



Newsletter

February 2008

Palos Verdes Estates New Disaster District Plan

The City of Palos Verdes Estates Police Department and Palos Verdes Estates Neighborhood Watch established the CERT (Community Emergency Response Team) program for the City as a way to equip its citizens for disaster survivability. CERT continues to be an outstanding tool as it teaches skills necessary not only to survive a disaster, but to help others survive. Among other things, citizens are taught assessment techniques, structural shoring techniques, organizational skills and triage. Also, continued professional training is provided to help keep skills honed and interest heightened.

The CERT program is tremendously beneficial to the citizens and is a program that the Palos Verdes Estates Police Department will continue to support. However, in a disaster, the full utilization of CERT volunteers may be impractical. We recognize that contacting CERT members, locating them when needed, and deploying them where needed will be difficult. In order to address this concern, the City is now creating an ambitious new community readiness program designed to help the residents of Palos Verdes Estates establish comprehensive

neighborhood disaster preparedness plans enabling self sufficiency for at least 10 days.

The Mission Statement for the Palos Verdes Estates Disaster District Plan reads as follows:

The purpose of the Palos Verdes Estates Disaster District Plan is to assist the citizens of the City of Palos Verdes Estates in the development of pragmatic, easy to follow, detailed disaster mitigation plans, to be shared by the community and the responding disaster relief officials, to help increase the community's survivability in a disaster. It is our intent to create the most efficient and expedient plans and tools possible by utilizing City, and private, funds and resources. It is also our intent to preserve the integrity of this plan through a cost effective maintenance program.

The plan identifies six sub-districts for emergency planning within the boundaries of Palos Verdes

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Palos Verdes Estates City Council

Mayor.....James F. Goodhart
Mayor Pro Tem.....Joseph C. Sherwood, Jr.
Councilmember.....Rosemary Humphrey
Councilmember.....Ellen Perkins
Councilmember.....John Rea
Website www.palosverdes.com/pve
Email City Hall at CityClerk@pvestates.org

Regular City Council meetings are held the second and fourth Tuesday of the month at 6:30 p.m. for study and closed session and 7:30 p.m. for the regular agenda. Regular Planning Commission meetings are held the third Tuesday of each month at 6:30 p.m. The Parklands Committee meets the second Monday of the month at 7:30 p.m. The Traffic Safety Committee meets the second Wednesday of the month at 4:00 p.m.

Meetings are held in Council Chambers - 340 Palos Verdes Drive West. All agendas for City Council, Committee and Commission meetings are posted on the City Hall bulletin boards at least 72 hours before the meeting. For more information call City Hall at (310) 378-0383. Fax: (310) 378-7820

Palos Verdes Estates New Disaster District Plan

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Estates. The districts have been mapped out taking into account geographical considerations, Palos Verdes Estates Neighborhood Watch and Home Association designations and known land destabilization factors. Consideration was also given to providing open space to each zone for potential staging and/or evacuation sites. Since there are six schools in the City, we were also careful to include one in each district.

Utilizing the Palos Verdes Estates Neighborhood Watch Program and its command structure, volunteers will be selected from each of the six zones.

These individuals, along with experts from police, fire, geology, civil engineering, and disaster planning, will form a committee tasked with the responsibility of creating a community disaster manual tailored to each individual zone. Although the manuals will be similar in format, they will be site specific. Each manual will contain the names and contact information of CERT trained residents, medical and emergency trained citizens, residents with special skills or special needs, and the names of HAM radio

operators within the zone. All resources and equipment will be cataloged. Also, each manual will outline evacuation and alternate evacuation sites, staging and alternate staging sites, and will outline the incident command organizational structure.

Another important element of developing the Disaster Plan is accumulating and integrating geographic and demographic information from multiple sources into a single resource. Each PVE Disaster District team will have maps that identify and locate key resources, hazards and threats to help with planning and managing response and recovery operations. Initially, maps will be created electronically and available in print. Ultimately, web based servers will secure electronic maps and will include multiple layers of data available to incident managers.

It is anticipated that this project will require an extended period of time to ensure comprehensive and thorough development. We will continue to provide updates in the City Newsletter, as well as through Neighborhood Watch, as the plan progresses.

Council Agendas Available

To enhance service to residents, City Council agendas are posted at City Hall, 340 Palos Verdes Drive West and the Golf Club Pro-Shop, 3301 Via Campesina, and agendas and related materials are placed at the Malaga Cove Library, 2400 Via Campesina, by the Saturday morning preceding the Tuesday evening City Council meeting. Agenda and staff reports are also available online on the City website at www.palosverdes.com/pve. If you are interested in subscribing to the Agenda, please join the list-serve on our website by clicking on *City Council* and then on *Join the E-mail List Server*.

A Message from the Chief of Police

Internet Scams

All scams, known to me, are comprised of the same three elements: 1) the bait 2) the trust 3) the switch. The bait usually takes the form of a “too good to be true” offer. The second element, trust, is earned by the scam artist deceiving the victim into pitying him or earning his trust by appearing vulnerable to the victim. The final element, the switch, is when the actual theft occurs.

A good example is the old “Jamaican Switch Scam.” This was an effective rip-off during the 1970’s and 80’s. It worked like this: a gentleman posing as a wealthy foreign citizen persuades his victim to assist him in a wire transfer of his personal finances into the United States. He convinces his victim to open a joint savings account while the scam artist arranges the transfer of funds. The victim is promised a generous monetary gift after the transaction is complete. Next, the victim opens the account with a \$5000 good faith deposit. The scam artist quickly withdraws the money and is never seen again. In this scam the enticement (bait) is the promise of a generous gift after the transaction. The trust/pity is earned as the victim feels pity for the foreign citizen, ostensibly not able to bring his finances to the United States. The appearance of vulnerability takes place as the victim realizes either party can withdraw the funds and as soon as the transfer is complete, the foreign citizen will have more to lose than him. Finally, the switch is made by means of a cash withdrawal.

Internet scams work on the same principle. One of the newest scams is known as the “Double Payment Scam.” There are a few variations, but all essentially work the same. The scam artist, making an internet purchase from the victim on-line, appears to make an honest mistake by mailing double the amount due. The honest seller (victim) notifies the buyer of the error. The scam artist persuades the seller to cash the check and mail the difference back to him. The original payment check is either fictitious, forged, or else there are Insufficient Funds (NSF) in the

account. Because the victim is a foreign citizen, by the time it is discovered that the check did not clear, the property and overpayment have already been mailed to the scam artist. The same elements of a scam are seen in this scenario: 1) Bait - over payment, 2) Trust - told to cash the check for double the amount and, 3) Switch - property purchased is not paid for and the victim pays the scam artist what he believes to be an over payment.

Another common internet scam is to bait the victim into believing the message received is from a prominent bank (often times, the victim’s own bank). The victim is told there was a security breach and that he/she must verify personal information, or the account will be closed. The information requested includes account and other personal information. This is an identity theft scam, known as, “phishing,” and again, note the three elements: bait, trust and switch.

Each day there are new scams and variations of the old ones. To protect yourself, remember to look for the three elements: bait, trust and switch. Here are a few other tips to consider to avoid being a victim of an internet scam:

- Be leery of dealing with persons posing as foreign citizens.
- Be very dubious in giving out personal information, especially your social security number.
- If it looks too good to be true, **it is!**
- Learn as much as possible about the seller, especially if the only information you have is an email address.

To report any suspicious internet behaviors, please contact the Palos Verdes Police Department at (310) 378-4211.

Spotlight on City Recreation Concessions

The following article begins a feature that will appear over the next four issues of the City newsletter. The articles will highlight each of the City's recreational concessions which include the Tennis Club; Stable; Golf Club and Beach and Athletic Club. These facilities are located on City land and operate under concession agreements with the City. Each has a unique history and contributes greatly to the overall ambiance of the City. These facilities are open to the public; Palos Verdes Estates

residents receive preference. Membership in the Tennis, Golf or Beach Clubs affords City residents further benefits and access to programs and Club facilities. In addition to these articles, please be sure to look for the "Recreational Insert" in the April issue of the City newsletter. The insert is intended as a pullout, quick reference guide to all the facilities. If you would like a copy, please visit the City's website (www.palosverdes.com/pve) and search for the most updated April Newsletter.

Palos Verdes Tennis Club

The Palos Verdes Tennis Club (PVTC) is located at 3303 Via Campesina on City parkland, adjacent to the Golf Club. The Club is operated by the non-profit Palos Verdes Tennis Foundation. The Club and City executed the initial concession agreement in March 1961, after which, the founding body solicited additional memberships, including non-residents, in order to provide funds to construct the courts. In July 1963, five tennis courts and a small pro shop were opened. Additional courts were added over the years, bringing the final total to twelve courts, ten of which are lighted. The current Clubhouse was dedicated to the City in 1970. The Club is governed by Officers and a Board of Directors elected from the membership.

Membership/Fees/Dues Membership for Palos Verdes Estates residents is available immediately – there is no waiting list. All memberships are "family", whether owned by an individual, couple or family. The initiation fee, which is restricted to funding capital improvements at the facility, is \$2,000 and may be paid in 12 monthly installments. Resident monthly dues are \$65, while non-residents pay \$80. Court fees for non member residents are \$10 per person before noon and \$7 per person after noon. Juniors (under 18) may play at anytime for \$4. Courts are available on a first come-first served basis with priority going to the members. Tennis courts are the best-maintained and best-lit of any tennis facility in the South Bay.



From L to R:
2008 President, **Clark Johnson**;
Outgoing 2007 President, **Nancy Potts**;
General Manager, **John Hall**

Programs The Club offers a wide-range of programs for all ages and skill levels. The Junior Program allows children 3-16 an opportunity to play and the program is available on a drop-in basis. Adults can take advantage of free workouts and private instruction from staff pros. Marine League of the South Bay is an active Club program which features interclub competitive doubles matches for women of all levels. The Club also sponsors tennis socials and dinners for its members.

The Club warmly welcomes new members. It is a great place to meet fellow City residents and make new friends. Please visit the Club, which is located at the end of the east Golf Club driveway, closest to Paseo del Campo. You may also visit their website for more information (www.pvtennisclub.com), or call the club office at (310)373-6326. Manager John Hall is available to answer any questions about the facility, programs and membership.

PVBAC and City Offer Two Youth Programs

The Palos Verdes Beach and Athletic Club will again offer its two popular youth swim programs. PVBAC members have priority on sign-ups; PVE resident *non-member registrants* will have the opportunity to sign up beginning Monday, March 3rd. **NO CALL -IN RESERVATIONS WILL BE TAKEN.** Payment must be received at the time of sign-up to reserve a spot. Please clearly specify name(s), time and day of classes requested. Spaces are limited. Contact Janie Williamson at (310) 375-8777 for more information on the following programs.

Junior Lifeguard Conditioning (ages 9 to 17)

Cost: \$120 per person

Schedule: 8-week program

Monday/Wednesday

March 17 – May 7

Class times: 3:30-4:30 p.m.

4:30-5:30

5:30-6:30

Tuesday/Thursday

March 18 – May 8

Class times: 4:30-5:30 p.m.

5:30-6:30

Dolphin Camp Training (ages 7 to 10)

Cost: \$120 per person

Schedule: 8-week program

Tuesday/Thursday only

March 18 – May 8

Class times: 3:30-4:30 p.m.

California's Water Crisis

Even with recent heavy rainfall, California is facing a severe drought, with 2007 ranking as a record dry-year in some regions. Water is an invaluable resource to our State. We are heavily affected as water supply decreases: streams start to disappear; drinking water diminishes; crops suffer; businesses are adversely impacted. In addition, during a disaster such as a major earthquake, water supplies will be less available to those in need.

Although water agencies are continuously trying to improve ways of extending water supplies by establishing better, more efficient programs, it is important that the consumer exercise conservation as well. Some easy tips to follow during the winter and spring seasons include:

1. Turn-off, or reduce your sprinklers. Since we have received rainfall in the last month, your lawn may be getting the water it needs to remain healthy. Your grass does not need water if you can step on it and it springs back. If you want to keep a sprinkler system, look into a "smart" sprinkler, which determines the correct amount of water based on your plants and the weather conditions.
2. Do not water the streets or gutters. Check your sprinklers to make sure they are aimed toward vegetation.
3. As you prepare to plant spring flowers, seek drought-tolerant plants. There is a wide variety available, which range in many beautiful colors.
4. In the home, repair leaky faucets and plumbing joints.
5. Look at purchasing energy efficient appliances and fixtures, such as washing machines, toilets and dishwashers. The West Basin Municipal Water District currently offers rebate programs for residents who purchase certain water conserving appliances/fixtures.

For other water saving tips, or to learn more about California's current water crisis, please visit www.westbasin.com, www.calwater.com or www.calwatercrisis.org.

Neighborhood Watch Report



The Neighborhood Watch Board invites the Palos Verdes Estates community to join, or renew your membership, today!

PVE Neighborhood Watch has continued its emphasis on neighborhood outreach to help prevent crime and encourage emergency preparedness and community emergency response training. We launched a new e-mail alert program this year for all Neighborhood Watch members, sending both Crime Reports and, more importantly, Crime Alerts.

Our area coordinators are actively engaged in lining up block captains for each block in their area and encouraging them to organize crime prevention and emergency preparedness block parties. Laurie Slawson, our new Police Department Community Relations Officer and Neighborhood Watch Liaison, is preparing to present emergency preparedness seminars to any block that makes a request. You may contact her at (310) 378-4211.

In addition, CERT (Community Emergency Response Training) has been encouraged by publicizing the classes in our Neighborhood Watch Newsletter as well as the City Newsletter. Our CERT graduates participate in Peninsula-wide emergency preparedness drills as well as County-wide training.

Neighborhood Watch's annual "National Night Out" against crime, held August 7th, was enthusiastically carried out in 12 neighborhood gatherings throughout the City. This night is dedicated to encouraging residents to get to know each other and our police and fire department personnel. Officer McGruff and representatives of our Fire and Police Departments visited each party and handed out crime prevention information to adults and goody bags to kids. Police Dog "Grim" met many of our neighborhood children.

Our annual meeting this year, held in October, was especially informative. It included presentations by three professionals addressing "Counter Terrorism Today". FBI special agent, Chris O'Dowd, LAPD Detective Jonathan Ix, and CERT Executive Director John Douglass addressed the risks and how we, as residents, can assist law enforcement. Douglass spoke on how we can be better prepared for various types of disasters.

The Neighborhood Watch Board enthusiastically supports the Police Department's community outreach program, PVE-CARES, and helps to fund both the Police Department Open House and the PVE-CARES very successful annual Health Senior Fair.

As in years past, and in the spirit of the holiday season, Neighborhood Watch continues to provide holiday meals for our public safety personnel.

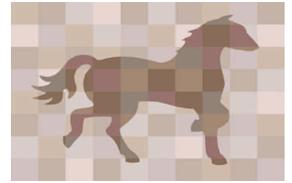
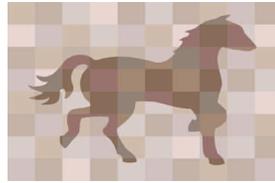
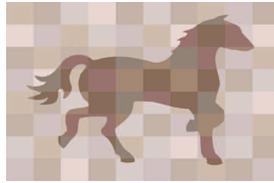
We would like to thank the community for the financial support of our program. Your support has made it possible to reach out to our residents through informational meetings and the Neighborhood Watch Newsletter and to provide training supplies for our block captains. A membership envelope is included in this newsletter for you to join or renew your membership. Again, thanks for your support!

Barbara Culver

Sharon Ryan

Co-Presidents

PV Stables Open House



Palos Verdes Stables is holding a free Open House on Saturday, February 9, 2008 from 12 p.m. to 4 p.m. at the Stables located at 4057 Via Opata, Palos Verdes Estates.

The whole family will enjoy an afternoon of fun, food, door prizes and watching horses and riders. English and Western horseback riding demonstrations

are scheduled throughout the afternoon, as well as short informational clinics about horses and the horseback riding sport. Information about the extensive lesson programs offered at Palos Verdes Stables will be available.

For more information about the Open House, please contact **(310) 375-9322**.

Harry Brandel, Jr. Scholarships

The Palos Verdes Homes Association is offering qualified high school seniors, college students and graduate students an opportunity for awards from the Brandel Scholarship Fund.

Guidelines state that eligible applicants must be accepted at or attending an accredited college or university with a major in architecture, civil engineering, land-use planning or fine arts. In addition, at least one parent must be a property owner in Palos Verdes Estates or the original Miraleste area of Rancho Palos Verdes. Selection criteria include

academic achievement, essay, letters of recommendation and community activities.

Deadline is April 11, 2008. Applications may be obtained from the Homes Association office, 320 Palos Verdes Drive West, Palos Verdes Estates, and school guidance centers.

These education scholarships were established in memory of Harry Brandel, Jr. who served on the board of the Palos Verdes Homes Association for 44 years. Call **(310) 373-6721** for more information.

**Malaga Cove
Library Book Sale
February 15 & 16
March 21 & 22**



*R*eserve Officer Rob VanLingen proudly displays the "Best Vintage Car" trophy awarded to the Police Department for their entry of "Car 54" into the Peninsula Holiday Parade held in December.

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