

[MUSIC]
Stories of...
Safer
Stronger
Communities
ICP Awards
Outstanding Individual and Community Preparedness
Technological Innovation
Central U.S. Earthquake Consortium

Doug Eades: Our organization is CUSEC, which stands for the Central United States Earthquake Consortium. Basically, we are eight states that border the New Madrid Fault Zone that comes along the Mississippi River where the Ohio and Mississippi come together.

Every three years we get together to do an exercise. Some years we do it for planning purposes or response purposes or recovery purposes.

We got together the directors of those eight states and a lot of different industry partners within those eight states, and we wanted to talk with them about, if an earthquake of this magnitude, 7.7 or above, what information do you need to be able to respond to this type of a disaster? So we came up with what's called essential elements of information, 18 essential elements of information, and we wanted to be able to track those from the county level.

We had about 700 counties, eight states, and we're trying to track 18 essential elements of information, things like road closure, power outages, shelter status, food status.

We had about 18,000 pieces of information over a four-day period coming through. How do we get that information together in a very visual basis? How do we break down that big data?

So to us the solution was by mapping. Putting all of that information in a geospatial point of view.

The whizbang part of it was getting people to come to the table and to agree on certain standards so that they're all talking the same language across those eight states.

So that when someone in Alabama looks at a map depicting information from Illinois, it means generally the same thing that it means in Alabama. It's not just red, green, yellow—what does red, green, and yellow mean?

It really speeds up and it creates an efficiency of data sharing and information sharing.

Being able to make that data alive, being able to make it visible, and being able to make it usable to the common person. You know, a regular person can pull up, you know, a FEMA app or a state emergency management app or a CUSEC app on their phone, and they can see what's going on in their community.

That makes technology real. It makes it valuable. It makes it actionable. And it's a technology that can save lives. And that's why I'm excited about it.

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