

County of San Luis Obispo

COUNTY GOVERNMENT CENTER, R.M. 370 ■ SAN LUIS OBISPO, CALIFORNIA 93408 ■ (805) 781-5011



May 21, 1999

James L. App, City Manager
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

RECEIVED
CITY MANAGER

MAY 26 1999

OFFICE OF THE
COUNTY ADMINISTRATOR

CITY OF PASO ROBLES

RE: YEAR 2000 PUBLIC AWARENESS CAMPAIGN

Dear Mr. App:

While the exact effects of the "Y2K Millennium Bug" are unknown, federal and state government and private sector experts predict a series of mild to moderate disruptions in a wide variety of services. We believe that we have a responsibility to notify citizens of possible impacts and encourage self-preparedness.

The San Luis Obispo County Y2K Action Alliance has approached the County Board of Supervisors to request funding for a county-wide awareness/preparedness media campaign to increase public education. The campaign will augment the Action Alliance's efforts which include the distribution of 80,000 preparedness brochures (funded by Mid-State Bank and Central Coast Printers), information expos and booths, preparedness information issued in PG&E's current Diablo Canyon Newsletter, and information disseminated by the Red Cross and Governor's Office of Emergency Services.

The proposed media campaign is the "next step" in awareness/preparedness efforts. The County and cities are in an excellent position to take the lead in educating their constituents. The funding will be used to create radio and television public service announcements and print ads that will "blitz" the media outlets from August to November, 1999.

On April 29, 1999 a letter was sent to you from the Action Alliance introducing this awareness campaign. The proposed cost is \$53,000. The Board of Supervisors will provide \$22,988 for these efforts. All cities are being asked to provide funding for this effort proportional to population. We hope you will take a lead in addressing Y2K issues and co-sponsor this campaign.

The entities that provide funding will be recognized as the campaign's sponsors and their logos will appear on all advertising. City funds would be transferred to the County Office of Emergency Services; OES will manage the campaign.

The requested funding levels are as follows, based on population:

<u>CITY</u>	<u>POPULATION</u>	<u>% OF COUNTY POP.</u>	<u>FUNDS REQUESTED</u>
Arroyo Grande	16,000	7%	\$3,742
Atascadero	25,450	10.5%	\$5,613
Grover Beach	12,650	5%	\$2,673
Morro Bay	9,875	4%	\$2,138
Pismo Beach	8,475	3.5%	\$1,871
Paso Robles	22,500	9%	\$4,811
San Luis Obispo	42,850	18%	\$9,623
Unincorporated Areas	103,800	43%	\$22,988

Commitment of funds is needed by July 15, 1999.

On May 27, 1999, the Disaster Preparedness Advisory Council will meet; your emergency management representative will be in attendance. An outline of the educational campaign and awareness efforts will be given. City representatives will be encouraged to present Y2K status updates and recommendations to their councils. Y2K Action Alliance members will attend these council meetings to support funding for the awareness campaign.

The County Office of Emergency Services is in full support of an awareness/preparedness campaign. Currently, a low percentage of citizens (estimated at 10-20%) are properly prepared for a disaster, including enough supplies for 3-7 days of self sufficiency. The "millennium bug" offers a unique opportunity for citizens to prepare for something that is perceived as a "real threat" and happens to come with a "real date." A preparedness campaign is a moderate approach to help prevent panic and apathy.

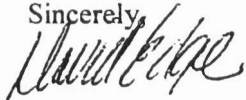
Y2K is different from other types of potential hazards in that we know the date on which possible effects may occur. It's surmised that if services are disrupted due to Y2K the potential for a significant public outcry is greater than for other types of emergencies. The basic idea could be "they all knew it was coming, so why wasn't something done to help us?"

Y2K preparedness is also a terrific avenue to educate the public on preparedness for all disasters. The fervor that Y2K has generated can be harnessed into broader preparation efforts and could ultimately lead to a greater proportion of citizens prepared for known threats to this area. Thus, even if Y2K interruptions prove minimal, a greater portion of the populace would be prepared for future disasters.

Regardless of your personal opinion of what Y2K will or will not bring, the bottom line is that it will happen. For those of you who are gamblers, this may be a good opportunity to "hedge your bets." Being proactive could assist you and your staff later in the year when public concern over Y2K may increase.

Thank you for your support and participation in this unified campaign. I look forward to working together.

Sincerely,



DAVID EDGE
County Administrator

cc: Paso Robles City Council