

HSA COUNCIL

2018 STAKEHOLDER REPORT

Fiscal Years: 2016-2018



VISION AND MISSION





VISION

The HSA COUNCIL (HSAC) develops an active regional and national network of thought leaders in the private, public, and civic sectors that make the Los Angeles region better prepared, more secure, and more resilient in the face of all threats.

MISSION

HSAC's mission is to catalyze and support a multi-jurisdictional and comprehensive approach to preparedness, security, and resiliency in the greater Los Angeles (LA) region by providing innovative technology and opportunities for engagement, capability building, and partnerships for the public, private, and civic sectors.

CHAIRMAN'S WORD



To Our Partners:

The HSA Council (HSAC) had another record-setting year. As the enclosed 2018 Stakeholder Report outlines, HSAC continued to grow, both in terms of its capability and its role in the region, while always upholding the mission.

Such success would not be possible without a strong leadership team:

- Eric Garcetti, Mayor, City of Los Angeles
- Daryl Osby, Fire Chief, Los Angeles County Fire Department
- Ralph Terrazas, Fire Chief, Los Angeles Fire Department
- Marc B. Nathanson, Founding Chairman Emeritus, HSAC; Chairman, Mapleton Investments
- Ira Reiner, Former President and CEO, HSAC; Former Los Angeles County District Attorney
- Lawrence Bond, CEO, Bond Companies
- Joseph A. Czyzyk, Treasurer, HSAC; Chairman and CEO, Mercury Air Group
- Jonathan Dolgen, Principal, Wood River Ventures, LLC
- Steven R. Fazio, President and CEO, Fazio Enterprises
- Stewart Resnick, Chairman and President, Wonderful Company
- Steve Robinson, CEO, Reimagine
- Jeffrey Rosenthal, Chairman, Rose Investments

This past year, we were proud to welcome our newest Board Members:

- Michel Moore, Chief of Police, Los Angeles Police Department
- Honorable Wendy Greuel, Former Los Angeles City Controller and Los Angeles City Councilmember
- Cinny Kennard, Executive Director, Annenberg Foundation
- Sam Nappi, Founder and Chairman, Alliance Energy Group
- Norm Nixon, President, Nixon and Associates
- Hugh O'Donnell, Senior Account Executive, Motorola Solutions, Inc.
- Pete Peterson, Dean, Pepperdine University's School of Public Policy

Together, the Board has strategically led HSAC as it becomes the indispensable bridge for public safety collaboration.

In 2017, we reported on how SALUS – The Crisis Hub® was used during the Creek and Skirball Fires. In 2018, the SALUS Team on-boarded dozens of new users throughout the region, which made SALUS better able to support the Woolsey Fire response. In fact, the public-facing, interactive Woolsey Fire map was viewed more than 50,000 times. This map enabled residents to keep track of the fire perimeter, view evacuation routes, evacuation areas, open shelters, animal shelters, and air quality.

Moving forward into 2019, HSAC will continue to enhance the SALUS platform and will bring on new users throughout the Southern California region. When a disaster strikes, residents expect to be able to view information throughout the entire crisis area, regardless of geographic boundaries. To provide that information, HSAC will work tirelessly to implement SALUS across the region.

In closing, I would like to express my sincere gratitude to our partners and financial supporters. None of the work we achieved would have been possible without your confidence and support. It is truly a privilege to work alongside you.

Sincerely,

A handwritten signature in black ink that reads "Peter".

PETER LOWY
CHAIRMAN



LETTER FROM THE CEO

Dear Friends of HSAC:

2018 was a big year for HSAC. Over the course of the year, all of our programs increased in attendance and the demand for SALUS continually grew.

Throughout the year, more than 370 people attended our *Distinguished Speaker Series* to hear lessons learned from eight local and national leaders. In the spring, more than 200 crisis managers, public professionals, and private sector partners attended our inaugural *Crisis Leadership and Emergency Management Workshop*. The *Workshop* afforded attendees the opportunity to discuss pressing crisis management issues and to share best practices. HSAC also brought together the top emergency managers from across Southern California to address the state of the region during our *Emergency Management Executive Round Table*.

In addition to our programs for practitioners and executives, HSAC also strives to educate and support the next generation of crisis managers. To that end, we hosted four *Crisis Management Case Challenges* for our higher education community. Sixty-five graduate students participated in these events by submitting policy memos and defending their recommendations before a panel of subject matter experts.

By far, one of HSAC's hallmark achievements is the success of SALUS – The Crisis Hub® over the past year. From the Los Angeles Marathon, to the World Series, to the Woolsey Fire, SALUS enabled users to gain greater situational awareness and make data-informed decisions.

Last year, we reported that the Mayor of Los Angeles' Unified Homelessness Response Center (UHRC) was considering using SALUS as their situational awareness tool. This year, I am proud to report that SALUS was selected and has enabled the UHRC to not only track homeless encampments throughout the City, but also to establish vulnerability indexes. This allows the City to direct its resources more effectively to solve the homelessness crises in Los Angeles.

Moving ahead to 2019, we are committed to maintaining 2018's momentum as we work towards a stronger, more resilient region.

Best regards,

A handwritten signature in blue ink, appearing to read "James G. Featherstone". The signature is stylized with a large loop at the beginning and a long horizontal stroke extending to the right.

JAMES G. FEATHERSTONE
PRESIDENT AND CEO

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Michel Moore

Chief of Police

Los Angeles Police Department

“As Chief of Police for the City of Los Angeles, I am proud to work in partnership with the HSA Council to strengthen the safety of the region.”

FISCAL YEARS: 2016 - 2018

STATEMENT OF INCOME

	2016*	2017*	2018
Revenues	---	---	---
Contributions - Net	\$2,199,975	\$865,480	
Grants - Net	\$963,000	\$265,000	\$1,630,000
Special Events - Net	---	---	\$386,243
Other Revenue	\$986	\$112,922	\$644,900
Total Revenue	\$3,163,961	\$1,243,402	\$2,661,143
Expenses	---	---	---
Salaries and Payroll Taxes	\$614,286	\$737,100	\$936,967
Professional Services	\$335,975	\$271,367	\$209,367
Insurance	\$43,456	\$43,932	\$47,363
Travel, Meetings, and Conferences	\$18,044	\$22,070	\$48,802
Banking and Merchant Fees	---	---	---
Website Support and Hosting	\$387,334	\$442,245	\$407,969
Office Space and Setup	---	---	\$151,839
Telephone, Internet, Licenses, and Misc. Operating Costs	\$10,512	\$25,114	\$55,914
Office Supplies, Office Equipment, and Printing	\$29,602	\$32,190	\$7,878
Website Depreciation	\$589,355	\$308,417	\$280,255
Partnerships and Professional Development	\$44,643	\$56,950	\$300,408
Total Expenses	\$2,073,207	\$1,939,384	\$2,446,762
NET INCOME	\$1,090,754	- \$695,982	\$214,381

*Year of fiscal audit

HSAC INITIATIVES



TECHNOLOGY

Maximize community resilience by advancing technological innovation



ENGAGEMENT

Facilitate open and effective communication and collaboration, and inspire new ideas among forward thinking leaders



CAPABILITY

Integrate technical expertise and evidence-based research into effective and accessible solutions pre, trans, and post-crisis



PARTNERSHIP

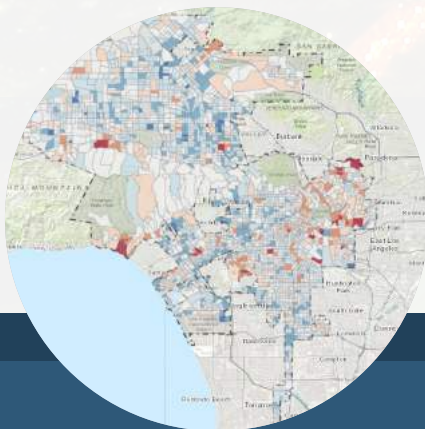
Create opportunities for leaders across the various sectors to learn from each other

SALUS

THE CRISIS HUB®



SALUS is a web-based crisis and event management platform that includes four online tools and three mobile apps. It puts the power of Geographic Information Systems (GIS) technology into the hands of crisis managers and policy makers, enabling them to make data informed decisions, effectively manage their resources, share information, and establish accurate situational awareness.



Unified Homelessness Response Center (UHRC)

SALUS supports and facilitates strategies that address homelessness in LA by providing a single, common platform accessible to the Mayor's Office and all sixteen departments in the UHRC. SALUS integrates critical data generated by each department, which is then analyzed and shared in real-time through SALUS.



Special Events

SALUS facilitated information sharing, resource management, and event management for the Los Angeles Police Department (LAPD), Port Police, Emergency Management Department (EMD), US Coast Guard, City of Santa Monica, and others during the World Series, the Los Angeles Marathon, Los Angeles Fleet Week, and more.

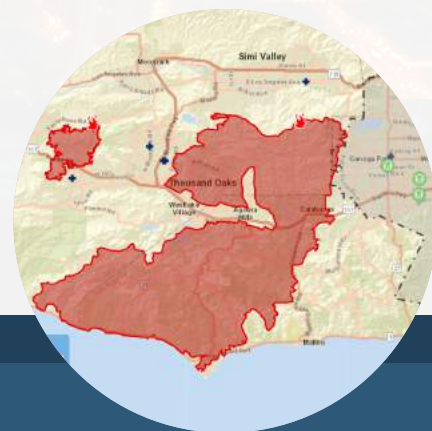
SALUS is proud to partner with these agencies, together facilitating a paradigm shift in crisis management:

- Twelve departments within the City of Los Angeles
- Los Angeles Unified School District (LAUSD)
- Los Angeles Homeless Services Authority (LAHSA)
- City of Santa Monica
- City of Long Beach
- City of Culver City



Sharing Wizard

HSAC enabled situational awareness capabilities across the LA region by developing a custom Sharing Wizard, which provides SALUS users the ability to share critical information (i.e. road closures and open shelters) with other first response agencies, in addition to sharing it with the general public. The Sharing Wizard was awarded first place in the IBM Stanford Hackathon.



Woolsey Fire

Angelenos had access to real-time incident information through a SALUS public information map, which included the fire perimeter, open shelters, evacuation routes, air quality, and more. The map was updated in real-time by the Los Angeles Fire Department, Department of Transportation, Department of Recreation and Parks, American Red Cross, and others.

ENGAGEMENT

Crisis Leadership and Emergency Management Workshop



The inaugural Workshop convened more than 200 public safety and crisis management professionals over the course of two days. Attendees heard from crisis managers who led response and recovery efforts in recent crises, such as Hurricane Harvey and the Las Vegas Mass Shooting.





DISTINGUISHED SPEAKER SERIES

The *Distinguished Speaker Series* fosters the exchange of ideas and leadership development. Speakers discuss public safety, recount challenges that tested them and their respective organizations, and share successes and failures. This year's topics included lessons from Hurricane Harvey, crisis leadership, and managing disruptive technology in crisis management.



CRISIS MANAGEMENT CASE CHALLENGE

This program provides teams of graduate students with the opportunity to develop policy recommendations on current, real-world crisis management issues. In 2018, HSAC hosted 65 student participants, over a 350% increase from the program's inaugural year in 2017.



EMERGENCY MANAGERS EXECUTIVE ROUND TABLE

County and city emergency managers from across Southern California convened and addressed current and emerging issues in the region. In 2018, the Director of the California Governor's Office of Emergency Services and the Regional Administrator of FEMA attended.

CAPABILITY and PARTNERSHIP

PUBLIC SAFETY FELLOWSHIP

Fellows are given the opportunity to broaden their skills as crisis leaders by attending the Harvard Kennedy School's *Leadership in Crisis: Preparation and Performance* executive-level course. The inaugural cohort consisted of six public safety professionals from the Los Angeles region.

EMERGENCY OPERATIONS CENTER EXERCISE

By working through a simulated disaster, crisis managers are better able to respond to an actual crisis when the time comes. For this reason, HSAC assisted the City of San Marino's Fire Department in their annual Emergency Operations Center Exercise, which simulated an earthquake along the San Andreas Fault.

SALUS SYMPOSIUM

More than thirty SALUS users from across the region gathered together for the *SALUS Symposium* to share best practices, request custom work flows, and learn how SALUS is being used in other cities and counties. The event highlighted how SALUS supports event and incident management, mass care, public information, and more.

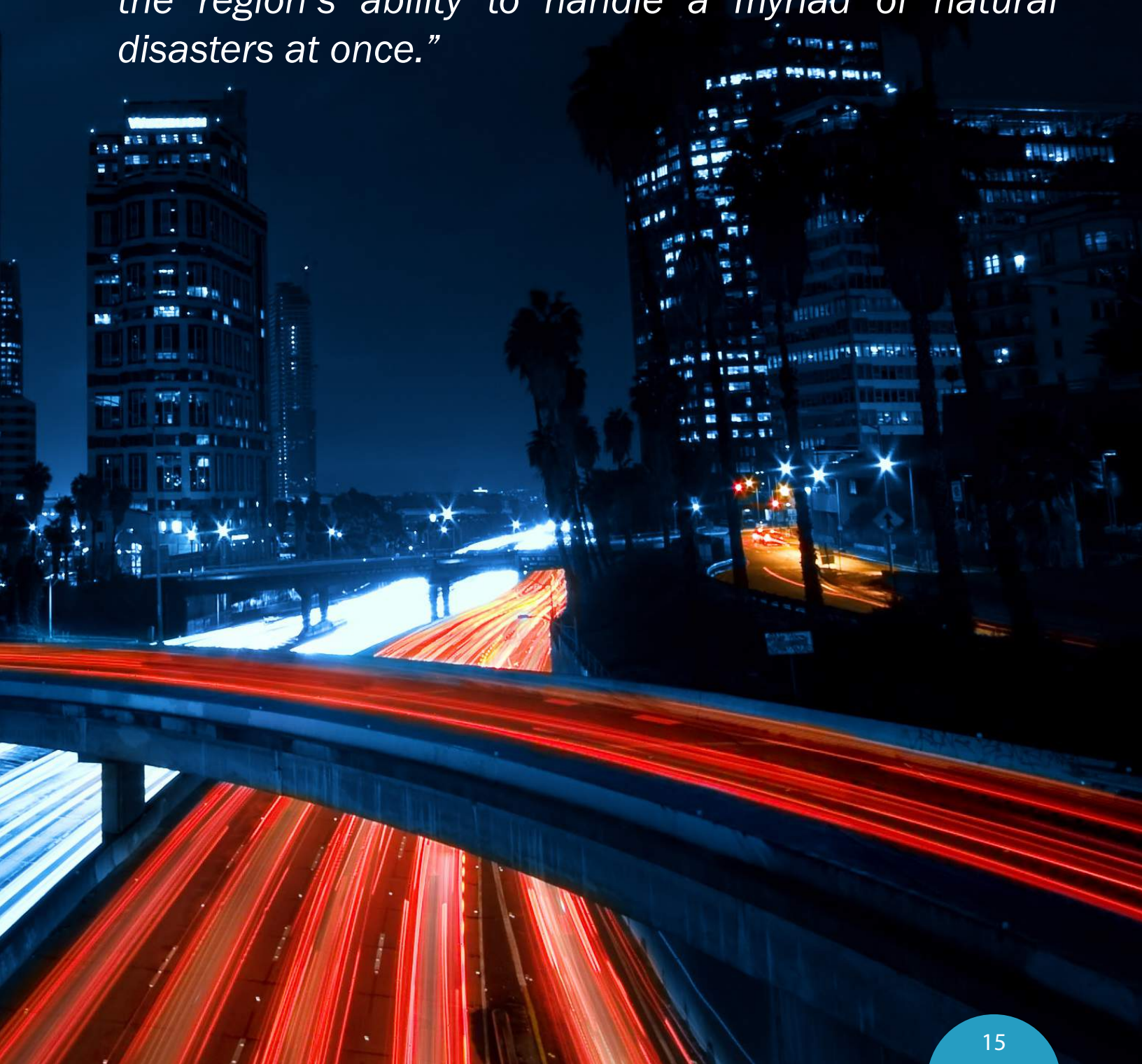
Thank you to our partners:

- Business and Industry Council for Emergency Planning and Preparedness (BICEPP)
- Emergency Management Leaders Conference (EMLC)
- International Association of Emergency Managers (IAEM)
- University of Southern California (USC) Price School of Public Policy
- USC Price Homeland Security Student Organization
- USC Price Executive Master of Leadership Program
- Women in Homeland Security - Southern California Chapter

Brad Kieserman

Vice President, Disaster Operations and Logistics
American Red Cross

“When there are simultaneous disasters across the country, the need to expect the unexpected becomes evident. HSAC’s programs and capabilities strengthen the region’s ability to handle a myriad of natural disasters at once.”



STAFF



**JAMES G.
FEATHERSTONE**

President & CEO



**PAUL C.
HERNANDEZ**

Vice President of
Engagement and Alliances



**DEVRA
SCHWARTZ**

Vice President of
Operations



**LAURA
HARTIGAN**

Senior Advisor of
Development



**AHEE
HAN**

Associate Director



**ALYSSA
BARNES**

Marketing and
Communications Manager



**HECTOR
CORRAL**

Project Manager



**SIMRAN
SANDHU**

Program Manager



**CARLOS
REYES-ANDRADE**

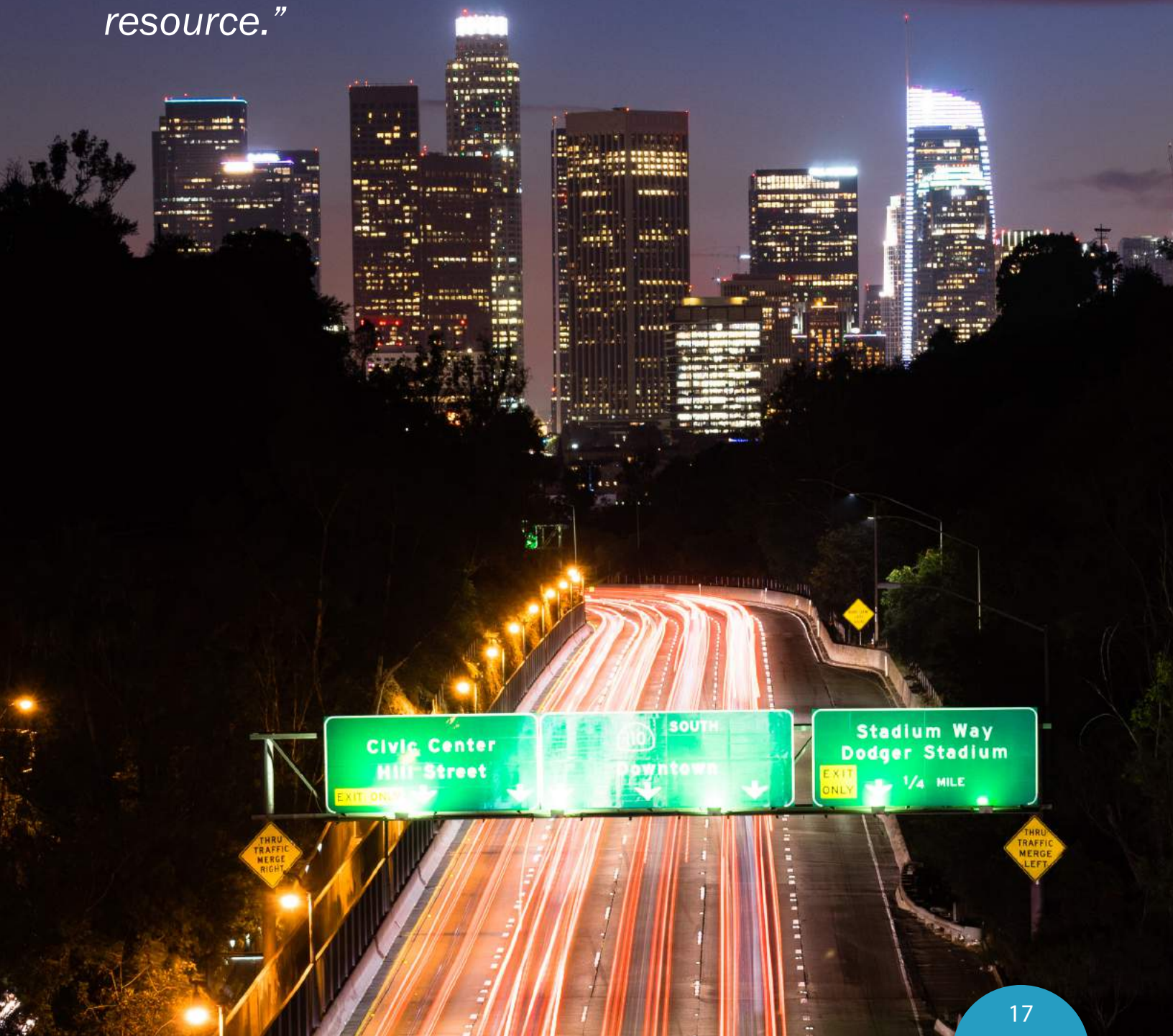
GIS Analyst

Kevin McMahon

Undersheriff

Las Vegas Metropolitan Police Department

“As the nation experiences more mass shootings, it is imperative that other emergency managers are aware of the successes, failures, and lessons learned from the 2017 Las Vegas response. HSAC’s Crisis Leadership and Emergency Management Workshop provides that resource.”



BOARD



PETER LOWY

Chairman of the Board
Principal, LFG RE Manager,
LLC



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Mayor, City of Los Angeles



MICHEL MOORE

Chief, Los Angeles Police
Department



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Fire Chief, Los Angeles
County Fire Department



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Annenberg Foundation



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Founder and Chairman,
Alliance Energy Group, LLC



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President,
Nixon and Associates



PETE PETERSON

Dean, Pepperdine University,
School of Public Policy



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HSAC | Former Los Angeles
County District Attorney



STEWART RESNICK

Chairman,
The Wonderful Company



STEVE ROBINSON

CEO, Reimagine

Eric Garcetti

Mayor
City of Los Angeles



RALPH M. TERRAZAS
Fire Chief, Los Angeles
Fire Department



STEVEN R. FAZIO
President & CEO,
Fazio Enterprises



HUGH O'DONNELL
Senior Account Executive,
Motorola Solutions Inc.



JEFFREY ROSENTHAL
Chairman,
Rose Investments

“Ending homelessness in Los Angeles requires that we use every tool at our disposal to ensure the health, safety, and security of every Angeleno. SALUS is a vital tool that helps collect the data we need to make informed, effective decisions that can change the lives of people in desperate need.”





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