



Managing Expectations

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Today's discussion

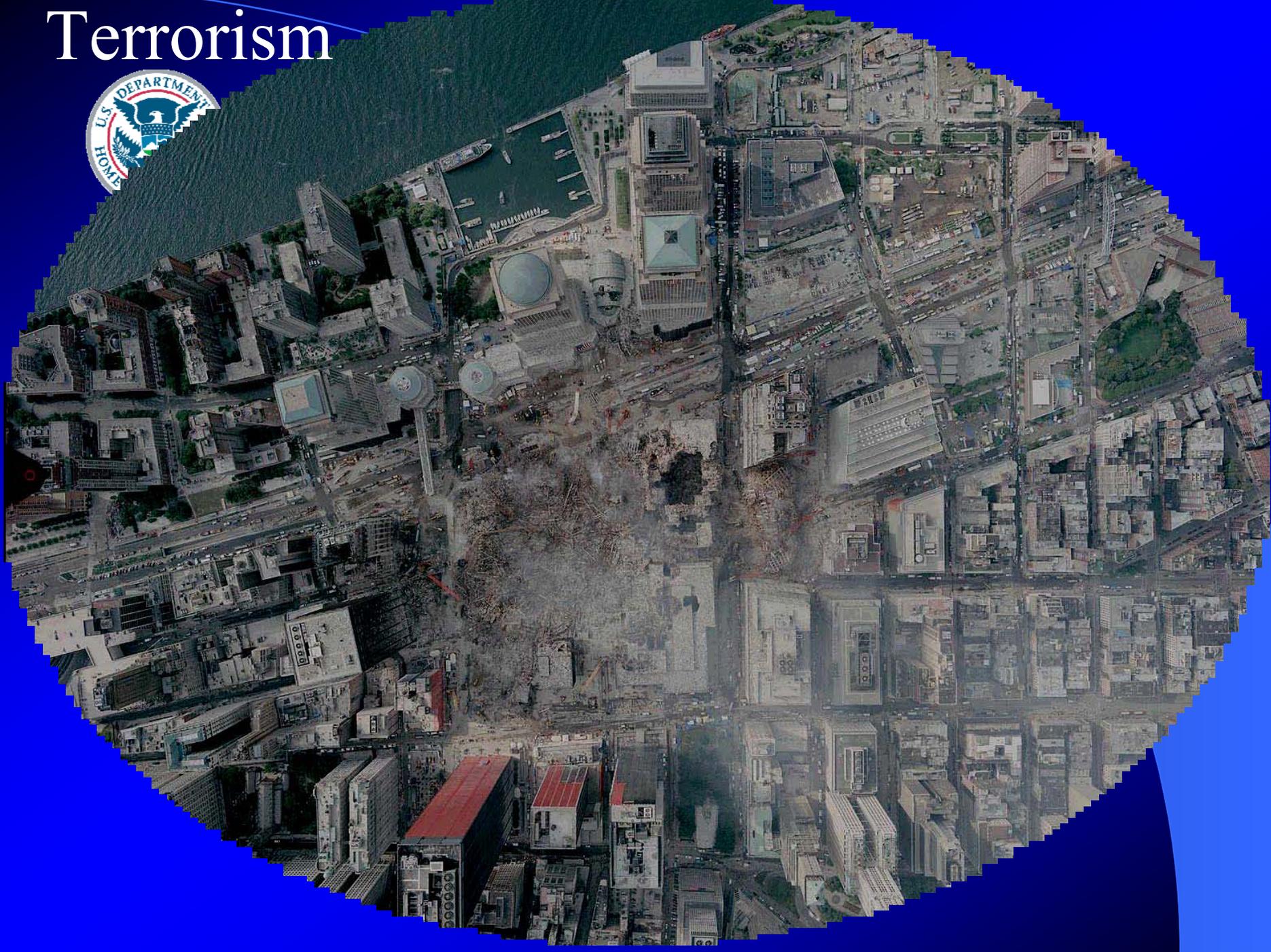
- **Preparing for disasters**
- **Challenges during disasters**
 - Focus on Katrina
- **Developing ESF-15 operation**
 - Plans & strategies
 - Department of Homeland Security lead
 - NICCL, SICCL, PICCL



What should we prepare for?

- Natural disasters
- Terrorism
- Technological
- Pandemic
- Deteriorating infrastructure

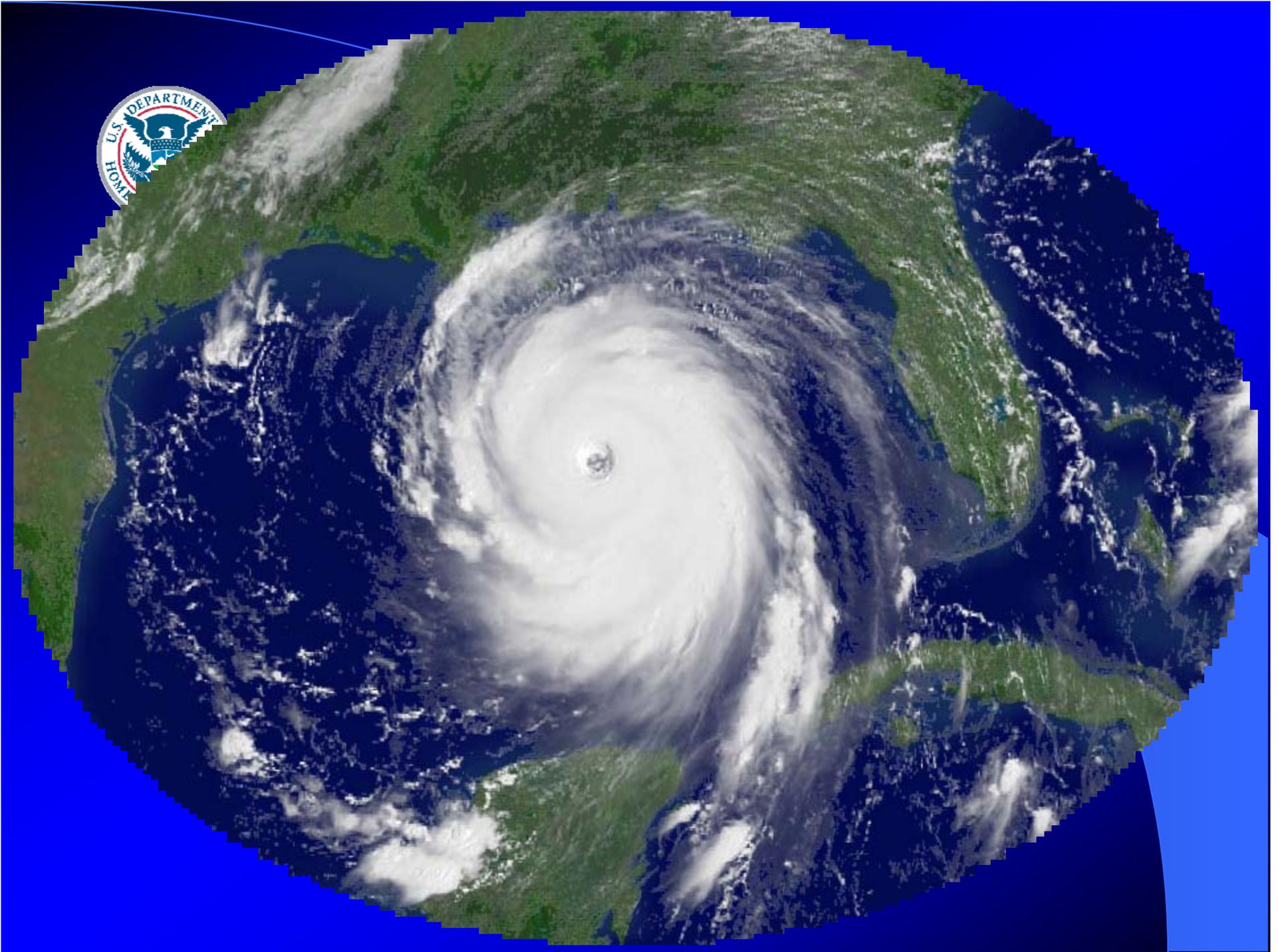
Terrorism

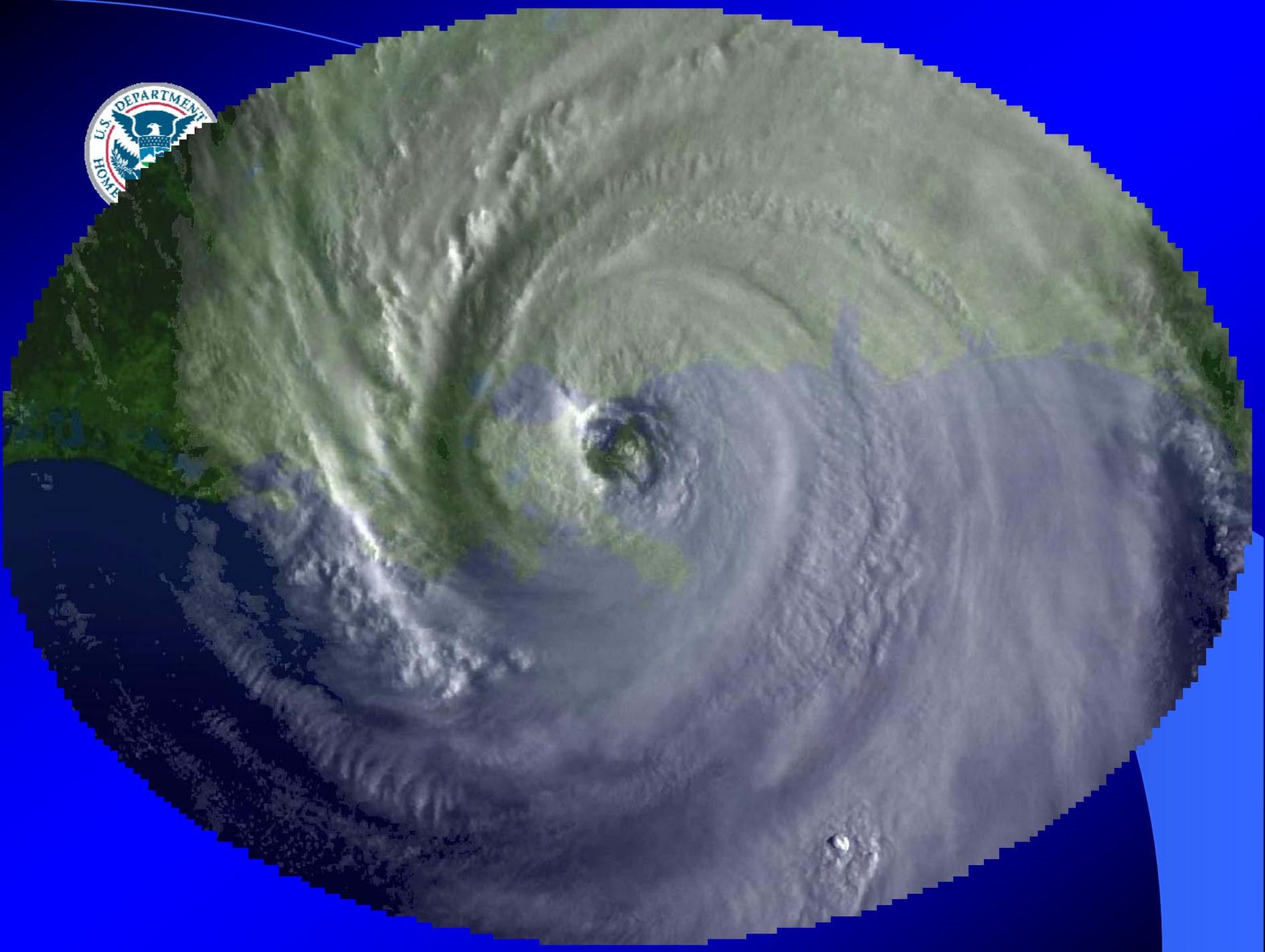


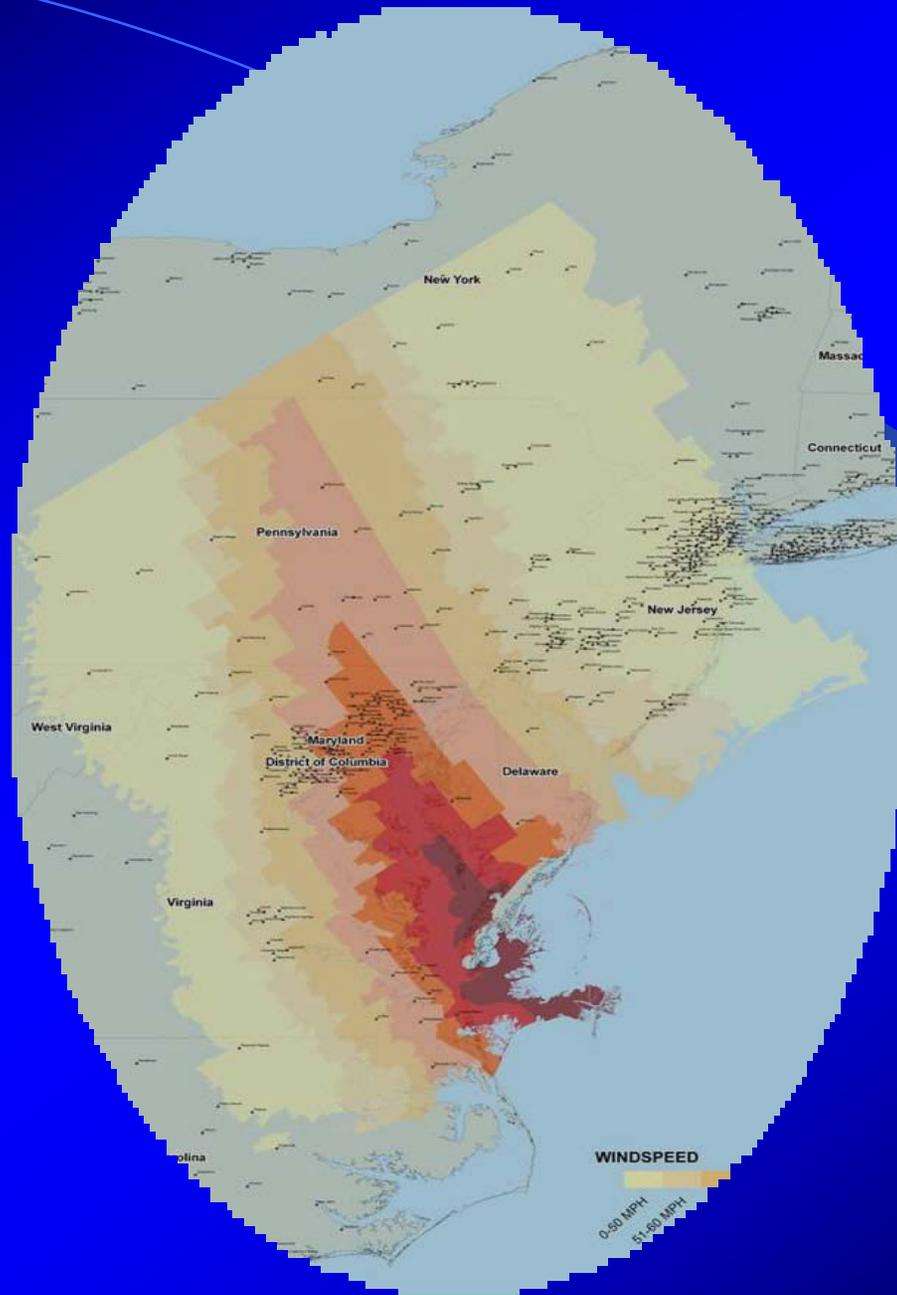


How should we prepare?

- **Campaign of awareness – *it starts at home***
 - **Three days worth of supplies**
 - **Family emergency plan**
- **Develop relationship with news media**
- **Develop a strategy for response**
- **Insurance, insurance, insurance**
- **Understand that all disasters start and end locally**









Who has expectations?

- General public
- Elected officials
- News media
- State emergency management
- Federal government (PFO, FCO, DHS)
- You and your staff



What drives expectations?

- When will commodities become available?
- When can I get back into my home?
- When will power be restored?
- How can I get medications?
- How and where can I get medical care?
- How soon can I get temporary housing?
- How do I get funds to live on?
- What are the state and federal government doing?



Local Challenges of Hurricane Katrina

- A Mississippi perspective

Impact to communications, power, public infrastructure and local revenue streams were devastating.













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SFP

















SFP



SFD











SFD



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SFP

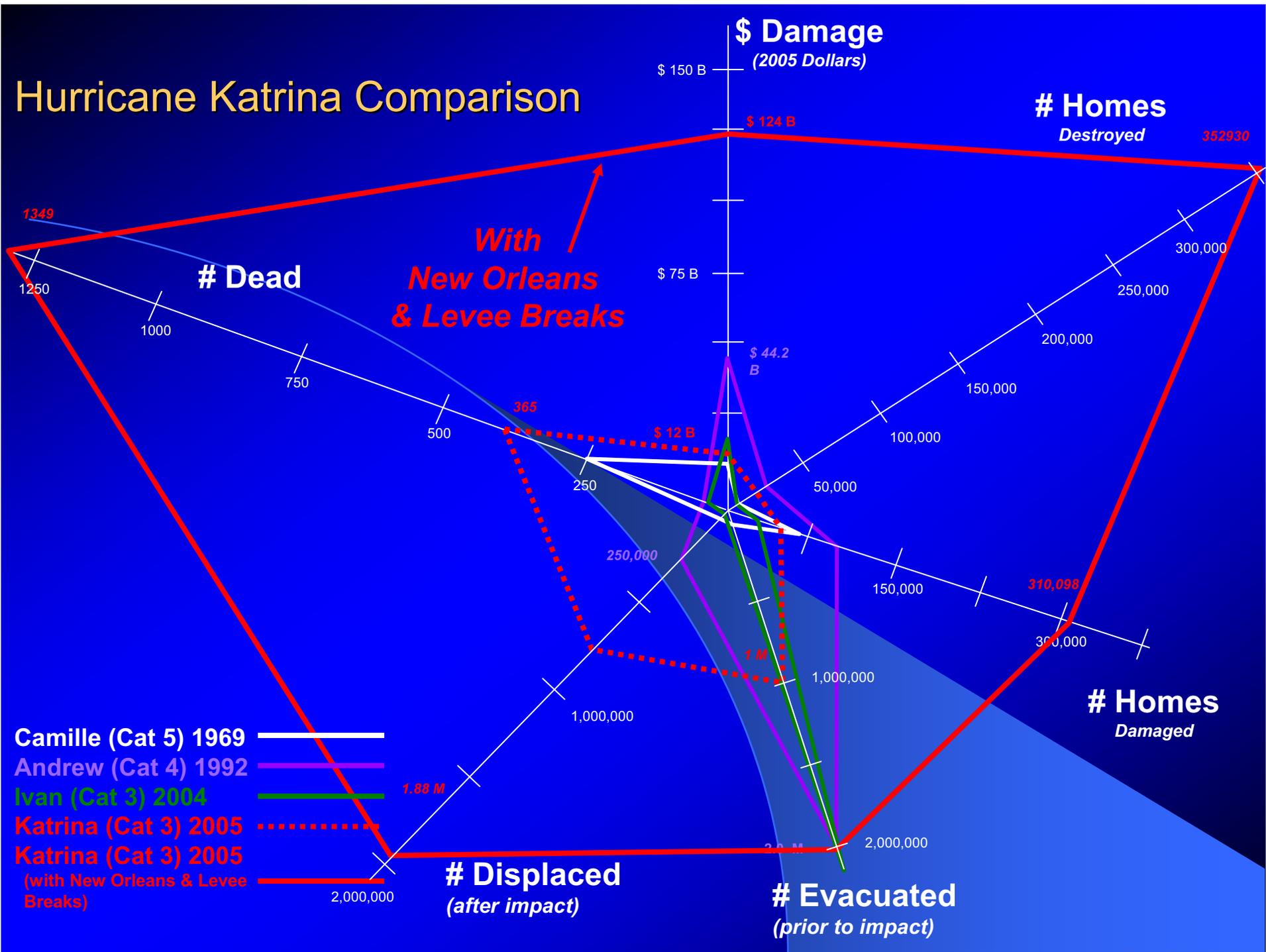




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FIRE STATION



Hurricane Katrina Comparison





Lessons learned

- Incident Command System worked
 - Modified to have an Executive Group (elected officials)
 - Met twice a day and focused on priorities
 - Ensured all levels of government, voluntary groups, private sector work together toward one goal
 - Collective strategy is more effective
 - Assures everyone is pulling in single direction for needs and requirements



Lessons learned (cont)

- 911 system will become saturated
 - Public expectation for rescue
- Scoping the needs across the community
- Donations management
- Mutual aid, EMAC, mission assignment
- Fuels management
 - First responders, hospitals, shelters



Lessons learned (cont)

- Knowing community resources (private sector)
- Temporary replacement of critical public facilities
 - Modular units
- Distribution sites
 - How many, location, heavy traffic supportable
 - Staging area location (easy access)
 - Police escort
- Southern Link communications devices
 - COWs (cellular/communications on wheels)



Lessons learned (cont)

- Major safety issues
 - People connecting generators (back feed); chainsaws
- Contract with local vendors as much as possible
 - Helps to restore revenue in impacted area
 - Local vs federal contracting
 - Develop local resource listing (with home addresses)
 - Police went out to homes to find local vendors
- Access control
 - Control might National Guard or EMAC resources
 - How private citizens access area/business access



Lessons learned (cont)

- Debris removal
- Tracking of populations moved from shelters
- Distribution sites
- Return of evacuees
- Challenges to medical response
 - Tetanus, EMS response times
- Temporary housing
 - Shelters operational over 60 days
 - Assign housing task force (within three days)



ESF-15 activities

- News media operations (JIS & JIC)
- Congressional
- Intergovernmental
- International
- Private sector
- Internal



Developing ESF-15

- **Identify resources**
- **Training & exercises**
- **Plans & strategies**
 - **Department of Homeland Security lead**
 - **National Incident Crisis Communication Line**
 - **State Incident Crisis Communication Line**
 - **Private Sector Incident Crisis Communication Line**



Homeland Security