Carlsbad Business Academy Quality Services for Business

October 30, 2012

CITY OF CARLSBAD

Carlsbad Police Department

Police Chief

Gary W. Morrison

CITY OF CARLSBAD

Carlsbad PD: A Full Service Department

- What does that mean and why is it important?
  - Provides all law enforcement services
  - Not competing for resources with other jurisdictions
  - Carlsbad is our only priority
  - Align our services with community needs

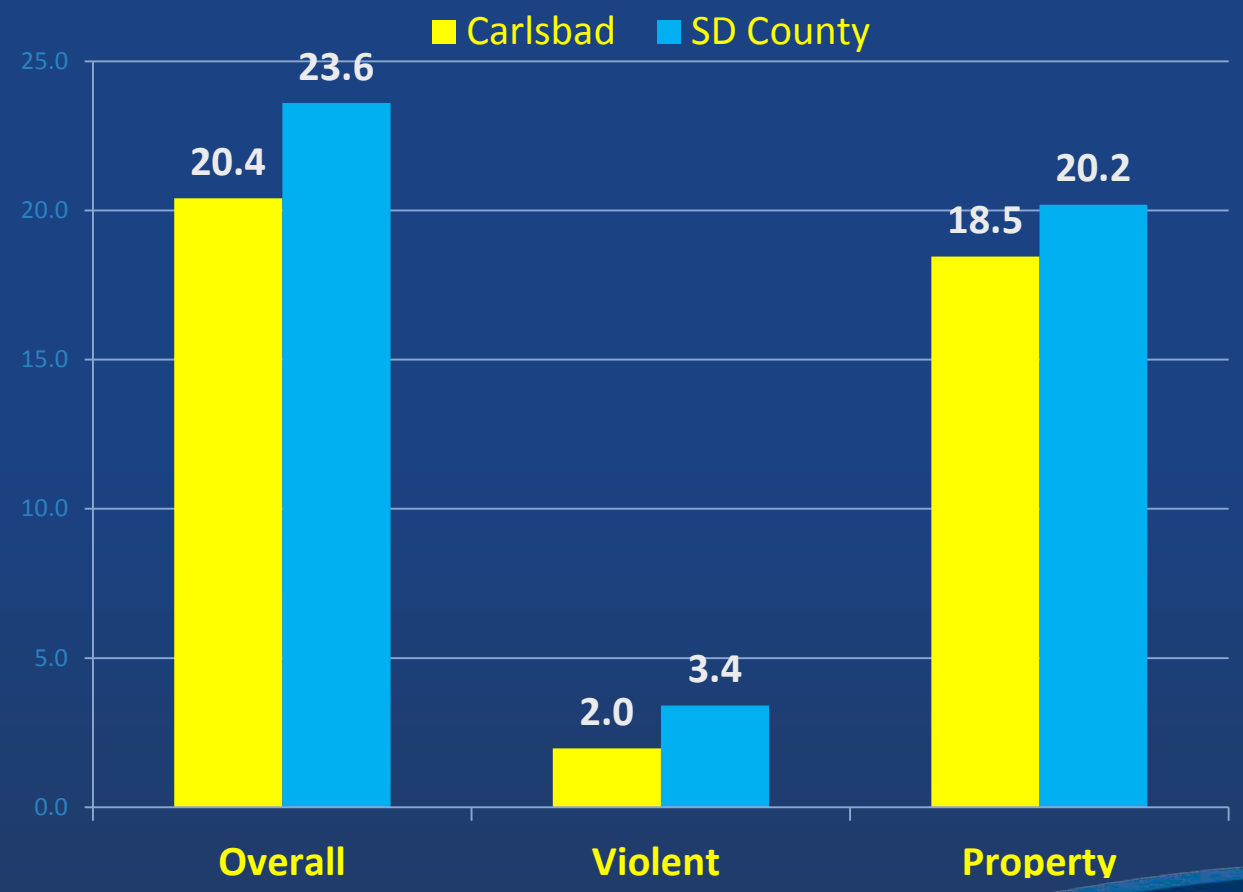
CITY OF CARLSBAD

Facts

- 114 sworn officers & 47 civilians
- About 1 officer per 1,000 residents
- Handled 93,248 calls for police service in 2011
- Average response to highest priority calls is 5.9 minutes. The national standard is 6.2

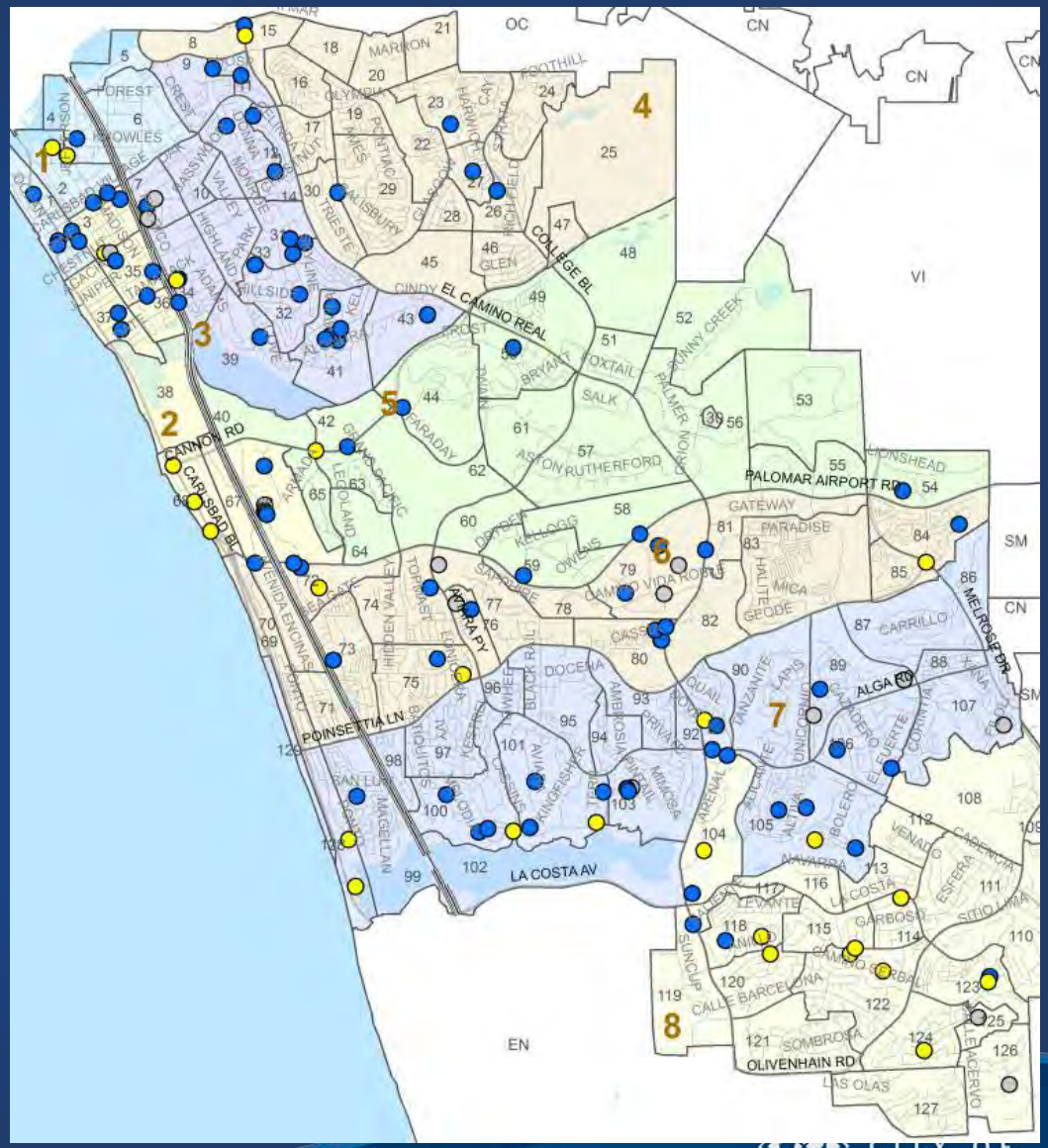
CITY OF CARLSBAD

Crime Rate (2011)



CITY OF CARLSBAD

- Crime Mapping
- Working smarter, not harder
- “Cops on dots”



CITY OF CARLSBAD

Cost of Service (FY11)

	Carlsbad PD	SD County Average
% Funding Allocated	26%	35%
Cost per Capita	$265	$268

CITY OF CARLSBAD

Carlsbad PD's Future

- Focus on "core" business
- Make use of accelerating technology
- Demonstrated value to the taxpayers
- Shared services, where appropriate
- Adapt to constant change
- Highly skilled ever-learning employees
- "Learn how" vs "know how"

CITY OF CARLSBAD

Carlsbad PD's Future

- Joel Kotkin's "The City: A Global History"
- What makes a city great?
  - Sacred space – a city's cultural heritage
  - Strong commercial market – diverse local economy
  - Provision of basic security – police/community partnership to maintain a safe community

CITY OF CARLSBAD

Common Concerns for Business Owners

- Burglary
- False burglary alarms
- Shoplifting
- Internal (employee) theft
- Laptop theft (and the data on it)
- Robbery

CITY OF CARLSBAD

Police & Business Partnership

- Prevention, Suppression & Intervention
  - "Community Policing" applies to businesses too
  - Work together to reduce crime opportunity
  - Educate - crime prevention & CPTED (Crime Prev Through Environmental Design)
  - Use crime analysis to direct patrol to problem locations
  - Patrol, detectives, & crime analysis work together to find long-term solutions to recurring problems

CITY OF CARLSBAD

Prevention Services

- Crime prevention tips for businesses on our web site & YouTube
- Security reviews - Crime Prevention Through Environmental Design (CPTED)
- Speakers – subject matter experts
- Call us, and we will personalize our services to meet your business needs

CITY OF CARLSBAD

What You Can Do Today

- Call us right away when a crime occurs
  - 9-1-1 for crimes in progress or life-threatening incidents.
  - Non-emergency number is 760-931-2197
- Be a good witness
- Control access to your facility
- Secure laptops and the data on them – establish policy about leaving laptops in vehicles
- Ask us about policy recommendations
- A quality security plan is a good investment

CITY OF CARLSBAD

CARLSBAD FIRE DEPARTMENT

Your safety is our mission

CITY OF CARLSBAD

History of the Fire Department

- **1970: Firefighting**

- **1980: EMS**

- **1990: HAZMAT**

- **2000: Weapons of Mass Destruction**

- **2010: ALL Risk**

CITY OF CARLSBAD

All Risk for All Threats

- Ocean/Beach/Lagoons
- Mountains/Cliffs
- Rural/Agricultural
- Industrial/Manufacturing
- Urban
- Suburban
- Power Plant
- Railroad
- Major Interstate
- Wildland Urban Interface
- Commercial Airport
- Retail/Dining

CITY OF CARLSBAD

The Fire Department

- 89 Employees
- 6 Fire Stations
  - 5 Fire Engines
  - 1 Truck
  - 2 Brush Units
  - 3 Ambulances
  - 1 Heavy Rescue

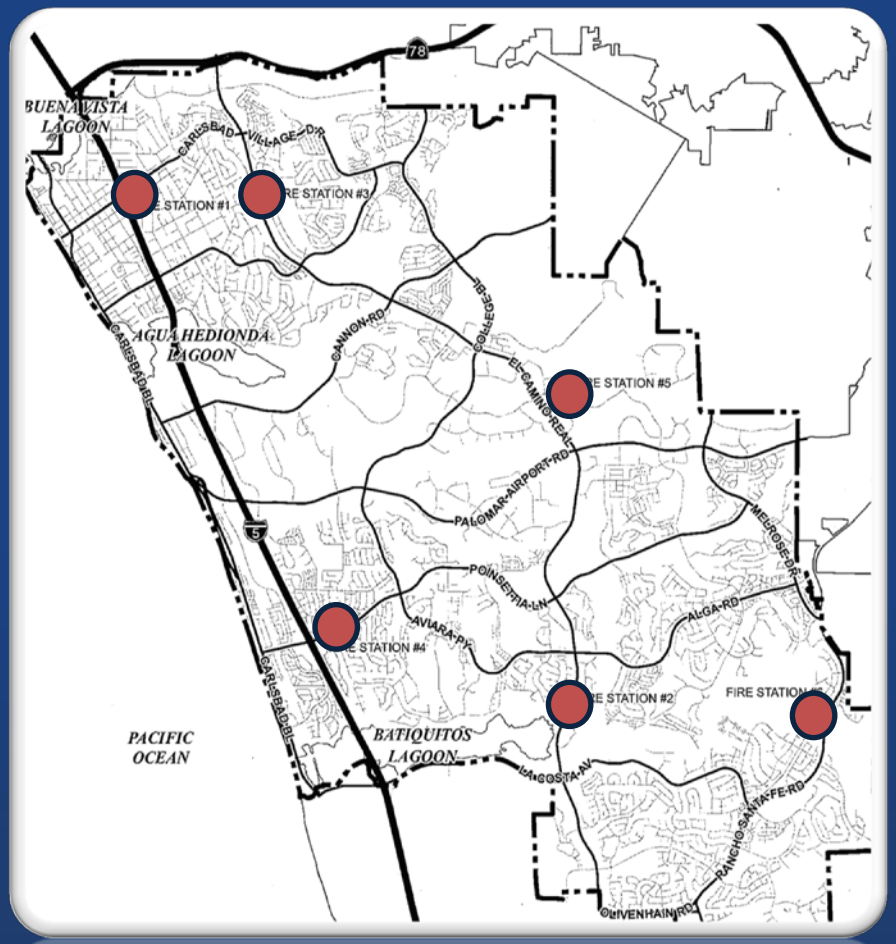
- Over 100 Volunteers:
  - CERT
  - Fire Explorers
  - Administration

CITY OF CARLSBAD

Department Organization Chart

CITY OF CARLSBAD

Fire Station Locations



1275 Carlsbad Village Dr.

1906 Arenal Rd.

3701 Catalina Dr.

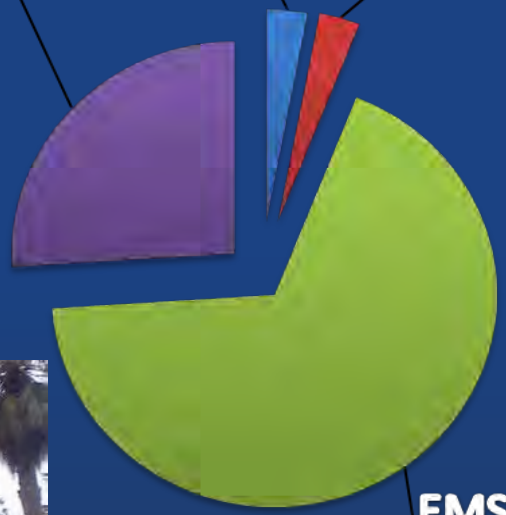
6885 Batiquitos Dr.

2540 Orion Way

7201 Rancho Santa Fe Rd.

CITY OF CARLSBAD

Response Types



CITY OF CARLSBAD

California Master Mutual Aid Agreement

Each party agrees to furnish resources and facilities to every party of the agreement to prevent and combat any disaster in accordance with mutual aid operational plans

CITY OF CARLSBAD

Our Promise to You

- Prevention
- Preparation
- Response
- Recovery

CITY OF CARLSBAD

Kevin Crawford

- kevin.crawford@carlsbadca.gov
- (760) 931-2141
- Carlsbad Safety Center
  - 2560 Orion Way

CITY OF CARLSBAD

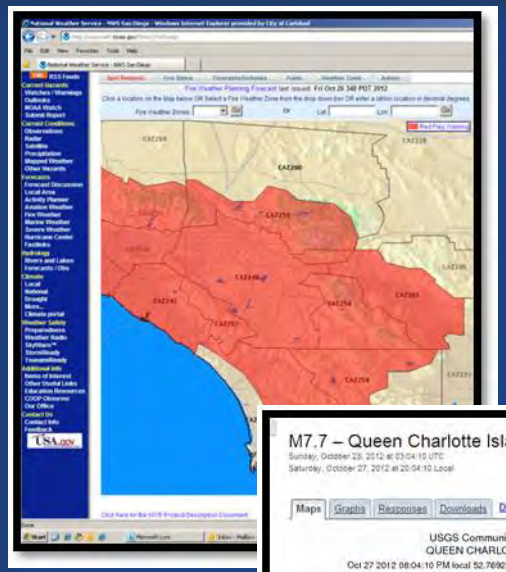
Emergency Preparedness

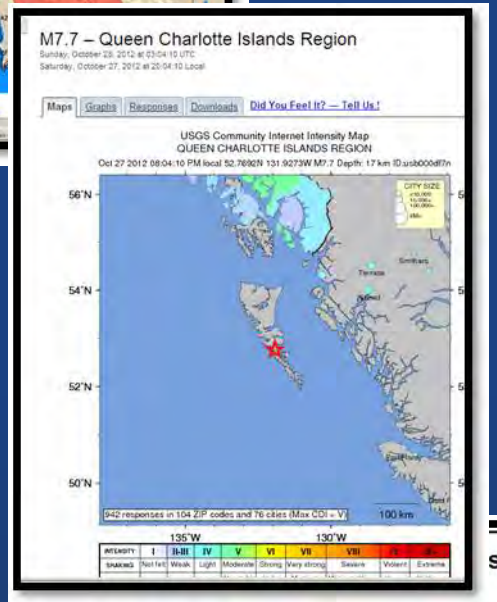
-possible roles for the private sector-

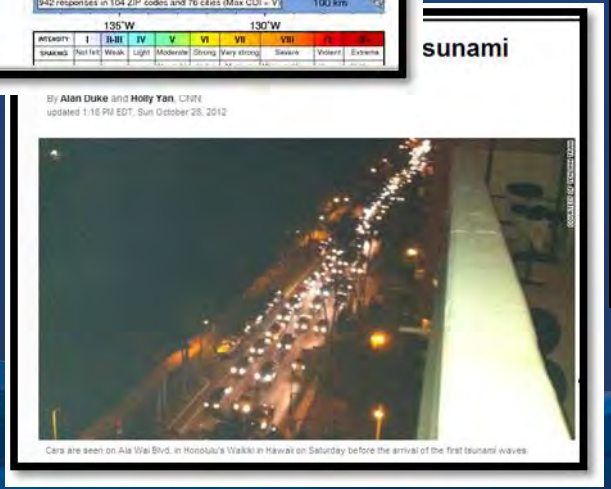
David Harrison
Emergency Preparedness Manger
City of Carlsbad

CITY OF CARLSBAD

Past 72 hrs…







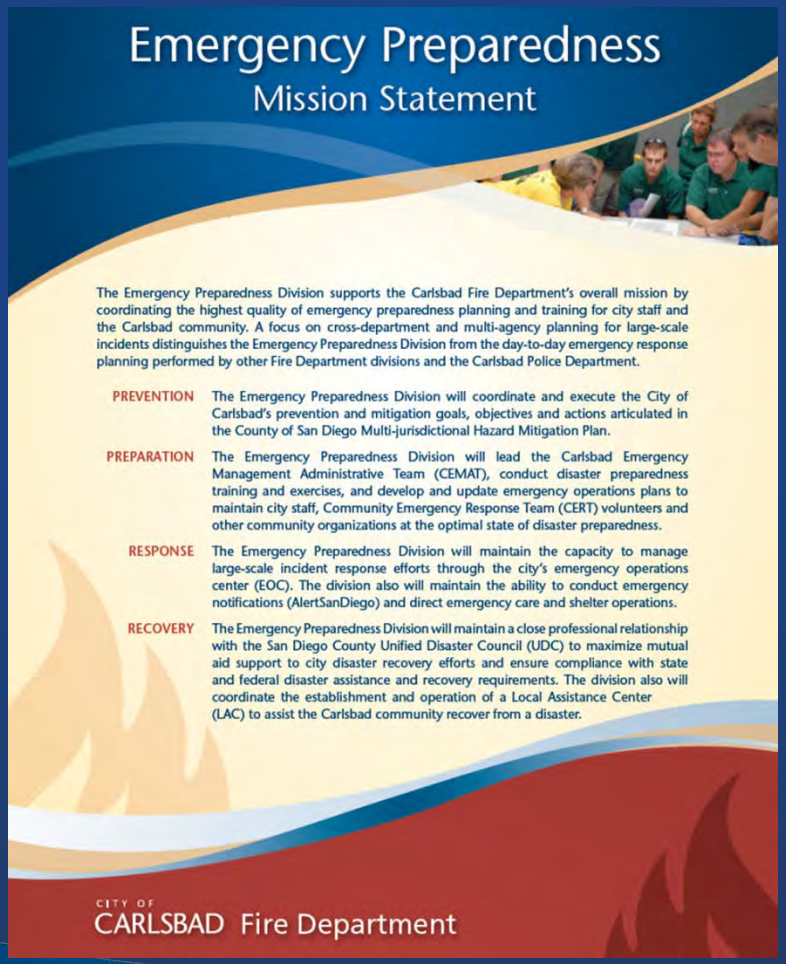
CITY OF CARLSBAD

Consider….

- More than 1 in 4 businesses will experience a significant crisis in a given year.
- Of those businesses that experience a disaster and have no emergency plan, 43 % never reopen.
- Of those that do reopen, only 20% are still operating 2 years later.
  - Ref: Small Business Association

CITY OF CARLSBAD

Emergency Preparedness



Emergency Preparedness
Mission Statement

The Emergency Preparedness Division supports the Carlsbad Fire Department's overall mission by coordinating the highest quality of emergency preparedness planning and training for city staff and the Carlsbad community. A focus on cross-department and multi-agency planning for large-scale incidents distinguishes the Emergency Preparedness Division from the day-to-day emergency response planning performed by other Fire Department divisions and the Carlsbad Police Department.

PREVENTION The Emergency Preparedness Division will coordinate and execute the City of Carlsbad's prevention and mitigation goals, objectives and actions articulated in the County of San Diego Multi-jurisdictional Hazard Mitigation Plan.

PREPARATION The Emergency Preparedness Division will lead the Carlsbad Emergency Management Administrative Team (CEMAT), conduct disaster preparedness training and exercises, and develop and update emergency operations plans to maintain city staff, Community Emergency Response Team (CERT) volunteers and other community organizations at the optimal state of disaster preparedness.

RESPONSE The Emergency Preparedness Division will maintain the capacity to manage large-scale incident response efforts through the city's emergency operations center (EOC). The division also will maintain the ability to conduct emergency notifications (AlertSanDiego) and direct emergency care and shelter operations.

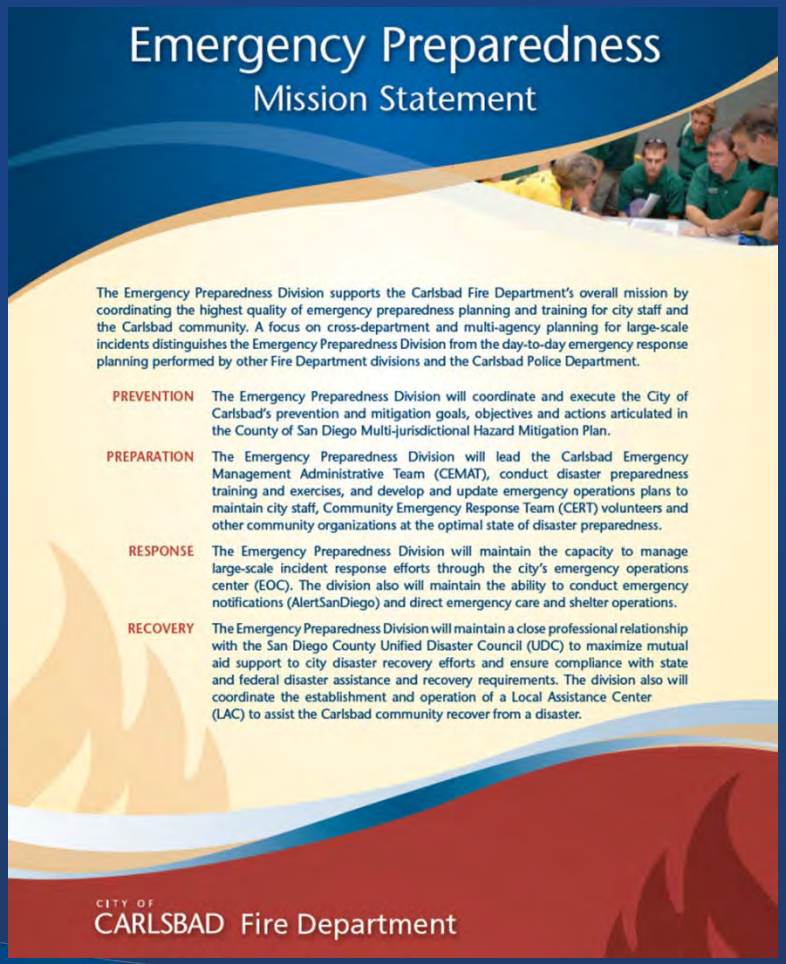
RECOVERY The Emergency Preparedness Division will maintain a close professional relationship with the San Diego County Unified Disaster Council (UDC) to maximize mutual aid support to city disaster recovery efforts and ensure compliance with state and federal disaster assistance and recovery requirements. The division also will coordinate the establishment and operation of a Local Assistance Center (LAC) to assist the Carlsbad community recover from a disaster.

CITY OF CARLSBAD Fire Department

- Large-scale incident
- Impacting public safety
- Involving multiple agencies/mutual aid

CITY OF CARLSBAD

Emergency Preparedness



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CITY OF CARLSBAD Fire Department

- Mitigation/Prevention
- Preparation
- Response
- Recovery

CITY OF CARLSBAD

Layered Preparedness

City of Carlsbad

- City of Carlsbad staff preparedness
- Community preparedness
- Mutual aid
- State and federal support

CITY OF CARLSBAD

City Staff Preparedness

- **Training**
- **Planning and plan development**
- **Exercises**
- **Mutual aid coordination and networking**
- **Grants**

CITY OF CARLSBAD

Emergency Operations Center

- **Information management**
- **Resource management**
- **Supporting first responders, continuity of city government and public safety**

2007 Firestorm

CITY OF CARLSBAD

EOC-Coordinated Shelter Operations

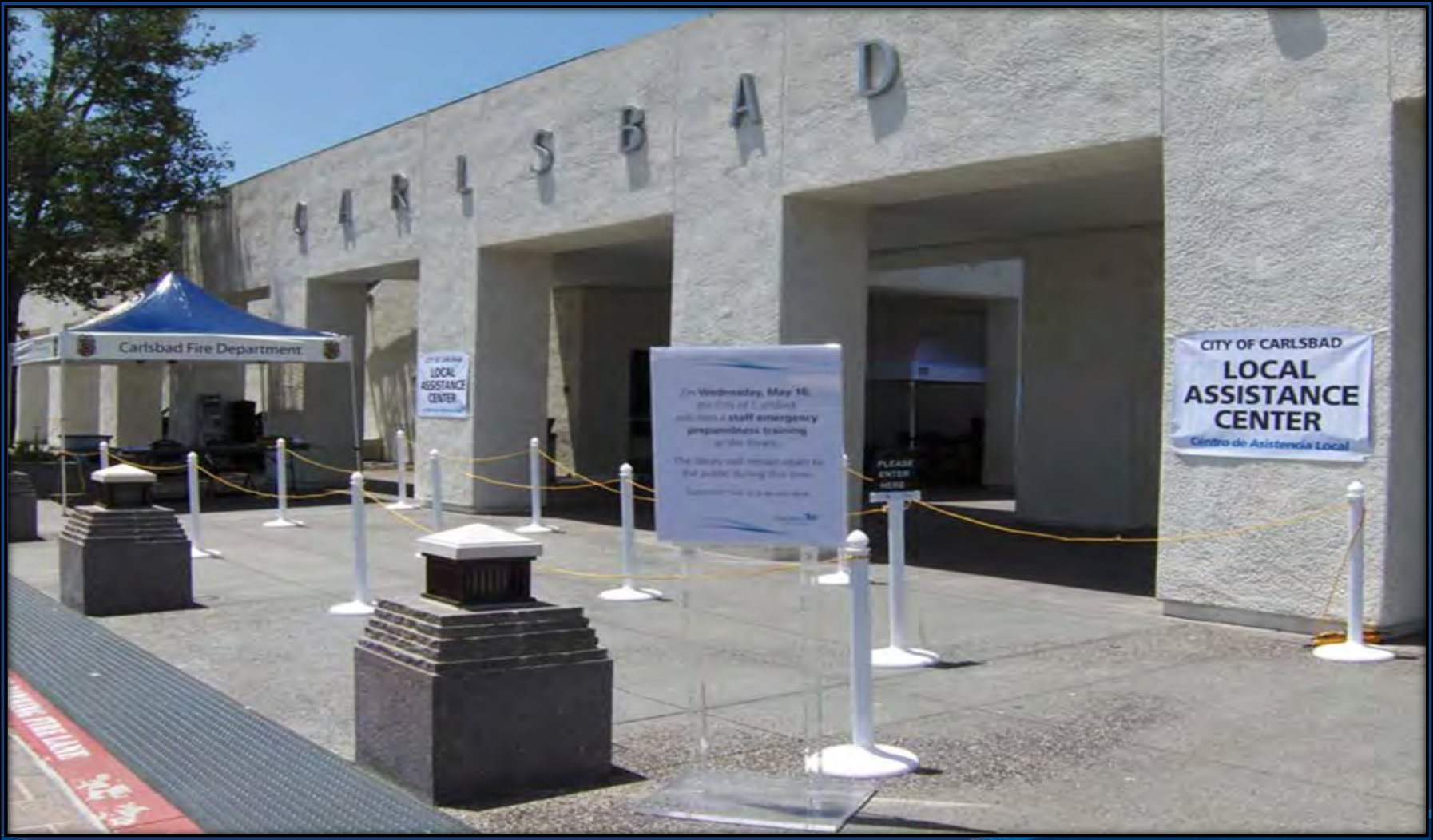
2007 Firestorm

CITY OF CARLSBAD

...but plan for unexpected guests!

CITY OF CARLSBAD

Local Assistance Center



Community Recovery Support

CITY OF CARLSBAD

Recent Incidents

- McClellan-Palomar Airport alerts (and accidents)
- Severe winter weather (yearly)
  - Tornado alert
  - Flooding
  - Damage

Recent Incidents

- "Easter" earthquake (4/2010)
- H1N1 Pandemic (6/09-2/10)
- Suspicious package (multiple)
- Kelly Elementary School shooting (10/10)
- Private-sector sewage spill (10/10)

Recent Incidents

- Heat and cool zones (yearly)
- Regional power outage (9/2011)
- SONGS alerts (11/2011-2/2012)
- Earthquake swarm (9/2012)
- Sewage spill (10/2012)
- County incident monitoring and support

CITY OF CARLSBAD

Training for "The Big One" Peak Acceleration, Shaking and Damage

PERCEIVED SHAKING	Not felt	Weak	Light	Moderate	Strong	Very strong	Severe	Violent	Extreme
POTENTIAL DAMAGE	none	none	none	Very light	Light	Moderate	Moderate/Heavy	Heavy	Very Heavy
PEAK ACC.(%g)	<.17	.17-1.4	1.4-3.9	3.9-9.2	9.2-18	18-34	34-65	65-124	>124
PEAK VEL.(cm/s)	<0.1	0.1-1.1	1.1-3.4	3.4-8.1	8.1-16	16-31	31-60	60-116	>116
INSTRUMENTAL INTENSITY	I	II-III	IV	V	VI	VII	VIII	IX	X+

CITY OF CARLSBAD

Los Angeles & Carlsbad Areas

CITY OF CARLSBAD

Layered Preparedness

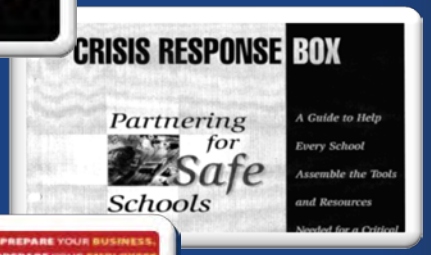
City of Carlsbad

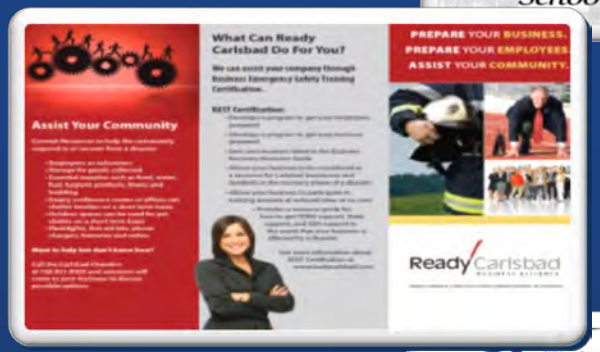
- City of Carlsbad Staff Preparedness
- Community Preparedness
- Mutual Aid
- State and Federal Support

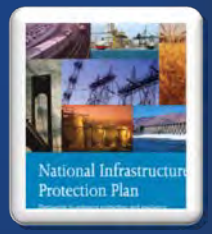
CITY OF CARLSBAD

Community Preparedness

- **Residents:**
  - Community response organizations
    - CERT
    - HOA teams
- **Schools:**
  - Safe school partnerships
    - CUSD, LCCS, SRO's
- **Faith-based organizations**



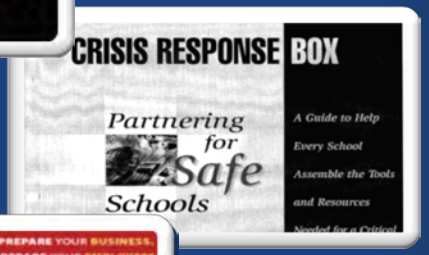


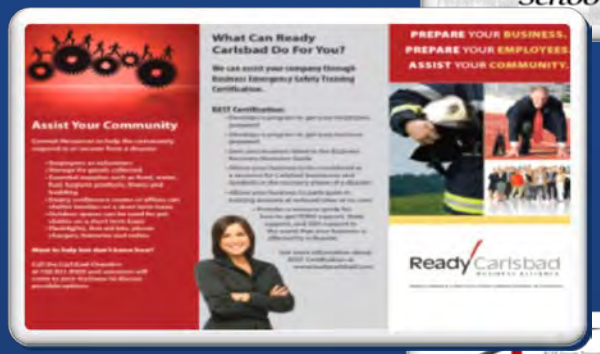


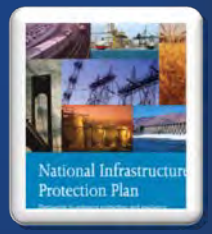
CITY OF CARLSBAD

Community Preparedness

- **Business:**
  - Ready Carlsbad Business Alliance
- **Health Care and Aging:**
  - Scripps Memorial Encinitas Emergency Management Group
  - Tri-City Medical Center BERI
  - RCFE TF
- **Non Profit and Service Organizations**
  - Carlsbad High-Noon Rotary



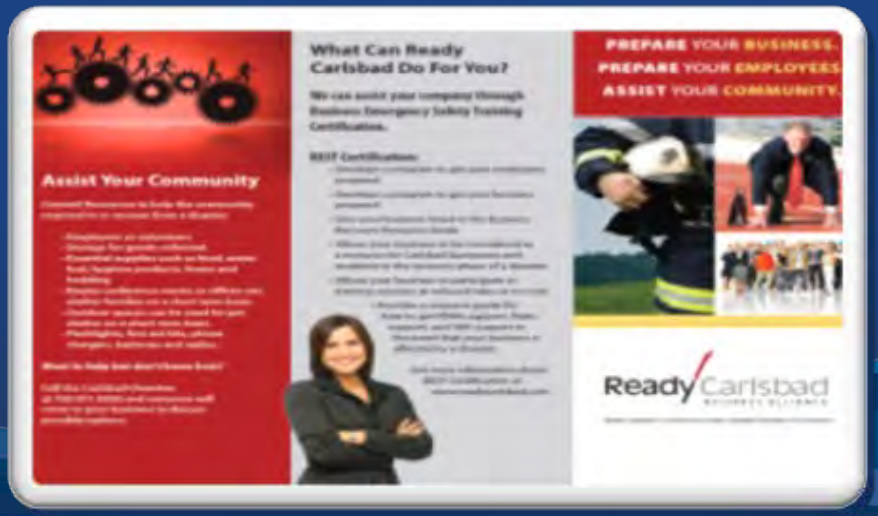




CITY OF CARLSBAD

CARLSBAD
CHAMBER OF COMMERCE

Ready Carlsbad
BUSINESS ALLIANCE



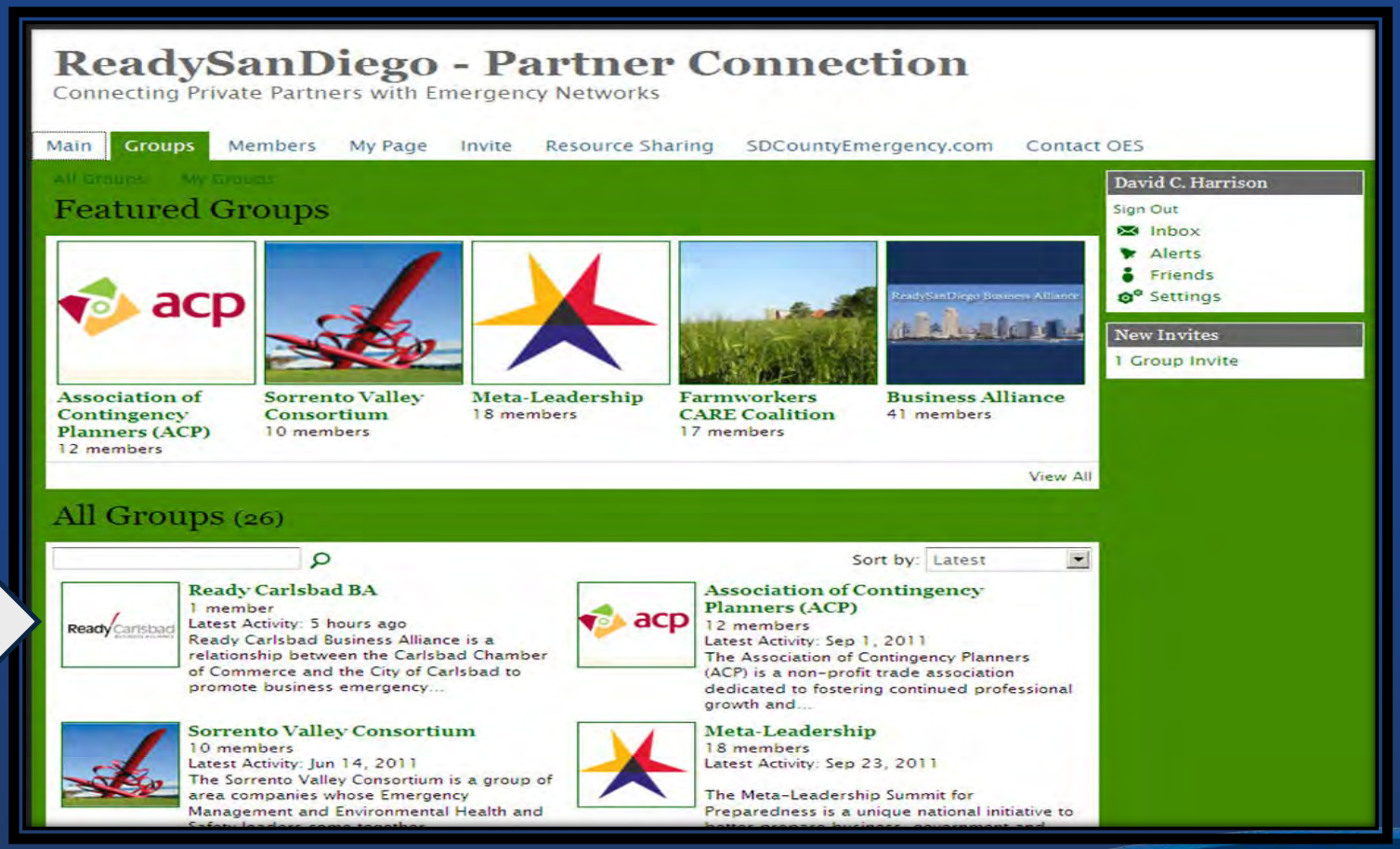
CITY OF CARLSBAD

Ready Carlsbad Business Alliance

- Relationship with Carlsbad Chamber of Commerce and City of Carlsbad
- 501 c (3)
- Recovery MOU's
- Communications
- Community preparedness vision

Ready Carlsbad
BUSINESS ALLIANCE

Business Community Preparedness Communications

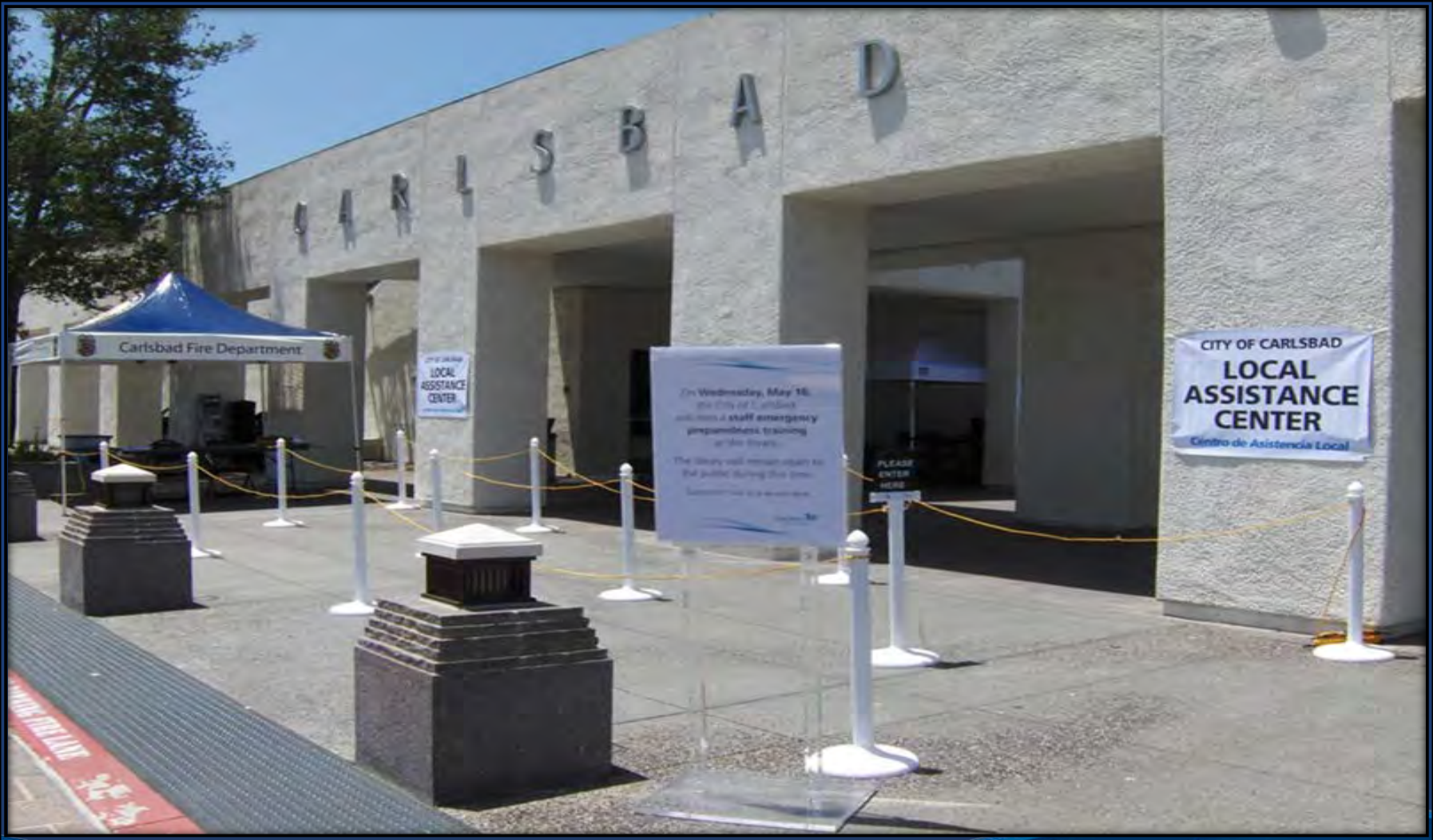


CITY OF CARLSBAD

Imagine….

CARLSBAD
CHAMBER OF COMMERCE
Ready Carlsbad
Local Assistance Center
COSTCO WHOLESALE
RITE AID PHARMACY
FedEx
U-HAUL
LOWE'S
Home Improvement Warehouse
COURTYARD
Marriott

Local Assistance Center Support



CITY OF CARLSBAD

The "Second Disaster"

OF
SBAD

Again, consider….

- More than 1 in 4 businesses will experience a significant crisis in a given year.
- Of those businesses that experience a disaster and have no emergency plan, 43 % never reopen.
- Of those that do reopen, only 20% are still operating 2 years later.
  - Ref: Small Business Association

CITY OF CARLSBAD

Contact

David Harrison

- City of Carlsbad Emergency Preparedness Manager
- www. carlsbadca.gov/emergency
- 760-931-2137
- David.Harrison@carlsbadca.gov

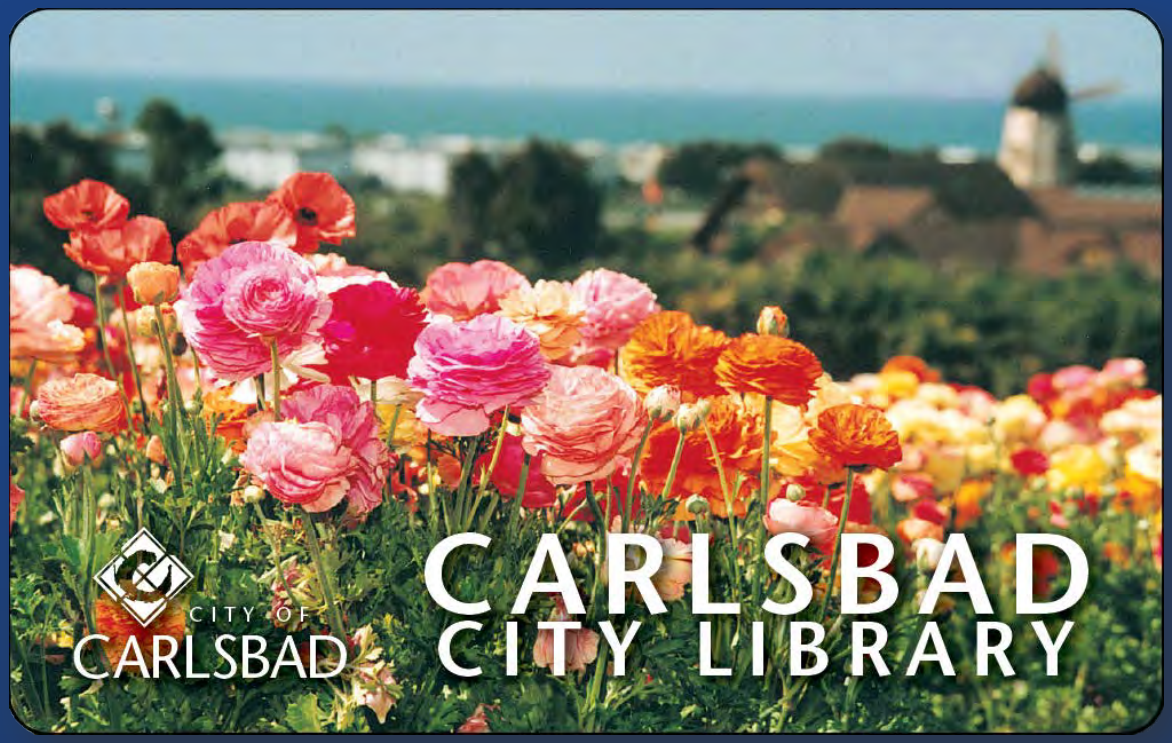
CITY OF CARLSBAD

Carlsbad City Library

Heather Pizzuto
&
Erin Zocco

CITY OF CARLSBAD

eResearch



ReferenceUSA

- The Business Database contains listings for **14 million** companies

- The Residential Database contains directory listings for 120 million households nationwide.

CITY OF CARLSBAD

ubsidiaries / 951 Branches

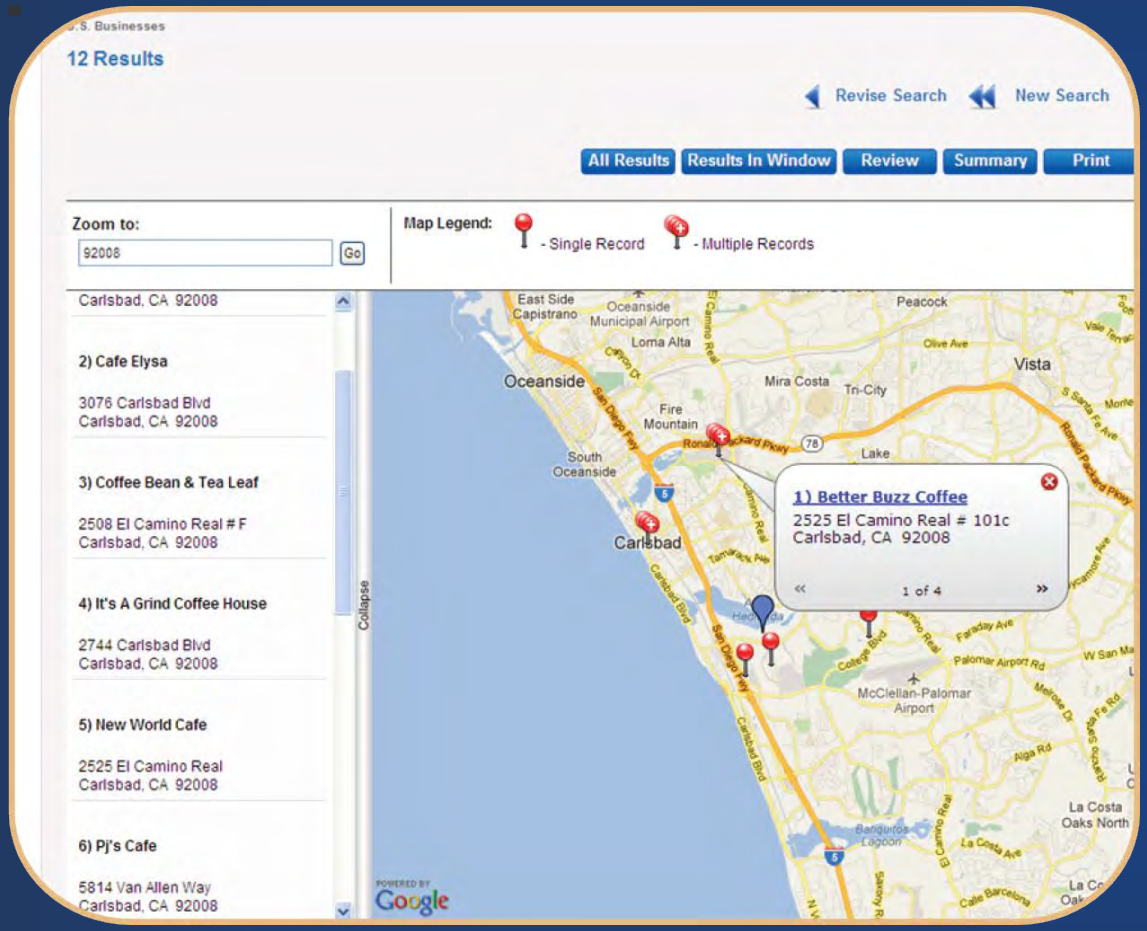
PC Public Company PV Private Company SU Subsidiary of U.S. Parent SF Subsidiary of Foreign Parent B Bra

		Company Name	Industry	City/State	Employees	Sales Volume
PC	☐	Macy's Inc	Department Stores	Cincinnati, OH	171,000	$26,405,000,000
B	☐	Macy's	Department Stores	Hoover, AL	300	$48,600,000
SU	☐	Bloomingdale's Inc	Department Stores	New York, NY	3,000	
SU	☐	FDS Bank	Banks	Mason, OH		
SU	☐	Leadville Insurance	Insurance	Burlington, VT	4	
B	☐	Macy's	Department Stores	Casper, WY	50	$8,100,000
B	☐	Macy's	Department Stores	Charleston, WV	250	$40,500,000
B	☐	Macy's	Department Stores	Barboursville, WV	240	$38,880,0

- Business profiles
- Management directories
- Demographics
- Expenditures
- Judgments/Bankruptcies
- Stock data
- UCC Filings
- Competitors reports
- Franchise /brand info
- Industry profile

CITY OF CARLSBAD

Mapping



- Survey locations for expansion
- Locate competitors
- Network other businesses in your area

CITY OF CARLSBAD

New Businesses

New Businesses Database

Quick Search | Custom Search

Expand All | Select All

- Company Name
- Executives
- Business Type
- Geography ✔
- Phone
- Ownership
- Time Frame ✔

City — Search Tips | Collapse | Remove

Select a State: California

Filter Choices

Acampo, CA
Acton, CA
Adelanto, CA
Adin, CA
Agoura Hills, CA
Aguanga, CA
Ahwahnee, CA
Alameda, CA
Alamo, CA

Carlsbad, CA

Clear Field(s)

Date Ranges — Search Tips | Collapse | Remove

Search Timeframe to find New Businesses by the time record was entered into our database.

Pre-defined Date Ranges

Choose from the options below.

Last Month

Advanced Date Selection

Choose the exact date range below

From 09/03/2012 To 10/03/2012

Clear Field(s)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT 107

CLEAR SEARCH

Back To Top

CITY OF CARLSBAD

U.S. Consumer / Lifestyle

Phone

Geography

- State
- City
- Metro Area
- ZIP Code
- County
- Radius
- Street Address
- Neighborhood
- Map Based Search

Housing Selections

Lifestyles

- Lifestyles

Consumer Snapshot

92011

Paste ZIP codes

3-digit ZIP Code lookup

Clear Field(s)

Lifestyles — Search Tips — Collapse — Remove

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
- Cooking / Wine
  - General Cooking
  - Gourmet Food & Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help
- Pets / Animals
- Photography
- Politics / Religion / News
- Purchase Behavior
- Sports
- Technology / Entertainment
- Travel

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

170

more info

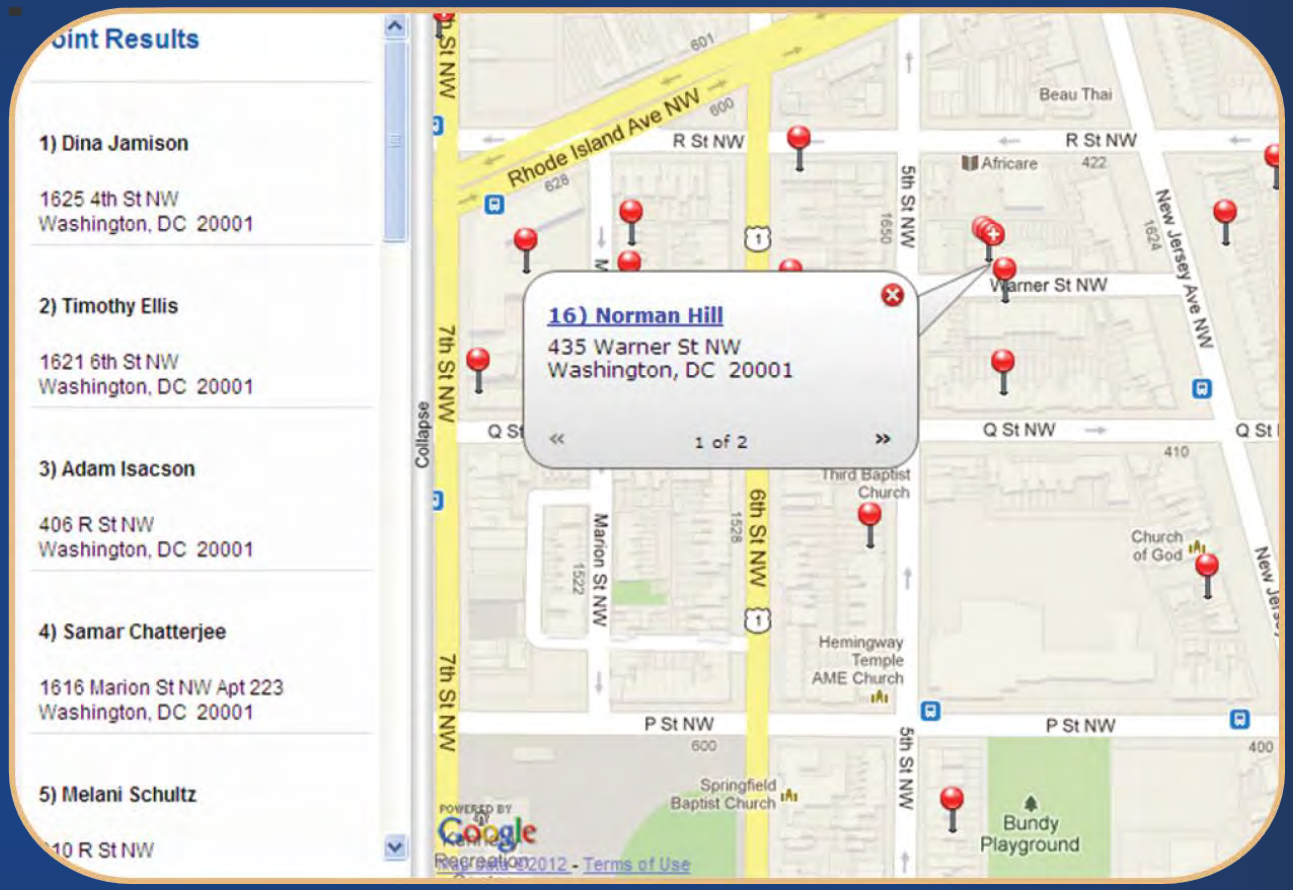
CLEAR SEARCH

Back To Top

Market to targeted groups

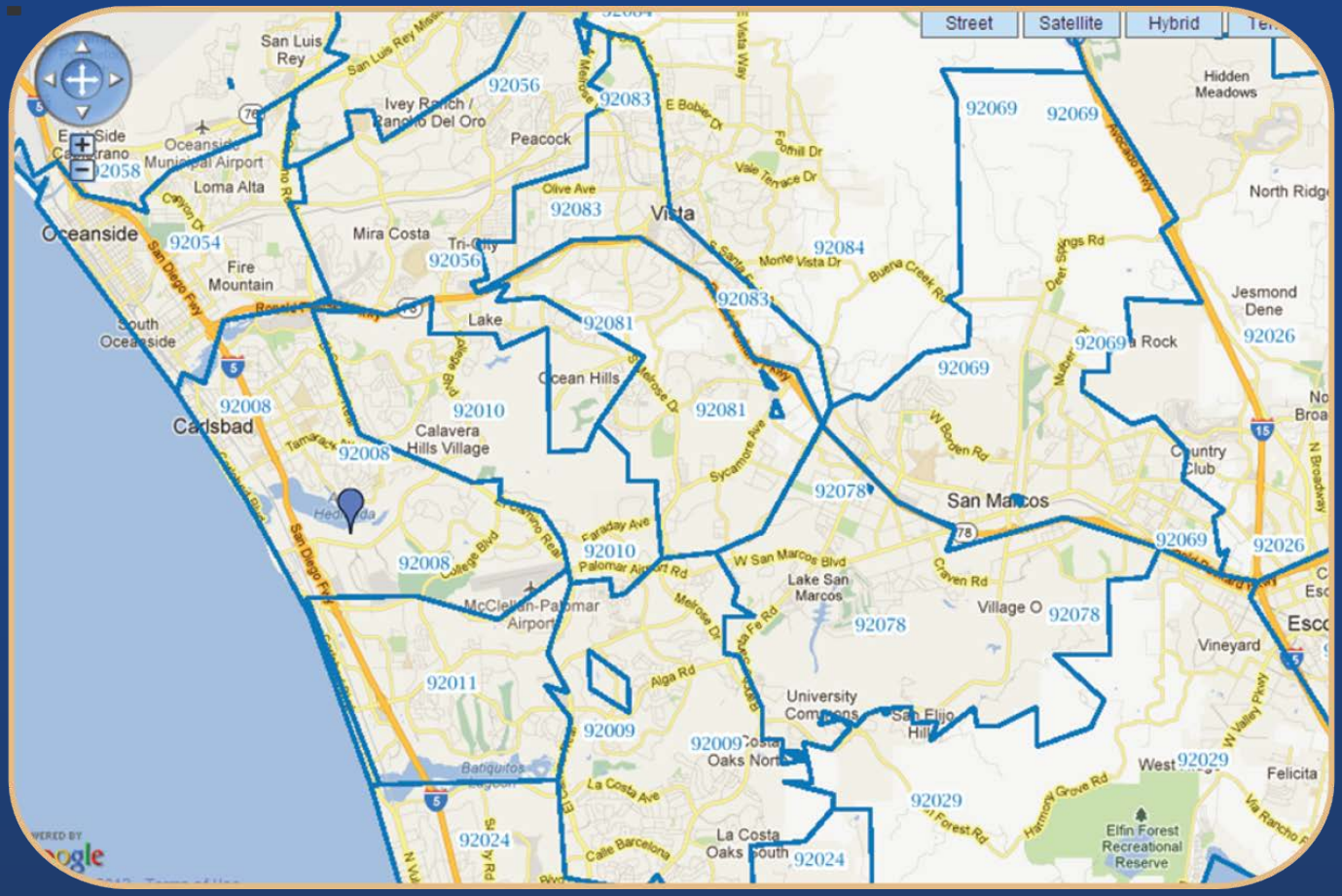
CITY OF CARLSBAD

- Research prospective clients
- Community demographics
- Target for fundraising



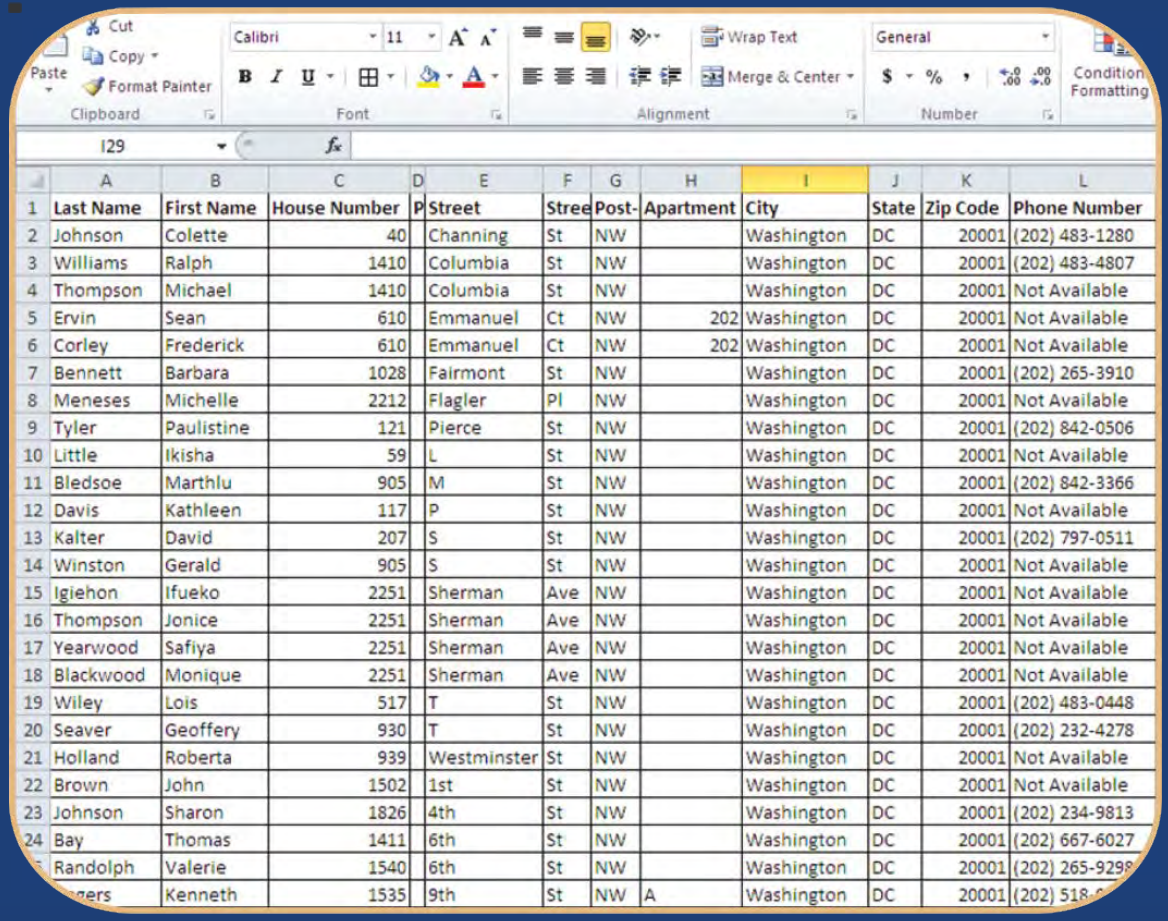
CITY OF CARLSBAD

Mapping by Zip Codes



CITY OF CARLSBAD

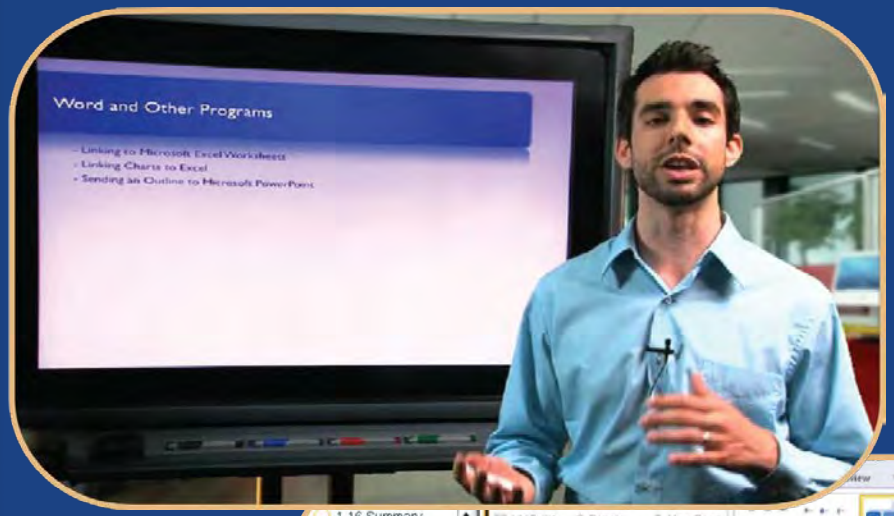
- PDF/Excel downloads
- 100 records a day from home
- Email records
- 250 records a day in the Library

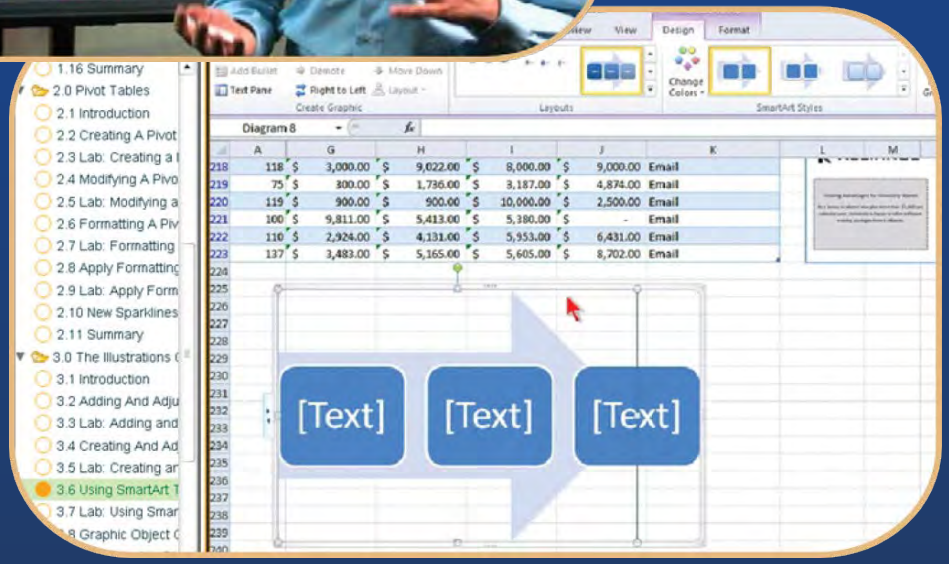


	A	B	C	D	E	F	G	H	I	J	K	L
1	Last Name	First Name	House Number	P	Street	Stree	Post-	Apartment	City	State	Zip Code	Phone Number
2	Johnson	Colette	40		Channing	St	NW		Washington	DC	20001	(202) 483-1280
3	Williams	Ralph	1410		Columbia	St	NW		Washington	DC	20001	(202) 483-4807
4	Thompson	Michael	1410		Columbia	St	NW		Washington	DC	20001	Not Available
5	Ervin	Sean	610		Emmanuel	Ct	NW	202	Washington	DC	20001	Not Available
6	Corley	Frederick	610		Emmanuel	Ct	NW	202	Washington	DC	20001	Not Available
7	Bennett	Barbara	1028		Fairmont	St	NW		Washington	DC	20001	(202) 265-3910
8	Meneses	Michelle	2212		Flagler	Pl	NW		Washington	DC	20001	Not Available
9	Tyler	Paulistine	121		Pierce	St	NW		Washington	DC	20001	(202) 842-0506
10	Little	Ikisha	59		L	St	NW		Washington	DC	20001	Not Available
11	Bledsoe	Marthlu	905		M	St	NW		Washington	DC	20001	(202) 842-3366
12	Davis	Kathleen	117		P	St	NW		Washington	DC	20001	Not Available
13	Kalter	David	207		S	St	NW		Washington	DC	20001	(202) 797-0511
14	Winston	Gerald	905		S	St	NW		Washington	DC	20001	Not Available
15	Igiehon	Ifueko	2251		Sherman	Ave	NW		Washington	DC	20001	Not Available
16	Thompson	Jonice	2251		Sherman	Ave	NW		Washington	DC	20001	Not Available
17	Yearwood	Safiya	2251		Sherman	Ave	NW		Washington	DC	20001	Not Available
18	Blackwood	Monique	2251		Sherman	Ave	NW		Washington	DC	20001	Not Available
19	Wiley	Lois	517		T	St	NW		Washington	DC	20001	(202) 483-0448
20	Seaver	Geoffery	930		T	St	NW		Washington	DC	20001	(202) 232-4278
21	Holland	Roberta	939		Westminster	St	NW		Washington	DC	20001	Not Available
22	Brown	John	1502		1st	St	NW		Washington	DC	20001	Not Available
23	Johnson	Sharon	1826		4th	St	NW		Washington	DC	20001	(202) 234-9813
24	Bay	Thomas	1411		6th	St	NW		Washington	DC	20001	(202) 667-6027
	Randolph	Valerie	1540		6th	St	NW		Washington	DC	20001	(202) 265-9298
	gers	Kenneth	1535		9th	St	NW	A	Washington	DC	20001	(202) 518-

CITY OF CARLSBAD

Learning Express Library





- MS Office
- Adobe Software
- Windows and Mac Operating Systems

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eTests – eBooks
eExercises - eCourses

- Licensing prep
- Business writing
- Career development
- Writing and Math skills
- Computer skills

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Print Resources

Investments

- Pratt's Guide to Private Equity
- The Outlook
- No-load fund Investor
- Pratts Guide to Private Equity & Venture Capital Sources
- RMA Annual Studies & Key Financial Ratios

Newspapers

- Baron's
- Wall Street Journal
- Financial Times
- Investor's Business Daily
- Daily Transcript

Directories

- Book of Lists
- Headquarters USA
- Standard Industrial Classification Manual

- Nolo legal guides

CITY OF CARLSBAD

Contact

Call us @ 760-602-2038 or
760-434-2871

Email us @ librarian@carlsbadca.gov

Text us:760-354-9423

ASK US **Find Answers** to Frequently Asked Questions, or Ask us yourself!

CITY OF CARLSBAD

Transportation Department

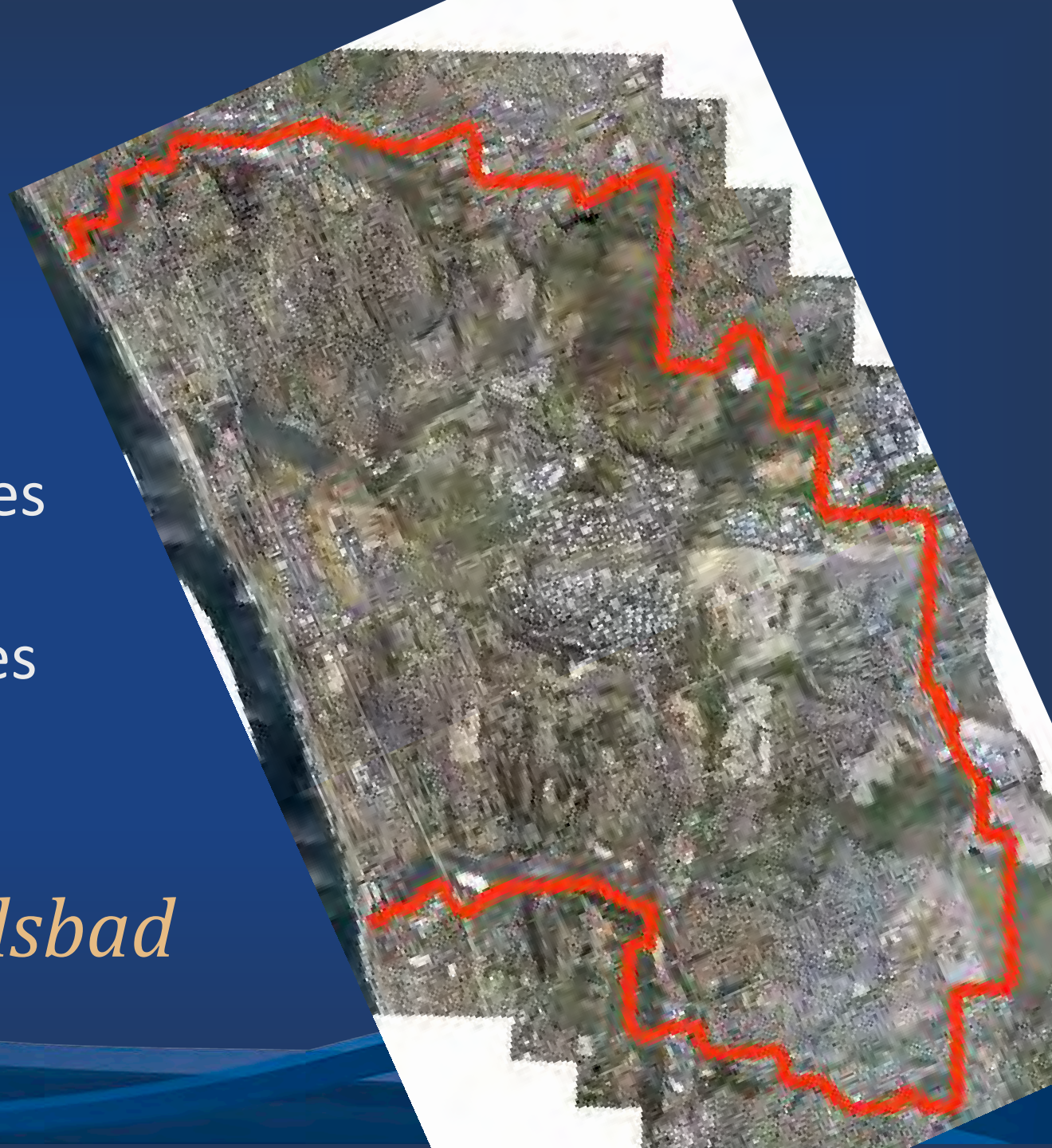
Conrad “Skip” Hammann, PE CPM

CITY OF CARLSBAD

42 sq miles

300 road miles

835 lane miles



City of Carlsbad

Transportation Divisions

- Construction Management and Inspection
- Transportation Engineering
- Street Maintenance

CITY OF CARLSBAD

Construction Management and Inspection Division

- Projects
  - Private development
  - Right-of-way
  - Capital construction projects
- Oversight
- Inspection
- Facilitate
- Project Administration

CITY OF CARLSBAD

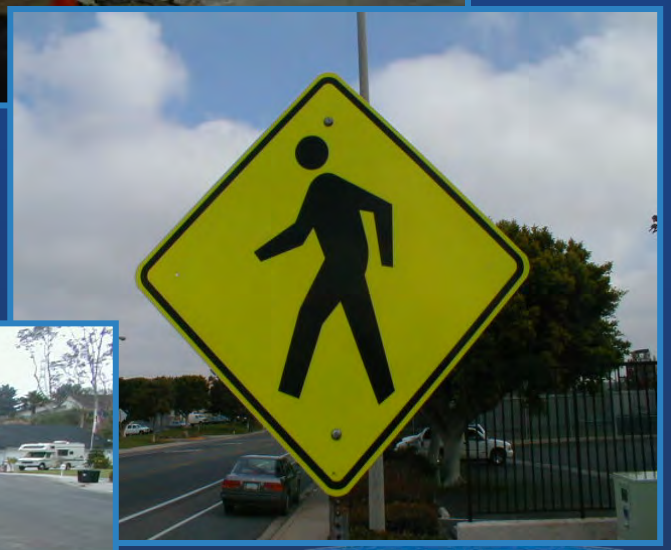
Transportation Engineering

- Design Services
- Traffic Services
- Asset Management

CITY OF CARLSBAD

Street Maintenance

- 300 miles of roads
- 7,700 street lights
- 17,400 Street Signs
- Graffiti removal
- Storm response



CITY OF CARLSBAD

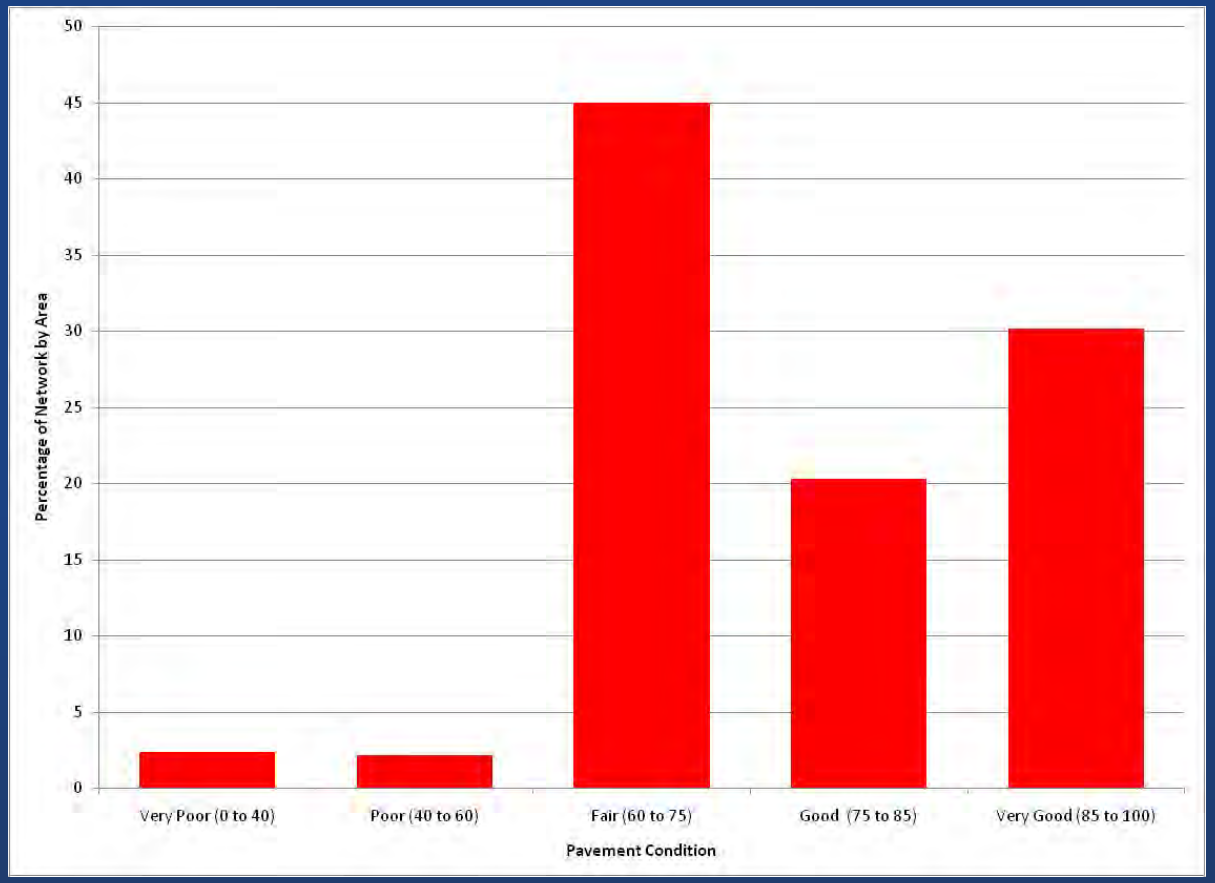
Pavement Management Program

CITY OF CARLSBAD

Pavement Condition Index

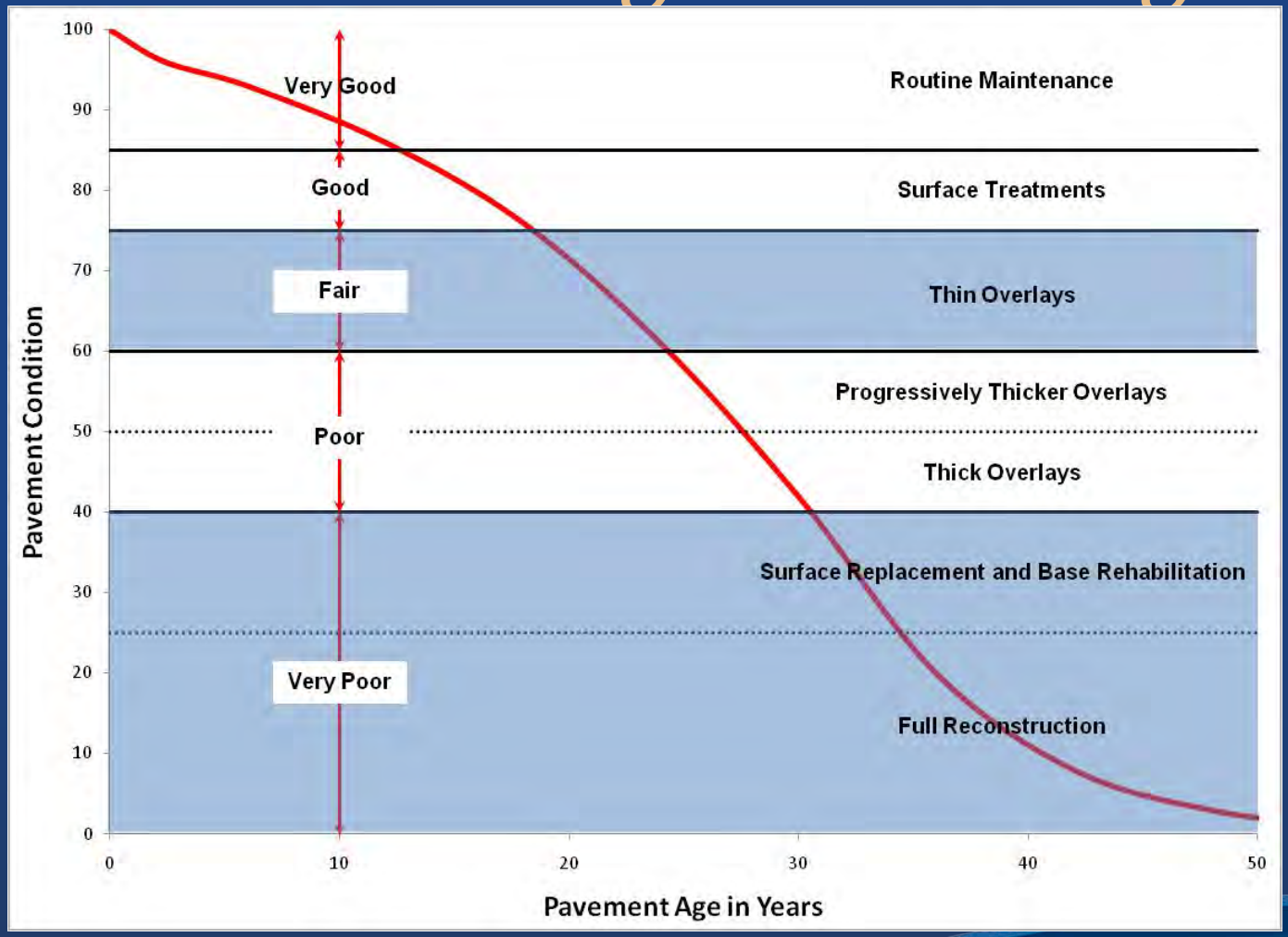
Average PCI >80

100% PCI >70



CITY OF CARLSBAD

Pavement Management Program



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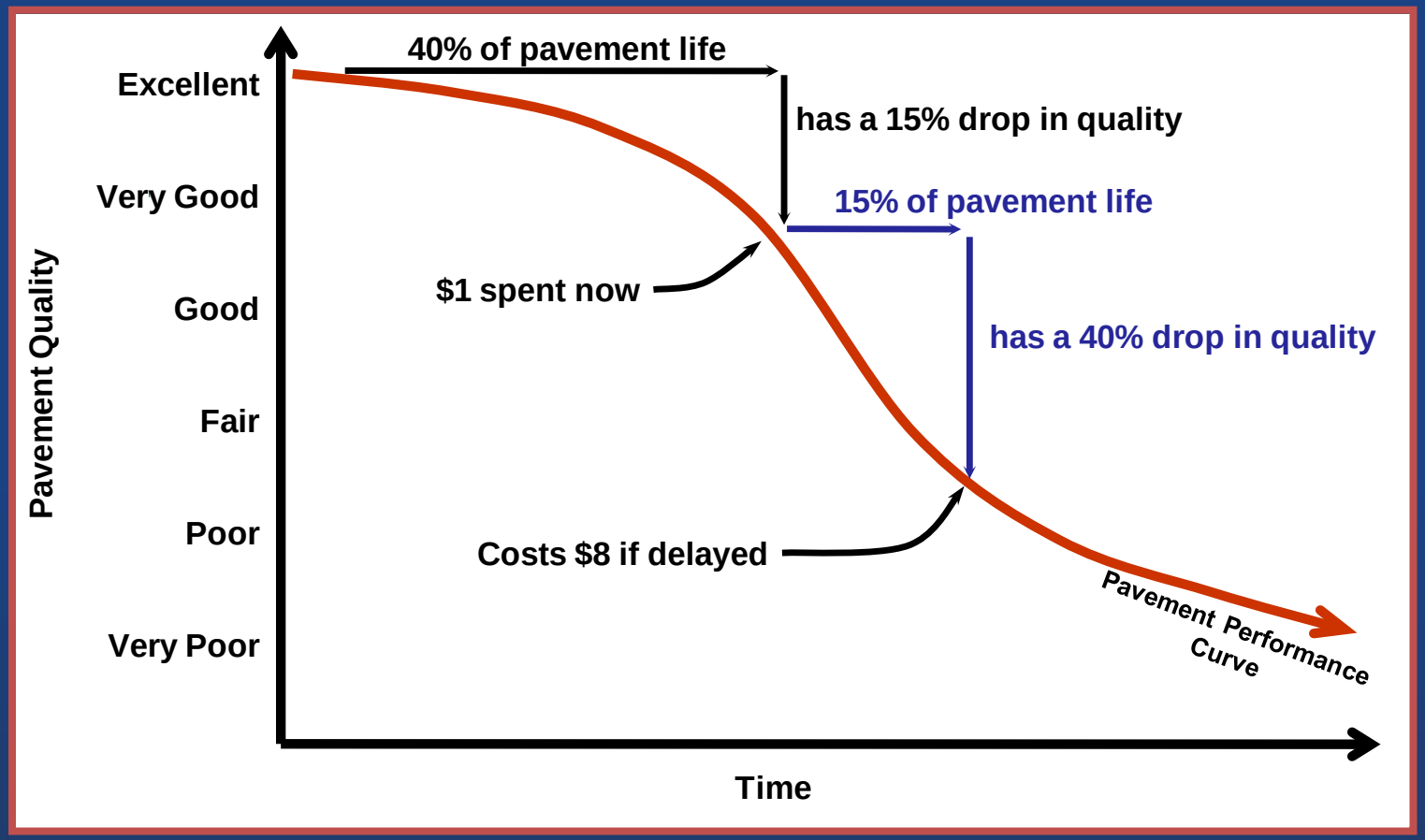
Pavement Management Program



Traffic Signals

172 Signalized intersections

CITY OF CARLSBAD

Traffic Signal Program

- Signal equipment & detection
- Traffic Management Center
- M&O program

CITY OF CARLSBAD

Livable Streets

- Welcoming and inviting streets
- Balances people & cars
- Walking, biking and public transportation
- Enhances safety
- Enhances economic vitality

CITY OF CARLSBAD

Carlsbad Boulevard/State Street Before

CITY OF CARLSBAD

Carlsbad Boulevard/State Street After

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Carlsbad Boulevard Realignment

CITY OF CARLSBAD

Transportation Contact Numbers

- Main Office: 760-602-2730
- Service Requests: 760-434-2980
- Non-Emergency: 760-931-2197
- Graffiti Hotline: 760-434-6700

CITY OF CARLSBAD

Parks, Trails & Open Space

Chris Hazeltine, Parks & Recreation Director

CITY OF CARLSBAD

Questions?