FY 08 – Year in Review

Accomplishments

FY 2008
2008: A Successful Year!

- Received FBI Director’s Community Service Award
- Awarded $800,000 in grants
- First agency in state to deploy Cal/Gang Mobile
- Enhanced ARJIS public and law enforcement only Web sites
- Increased network capacity, reliability, and security – model for the State
- Newest ARJIS member - California Department of Corrections – 75 ARJIS agencies

ARJIS Web Site - A Big Hit with Officers!

- 9,000 visits per week
- Customized agency pages
  - District Attorney’s Office
  - El Cajon Police Department
  - Escondido Police Department
  - Harbor Police Department
  - Oceanside Police Department
- New Chiefs'/Sheriff’s page for secured sharing
- Postings for current crime bulletins, photos and ‘Be on the Lookout’ alerts
ARJIS Supports Regional Robbery Team

- New robbery web page is “one stop shop” for sharing information and posting robbery bulletins

- Distribution list of 120+ robbery investigators sends real-time alerts and photos

- Customized maps show robbery hotspots and trends

Hot Spot and Bank Robbery Maps
k3     Have we had any success stories yet?
        kmugg, 08/07/2008
Inter-agency Communication Solves “Soda Cooler Bandits” Series

“We had a series of robberies at mini-marts. SDPD sent an alert via the Regional Robbery distribution list. El Cajon PD advised they had a similar case and provided a partial license plate, which led to an address. When the suspects hit for the final time, SDPD arrested a female who confessed to being the getaway driver in several of the cases. Series solved!”

Lt. Vince Villalvazo, SDPD

Crime Mapping for Executives – ARJIS Dashboard

- Pre-programmed views of crime data
  - By geography (citywide, sector, beat)
  - By crime types
  - By timeframes
- Data displayed as:
  - Maps (incidents, hotspots)
  - Charts and graphs
  - Reports
- Rolled out to the Police Departments of Chula Vista, Escondido, El Cajon, and Harbor
Escondido Dashboard Views

Powerful Mapping Tools Used by Community & Officers

- Public mapping website gets 20,000+ visits monthly
- ‘Law Enforcement Only’ website:
  - Officers create their own maps
  - Displays exact addresses
  - New data sources (e.g., outstanding warrants, 911 calls for service)
  - Direct links to ARJIS for details on arrests, traffic accidents, etc.
Wireless Program Expands

- Over 600 devices in use by 32 agencies
- First in state to launch Cal/Gang Mobile
- Testing new PDA hardware & tools (group messaging, notes sharing, and GPS locating)

Cal/Gang Mobile Identifies Homicide Witnesses

“The victim was a gang member who was pronounced dead on scene. I used my PDA to ID the victim's companions – who had fled the scene and were some of the only witnesses. I used Cal/Gang Mobile to ID these witnesses using their gang monikers while in the field. This was good, fast, reliable information that helped me on the investigation.”

Investigator Chula Vista PD
Progress Continues on Existing Projects

- Interface with Sheriff’s new records management system (NetRMS) that will load data real time into ARJIS and eliminate duplicate data entry

- COPLINK upgrade includes booking photos and links to Los Angeles

- Interface with ICE database (23 million criminal DHS records)
  First region in the country to partner with ICE

Increased System Performance, Capacity, Reliability and Security

- Upgraded network hardware and software

- Reconfigured database back-ups: more reliable and efficient

- Installed remote access system that meets FBI security standards
ARJIS Grants

• 2 New Grants awarded in 2008:
  – ONASAS: ARJIS Officer Notification and Smart Alerting System
  – TACIDS: Tactical Identification System

• Grants completed in 2008:
  – STAR - GPS Location

• On-going Grants:
  – SRFERS – Inter-state Photo Sharing (Driver’s License, booking, and corrections)
  – DVCS - Domestic Violence Communication System
  – SmartSearch – “Google for Cops”

ARJIS Priorities for FY09

• Regional eWatch
• Grants
• Sheriff’s RMS Interface
• Enterprise ARJIS
Regional eWatch

New Grant: ONASAS
(Officer Notification and Smart Alerting System)

- Awarded $372,000 to develop an automated e-mail alerting system
- Officers can request automatic alerts on:
  - Wanted persons
  - Vehicles
  - Locations
  - Phone numbers
New Grant: TACIDS
(Tactical Identification System)

- Awarded $418,000 to develop biometric facial recognition system
- Match photos taken in the field against 800,000+ regional booking photos

Enterprise ARJIS Architecture
Accomplishments

FY 2008

Producing Useful Information

Percent Rating as Useful

Crime: 98%
MY Crime: 95%
Arrest: 90%
Vic/Sus: 87%
SAM: 84%
Budget: 68%
Working with Local Jurisdictions

- Completed fifth survey of Chula Vista residents for the Police Department
- Made presentations at council meetings
- Transitioned to electronic method of updating statistics to save time
- Partnered in several federal grant proposals

Collaborating with Community Partners

- Active partner on the Meth Strike Force and assisted in evaluating the Crystal Darkness media campaign
- Worked with The Children’s Initiative to document statistics for The Report Card on Children and Families
Helping to Address Gang Issue

- Research partner for Project Safe Neighborhoods
- Evaluating project targeting gang violence in North County
- Member of the San Diego Gang Commission and research partner working with local jurisdictions to capture regional gang/gun statistics

Providing Statistics on Drug Use

- Study of arrestees finds meth, cocaine more difficult to buy
- Half of methamphetamine users also reported that they tried to buy the drug in the past 30 days
- Females interviewed by the numbers
Evaluating Largest San Diego County Re-Entry Program

Informing the Juvenile Justice Community

- Phase II of the Disproportionate Minority Contact (DMC) Project
- Study on issue of teen prostitution
- Evaluation of in-custody programming for the Probation Department
- Evaluation of project to address mental health needs
Increasing Design Sophistication

- Cost-benefit analysis
- Mapping and time series analyses
- Techniques to make up for lack of random assignment
- Merging different data sets to inform public policy

Receiving National Recognition

- Recognized by the American Probation and Parole Association
- National publication of SAM data regarding meth issue in San Diego
- Member of NIJ/NIC Research Network to inform national research policy
Coming Year

- Continue to enhance Clearinghouse products
- Explore usefulness of new products
- Investigate new funding sources for the region

Accomplishments

Public Safety Committee

FY 2008
Promoting Public Safety and Justice

- Series of workshops on law enforcement and fire training
- Published quarterly PSC Dispatch
- Presentations from members, including Probation and Tribal Governments
- Presentations from the community, including drug prevention, 211, and The Children's Initiative

FY 08 – Year in Review

AUTOMATED REGIONAL JUSTICE INFORMATION SYSTEM

CRIMINAL JUSTICE RESEARCH
Regional Resources

Air Assets
Technology
Communication/Intelligence
Programs
Equipment
Air Assets

Name: Copter 10 & 12
Capacity: 375 Gal
Refill: 17 seconds
Capacity: 1 Fire Crew
Address: Gillespie Field
1960 Joe Crosson Drive
El Cajon, CA 92020, USA
Super Scooper

Name: CL - 415
Units: 2
Capacity: 1600 Gal
Refill: 10 Seconds
Address: Ramona Airport
Ramona, CA 92065 USA

Air Assets
- Copter 10 & 12
- Super Scooper

Technology

Communication/Intelligence

Programs

Equipment
WebEOC

WebEOC 6.5
Agencies: 200+
Inventory: 1500+
Purpose: Crisis information management system and secure real-time information sharing.

Regional Technology Partnership

Regional Technology Partnership
Established: 2005
Members: 9
Purpose: Facilitate the coordination, cooperation, and collaboration of regional policies, goals, and initiatives to ensure support of the regional security strategy.
Regional Technology Partnership

- WebEOC
- Regional Technology Partnership
- AlertSanDiego

Communication/Intelligence

AlertSanDiego

Purpose: Mass Communication System
Landlines: 2,000,000+
Cell Phones: 97,000+
System Communications: Cell, VoIP, telephone, email address, TTY/TDD
Radio Cache

Location:
County Operations Center
Building 5
5555 Overland Ave
San Diego, CA 92123

Equipment:
32 VHF Radios in kits of 16
32 800 MHz Radios in kits of 16

Programs
3Cs
Radio Cache
RTTAC
JIC
RCS

Equipment
Regional Terrorism Threat Assessment Center

Purpose: To prevent terrorism in San Diego County. To mitigate effects and recover from terrorism.
Task Force: Law enforcement, fire, public health, and emergency service.

Joint Information Center

Purpose: Collocated group of agency representatives designated to handle public information needs.
Location: 5555 Overland Ave, San Diego, CA, 92123.
Regional Communication Systems

Purpose: Regional public safety/public service wireless radio network.

Equipment: 43 separate radio microwave repeater sites using over 153 frequency at over 80 agencies.
Chaplaincy Program

Purpose:
To provide spiritual care to those affected by disaster.
Trained: 25

Continuity of Operations Planning

County: 63
Jurisdictions: 7
Purpose: Effectively streamline the decision-making protocol regarding the identification of essential functions, continuity of government, and the pre-identification of alternate locations.
**County Shelter Program**

Purpose: Trains shelter manager and workers to staff county mega-shelters.

Trained: 50 Managers 80 Workers

**Medical Reserve Corps**

Purpose: Volunteer licensed and certified medical professionals that assist during disasters.

Trained: 800+

- Chaplaincy Program
- COOP
- Shelter Program
- Medical Corps
- CERT
- College/University
- TTX

- Equipment

- Air Assets
- Technology
- Communication/Intelligence
- Medical Reserve Corps
- Programs
- Medical
- Corps
- CERT
- College/University
- TTX
- Equipment
- Air Assets
- Technology
- Communication/Intelligence
Community Emergency Response Team

CERT
Specs: 25+ CERT programs in the county.
Purpose: citizens take life-saving action to help communities when emergency services are overwhelmed

Programs
- Chaplaincy Program
- COOP
- Shelter Program
- Medical Corps
- CERT
- College/University
- TTX

Equipment

College/University Working Group

College/University Working Group
Members: 12
Purpose: collaboration of college and universities for the purpose of emergency management/response.

Programs
- Chaplaincy Program
- COOP
- Shelter Program
- Medical Corps
- CERT
- College/University
- TTX

Equipment
Table-Top Exercises

Event: 7.2 Earthquake on the Rose Canyon Fault
Participants: 18 jurisdictions

Equipment

- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT

Air Assets
Technology
Communication/Intelligence
Programs
Equipment
Mass Decontamination Unit

Air Assets
Technology
Communication/Intelligence
Programs
Equipment
- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT

Mass Decon. Unit
Units: 3
Capacity: 150 Victims
Owner: Unified Disaster Council

Mass Decontamination Unit

Air Assets
Technology
Communication/Intelligence
Programs
Equipment
- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT
Mass Casualty Apparatus

Units: 5
Owner: Unified Disaster Council
Capacity: 150 Casualties
Specs: Self-Contained, to respond within 20 mins VHF/800 MHz

Equipment:
- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT
Shelter Cache

Units: 6,000 cots; 9,000 blankets; 3,200 Pillows; 9,000 Hygiene kits

Locations: 27

Purpose: Strategically placed shelter supplies throughout county.

Owner: Unified Disaster Council
Command Vehicles

Units: 60+
Specs: Response Vehicles
Agencies: Port District, Jurisdictions, Cal Fire, RACES, Casinos, Fire Protection Districts, SDFD, UCSD, CHP

Air Assets
Technology
Communication/Intelligence
Programs
Equipment
- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT

Command Vehicles

Air Assets
Technology
Communication/Intelligence
Programs
Equipment
- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT
Hazardous Incident Response Team

HIRT
Units: 2
Personnel: 10 Certified Hazardous Material Specialists
Responses: 400+/yr
Agencies: County DEH and SDFD

- MDU
- MCA
- Shelter Cache
- Command Vehicles
- HIRT
MTS
Projects Funded
by
Office of Homeland Security

Presented by
William Burke
Director of Transit System Security
September 19, 2008

TSGP 2004
(Reallocation - $400,000)
CCTV at San Ysidro Intermodal Transportation Center
TSGP 2004
CCTV at San Ysidro Intermodal Transportation Center

TSGP 2004
CCTV at San Ysidro Intermodal Transportation Center
TSGP 2004
CCTV at San Ysidro Intermodal Transportation Center

TSGP 2005 - $1,300,000
Newton Street Rail Yard Hardening

Rail Yard C
From Harbor Drive
TSGP 2005
Newton Street Rail Yard Hardening

Rail Yard C Cameras
C Building Camera

Spectrum’s SentryScope

- Wide Panoramic Images
- Ultra High Resolution
- Unmanned Operation
TSGP 2005
Hilton Hotel Explosion

SentryScope
90° view
Imperial Avenue Transit Center
A Building and Yard
TSGP 2006 - $563,000

CCTV at Imperial Transfer and America Plaza
TSGP 2006 - $682,500
Yard Hardening and CCTV
Kearny Mesa and Imperial Avenue Bus Yards

TSGP 2007 - $1,285,000
CCTV Onboard Buses and LRVs

Five interior bus cameras
Three exterior bus cameras
TSGP 2007
CCTV Onboard Buses and LRVs

Two Exterior View LRV Cameras

Four Interior View LRV Cameras

TSGP 2007 - $55,071
Training

“TO SPOT”
Transit Oriented Screening of Passengers by Observational Techniques
TSGP 2008 - $1,700,000
Continue Multi-Phase CCTV Program

- 74 Light Rail Vehicles
- 56 Buses
- Supplemental Yard Fence – Rail Yards A and C
- CCTV at Civic Center Station

Proposition 1B - $2,700,000
Continue Multi-Phase CCTV Program

CCTV on 100 Buses
CCTV at 10 Transit Centers

32nd & Commercial
70th Street
8th Street
Beyer Blvd.
Encanto/62nd
Grossmont
Iris Avenue
La Mesa Blvd.
Massachusetts
Palm Avenue

70th Street Station
MTS

Projects Funded
by
Office of Homeland Security

Presented by
William Burke
Director of Transit System Security

September 19, 2008
NORTH COUNTY TRANSIT DISTRICT

DHS Transit Security Grant Programs

DHS Project Objectives

- Infrastructure Hardening
- Interoperable Communications
- CBRNE Detection and Incident Response
Fencing

- Stuart Mesa Railroad Maintenance Facility
- 1.5 miles of 8’, 1” mesh chain link with 24” barb wire booms.

Smart Fiber Optic Management System

- Digital Video Transmission
- Reduce fiber occupancy
- Allows for greater flexibility and expansion of surveillance system
CCTV Cameras

- Installed additional PTZ CCTV Cameras at all Coaster Train Stations
- Stand alone CCTV system at Stuart Mesa Rail Yard

Comm. Center Improvements

- Future expansion
- Facilitates focused observation
- User friendly
- Quicker response
- Better emergency response coordination
RCS

- Regional Communications System Member Agency
- Two Communication Centers
- NCTD Officers
- Contract Security

Incident Command Vehicle

- Mobile command van
- Base platform for emergency response
- Independent or joint field command capability
Wireless Mesh System

- Covers entire COASTER ROW using Strix secured system
- Enables remote viewing and control of fixed cameras along ROW, and soon cameras in the vehicles
- Trusted access can be granted to public safety entities

Mesh Node Locations:
- North Section
- South Section

Planned Fixed Camera Locations
NORTH COUNTY TRANSIT DISTRICT

DHS Transit Security Grant Programs
Law Enforcement Coordination Center (LECC)

San Diego’s Fusion Center

Presented to SANDAG’s Public Safety Committee
Friday, September 19, 2008

Fusion Center

- A collaborative effort of two or more agencies that provide resources, expertise, and/or information to the center with the goal of maximizing the ability to detect, prevent, apprehend, and respond to criminal and terrorism activity.
Mission

• The San Diego Law Enforcement Coordination Center is a law enforcement partnership consisting of local, state and federal agencies that acts as an information sharing gateway with the intent to assist law enforcement to detect, prevent and solve crimes.

Goals

• To assure the production and sharing of criminal information
• To provide analytical services and products
• To reduce duplication of effort among law enforcement agencies
• To enhance officer safety
• To promote operational efficiency
Objectives

- To provide anti-terrorism and national security support
- To co-locate and commingle law enforcement personnel and information systems
- To provide case-specific analytical support, and tactical, operational, and strategic products and services
- To provide a deconfliction service to enhance the goal of officer safety
- To pool local, state and federal law enforcement resources to achieve operational efficiency and effectiveness

Services

- Case deconfliction
- Event deconfliction
- Methamphetamine Hotline
- Strategic reports
- Analytical support to investigations and prosecutions
- Drug-related threat assessments
Participants

- Chula Vista Police Department
- San Diego Police Department
- San Diego Sheriff’s Department
- California Department of Justice
- Alcohol, Tobacco, Firearms and Explosives
- Drug Enforcement Administration
- Federal Bureau of Investigation
- Immigration and Customs Enforcement
- Customs and Border Protection
- Office of Foreign Asset Control

ARELLANO-FELIX CASE

- Continued support to the Francisco Javier Arellano-Felix case from his arrest through prosecution
- Analysis of border crossing of suspect vehicles to and from Mexico
- Analysis of telephone calls and frequency reports
- Research on criminal activity of suspects
**OPERATION RAW DEAL**

- Targeted anabolic steroid manufacturers/suppliers from China and underground conversion laboratories in the U.S.
- Operation was taken down in September 2007
- 143 search warrants executed across the United States
- 124 arrests
- 56 conversion labs dismantled
- 243 kilograms of raw steroid material and over 10 million dosage units of finished product seized

**What is RTTAC?**

- Regional Terrorism Threat Assessment Center
- Funded by Governor’s Office of Homeland Security from federal Department of Homeland Security grants
- RTTAC support areas mirror the four FBI Field Offices in CA - co-located with FBI Field Intelligence Groups and Joint Terrorism Task Forces
RTTAC

Staff (Full-time)

Currently
- 1 SDSD Lieutenant
- 1 SDSD Sergeant
- 1 CAL-DOJ Special Agent Supervisor
- 2 SDSD Deputies
- 1 CHP Officer
- 2 Critical Infrastructure Analysts
- 3 OHS Analysts
- 1 SDSD Analyst
- 1 CAL-DOJ Analyst
- 1 CAL-DOJ Administrative Support

RTTAC

Core Functions

- Develop/manage the Terrorism Liaison Officer Network
- Provide critical infrastructure support
- Provide information and analysis support
Terrorism Liaison Officer (TLO)

“Prevention through awareness and information sharing”

Joint Terrorism Task Force
RTTAC
TLO Regional Coordinator
L/E Regional TLO Coordinator
Fire Regional TLO Coordinator
Public Health TLO Coordinator
Private Sector TLO Coordinator
“Government at the federal, state and local level must actively collaborate and partner with the private sector, which controls 85 percent of America’s infrastructure…”

President George W. Bush
Law Enforcement Coordination Center (LECC)

San Diego’s Fusion Center
PSC Presentations Available on the Web

In July, a number of presentations were made to the PSC, reflecting the diversity of topics that are covered by the Committee. These included information about a Disproportionate Minority Contact (DMC) project presented by The Children’s Initiative; the DUI Offender Program led by the San Diego County Probation Department; and an overview of a marijuana prevention initiative by representatives from the San Dieguito Alliance for Drug Free Youth and the Ninth District PTA. In September, issues related to homeland security in the region will be discussed.

To facilitate the dissemination of this information, all PSC meetings are broadcast live on the Internet and PowerPoint presentations are posted (www.sandag.org/psc) for those interested in a particular topic but who are unable to attend a meeting in person.

Monthly CJ Faxes Keep Region Informed

Since 2004, the CJRD has distributed one-page CJ Faxes on a monthly basis. Designed to highlight local public safety efforts and relate this information to what is going on at the state and national level, these easy-to-read topical discussions are sent electronically (fax or e-mail) to interested parties. Recent topics released over the past several months have highlighted 2007 findings from the Substance Abuse Monitoring (SAM) project, including:

- the use of prescription and over-the-counter drugs by juveniles and how this use is related to other illicit drug use, a growing concern for individuals across the country;
- binge drinking (5 or more beverages on one occasion) by juveniles and the need for increased environmental prevention efforts to make it harder for underage drinkers to obtain alcohol; and
- the history of homelessness by half (50%) of adult arrestees, with these individuals also more likely to have substance abuse and mental health issues.

To be added to the CJ Fax distribution list, please contact SANDAG at (619) 699-6912 or via e-mail at dal@sandag.org.

ARJIS Uses Technology to Help Reduce Robberies in the San Diego Region

ARJIS is assisting local law enforcement agencies by putting technology to work to combat the increase in robberies in the region. Robbery — using force or fear to steal from someone — increased by 23 percent over the last five calendar years, according to the SANDAG Criminal Justice Research Division. 

Quiz

1. How many people held the office of District Attorney for San Diego County in the first 20 years of its existence?
2. What happened to the first person locked up in a San Diego County jail?
3. What did the City’s first Marshall and first City Attorney have in common?
4. Where was the first traffic signal installed in the City of San Diego, and when?

Answer on the back, bottom corner
(CJRD). This rate slowed in 2007, but robbery is still on the rise, even as the County's overall crime rate has decreased.

In response, the SANDAG Chiefs'/Sheriff's Management Committee identified robbery as the high-priority crime for 2008, created the Regional Robbery Advisory Committee, and requested assistance from ARJIS in addressing its technology needs. Over the past several months, ARJIS has provided these valuable solutions to the Committee:

- A new notification system called '211 Alerts' (211 is the California penal code for robberies) in which officers send and receive real-time information about robberies. This notification system allows investigators from all over the region to share photos and information, enhancing their efficiency and effectiveness in investigating these crimes and more quickly identifying suspects.

- A new Web page accessible to law enforcement agencies to post bulletins with photos, suspect information and details on the crimes – a 'one-stop shop' for finding this information.

ARJIS will continue to work with member agencies to customize technology solutions and improve public safety in the region.

For more information about ARJIS, please contact Pam Scanlon, the Executive Director, at (619) 699-6971 or psc@arjls.org.
BACKGROUND:
In concert with public and private sector partners, OES’ aggressive Wildfire Public Awareness Campaign will help educate the community on steps that can be taken to reduce the fire risk to their property. The information below summarizes the contributions of various regional organizations to the Wildfire Public Awareness Campaign.

Partnerships
The following organizations have agreed to partner with OES in offering services, providing information or providing OES with the means to reach the public. Each of these organizations donation or in kind donations exceeds the $5,000 limit. The total contributions by our donors are $410,420.

<table>
<thead>
<tr>
<th>Agencies and Organizations Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Products</td>
</tr>
<tr>
<td>Allstate</td>
</tr>
<tr>
<td>American Medical Response</td>
</tr>
<tr>
<td>Amylin Pharmaceuticals</td>
</tr>
<tr>
<td>AT&amp;T</td>
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<tr>
<td>BAE Systems</td>
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<tr>
<td>Bank of America</td>
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<tr>
<td>Barney and Barney</td>
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<tr>
<td>Burn Institute</td>
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<tr>
<td>Cal Fire</td>
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<tr>
<td>California Center for Sustainable Energy</td>
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<tr>
<td>Callaway Golf</td>
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<tr>
<td>CBS Outdoor Advertising</td>
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<tr>
<td>Chambers of Commerce</td>
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<td>Citi</td>
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<tr>
<td>Clear Channel Outdoor</td>
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<td>Cox Communications</td>
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<td>Dixieline</td>
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<td>-------------------------------</td>
</tr>
<tr>
<td>El Cajon Fire Department</td>
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<tr>
<td>EYE Mall Media (USA) LLC</td>
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<tr>
<td>Farmers Insurance</td>
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<tr>
<td>Gen-Probe</td>
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<tr>
<td>Helix Water District</td>
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<tr>
<td>Home Depot</td>
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<tr>
<td>Hospital Association of San Diego and Imperial Counties</td>
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<tr>
<td>Hunter Industries</td>
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<td>JCPenney</td>
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<td>Kyocera</td>
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<td>LPL Financial</td>
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<td>Macy’s</td>
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<tr>
<td>Mission Linen Supply</td>
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<tr>
<td>Navy Region Southwest</td>
</tr>
<tr>
<td>New Car Dealers Association</td>
</tr>
<tr>
<td>Nordstrom</td>
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<tr>
<td>North San Diego County Association of Realtors</td>
</tr>
</tbody>
</table>
Summary of Participation

Air Products:
- Air Products sent an email to 160 employees encouraging registration for AlertSanDiego;
- Air Products featured AlertSanDiego during its employee safety meeting.
- The company promoted the campaign at a Carlsbad Community Business Preparedness Workshop.

Allstate:
- Allstate is working on a proposal with OES that will allow a contribution up to $250,000 in promotion efforts for AlertSanDiego and the Wildfire Campaign.
- The value of these services will be up to $250,000.

American Medical Response:
- Sent an email to its employees encouraging registration for AlertSanDiego.
- American Medical Response will post an article that promotes AlertSanDiego in its company newsletter and post the AlertSanDiego message in its ambulance units and to customers on non-emergency calls.

Amylin Pharmaceuticals:
- Amylin Pharmaceuticals posted an article in their company newsletter promoting AlertSanDiego and posted the AlertSanDiego flyer on its electronic billboard.

AT&T:
- AT&T sent an email encouraging its employees to register for AlertSanDiego.

BAE Systems:
- BAE Systems sent an email encouraging its 1,400 employees to register for AlertSanDiego.
- BAE discussed and distributed AlertSanDiego flyers to representatives of Sony, Hewlett-Packard, Northrop Grumman, Cymer, Teradata, and General Atomic at a consortium meeting.

Bank of America:
- Bank of America sent an email to 12,000 internal employees to encourage registration for AlertSanDiego.

Barney and Barney:
- Barney and Barney sent an email to 250 internal employees to encourage registration for AlertSanDiego.

Burn Institute:
• The Burn Institute will place an AlertSanDiego Banner ad on their homepage. The link will direct users to the registration form.
• The Institute will add an article about the Wildfire Awareness Brochure and AlertSanDiego into its monthly newsletter that reaches 28,000 readers.
• The Institute will incorporate an OES article explaining the benefits of AlertSanDiego in their Wildfire Guide. Their Wildfire Guide will be disseminated to 500,000 recipients and also be included in an upcoming Union-Tribune Sunday edition.

Cal Fire:
• Cal Fire provided expertise in the development of the Wildfire Awareness Brochure.
• OES is currently working with Cal Fire to arrange media event opportunities, one of which will demonstrate a home inspection.

California Center for Sustainable Energy:
• The California Center for Sustainable Energy added banner ads with links to ReadySanDiego and AlertSanDiego on their homepage.
• The company sent an email encouraging its employees to register for AlertSanDiego.
• The company donated exhibitor booth space for OES during three events: The Sustainability Fair, Street Smart and Family Solar Day. These events hosted thousands of attendees where AlertSanDiego was publicized.
• The value of these services exceeds $1,500.

Callaway Golf:
• Callaway Golf sent an email encouraging registration of AlertSanDiego to its partners, associates and employees.
• Callaway Golf will insert AlertSanDiego information as billing stuffers or in a newsletter to clients and/or employees.

CBS Outdoor Advertising:
• CBS Outdoor Advertising donated billboard space to advertise AlertSanDiego at 20 transit shelters across San Diego County.
• The value of this service is $24,000.

Chambers of Commerce:
• Information about the Wildfire Public Awareness Campaign including the AlertSanDiego flyer and registration flyers was sent to every Chamber of Commerce in the County to provide to their membership.

Citi:
• Citi sent an email to 300 associates from CitiBank, Smith Barney, CitiFinancial, CitiBank Student Loans, Citi Community Relations, and CitiMortgage that informed and encouraged registration for AlertSanDiego.
• Citi will present the Wildfire Public Awareness Campaign information at its upcoming regional meeting.

**Clear Channel Outdoor:**
• Clear Channel Outdoor donated 25 billboards throughout the County to the campaign.
• The value of this service is $26,000.

**Cox Communications:**
• Cox Communications produced a pre-game segment on the Wildfire Public Awareness Campaign that was shown on Cox during the pre-game show before the Padres game on September 13th.
• Cox Communications conducted an interview with the OES Director at the September 13th Padres baseball game that was shown after the taped pre-game segment.

**Dixieline:**
• Dixieline provided expertise in “Making your Home or Business Fire-Resistant” section of the OES Wildfire Awareness Brochure.
• Dixieline will host a Community Fair in Poway on October 4, 2008 and one on November 1, 2008 in Rancho San Diego promoting the campaign and providing information to the public.

**El Cajon Fire Department:**
• The El Cajon Fire Department will participate at Home Depot’s Community Fair in El Cajon on October 11, 2008.

**EYE Mall Media (USA) LLC:**
• EYE donated ad space to advertise AlertSanDiego in 30 Directory billboards at the Westfield Malls in San Diego County.
• The value of this service is $42,720.

**Farmers Insurance:**
• Farmers Insurance sent an email to 250 internal employees to encourage registration for AlertSanDiego.

**Gen-Probe:**
• Gen-Probe provided preparedness information to their employees and promoted the AlertSanDiego registration page.

**Home Depot:**
• Home Depot provided expertise in the “Plant Wisely to Reduce the Risk of Wildfire” section of the OES Wildfire Awareness Brochure.
• Home Depot will host a Community Fair in San Diego on September 27, 2008 and a Community Fair in El Cajon on October 11, 2008 promoting the campaign and providing information to the public.
- Home Depot will conduct two clinics on fire resistant landscaping and home fixtures at both locations.

**Hospital Association of San Diego and Imperial Counties:**
- The Hospital Association provided Wildfire Awareness documents to each of their members.
- The Hospital Association Chief Executive Officer sent an email to his counterparts at each of the local hospitals encouraging them to promote AlertSanDiego to their employees.

**Medical Society**
**Council of Community Clinics**
- Provided information to clinics, physician’s offices and employees to register for AlertSanDiego.

**Hunter Industries:**
- Hunter Industries featured AlertSanDiego during its safety meeting and encouraged registration.
- The company printed the AlertSanDiego information on its paycheck newsletter for distribution to employees.

**JCPenney:**
- JCPenney distributed OES preparedness materials to its 950 employees at all of their locations countywide.

**Kyocera:**
- Kyocera featured and encouraged registration for AlertSanDiego at a staff meeting and sent an email to its employees to further encourage registration for AlertSanDiego.

**LPL Financial:**
- LPL Financial will prompt their employees to register their cell phones during an internal campaign.

**Macy's:**
- Placed signage at each store location as well as in employee areas encouraging customers and employees to register for AlertSanDiego.

**Mission Linen Supply:**
- Mission Linen Supply sent an email explaining and encouraging all department heads and internal associates to register for AlertSanDiego.
- The company discussed AlertSanDiego and handed out AlertSanDiego flyers to 60 San Diego County businesses.

**Navy Region Southwest:**
• Navy Region Southwest will participate in a Military Press Conference promoting AlertSanDiego and will provide AlertSanDiego messaging to the Navy print media.

New Car Dealers Association:
• The New Car Dealers Association sent an informational mailer to over 100 dealer members explaining AlertSanDiego and encouraging over 10,000 employees to register.
• It posted AlertSanDiego posters in employee common areas and added AlertSanDiego flyers as a payroll stuffer.
• The Association will also add the AlertSanDiego banner to its website which links users to the AlertSanDiego registration form.

Nordstrom:
• Nordstrom featured AlertSanDiego and encouraged employee registration during its emergency preparedness seminars in commemoration of National Preparedness Month.

North San Diego County Association of REALTORS:
• Realtors will work with OES to create a flyer for AlertSanDiego and include that with the documents they provide to their customers.
• The Realtors will promote AlertSanDiego to their employees.

Northrop Grumman:
• Northrop Grumman purchased $12,000 worth of TV advertising to promote AlertSanDiego throughout San Diego County.
• The company sent an email to 4,000 employees encouraging registration for AlertSanDiego.
• Northrop Grumman also set up AlertSanDiego posters throughout its facilities in the San Diego area.
• The value of these services is $12,000.

100.7 Jack F.M. & 760 KFMB AM:
• 100.7 Jack FM & KFMB AM distributed OES preparedness materials in party bags at the 760 Political Party events held at the Pala Casino on September 12, 2008 and at the Jackfest II Undercover Tour event held on September 13, 2008.
• The value of these services is $300.

Pardee Homes:
• Pardee Homes sent an email to all 60 of its internal employees to promote registration for AlertSanDiego.
• The company will promote AlertSanDiego at their Ocean View Founders Day Festival on September 21, 2008. OES will operate an information booth at the event in efforts to reach out to an expected crowd of over 2000 attendees.
Poway Fire Department:
- Poway Fire Department will participate in the Dixieline Community Fair on October 4, 2008.

Qualcomm:
- Qualcomm posted an article on the company’s intranet which explained and encouraged their 9,000 employees to register for AlertSanDiego and posted AlertSanDiego flyers in employee common areas.
- AlertSanDiego was promoted at their Employee Trade Show.

SAIC:
- SAIC posted an article, which will be featured throughout the month of September, on the company’s intranet which explains and encourages their 4,000 employees to register for AlertSanDiego.

San Diego Chargers:
- The Chargers will either allow us to provide materials at one of their upcoming home games or will participate in a press conference promoting AlertSanDiego.

San Diego County Hotel-Motel Association:
- San Diego County Hotel-Motel Association distributed letters and flyers that promoted the Wildfire Campaign and AlertSanDiego to 120 allied companies, 105 hotels, association members and its Board of Directors.

San Diego County Sheriff’s Department:
- The Sheriff’s Department participated in the Wildfire Public Awareness Campaign Flyover at Petco Park on September 13th with Copter 10 and 12.
- The Undersheriff was one of the on field dignitaries at the Padre’s game in support of the Wildfire Public Awareness Campaign.

San Diego County Water Authority:
- The San Diego County Water Authority worked with its membership to create a message to be added to billing statements promoting the registration for AlertSanDiego.

Helix Water District
Olivehain Municipal Water District
Otay Water District
Padre Dam Municipal Water District
Sweetwater Authority
Santa Fe Irrigation District
Valley Center Municipal Water District:
- Utilized websites, employee newsletters, company meetings, lobby and bulletin board postings, customer billings and payroll stuffers to promote the campaign to employees and customers.
San Diego Fire and Rescue Department:
- San Diego Fire and Rescue Department participated in the Wildfire Public Awareness Campaign Flyover at Petco Park on September 13th with Copter 1 and 2.
- The Fire Department will also promote the wildfire awareness and safety at the Fire Safe San Diego Expo held at the Home Depot in San Diego on September 27, 2008.
- One of the Assistant Fire Chiefs was one of the on field dignitaries at the Padre game in support of the campaign.

San Diego North Economic Development Council:
- San Diego North Economic Development Council sent an email to 3,000 recipients that promotes AlertSanDiego and encourages registration.
- The Council advertised AlertSanDiego registration information in its company newsletter and informed the Council’s Board members about the Wildfire Campaign.
- The value of these services will exceed $1,000.

San Diego Padres:
- The Padres started advertising registration for AlertSanDiego on the Out of Town Scoreboard on August 25th and will continue through the end of the season.
- The team hosted dignitaries on the field in support of the campaign and gave away two Family Disaster Kits at the September 13th game.
- The value of this service is $25,000.

San Diego Zoo:
- The Zoo will post an article that promotes AlertSanDiego into its “Zoo View” newsletter which will reach 2,000 employees.
- The Zoo will also feature AlertSanDiego in an October press release for the Wild Animal Park in commemoration of the 1st anniversary of the 2007 San Diego Wildfires and will highlight clips from the October press release in its upcoming e-newsletter for Zoo members.

San Miguel Consolidated Fire Protection District:
- The San Miguel Consolidated Fire Protection District will participate in a community fair sponsored by Dixieline on November 1, 2008.

SeaWorld:
- Sea World will post an article that promotes AlertSanDiego in its employee newsletter which will reach 3,000 employees and is also accessible on the company’s website.
- SeaWorld will post AlertSanDiego flyer in the company’s Daily Status Sheet for one week which will reach 3000 employees.
South County Economic Development Council:
- Emailed Wildfire Campaign information to members and invited OES to present campaign information at their Board Meeting.

Sprint:
- Sprint distributed an AlertSanDiego letter to 750 sale and retail associates.
- Sprint distributed AlertSanDiego posters and flyers throughout 25 of its local retail stores.
- Sprint will provide customers access to the www.readysandiego.org website using in-store computers. Retail associates will also assist customers in registering for AlertSanDiego.
- Sprint will also print local advertisements that will promote AlertSanDiego during the month of October. Advertising will be published in the North County Times, The Compass, and the Camp Pendleton Scout, reaching 345,854 weekly readers.
- The value of these services is $5,000.

State Farm Insurance:
- State Farm Insurance posted AlertSanDiego information on its employee message board.

10News:
- 10News donated the production costs of three 30-second commercials.
- The value of this service is $2,000.

Twenty First Century Communications:
- Twenty First Century Communications purchased $6,000 worth of TV advertising to promote AlertSanDiego throughout San Diego County.

United States Coast Guard – Sector San Diego:
- U.S. Coast Guard Sector San Diego will email the AlertSanDiego flyer to 300 service members, contractors and government employees and set up AlertSanDiego posters around its sector.
- The U.S. Coast Guard Sector San Diego will participate in a military press conference promoting AlertSanDiego.

United States Marine Corps:
- The United States Marine Corps will participate in a military press conference promoting AlertSanDiego.

United Parcel Service:
- United Parcel Service presented the AlertSanDiego flyer at its employee wellness activity and provided a display board and handed out materials to all staff arriving for the day.

URS:
• URS purchased $6,000 worth of TV advertising to promote AlertSanDiego throughout San Diego County.

Verizon:
• Verizon will incorporate the AlertSanDiego message into their monthly bill statements for the month of October.

VIP Pedicab:
• VIP Pedicab donated ad space on 10 pedicabs downtown displaying the AlertSanDiego message.
• The value of this service is $2,500.

Wal Mart:
• Wal Mart will promote AlertSanDiego to its employees.

Westfield Malls:
• Westfield Mall will distribute AlertSanDiego information to all of its retailer employees in the San Diego area reaching over 10,000 employees and 150 staff members.

With the assistance of these 70 organizations providing service to OES and the community the County will increase the importance of personal preparedness. Due to the concerted efforts and assistance of these organizations, the preparedness message will be widely publicized and reach the residents of the County. The timing of the assistance will reinforce the necessity of residents taking steps to mitigate their risks at home and registering for AlertSanDiego.