

Public Notification at the Local Level



Presentation for the
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Alexandria, VA

INTRODUCTION

- Arlington Emergency Management
- Communications in an Emergency
- Lessons Learned – 9/11, Hurricane Charley, Hurricane Katrina, and other disasters
- How can you make your community more disaster resilient

Arlington's Challenges

- Size
- Resources
- National Capital Region (NCR)
- Target Hazards



Horizontal Integration

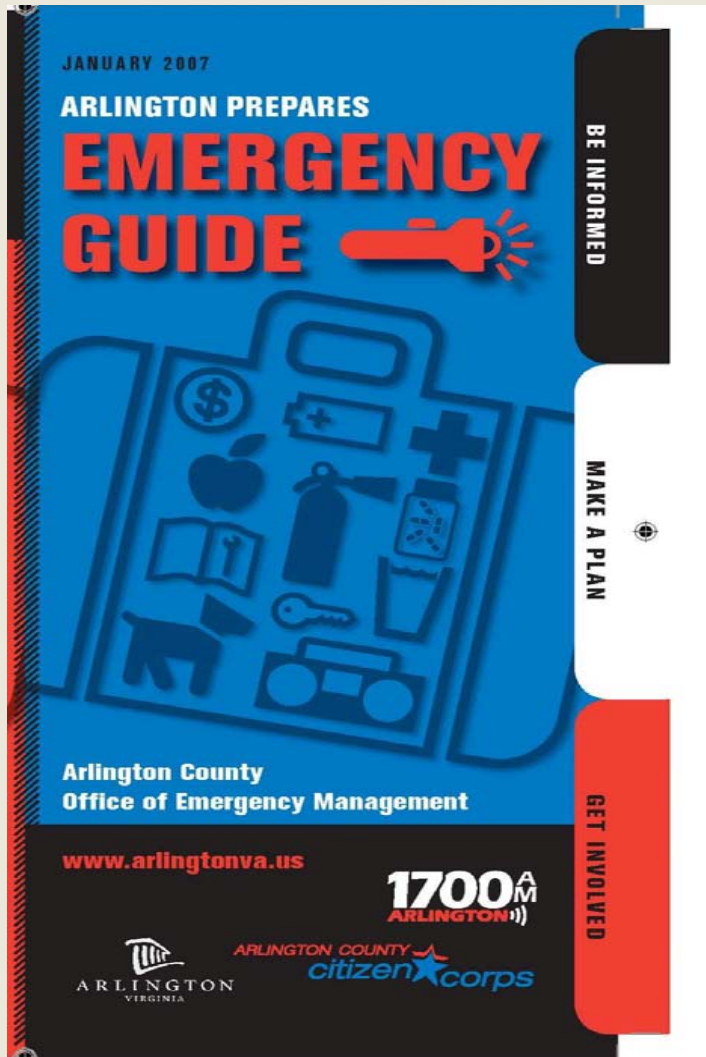
- Disciplines
- Departments



Vertical Integration

- Federal
- State
- Local (EOC, Incident)
- Local (Citizens and Business)

PUBLIC OUTREACH & COMMUNICATIONS



- Emergency Preparedness Guide – English, Spanish, Braille, and Large Print (103,000 mailed to every residence and copies being distributed to every employee in the County)
- Traditional Media Preemption

PUBLIC OUTREACH & COMMUNICATIONS



- Arlington Alert – 19,938 subscribers as of 6/4/2007 and growing
- 1700 AM Radio
- Reverse 911
- Outdoor Warning Systems
- WiFi Preemption (coming soon)

PUBLIC OUTREACH & COMMUNICATIONS

- CERT, Medical Reserve Corp, and Pet Corp
- LEPC & Citizen Corp – joint quarterly meetings
- School Signage

PHILOSOPHY: Need a “System of Systems” to reach as much as the population as possible.



PUBLIC OUTREACH & COMMUNICATIONS

- **Technology vehicle : communications where ever, whenever.**



Foolproof Communications



Lessons Learned

- Experience comes from response to Emergencies:
 - 9/11 Attack on the Pentagon
 - 2004 Deployment to Florida post Hurricane Charlie
 - 2005 Anthrax Scare at the Pentagon and DOD facilities
 - 2005 Deployment to New Orleans post Hurricane Katrina
 - 2005 fatal School Bus Accident
 - 2006 Water Disruption

Lessons Learned

- Governmental structures are also victims of disasters.
- Thought: How do you provide basic services when a community's infrastructure is destroyed?
- Thought: Do you know how your local government will react to a disaster?



Lesson Learned



Lessons Learned

- Critical Infrastructure Protection defaults to the most basic life functions.
- Thought: How will available services be positioned in your community to assist in emergency operations?



Lessons Learned

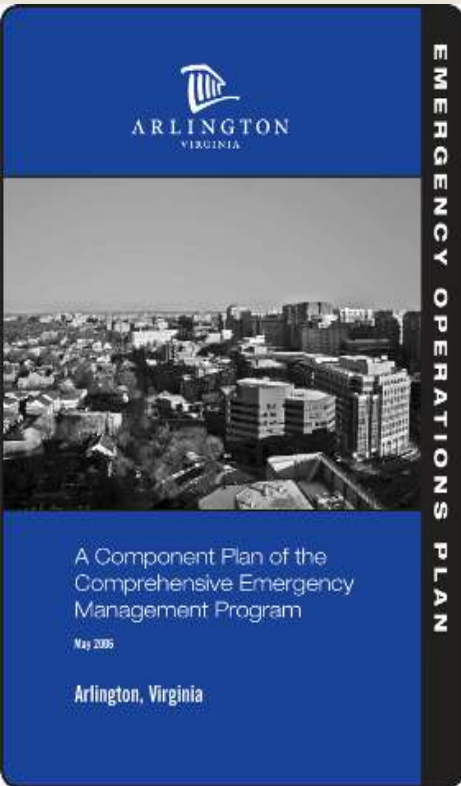


Lessons Learned

- **Community Needs Will Quickly Outstrip Governmental Resources.**
- **State and Federal Resources Require Considerable Ramp Up Time.**
- **Block Level Organizations are required to direct service provision.**
- **High Tech Solutions Do Not Work in Disaster Ravaged Environments.**
- **Private sector and faith-based groups are essential to emergency operations**
- **There is never enough information!**



Know Your Local Plan



Comprehensive Emergency Management Plan

- Emergency Operations Plan
- Standard Operating Procedures for each emergency support function
- Regional Hazardous Mitigation Plan

▪ Specialized Annexes

- Metropolitan Medical Response System
- Quarantine and Isolation
- Pet Sheltering

Arlington-EOP

- How County agencies will be organized during response to an event and command authorities.
- Critical actions and interfaces during response
- How interaction between Arlington and regional, state and federal authorities is managed.

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NIMS

- Follows principals of the Incident Command System (ICS)/National Incident Management System to manage, coordinate and direct resources committed to an incident.

NATIONAL INCIDENT MANAGEMENT SYSTEM

March 1, 2004



Homeland
Security

ICS Components

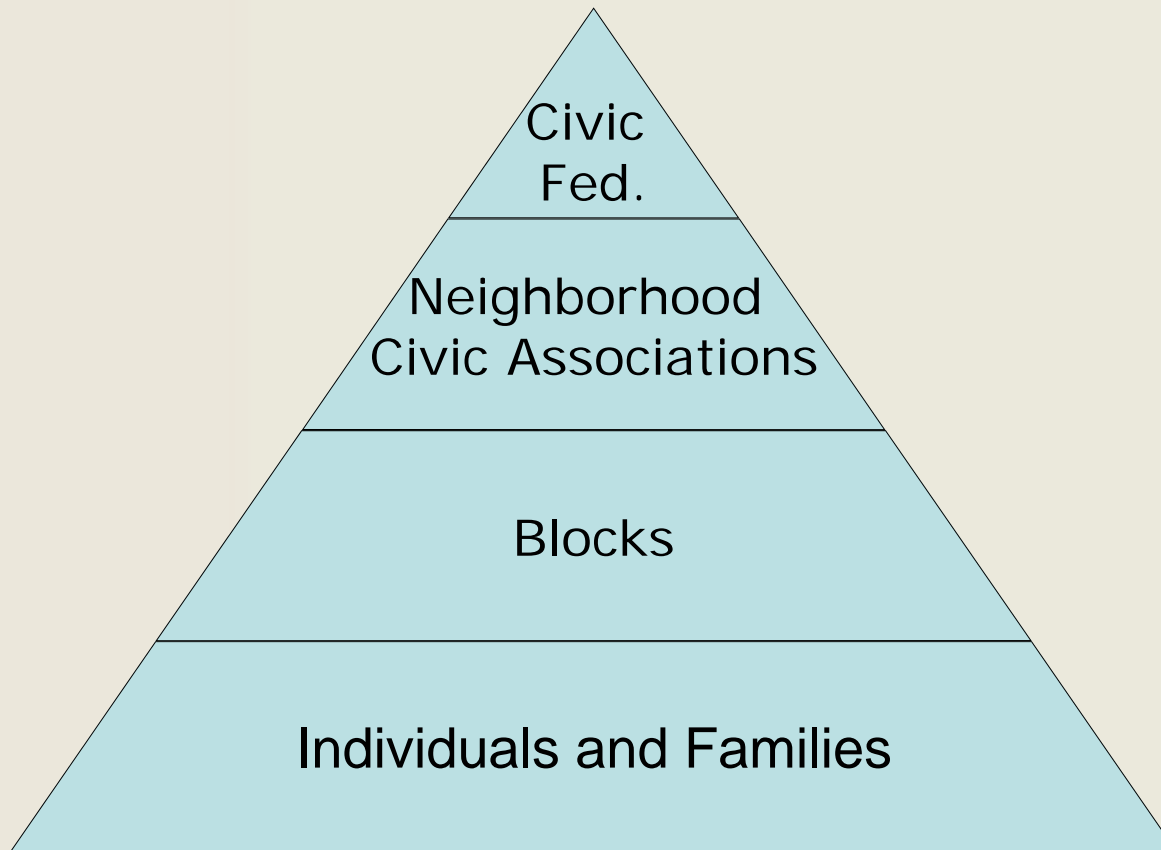
- Used to divide the incident into manageable tasks
- Task assignments only established when clear need exists to perform task, address span of control concerns or to perform specific duties.
- Expand or contract based upon incident needs.

OTHER PLANNING

- DODI – integration of Arlington and Pentagon plans
- Capacity planning
- National Incident Management Plan Compliance
- Linking plans – transportation plan as a component of evacuation plan
- Linking plans – regional alignment of procedures to create capacity



Resilient Communities – What does it mean?



Individuals and families

- **Be informed**

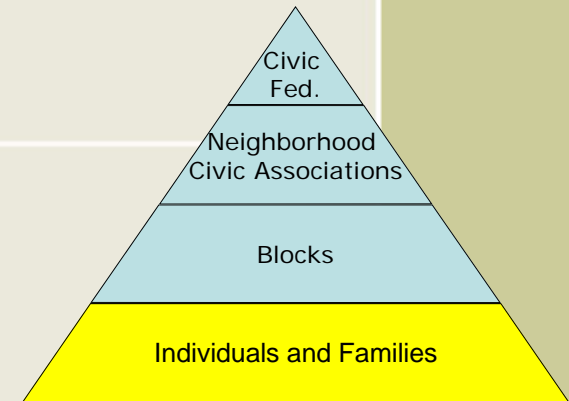
- Personal preparedness (READI.gov, Arlingtonva.us/oem, ArlingtonAlert.com, Red Cross)
- Basic, “all-hazard” approach

- **Make a plan**

- Family emergency plan, contacts, meeting place
- Foodstuffs, radio, batteries, etc.

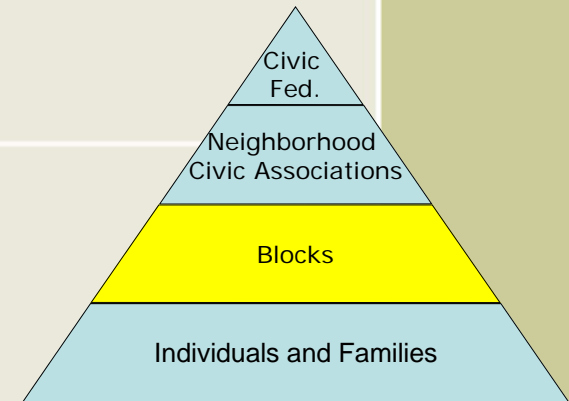
- **Get involved**

- With your neighbors, with your community, with your county

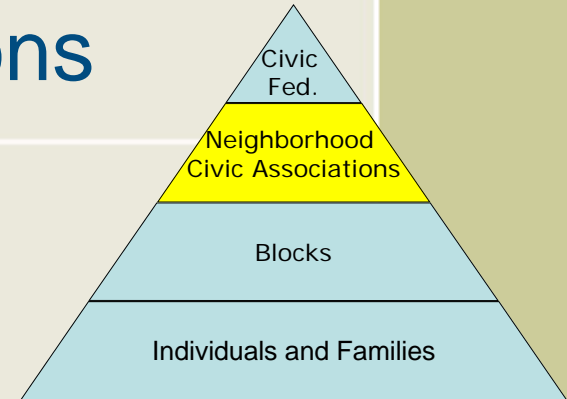


Blocks and buildings

- Know your neighbors
- Anyone with special needs?
- Collective support – neighbors helping neighbors
- Any block or building leaders?
- Ability to communicate from the street or building to your neighborhood association?



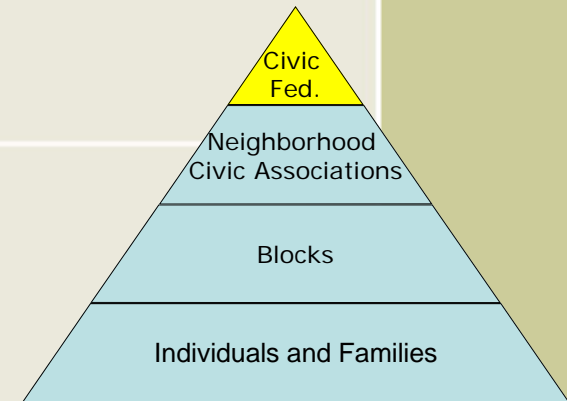
Neighborhood Civic Associations



- Arlington Prepares Campaign
- Build resiliency at the neighborhood level
- Citizen Corps Council
 - CERT
 - Medical Reserve Corps
 - Neighborhood Watch
- Communications Pathways

Civic Federation

- Provide leadership across the County
- Build County-wide resiliency one neighborhood at a time
- Pay-off
 - Prepared individuals and families
 - Neighbors involved in their community
 - Improved ability to handle widespread emergencies



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VIRGINIA