

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO	CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)
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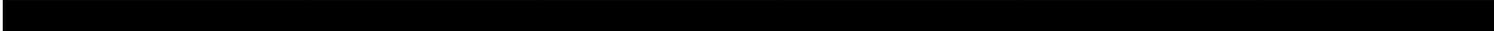
TO: CITY COUNCIL	FROM (ORIGINATING DEPARTMENT): Emergency Medical Services	DATE: 6/25/2015
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SUBJECT: PulsePoint Smartphone Application for Citizen Assisted 9-1-1 CPR Response

PRIMARY CONTACT (NAME, PHONE): Maureen O'Connor, (619) 243-0911	SECONDARY CONTACT (NAME, PHONE): Dr. James Dunford, (619) 533-4359
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COMPLETE FOR ACCOUNTING PURPOSES

FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	\$0.00	0.00	0.00	0.00	0.00



FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

COST SUMMARY (IF APPLICABLE): This is an Informational Item Only.

ROUTING AND APPROVALS

CONTRIBUTORS/REVIEWERS:	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
Liaison Office	ORIG DEPT.	Mainar, Javier	06/26/2015
	CFO		
	DEPUTY CHIEF		
	COO		
	CITY ATTORNEY		
	COUNCIL PRESIDENTS OFFICE		

PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

This is an Informational Item Only.

STAFF RECOMMENDATIONS:
This is an Informational Item Only.

SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)

COUNCIL DISTRICT(S): Citywide

COMMUNITY AREA(S): Citywide

ENVIRONMENTAL IMPACT: This activity is not a "project" and therefore not subject to the CEQA pursuant

	to the State Guidelines Section 15060 (c)(3).
CITY CLERK INSTRUCTIONS:	

COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO

DATE: 6/25/2015

ORIGINATING DEPARTMENT: Emergency Medical Services

SUBJECT: PulsePoint Smartphone Application for Citizen Assisted 9-1-1 CPR Response

COUNCIL DISTRICT(S): Citywide

CONTACT/PHONE NUMBER: Maureen O'Connor/ (619) 243-0911

DESCRIPTIVE SUMMARY OF ITEM:

This item provides an update to the PS&LN Committee regarding a smartphone application called PulsePoint. This application sends a phone alert to subscribers (citizens and off duty first responders) who are trained in CPR when there is a 9-1-1 call in progress which requires a CPR response and is in close proximity to their current location. The subscriber may choose to respond if they are able and begin bystander CPR while 9-1-1 Fire-Rescue Department and ambulance crews are on the way. This effort will improve the chances of patients in cardiac arrest for receiving lifesaving CPR as soon as possible and improve the rate of survival.

STAFF RECOMMENDATION:

This is an Informational Item Only.

EXECUTIVE SUMMARY OF ITEM BACKGROUND:

In December 2013, County Supervisors Ron Roberts and Bill Horn directed County staff to launch the PulsePoint smartphone application on a regional level. There are 5 fire service dispatch agencies in San Diego County. PulsePoint's charges are based upon individual dispatch center and population. In Spring 2014, the County procured a contract with Physio-Control to complete all work to operationalize PulsePoint in San Diego County. Physio-Control is the only entity capable of completing PulsePoint installation. In the first year, the costs were about \$99,000 because of the installation and testing needed. Future years will be less as the costs are for dispatch agency licenses (based upon population) and a small maintenance fee.

As of June 2014, residents served by the City of San Diego dispatch can receive CPR notifications. The County's contract covers all dispatch agencies. The County's Public Safety Group has covered all expenses. In August 2014, the City and County entered into an MOU for the City to reimburse the County for all future PulsePoint charges related to the City's PulsePoint costs (about \$28,000 annually). This agreement is good for 5 years. The County is committed to keeping PulsePoint functioning on a regional level.

The purpose of this report is to inform the PS&LN committee of the status of the PulsePoint application, its progress in AED location identification and need for more widespread use in the City of San Diego.

CITY STRATEGIC PLAN GOAL(S)/OBJECTIVE(S): Goal #2: Work in partnership with all of our communities to achieve safe and livable neighborhoods. Objective #4: Foster services that improve quality of life.

FISCAL CONSIDERATIONS: The cost is \$28,000 annually for the City to push the CAD data to the PulsePoint service to alert subscribers. Fire-Rescue has funds within its budget to fully cover the FY 2016 costs.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE): N/A

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee): N/A

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: N/A

KEY STAKEHOLDERS AND PROJECTED IMPACTS: State of California, County of San Diego, City EMS personnel, and citizens and visitors in the City of San Diego's who may access 911/EMS are key stakeholders.

Mainar, Javier
Originating Department

Deputy Chief/Chief Operating Officer

PulsePoint Bystander CPR App San Diego

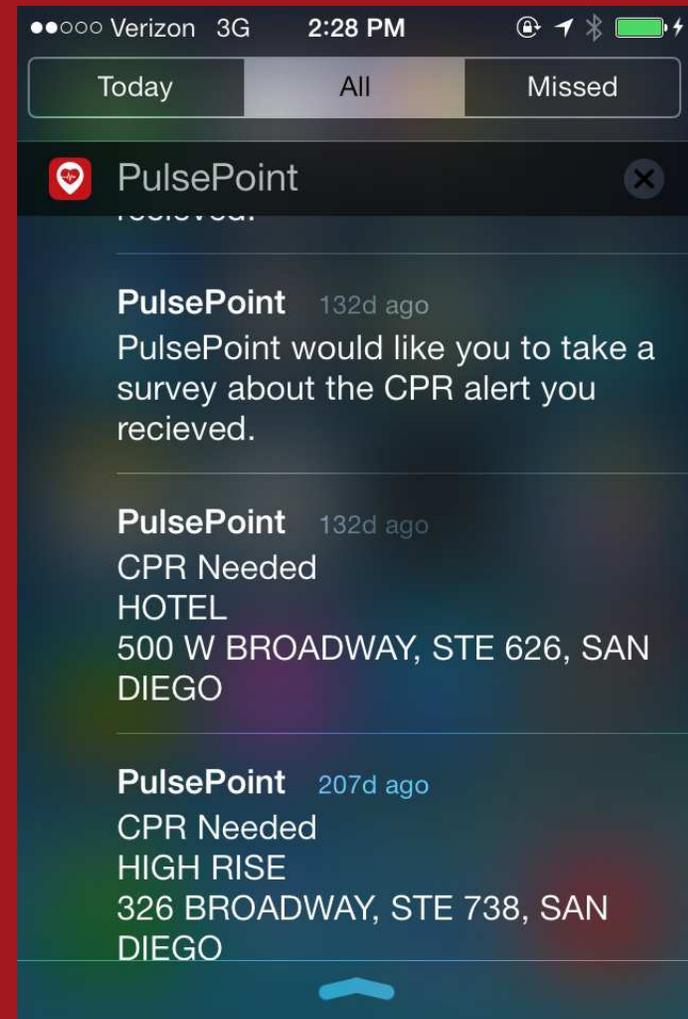
Activating bystander responders



<http://www.pulsepoint.org/pulsepoint-respond/>

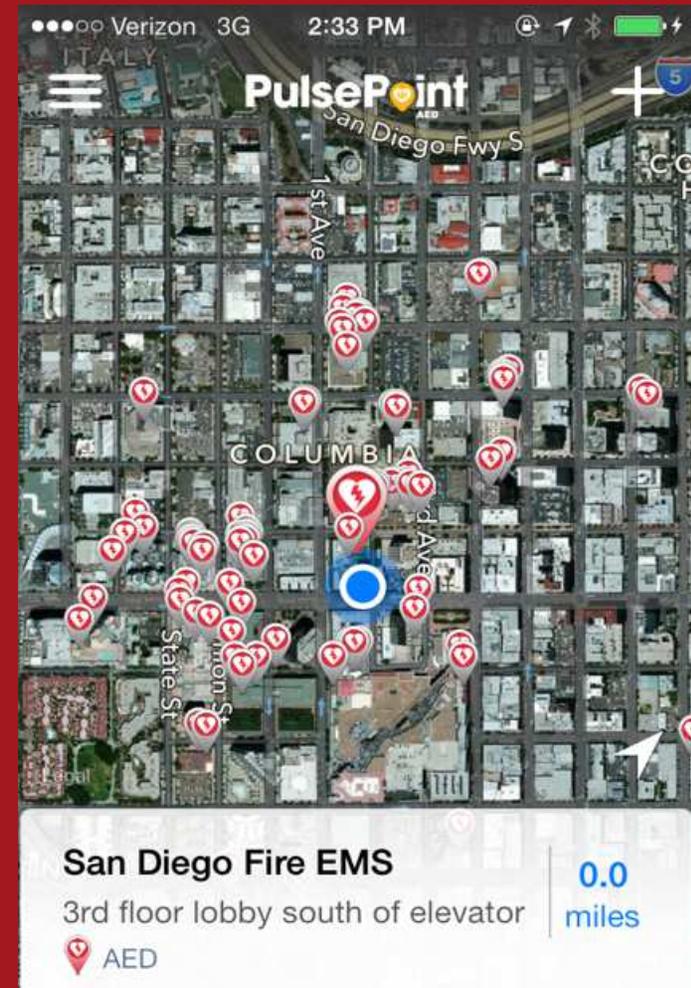
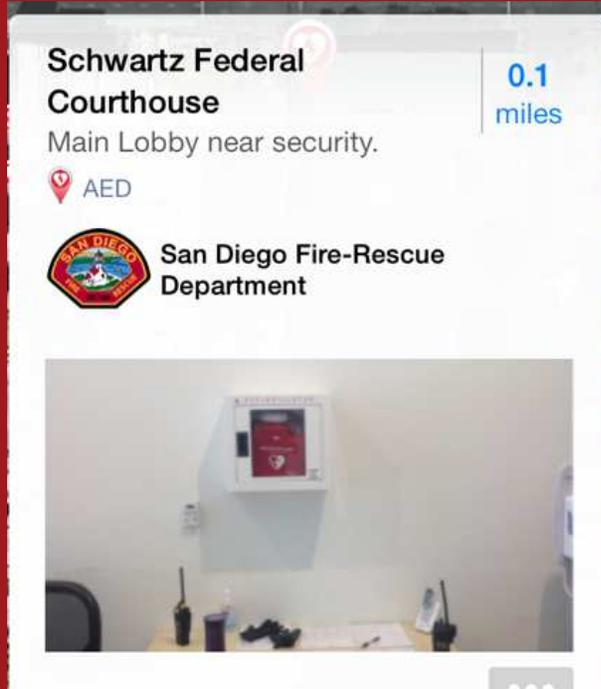
How it works

- Tied into 9-1-1 dispatch center
- Sends out notification if you are in the vicinity of someone who needs CPR
- Only sends to public places-will not send to a private residence



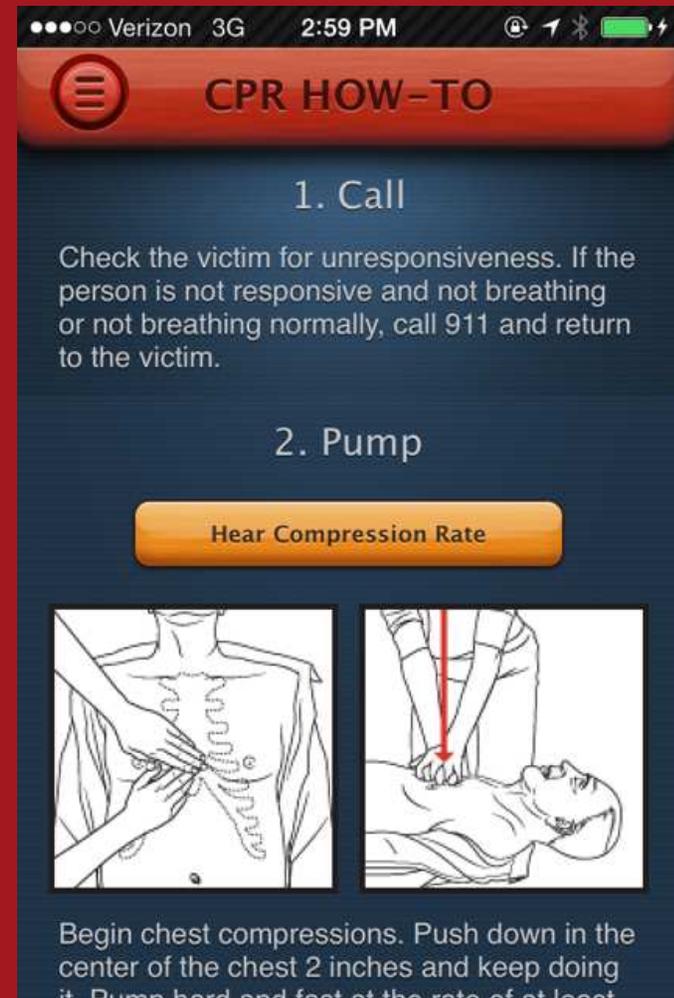
Provides GIS Map of AEDs

- 1400 AEDs mapped into local system
- Crowd-sourcing approach



Other features

- Receive alerts to other types of emergencies
- Follow multiple fire agencies
- CPR/AED how-to tutorial



Background

- Started by San Ramon Fire Chief (Ret.) Richard Price after a man in a business next door succumbs to cardiac arrest
- July, 2014, City and County of San Diego officially launched PulsePoint
- Dispatch centers throughout the county of San Diego are on board with app

Why the need?

- Sudden Cardiac Arrest is the leading cause of death in our country
- A time sensitive emergency, a victim's chance of survival decreases with 10% with each passing minute
- Bystander CPR/AED use saves lives, this app will connect people who know CPR with people who need it

Supported and promoted by



- Approximate starting costs paid by County: \$99,000.00.
- Annual maintenance costs: \$28,000 cost to City through an MOU with the County.

CPR/AED Training Available through San Diego Project Heart Beat

