



COUNTY OF SAN DIEGO

BOARD OF SUPERVISORS

1600 PACIFIC HIGHWAY, ROOM 335, SAN DIEGO, CALIFORNIA 92101-2470

AGENDA ITEM

DATE: May 5, 2015

01

TO: Board of Supervisors

SUBJECT: EXPANDING THE USE OF ALERTSANDIEGO TO KEEP ALL RESIDENTS SAFE (DISTRICTS: ALL)

Overview

The number of San Diegans suffering from Alzheimer's disease is growing at an alarming rate. Alzheimer's is the nation's sixth leading cause of death; however, in San Diego it ranks third. More than 60,000 county residents are living with this disease and that figure is expected to grow to nearly 100,000 by 2030 as the elderly population surges. In order to assure our residents' safety, security and health the County must act swiftly to combat this epidemic on all fronts.

According to the Alzheimer's Association, six in 10 people with dementia will wander. When family members are unable to locate a loved one who suffers from Alzheimer's or other related dementia, it is an emergency. Recent examples in San Diego County show that wandering can lead to a fatal outcome. Quickly identifying someone who has gone missing and providing law enforcement with the tools to spread this information to our residents can improve survival rates.

The County of San Diego uses AlertSanDiego as a means to notify homes and business in an emergency or disaster through voice, text message and email alerts. AlertSanDiego enables residents to register cell phone numbers and email addresses to receive "reverse 911" messages during a disaster or emergency. There are more than 375,000 users registered with AlertSanDiego, and that number continues to grow.

Today's recommendation would authorize the Chief Administrative Officer, in consultation with the San Diego County Sheriff's Department, to develop a protocol and take steps to implement the use of AlertSanDiego for targeted public outreach when a person at risk has gone missing, and report to the Board with additional information in 90 days.

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Recommendation(s)

SUPERVISOR DIANNE JACOB, SUPERVISOR RON ROBERTS, AND SHERIFF BILL GORE

Direct the Chief Administrative Officer, in consultation with the San Diego County Sheriff's Department, to develop a protocol and take steps to implement the use of AlertSanDiego for targeted public outreach when a person at risk has gone missing, and to report the results of that evaluation to the Board in 90 days.

Fiscal Impact

There is no fiscal impact associated with this Board action.

Business Impact Statement

N/A

Advisory Board Statement

N/A

Background

Alzheimer's is the nation's sixth leading cause of death; however, in San Diego County it ranks third. More than 60,000 residents here are living with this disease, and that figure is expected to grow to nearly 100,000 by 2030. According to the Alzheimer's Association, six in 10 people with dementia will wander. Those living with Alzheimer's and other related dementia may not be able to recall or recognize their name or address and have a far greater likelihood of being confused and disoriented in unfamiliar surroundings. With the growth in this epidemic highlighted, it is crucial the County of San Diego identify and develop appropriate tools and protocols to help our residents suffering from this disease.

On March 16, 2004 (6), the Board of Supervisors approved an upgrade of the existing County Alert Service System (CASS) to include a web-based system with reverse 9-1-1 capabilities. To further those efforts, in October 2007 the Office of Emergency Services implemented AlertSanDiego, a regional notification system that can send telephone or email notifications to residents and businesses within San Diego County during an emergency or disaster. AlertSanDiego has further expanded its reach beyond landline numbers through an online database registration that allows citizens to receive notifications via email and text messages to their mobile phone. More than 375,000 users have registered to date with AlertSanDiego. Today's action would capitalize on these already existing tools and increase the chances of locating those who wander by bolstering the capabilities of law enforcement to alert county residents when persons living with this disease go missing.

The San Diego County Sheriff's Department houses the Search and Rescue (SAR) Detail, which has primary responsibility to conduct search and rescue missions involving lost or stranded persons. Through mutual aid agreements, the Sheriff's SAR Detail conducts search and rescue mission assistance to all cities and all areas of the county. The SAR Detail uses high technology tools to assist in saving lives. Using AlertSanDiego notifications enhances these high technology capabilities, saves the county valuable time and resources during search and rescue missions and

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reduces the risk of a fatal outcome.

Today's action would direct the Chief Administrative Officer, in consultation with the San Diego County Sheriff's Department, to develop a protocol and take steps to implement the use of AlertSanDiego for targeted public outreach when a person at risk has gone missing, and report to the Board with additional information in 90 days. This action may enable members of the public to aid first responders in their efforts to identify and locate wandering persons at risk. Together, we can continue to improve public safety throughout San Diego County.

Linkage to the County of San Diego Strategic Plan

Today's proposed action supports the Safe Communities Initiative of the County of San Diego's 2015-2015 Strategic Plan by improving the quality of life for all residents through adding protocols to help more effectively and efficiently locate missing persons at risk.

Respectfully submitted,

DIANNE JACOB
Supervisor, Second District

RON ROBERTS
Supervisor, Fourth District

WILLIAM D. GORE
Sheriff

ATTACHMENT(S)
N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:
N/A

BOARD POLICIES APPLICABLE:
N/A

BOARD POLICY STATEMENTS:
N/A

MANDATORY COMPLIANCE:
N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):
N/A

ORIGINATING DEPARTMENT: Board of Supervisors, Districts 2 and 4, and San Diego County Sheriff’s Department

OTHER CONCURRENCES(S):

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