
- Pursued grant opportunities and worked with local corporations

## **A DETAILED LOOK: 2017-2022 Strategic Planning Meeting**

### **PRIORITY AREA: RECRUITING AND RETENTION**

**Expand the number of trained and active CERTs in Walnut Creek.**

#### **1-year goal:**

- Continuing education offered quarterly to existing CERTs
- Recruiting new students/teachers from various neighborhoods

#### **2-5 year goals:**

- Increase trainers: at least 2 people qualified to lead each CERT topic
- Increase annual number of new CERT graduates
- Develop a strategic retention plan
- Revitalize Continuing Education Subcommittee
- Provide CERT training for City Employees

### **PRIORITY AREA: STANDARDIZATION AND COORDINATION**

**Develop, implement and follow consistent standards throughout Walnut Creek CERT. This shall include operating procedures, easy access to resources online, situational awareness guides, cache inventories, radio communications, and organizational coordination.**

#### **1-year goals:**

- Improved use of Incident Command System (ICS)
- Streamlined coordination with the City and other response agencies
- Update field planning documents: field operations guide (fog), IAP, etc.
  - Standardized Incident Action Plan (IAP) developed and in place for all CERT Areas
- Improved technology plans/road map
- CERT website with standardized documents
  - Create online document library containing all standardized forms, protocols, job descriptions, and training information
  - Master equipment list for all CERT Areas showing status

#### **2-5-year goals:**

- Sync with City and other response agencies protocols for emergency activations
- Assist in coordinating Contra Costa County's Points of Dispensing (PODS) Program
- Review and update standard operating procedures/checklists as needed
- Review all 2-year goals and update as needed

## **PRIORITY AREA: TRAINING AND DRILLS**

### **1-year goals:**

- Regularly deploy CERTs to City events and other disasters
- Identify training gaps and create ongoing independent study programs
- Create succession plans for trainers and increase the number of trainers available
- Create standardized education training templates, presentations, and handouts
- Provide additional new CERT training opportunities
- Hold a citywide drill involving all CERT Areas and the CERT Liaison in the EOC (does not need to be as involved as graduation drills, but needs to include setting up Command Posts and communication links)

### **2-5 year plan**

- Create a 2-year “Continuing Education” Training Plan that will be updated on an annual basis and posted on the Walnut Creek CERT website
- Every CERT Area has its own mini-drill
- Unannounced citywide CERT drill
- Create and implement a continuing education training module on extraction and transportation of victims
- Rotate CERT Final Class Drill location twice per year
- Provide CERT Area Incident Commander / Incident Action Planning process training for CERT members
- Encourage CERT Area Incident Commanders and Planning, Operations and Logistics Section Chiefs to complete ICS 100, 200, 700 and 800 training

## **PRIORITY AREA: FUNDING / PUBLIC RELATIONS (DEVELOPMENT)**

### **1-year goals:**

- Pursue grant opportunities and strategic partnerships
- Create an outreach/development committee
  - Coordinate fund-raising and public relations. Create a PR kit that includes press releases, brochures and other promotional materials; post on website for easy access

### **2-5-year goals:**

- Continue to find opportunities to talk to service groups and other organizations about CERT.
- Update outreach materials as needed.
- Request assistance from the other community organizations.