

LEAP's mission:

- Strengthen community emergency resources
- Reinforce business sector emergency preparedness
- Facilitate coordinated emergency responsiveness
- Promote interim post event recovery
- Protect community financial stability
- Foster business to business communication and commerce



Local Emergency Action Program

sm



Local Emergency Action Program

sm

Preserving our community's economic stability

LEAP (Local Emergency Action Plan) is a free partnership program between the City of Pleasanton and local businesses and non-profit organizations to ensure continuity of business and service operations immediately following a local emergency or disaster.



BENEFITS TO BECOMING A LEAP PARTNER:

Public Visibility:

Involvement in LEAP provides opportunities for your business not only to foster customer loyalty, but also extend your visibility beyond your traditional market. Your involvement will speak volumes of your commitment to the community of Pleasanton.

Cost Savings:

With an expected rise of disaster activity forecasted in the next decade, it's crucial to protect your business's bottom line in the event of a disaster. Emergency responders will be overwhelmed for at least the first 3-5 days following a disaster. For a large business, even a one-day shut down as a result of a disaster could cost thousands of dollars that can never be recovered. The LEAP program makes excellent economic sense for providing an interim post recovery solution.

Together We Are Stronger:

Incorporating the entire community in a plan is vital for a successful interim emergency response. By establishing public/private sector partnerships before disaster strikes, the entire community can avoid costly problems usually associated with a disaster, such as employee repercussions, tax revenue losses and lost sales revenues. LEAP partners will benefit from their business neighbors becoming active members.

Your Name As A LEAP Partner:

Be recognized as a business that cares about the well being of your community. Local LEAP Partners are identified in several ways, such as a decal to place within your business and brochures that discuss the LEAP program and its benefit to local businesses and the entire city. Your business logo or company name may be included in future LEAP press releases, media ads or announcements and other printed collateral.

FREQUENTLY ASKED QUESTIONS

Q: Are there initial costs to join and become a LEAP Partner?

A: No, to become a designated LEAP Partner there is no cost to you.

Q: Do I need to own a business in Pleasanton to join?

A: Yes, in order to become a LEAP Partner you must own a business in Pleasanton.

Q: I've joined, now what?

A: A LEAP Partner Packet will be sent to you which will include a variety of emergency training information and an emergency template for your business, a LEAP Partner decal to identify you as a designated Partner and other collateral.

Q: What kind of goods or resources are needed?

A: Emergency equipment and materials, such as: generators, tools, vehicles, shelter, water, heavy equipment, flashlights, canned goods and a myriad of services that may prove useful in an emergency.

*Note: Vendor will be compensated for their resources

Q: What if I'm unable to provide goods or services at the time of a disaster?

A: There are no penalties for not being able to provide interim resources post disaster.

Q: May I join LEAP at anytime?

A: Yes, your business can join at anytime.

Date: _____
Name of Business: _____
Business Location: _____
Mailing Address: _____
Contact Name: _____
Type of Business: _____
Business License # _____
Business Phone: _____
Fax: _____
Evening Phone: _____
E-mail: _____



Take Action:

It takes only three steps to become a LEAP Partner:

1. Tear off registration card
2. Complete the registration card
3. Place registration card in provided self addressed postage paid envelope or drop off to the City of Pleasanton

For further information visit our web site:
<http://www.ci.pleasanton.ca.us/leaprogram>
or call the LEAP hotline at 925-931-LEAP