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.
Hurricane Katrina Comparison

<table>
<thead>
<tr>
<th>Event</th>
<th>Damage ($2005 Dollars)</th>
<th># Homes Destroyed</th>
<th># Homes Damaged</th>
<th># Displaced</th>
<th># Evacuated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camille (Cat 5) 1969</td>
<td>$124B</td>
<td>1000</td>
<td>1000</td>
<td>500</td>
<td>2500,000</td>
</tr>
<tr>
<td>Andrew (Cat 4) 1992</td>
<td>$12B</td>
<td>1000</td>
<td>1000</td>
<td>500</td>
<td>2500,000</td>
</tr>
<tr>
<td>Ivan (Cat 3) 2004</td>
<td>$44.2B</td>
<td>1000</td>
<td>1000</td>
<td>500</td>
<td>2500,000</td>
</tr>
<tr>
<td>Katrina (Cat 3) 2005</td>
<td>$150B</td>
<td>1000</td>
<td>1000</td>
<td>500</td>
<td>2500,000</td>
</tr>
<tr>
<td>Katrina (Cat 3) 2005 (with New Orleans &amp; Levee Breaks)</td>
<td>$150B</td>
<td>1000</td>
<td>1000</td>
<td>500</td>
<td>2500,000</td>
</tr>
</tbody>
</table>

# Dead
- Camille (Cat 5) 1969: 1250
- Andrew (Cat 4) 1992: 1250
- Ivan (Cat 3) 2004: 1250
- Katrina (Cat 3) 2005: 1250
- Katrina (Cat 3) 2005 (with New Orleans & Levee Breaks): 1250
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