

FEMA Preparedness Call



May 1, 2012



FEMA

Agenda

- Welcome/Technical Overview
- Ready.gov Welcoming Comments, Chris Bernstein, Web Program Manager
- 2012 Hurricane Season Preparedness Outreach - William Booher, External Affairs Director, Florida Division of Emergency Management
- Great Hurricane Blowout.org - Trenise Lyons
- Hurricane Irene Preparedness Activities - Cindy O'Neill-Vitale, Fairfield, Connecticut CERT
- Improving Assistance for Disaster Survivors - Karole Johns, Program Manager, Disaster Assistance Improvement Program
- Question and Answer Session



FEMA



2012 HURRICANE SEASON

State Emergency Response Team
www.FloridaDisaster.org



Florida Division of Emergency Management 2012 Hurricane Season Preparedness Outreach



**GET A
PLAN!**
FloridaDisaster.org



2012 HURRICANE SEASON

State Emergency Response Team
www.FloridaDisaster.org



Get A Plan!

START MY PLAN



BUSINESS DISASTER PLAN

GET A PLAN!

FloridaDisaster.org



FORTIFY FLORIDA
FLORIDA DIVISION OF EMERGENCY MANAGEMENT
OFFICE OF PRIVATE SECTOR COORDINATION



kids
Get a Plan



GET A PLAN!

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Severe Weather Awareness Student Contest



SO BE PREPARED

Prepare for Floods by making a Flood plan for yourself, your family and friends and ways to reduce the impact of flooding to your home or business.



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Local Expos

- Hurricane Awareness Tour
- Hurricane Preparedness Day
 - County & State
- WeatherFest (NWS)



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Public Service Announcements

- FloridaEvacuates with The Weather Channel
- Hurricane Season PSAs
- Airing of Severe Weather Awareness Week video contest winners



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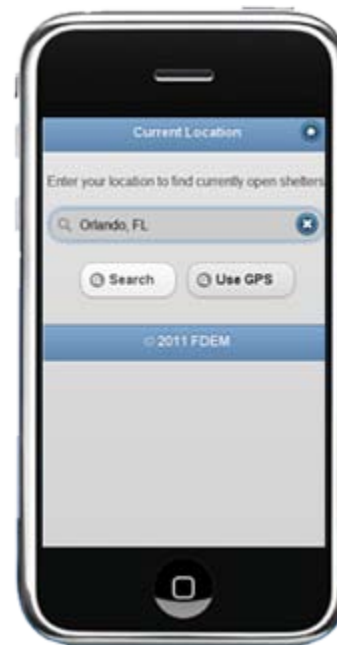


2012 HURRICANE SEASON

State Emergency Response Team
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FloridaEvacuates.Org



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Partnership with Radio Disney

- Severe Weather Awareness Week
- Education in the Park
- Florida State Fair
- Holiday Concert



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Florida Outdoor Advertising Association



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June 1, 2012

Walmart 
Save money. Live better.

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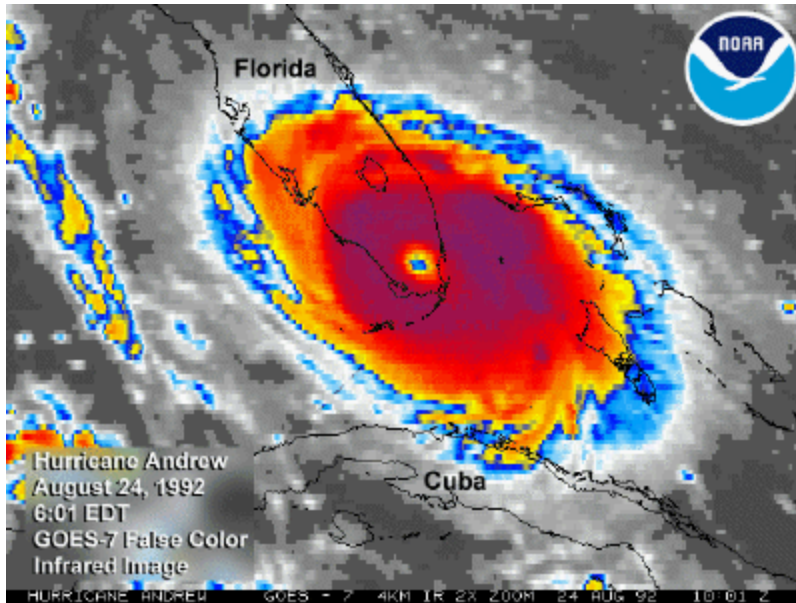


2012 HURRICANE SEASON

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Hurricane Andrew: 20 Years Later



**GET A
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The Great Hurricane Blowout Year Three!

May 1, 2012



The Great Hurricane Blowout



Be Prepared
Make sure your family is ready for the worst that hurricane season can bring.

READY. SET. PLAN!



**Protect Your Home
in a FLASH.**

GET STARTED NOW



**Build a Kit
Bling a Kit**
Design your family's emergency kit today!

START DESIGNING



**Get Affiliated.
Get Trained.**
BECOME A VOLUNTEER TODAY

GET STARTED NOW



**No Power,
No Problem!**
Know what to do when the power goes out.

JOIN US

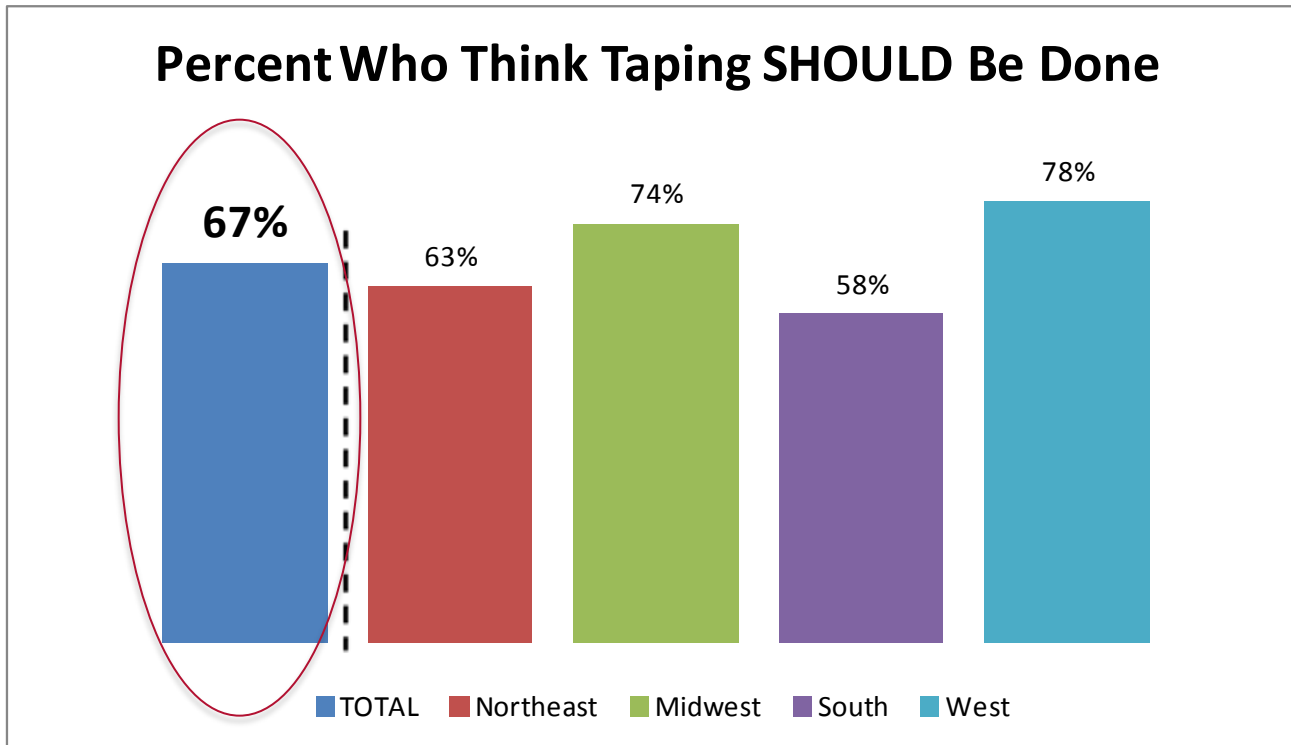


Dining in the Dark
Join us **JUNE 1st** in creating a mock power outage and cook dinner using tools and food from your disaster kit.

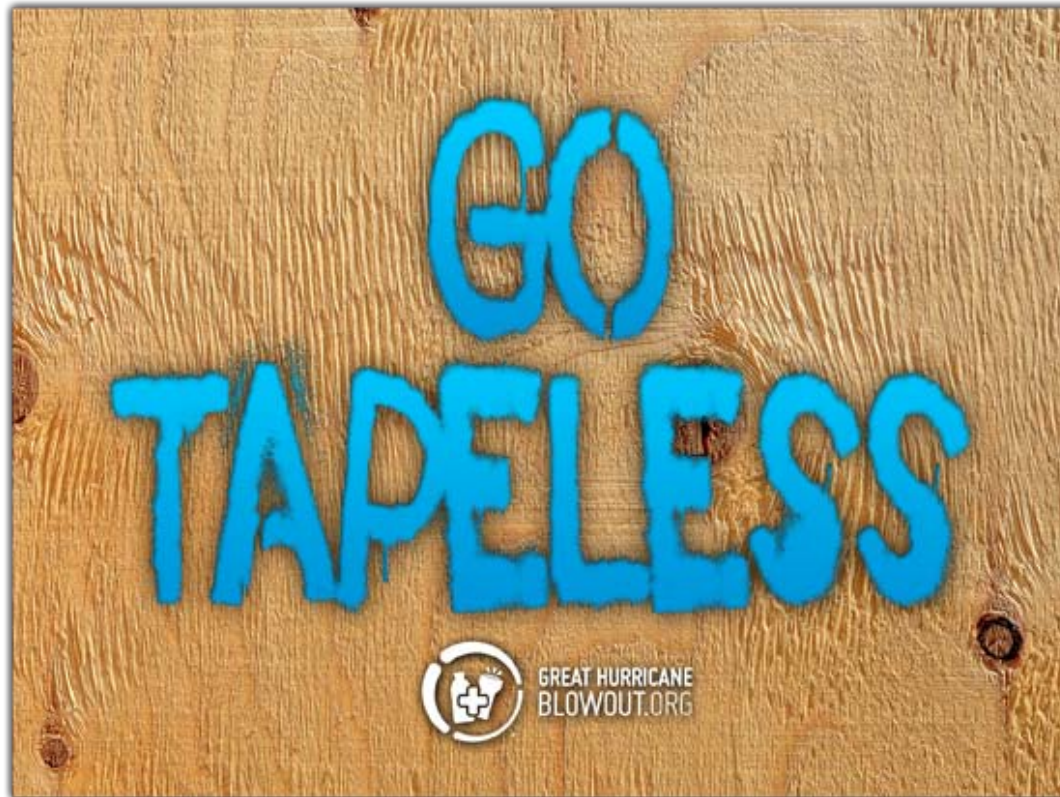
JOIN US



The Great Hurricane Blowout – The Numbers



The Great Hurricane Blowout – Go Tapeless



Go Tapeless Launch at Nat'l Hurricane Conference



The Great Hurricane Blowout – Tapeless Champions Recruitment



The Great Hurricane Blowout

GREAT HURRICANE BLOWOUT.ORG

@GHBlowout - Annual Volunteer Week! Consider helping a ne

FLASH FEDERAL ALLIANCE FOR SAFE HOMES

Protect Your Home Prepare Your Family Serve Your Community Generator Contest Kids Zone About Us Sponsors

Pledge to Go Tapeless

Join the Go Tapeless movement today!

Name

Organization

SUBMIT NOW

> GO TAPELESS PLEDGES

- Alicia Sanders**
Horry County Emergency Management
- Betty Barrett**
The Villages Community Development
District Recreation Dept.
- Sarah Nell Summers**
Villages Community Development District
- Richard Russell**
Hernando County Sheriff's Office
Emergency Management
- Chris Cash**
Village Community Development District
- Jeff Patterson**
Hillsborough County Emergency
Management

Slideshow - Mozilla Firefox

greathurricaneblowout.org/slides.html

GREAT HURRICANE BLOWOUT

Join the Blowout

GO TAPELESS

FLASH

Resources Available



CONTACT US / EN ESPAÑOL

GO

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About Us Blog News Partnership Peril Map Resources

Visit the Great Hurricane Blowout

GO

Pick-A-Peril & Learn How to Be Prepared

Select

Publications & Resources

Disaster Info on the Quick

Find Your Peril

Select your State.

Select

Protect Your Home in a FLASH

Home >> Protect Your Home in a FLASH

It's time to get the house ready for hurricane season. A well built home can stand up to hurricanes so gather the family to make sure your house is hurricane-ready. The best place to start is with a Do-It-Yourself Wind Inspection to find out what is ok with your house and what needs attention. Watch the video and print the checklist and you will be on your way!

Print the DIY Checklist

[One Hour Activities](#)

[One Day Activities](#)

[One Weekend Activity](#)

One Hour Activities

In just one hour, you can create your family's hurricane emergency plan. Having a family emergency plan is the first step to getting ready for hurricane season. Plans should include important documents like copies of insurance policies, the deed to your home, and other personal papers. You also want to include your evacuation information, a shelter in place plan, important phone numbers and a home inventory.

Create your family's personalized plan

Build Your Storm Kit

It will only take an hour to pull together the items you

Watch & Learn



PROTECT Your Home
DIY Inspection

Watch & Learn



PROTECT Your Home
One Hour

Watch & Learn



PROTECT Your Home
One Day

One Day ACTIVITIES

Hurricane Resistant Landscaping

In a high wind event anything can become a dangerous flying object. Inspect your property to identify any potential landscaping issues. You can then use this document to consult with a professional landscaper if necessary.

What to look for in your trees

If you see any of the issues below, you may have a weakened tree that can potentially come down, lose a limb or cause other problems during a hurricane. Signs include:

- Cracks in the trunk of major limbs
- Trees that look one-sided or lean significantly
- Branches hanging over the house or near the roof
- Limbs in contact with power lines
- Mushrooms growing from the bark signaling decay
- Insect infestations

Caring for your trees

- Regular and proper pruning can strengthen the health and vitality of your trees.
- Removal of dead, diseased or damaged parts of the tree will also stop the spread of disease and harmful insects that can significantly weaken or destroy your tree.
- Avoid pruning branches flush to the tree. Doing so removes not only the limb but part of the trunk, opening the tree to possible decay or insect damage.

If you are planting new trees

Some varieties of trees are more prone to storm damage than others. City foresters, county extension offices, local nurseries and landscape firms can provide advice on tree selection for your area and soil conditions.



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One Weekend ACTIVITIES

Building and Installing Plywood Shutters

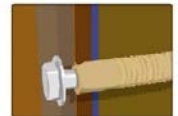
Protected by impact-resistant windows and doors or impact-resistant panels, consider building your own temporary emergency panels.

Our Tools and Hardware.



anchors
here

They be used because different wood frame versus masonry lag screws and plastic coated dry homes use expansion bolts expansion anchors



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Notes

Blank lines for notes.



Contact

Great Hurricane Blowout

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850-385-7233 x. 112



FLASH[®]
FEDERAL ALLIANCE FOR SAFE HOMES

www.flash.org

2012 FLASH Annual Meeting: You're Invited



2012 Annual Meeting

Open Sourcing the Disaster Safety Movement

October 31 – November 2

Disney Contemporary Hotel

A satellite image of Hurricane Irene, showing a well-defined eye and a dense, swirling cloud structure over the Atlantic Ocean. The hurricane is moving towards the northeast.

Hurricane Irene, August 2011

Shelter Operations - Fairfield, CT

Overview – Fairfield CERT

- Part 1 – Setting the Stage
- Part 2 – Fairfield CERT
- Part 3 – Local Activities / CERT Activities
- Part 4 - Observations and Moving Forward

Hurricane Irene Stats

- Formed August 20, 2011 –
Dissipated August 29, 2011
- Sustained Winds 120mph
- Approximately 49 fatalities
- Estimated 18.7 billion in damages
- Affected: Lesser Antilles, Turks and Caicos, Bahamas,
Eastern United States with landfall in NC, CT, NJ, NY
and Eastern Canada

Hurricane Irene Stats

- Ninth named storm, first hurricane and first major hurricane of 2011 season
- First hurricane to make landfall in the US since Hurricane Ike in 2008
- Seventh costliest hurricane in United States history, only behind Hurricane Andrew 1992, Hurricanes Charley and Ivan 2004, Hurricanes Wilma and Katrina 2005, and Hurricane Ike 2008

- ^{^ a b c} Lixion A. Avila and John Cangialosi (December 14, 2011). ["Hurricane Irene Tropical Cyclone Report" \(PDF\). National Hurricane Center. Retrieved February 18, 2012.](#)

East Coast Preparations

- Six Major League Baseball games were postponed or moved to another date
- One National Football League preseason game was postponed, The Barclays golf tournament was shortened and three Major League Soccer games were postponed
- Hundreds of thousands of people evacuated near coastal areas, and hundreds of shelters were prepared

CT State Preparations

- **Thursday, August 25** - CT Governor Dannel Malloy declared a state of emergency and the state's emergency operations center was fully activated
- **Friday, August 26** - Southern CT, along Long Island Sound, had a hurricane warning in place

Northern CT had a tropical storm warning in place
- **Saturday, August 27** – Metro-North Commuter Railway and Amtrak temporarily halts train service

Fairfield Community Emergency Response Team (CERT)

- Established 2007
- August of 2011 – over 60 active CERT members

Mission: Assist local emergency management agencies in disaster, crisis and emergency response. To promote safety education, emergency and disaster preparedness. Address the needs (including rescue, care, and shelter) of individuals with household pets and service animals prior to, during and following a major disaster or emergency.

- Training: Basic CERT Course, NIMS Training, Shelter Operations and Shelter Management by ARC, Pet Sheltering by ACO and Veterinarian
- Additional training

Local Pre-Event Activities

- **Tuesday, August 23** – EMD contacts CERT President to alert possible activation based on hurricane path

Fairfield CERT President contacts team members to determine availability should the town decide to open a shelter

Fairfield BOE alerted to possible shelter operations (FLHS used as shelter)

- **Thursday, August 25** – Likely probability of shelter opening
Fairfield CERT President prepares shift assignments

Local Pre-Event Activities

- **Friday, August 26** – Fairfield CERT President meets town Assistant EMD, Deputy Fire Chief Art Reid. Meet with Utility Company to confirm generators, electric and air conditioning will work. Walk through of FLHS shelter. Meet with custodial staff

Meeting at First Selectman's Office to review hurricane preparations. Present at the meeting were EMD, FFD, FPD, BOE, Utilities, Health Department/MRC, Public Works, Red Cross and CERT

CERT is officially activated by EMD
(NO self activation in CT)

Local Pre-Event Activities

- **Friday, August 26** - Health Department/MRC is officially activated and will support and partner with CERT in shelter operations

Fairfield Animal Control is officially informed that a pet shelter would be opened and co-located at FLHS

- **Saturday, August 27** - Town residents are notified (through reverse 911, TV, radio and town website) that a People and co-located Pet Shelter will open at noon

Town residents are notified of a voluntary evacuation and told that it would become mandatory at noon

Local Pre-Event Activities

- **Saturday, August 27** - Expected impact to the town from Saturday at 4:00pm through Sunday at 4:00pm

Fairfield First Selectman closed Town facilities
Saturday at 8:00am

CERT team members and Health Department/MRC team members meet at FLHS Shelter at 8:00am Saturday

Shelter trailers and the Health Department truck were unloaded

Local Pre-Event Activities

- **Saturday, August 27** - FLHS Shelter is set up: including registration, dormitory, feeding area, recreation room and medical room

ACO (Animal Control Officer, Vinnie Pennatto), along with CERT team members, set up the Pet Shelter (30 crates pre-assembled)

IC was established:

Incident Command (Shelter Manager) – CERT

Health Department/MRC took over food operations

Health Department/MRC supported the shelter with a Doctor and a Nurse for all shifts and additional support for registration

Media Headlines

CLASSIFIED | JOBS | CARS | RENTALS | HOMES | OBITUARIES | ADVERTISE | E-COURANT | HOME DELIVERY

Hartford Courant
courant.com

HOME NEWS TOWNS SPORTS HUSKIES ENTERTAINMENT BUSINESS LIFE HEALTH OPINION VIDEO

Politics Breaking Connecticut Photos Education Nation/World HEALTH Weird Celebrity Special Reports News Tips

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www.CNAtraining.com

[Wilderness ALS Training](#)
July 9-13, 2012 in North Cascade Park, Lake Diablo, WA
www.remotemedical.com


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ENTER TO WIN DINNER with BARACK OBAMA & RYDEN GET STARTED PAID FOR BY OBAMA FOR AMERICA

New York Wakes to Hurricane Irene



Plunging waves began to breach the sea wall near the Verrazano-Narrows Bridge in Brooklyn causing closures along the Belt Parkway early Sunday morning. [More Photos](#)

By JAMES BARRON
Published: August 27, 2011

Hurricane Irene made its second landfall, this one early Sunday in southern New Jersey, as the storm continued its relentless push toward New York City.

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What's Popular Now

- Homophobic? Maybe You're Gay
- At 92, Movie Bookinger Is Soldiers' Hero

54°F Fairfield, CT Clear
Weather | CONTACT US

Saturday, April 28, 2012

fairfieldcitizenonline.com Web Search by YAHOO! Businesses Register | Sign In

Home News Sports Police Reports Community Business Opinion Comics Jobs Homes Rentals Cars Index

Irene takes down Fairfield Beach buildings; no one hurt
Genevieve Reilly, Staff Writer
Updated 06:04 a.m., Tuesday, August 30, 2011

VIEW: LARGER | HIDE 1 of 9 PREVIOUS NEXT



The Week in Photos!
Stay up to date on all of Fairfield's community events, high school sports and more in our Week in Photos slideshow!

MICHELLE & COMPANY
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1. Osborn Hill community asks support for Fairfield teacher's national recognition
2. After weekend 'Jam', angry Fairfield beach neighbors vow student crackdown
3. Break in at occupied Fairfield Beach home

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YAHOO! NEWS

U.S. WORLD BUSINESS ENTERTAINMENT SPORTS TECH POLITICS SCIENCE HEALTH BLOGS LOCAL POPULAR

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Log in to see what your friends are reading and watching. Publish your own activity and retain full control. Login with Facebook

State-by-state look at Irene dangers, damage

AP By The Associated Press | AP - Mon, Aug 29, 2011

Reilly, the hurricane that weakened to a tropical storm, thrashed the East Coast, knocking out power to millions of homes and businesses, destroying piers and killing at least 39 people in 11 states. Here's a state-by-state glance on how it's affected states along the Eastern seaboard:

CONNECTICUT

... The storm hit Connecticut on Sunday with 60 mph winds and drenching rain, destroying dozens of homes along the shoreline.

... More than 674,000 utility customers still were without electricity Monday afternoon. At the peak of the outages Sunday, about 775,000 customers were without electricity.

... Connecticut tax officials are extending some business tax filing deadlines by a week - from Aug. 31 to Sept. 7 - because of Tropical Storm Irene.

DELAWARE

NEWS FOR YOU

- Britain naval admiral: "If needed, we can move to within three miles of New York"
- Adult film producer convicted in obscenity trial
- New York's Pay-With-Cash Program is Unsettling
- Norwegian gets prison term for wrong turn in ATZ
- Netflix is in Serious Trouble
- TSA Found 'Anomaly' in Jeffrey Goldberg's Mother-in-Law's Car
- US Tiger shrimp sightings worry scientists
- Bomb defused in Northern Ireland would have caused devastation
- More Babies Today Have Irregular Heartbeats: Study
- Under-age call girl scandal shakes Singapore site

How Cruise Lines Fill All Those Unused Cruise Cabins

New Technology Lets You Learn a Language in as Little as 10 Days

How to Get Freshly Long Eyelashes - An Feature!

Shelter Operations

- Based loosely on ARC shelter structure
- Outdoor signage secured in place
- Teams set up: Registration, Dormitory, Feeding, Communications, Medical, Pet Shelter, Recreation, Security
- Medical room set up and staffed by Health Department/MRC to provide care for guests with special medical needs

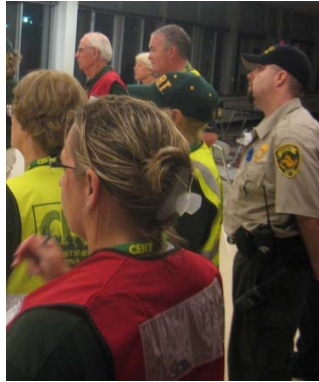
Shelter Operations

- General Population Dormitory set up in large gymnasium
- Second gymnasium (small) available if needed
- Entertainment Room with movies and games
(Health Department/MRC supported this effort)
- Volunteer Lounge and sleeping quarters established
- Radio/Communications room established

Shelter Operations

- Shifts (12.5 hours)
- Registration
(12:15 pm first family registers – 10 members + 1 pet)
- Communications flowed from EMD to IC - CERT (Shelter Manager) to shelter volunteers and shelter guests
- Methods used: cell phone, land line, e-mail, txt messaging, radios – flexibility
- Announcements and status updates about the storm, flooding, power outages, damage...

Shelter Operations



- PD and FD – periodic walk through of shelter (visual id)
- EMT Services – positioned outside of entry way in an ambulance
- Guest count 3x a day. Guests responsible for walking and feeding their own pets
- Casual Atmosphere. Guests visited with staff. Younger guests helped with tasks. Custodial staff was amazing

Event Stats

- 85 Guests / 1 Handicapped / 5 arrive by ambulance
- 2 Homeless
- 13 Pets
- Shelter Opens Saturday / Closes Monday
- 26 CERT members / 350 CERT volunteer hours
- Food Donations Made
- Spontaneous Volunteers
- 1 cot stolen

Event Stats



- In Fairfield, CT, five homes were damaged beyond repair by flooding and storm surge along the coastline
- The storm hit the shoreline in concert with a strong high tide, causing a surge that swamped roads and homes from Fairfield
- Along Fairfield Beach Road in Fairfield, flood waters surrounded homes, with the waters of the sound rising a 1/4 mile from the shoreline

Event Stats



- **Sunday, August 28** - 754,000 customers, about half the state, were without power

Route 15, The Merritt Parkway, was closed from the NY State line to Meriden due to fallen trees

Schools delayed opening for 3 days

Take-aways

- Health Department/MRC – important partner in shelter operations
- Custodial staff – Keys to the Kingdom
- Communication with EOC / EMD was excellent
- Flexibility, flexibility, flexibility
- Set up and break down was flawless
- Exterior/Interior signage needs improvement

Take-aways

- ID Tags: volunteer and shelter guests
- Communications within the shelter need tweaking
- Support Services: Social Services and/or Psychologist
- Depth of staffing an issue for longer term
- Closing shelter: unexpected challenges
- Other CERTs in CT were active in additional areas: traffic control, commodity distribution, ham radio, EOC support, use of social media

Continuing Community Preparations

- CERT Public Education - series of newspaper articles targeting sheltering, expectation, what to bring
- Website development on town web site to include Fairfield CERT, preparedness information and recruitment for spontaneous volunteers
- Facebook for CERT – private and only to communicate amongst our group as needed
- Planning tabletop in June: topic is sheltering

The logo for the Disaster Assistance Improvement Program (DAIIP) features the letters 'DAIIP' in a large, bold, blue, 3D-style font. The letters are set against a dark blue background that includes a faint, stylized American flag with stars and stripes. Below the letters is a red rectangular bar containing the full name of the program in white, uppercase text.

DAIIP

DISASTER ASSISTANCE IMPROVEMENT PROGRAM

DisasterAssistance.gov: Overview

Improving Assistance for Disaster Survivors

Overview

- Genesis of DisasterAssistance.gov
- DAIP Integration and Future Functionality
- DHS, FEMA and the DAIP E-gov Initiative
- DisasterAssistance.gov and Resources Available
- Recognition
- Contact information

Genesis of DisasterAssistance.gov

- In the aftermath of Hurricanes Katrina, Rita and Wilma, the President called for Federal agencies to improve delivery of Federal disaster assistance
- *Interagency Disaster Assistance Task Force* comprised 14 agencies headed by the Department of Homeland Security (DHS) and produced the *Disaster Assistance Improvement Plan*
- *Disaster Assistance Improvement Plan* led to the *Disaster Assistance Improvement Program (DAIP)*, combining efforts and resources of 17 Federal agencies to help disaster survivors
- DisasterAssistance.gov launched an initial operating capability on December 31, 2008



OMB E-Gov Initiative – DAIP

DHS/FEMA Managing Partner



FEMA

DAIP PMO

Recovery

Program Strategy

- Sponsor / Champion
- ESC vote
- Signatory
- OMB 300
- DHS AD 102-01

Project Management

Technical Management

Stakeholder Relations and Outreach

OCIO

Program Execution

- CPIC
- FEA
- DHS SELC
- ITAR
- NIEM

Program Strategy & Site Content

17 Federal Partner Agencies



DisasterAssistance.gov

En Español

DisasterAssistance.gov
ACCESS TO DISASTER HELP AND RESOURCES



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SHARE   

Find Assistance

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Take a short anonymous questionnaire to determine which forms of assistance you may be eligible for.

Apply for Assistance

Apply Online

Information needed to apply for assistance

Fill out an online application.

Check Your Application Status

Check Your Status

Login to check your claim status.

DAIP DisasterAssistance.gov

DAIP Resources Available

- Program Management Office (DAIP-PMO@dhs.gov)
- 72 Forms of Assistance available (and growing)
- Fact Sheets, How-To Guides, Information Materials
- Outreach and briefing availability

Recognition

- Mentioned as one of the top five government Web sites by Congress.org for making “important information easily available to citizens”
- Received *Government Computer News* Award for Government IT Achievement
- Named one of the nine Federal information technology program finalists for the American Council for Technology’s Intergovernmental Solutions Awards, which recognize innovative use of technology to improve citizen services
- Received 2009 Best of NIEM Award presented by the National Information Exchange Model Program Office for intergovernmental collaboration and use of innovative technology
- Received a 2010 Commendation of Merit from the Society for New Communications Research for *DisasterAssistance.gov Digest’s* pioneering the use Internet communications technologies

Contact Information

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