

FEMA Preparedness Update – December 2012
Make Disaster Preparedness Your New Year's Resolution
Thursday, December 13, 2012
3 pm – 4:15 pm EDT

Good afternoon everybody and welcome to the FEMA Preparedness Update and the Ready Campaign for preparedness updates for the month of December. Some technical considerations before we get underway. This webinar is free and open to the public. It is also been recorded and closed-captioned. Please ensure your computer speakers are turned up to the loudest volume so you can hear the proceedings sufficiently. Once again, thank you for joining us. To kick this off, I will turn it over to Dante Randazzo, with FEMA's Individual and Community Preparedness Division. Dante.

Thank you Steve, good afternoon everyone and thank you for joining today's webinar as we 2012 draws to a close we are looking forward to the year ahead committed to promote ideas, events and programs that you can use to engage your communities and encourage individuals and households to be better prepared for disaster. I would like to thank everyone who has been attending the webinars over course of the past year and thanks always to our extraordinary speakers who take time to share their experiences and input with our partners and stakeholders throughout the country through this forum. Last but not least I would also like to thank our partners at the Ready Campaign.

During today's update, the Ready Campaign will unveil the results for the Ready Initiative for 2013. According to the Journal of Clinical Psychology those who make New Year's resolutions are 11 times more likely to report continued success in achieving a goal than individuals who have not made a resolution and preparedness is no exception. We hope that you will join the Ready Campaign this holiday season in promoting results to be ready.

Our featured guest speakers today will be largely discussing their experiences with the recent super storms sandy and some of the response and recovery efforts to support effective communities. Sandy serves as a reminder of why it is so crucial for families, individuals and communities to prepare for disasters and affirms the importance of our mission to build a more prepared nation. Now is the time to inspire and motivate individuals and communities to join together and take action to become better prepared for disasters. We appreciate our featured speakers taking time to share their experiences and insight with us. Today's speakers include Darryl Madden, Director of the Ready Campaign, Howie Butt, Citizen Corp and CERT Coordinator, for the State of New Jersey, Kevin Maguire, Commissioner of the Westchester County New York Department of Social Services and John Befus, Deputy Commissioner of the Westchester County Department of Social Services and Chad Stover who supports Citizens Corp on the national level in the FEMA Individual and Community Preparedness Division. Without any further ado, I would like to introduce Darryl Madden who will be our first speaker today.

Thank you Dante I appreciate that an appreciate everyone who has taken the time out of their busy holiday schedules to allow me to spend a few minutes with you. It is greatly appreciated. We had a very, very active season this year and even now as we go into recovery mode of super storm Sandy, I think it is also a good time to say -- to go back and look at where we have been over the last 12 months. Certainly, we had the wildfires across the Midwest. We had Beryl and Debby throughout Florida. We had Isaac in the Gulf in Louisiana. And even here in the mid-Atlantic we had the derecho which wasn't even a named storm, but once again wreaked havoc throughout the communities and really stressed the importance of preparedness.

That is really the big question. How are we going to move the needle? How are we going to get people to be prepared? We are kind of the choir here, but it is through the power of force multiplication that we are going to ultimately save lives.

I was on the Sandy response and you really cannot understand the full magnitude of the storm. People are always trying to say, what is this compared to Katrina, what is this compared to other storms. You really can't compare the two, when you look at the density of the populations that are in New York and you add on top of that the full scope of it, you really understand the full challenge that is ahead of us. Once again, the only way we are going to do this, it is not just FEMA responding, it is going to be whole community approach to not only respond effectively, save lives, but also get down towards the path of recovery, which ultimately is building resiliency.

How are we going to do that and what is Ready's role in that? And what we are going to be doing this year is our annual campaign – Actually you can go to the next slide.

We are going to be the doing *Resolve to be Ready*. We do this every year. And one of the things we always try like to pick up is what the most relevant thing we see kind of the horizon. Before we had super storm Sandy coming on the horizon, we wanted to say that what is the device that most people have that is at the disposal that they can really turn into a full site preparedness tool? Clearly the smart phone is the wave of the future. We want to start to educate the population about how they can use this device in order to be prepared and respond effectively when these type of whole scale serious storms occur.

We are going to be launching our next campaign on December 18, we are very fortunate to have Tim Manning who is FEMA's Deputy Administrator for Protection and National Preparedness. We will be doing a national media tour on the 18th, which will be the official kickoff. Next slide.

As I talked about before, we have the wildfires and had a very, very active season. As I say this, we are also getting reports, right now about a tropical cyclone, Evan, that is forming in the Pacific, just outside of American Samoa that has the power of a CAT one. We used to have things where we had seasons and these are for events that we can foresee coming like a storm something that we see.

There are also events that we do not see. All disasters do not come with a warning label. Once again, emphasizing the key to be prepared is ultimately going to save lives. I think one of the things, in hindsight again looking at the response to Sandy, if people weren't as prepared, if

people weren't as informed as emergency managers pushing out notifications, clearly, something of the size and magnitude of Sandy could've had a higher death toll.

That is not to say that we have any reason to rest on our laurels, but once again, it is proving the value of preparedness. We are going to be doing *Resolve to be Ready* we do it every year and one of the things we really want to focus, on one thing for people to walk away with and that is have a family communications plan. How are you going to communicate? Right now when we have storms like this, these are things we see coming. I wouldn't say there is ample time, but there is a lead up where people can marshal resources, they can get together and can develop a communications plan.

What if it was something we don't have a warning label on? What if it is something like God forbids a tornado or whether it be some other unforeseen event, an earthquake perhaps. What would you do? What would we do? What would our organizations do? Those are the questions that we want to answer in peacetime, so what we actually do have to respond, we know what we are going to do and we know how are going to dovetail into other parts of the operation.

FEMA is in partnership with the Citizen Corps and obviously also with the Ad Council. I think Dante did a great lead of talking about how it is people are going to use this kind of time in life to reaffirm things at the family level and at the individual level. If we can talk people into making resolutions to be more prepared, ultimately wouldn't that lead to us having a more resilient nation?

More importantly, there is also the opportunity that this is the time of giving. Many people may give cell phone, may give them to our kids and may give them to their loved ones, this is all the time to say there is information that you can preload on these devices that will actually help you to communicate and also recover. Many people have also been using electronic devices in order to receive FEMA benefits. One of the things that is very interesting, actually, we can go to the next slide.

This is something kind of interesting. We had a 2012 Nielsen Report that 54.9% of mobile phone owners in the United States they actually have smart phones. Those of you know, I don't want to go down another tangent, but for those you that know about IPAWS, integrated public warning system, that is something FEMA is charged with and you may have been getting alerts on your cell phone and you wonder how that is happening because I did not remember sign up for these things. This is a national integrated system that local emergency managers are able to send messages to smart phones to anyone that is impacted in a geocoded area. Once again, getting out is being informed and giving information to people can use in a timely way and ultimately allowing them to make good information and decisions so they can save their lives and those they love. One thing I will want to point out on this slide before we go on, we have done a big push about how we can electronically allow people to access FEMA. One of the things that has been very interesting out of the Sandy response is that almost 15% of all FEMA registrations came via electronic device other than a computer.

That tells us that people are using tablets, people are using mobile devices, people are using smart phones and we actually see this is going to do nothing but increase, because if you have to evacuate, you're not going to take your desktop, but I guarantee you people are going to take their cell phones. Once again, how do we communicate with those people? How to we make it easier for them to access benefits? How to we find out about putting information in their hands?

This particular campaign, just to move ahead, we are going to have a very aggressive social media component. Our web site will be live when Tim Manning does a radio and media tour which will take place on the 18th that is a national tour. We certainly hope that you all will get some feedback from it in your various communities. If you wish to follow it, the hash tag for this is going to be #R2BR2013 that is *Resolved to be Ready 2013* and we certainly hope that you will be able to pick that up and do a lot of the amplification on the social networking. Next slide, please.

These are the classics; once again we want people to be informed. One of the things I talked about earlier were the wireless emergency alert, that is something that is going to be going to phones throughout the country. It is just going to be an additional way that we are going to be able to put information into individual hands. Once again, what is the key here? We want to make sure that families are making integrated plans so they ultimately can be prepared to face major and significant disasters.

We always say this become as a part of Ready and our overall ethos, we say have supplies to be prepared. Supplies, this is me personally, but supplies are a resource. Preparedness comes more from a state of mind. How are you going to use those resources? How are you going to be able to respond, very quickly, when critical decisions need to be made? Yes, it is good to have these resources, we certainly encourage people to have them, but the whole idea is encouraging a state of preparedness within your mind and that of your family and those of your loved ones.

The last thing is, getting involved. We see this time and time again on major significant responses in FEMA. Local responders are probably not going to be the first person that is going to reach out and lend assistance in that first critical eight hours or 12 hour cycle. It is going to be your neighbor, in all likelihood the one that is going to provide the best measure of assistance. Put yourself in a position so you can be a resource to your family and loved ones, but also the next thing is; reach out to your neighbors.

It was absolutely amazing the things I saw in the city of New York and lower Manhattan. People that were going up 20 flights of stairs in order to ensure that those that were either older Americans had food and had water, there is just not enough first responders to ensure that happens. As a nation, if we were work collectively, we can ensure that those types of people that have been so adversely impacted and maybe physically enabled to move up and down 20 or 15 flights of stairs, do get the resources that they need so they can weather the storm.

Next slide, please.

So once again, this is a generic talking point about how do we use modern technology. Technology is moving faster and faster all the time. We don't actually sponsor any apps, there is

a FEMA app that is out there that is absolutely wonderful. It tells you about sheltering locations. As I said before those individuals that you don't necessarily have to call the 800 number again, you can file for FEMA benefits by going right through your Smartphone. That is why we are trying to encourage people to do that. We are seeing those numbers rise. As I told you about that before.

The key thing here is getting an emergency plan, having it somewhere accessible; not only having it but making sure you put it into play so that you know how to do it and the other members of your family know how to do it as well. There will be a smart phone preparedness toolkit that will be loading that will be on our Ready.gov get TechReady page. That will be loaded on the 18th. There'll also be additional resources that we encourage you to use such as graphics banners and talking points. If you want to go out and do media we certainly encourage it. Ready wants to be a resource in order to promote preparedness. We went to give you quality tools and resources you can use through internal communications or external communications. Those will be ready and available on the 18th.

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Is that the last one?

Just a couple of things that I would want to bring to bear, looking at the Ready campaign and what is coming over the horizon. Hopefully many of you have been able to see the co branding public affairs PSA's that we did with ESPN. We have been getting a tremendous amount of response over those. After the first of the year, we are actually going to be doing an additional campaign working with NBC Universal and The Today Show. We will be shooting some PSA's and we are going to be doing a special segment with The Today Show but also using on-air talent to do PSA's that will run across the NBC/Universal network. We are very pleased about that.

In April of this year, we are very, very pleased about tying the message of preparedness with one of the most classic American icons that there is, we will be working with Warner Bros. and Superman. We are very, very pleased about that as well.

Of course in September will be National Preparedness Month. One of the things we are working on even as we speak is going to be a reboot of children's assets. We are going to redoing the look and feel and content for ReadyKids as well as developing PSA's for parents and for children. We will be focusing in on the sweet spot which we think is between the ages of seven and 12, but we are very, very pleased about that. There will be additional information coming out of that on monthly preparedness calls.

As always, we are very interested in feedback, what you have to say, what are we doing right, what are we doing wrong? We are more than willing to take that and work it into our future planning. Please feel free to e-mail us directly at Ready@DHS.gov. Pending any questions, that is the end of today's brief.

Thank you very much, Darryl, there'll be time for Q&A for all of our speakers at the end of today's presentation. Our next speaker is Howie Butt the Citizens Corp and CERT Coordinator for the State of New Jersey.

Good afternoon everyone and thank you for this opportunity. New Jersey, probably like every other state in the nation considers itself well prepared and well-planned to deal with any disaster that may present itself. Then you are presented with an event like Hurricane Sandy, the super storm or Franken storm as it has been call. It tests your capabilities to the breaking point.

There is probably no state that can deal with the impact of a natural disaster of this magnitude. When you have more than 2.8 million people without power, 240 plus thousand homes damaged, and individual assistance requests, roads closed, trees down, people stranded in their homes, it stretches to the max the first responders and the professional services that any state has put to bare.

In those types of circumstances and situations, it is essential that a volunteer corps such as the Citizen Corps Community Emergency Response Team program is available to assist as necessary. New Jersey has a very strong and robust CERT program with over 20,000 members trained and organized in just about every community throughout the state. Almost all of them were used to the best of their abilities to assist with shelter operations, damage assessment, working with our special needs populations and members of the senior community, who are the most vulnerable in situations like this. Regrettably, our seniors are not technology friendly towards the new devices that are present in the world.

They are unfamiliar with them; they need to have that awareness to know that those types of devices can be a lifeline to them. One of the real tragedies of this storm was the fact that 40 people lost their lives. Next slide, please.

All along the coast of New Jersey, on what we refer to as the barrier islands off the Atlantic coast, they were totally cut off and isolated. The Jersey shore is a well-known resort area that has been severely damaged and impacted. The theme here in New Jersey is, we will rebuild, but it is going to take a lot of time and a lot of effort. Next slide, please.

When you are on a barrier island, you are on that coastal area where the storm had its worst impact. Many people have completely lost their homes. Many of those areas are still uninhabitable, because there is just too much danger from structural damage, from gas lines, and so on.

We could have done a better job and we will do a better job if presented with a disaster like this again. We will rely on all of our partners and resources to assist us. Some of the best stories that have come out of our response efforts are from our volunteer CERT members.

For example, I always like to highlight some individual efforts as was mentioned in the earlier comments. If you are a senior citizen and you are living on the 15th floor of a high rise building, and the elevator is not working and you have no power, you are isolated. If you do not have a network of support from within the community, within family or friends, you are really alone.

We need to change that mindset. We need to have more awareness; we need to have people registered at the local and national level, so that we know where our most vulnerable members of the population are. We can get help to them as fast as possible.

In Hoboken, New Jersey which is right on the other side of New York City, this was paramount with a high rise type community. CERT volunteers were up and down the stairs developing a partnership network with the CVS pharmacy and a group of the Doctors without Borders came in to assist in the emergency efforts to fill prescriptions, to bring them to people. We advocate on a national scale, not just in New Jersey, to be prepared. Have a kit that can make you survive for three days. The power in New Jersey and elsewhere was off for as many as 12 days. We need to enhance that message to think about what if scenarios.

We need to also make sure that awareness emphasizes what you should do, but equally what you should not do. What hidden dangers present themselves to you in a disaster like this? What comes to mind is the use of a generator. Generators are good for bringing your electricity back online, but the byproduct of the generator is carbon monoxide. Many people in New Jersey lost their lives due to carbon monoxide asphyxiation and poisoning. This was unnecessary and a real part of the tragedy. Other people lost their lives by using candles in their homes and falling asleep. The candle burns out and the house is on fire.

Lessons to be learned from that, education and awareness are essential. Next slide, please.

Our professional responders and our CERT responders are out there trying to advocate preparedness and education to the communities in addition to their response duties. We are a very urban state, although we are known as the Garden State, we have very densely populated areas of New Jersey that present unique challenges for evacuation. When people ignore evacuation orders and think that the responders will be there to help them, despite everyone's best efforts; there cannot always be an immediate response. People must be prepared to deal with the uncertainties of a disaster like Hurricane Sandy and to make sure they can survive under difficult and trying conditions. They may not think of it, if it gets too bad, I will leave then, but when then is upon then, it is impossible for them to leave, because the roads are out, they are flooded, there are no lights on, there is no heat, and it is serious conditions, life-threatening conditions that people have to deal with and have to be aware of.

As has been advocated by practically everyone, being informed and being registered, knowing how to make good decisions, what to do and what not to do, must all be part of the national preparedness message.

Joining the Citizen Corp, the Community Emergency Response Team program, is an excellent way for people to be trained to protect themselves and their families and to be a resource in their communities should that present itself. Next slide, please.

New Jersey has a program *We Call Join Our Team*, where we advocate to join any one of the Citizen Corp programs and get that educational training and awareness ingrained into you as part of your everyday life structure. Next slide, please.

We strongly advocate for preparedness. We use all of the media resources. We are working on Facebook and Twitter to get the message out. We use printed media campaigns and we reach out to our youth in the best way possible to get them to be aware. We send the message home through the school system. Most of the best known historical preparedness messages have come through the school system back to the families, back to the parents, to get everyone in the family involved as part of the culture of awareness that we need to make sure is always present and important throughout all of our states.

I think the overall response from Hurricane Sandy has been informative to the professional respondent community and it has been an eye-opener and a lesson we can all learn from. I want to take an opportunity like this to thank all of our partners who have assisted us and the other states that have been impacted by Sandy in our continuing efforts. This is going to be a long-term recovery effort and we hope that we are up for the challenge. Thank you all for listening and have a good holiday season.

Thank you Howard, our next speakers will be Kevin McGuire the Commissioner of the Westchester County New York Department of Social Services and John Befus the Deputy Commissioner of the Westchester County Department of Social Services.

Good afternoon everybody I want to say that it is an honor and a treat to participate in this. When I was asked if we would be interested in sharing our experiences, we said absolutely.

I have a great staff here. They worked very hard in helping the citizens in Westchester County out and we work very well with our partners from the state, but also with our partners at FEMA. They were very helpful to us in getting things established on the ground and we worked very well with them and I'm quite grateful for their help.

I have a couple of things, Next slide, please. Lessons learned I had experience with the number of different places down in New York City. New York City's Human Resources Administration which is New York City's Public Assistance Agency and taking part of the planning for Y2K which was the problem that that never happened. A lot of it had to do with the fact that if we planned and we had alternatives out, which actually helped us a year and half later on September 11. I was down in lower Manhattan that morning and I have to tell you that you have to have something planned and in place otherwise you will have nothing. To bring you up-to-date, New York City's Office of Emergency Management was located in one of the World Trade Center buildings. After everything happened, those famous pictures of the Mayor going up Church Street was because he attempted to go to the Emergency Operations Center, but they said Mayor you cannot, because the building is going to fall down.

All I have to say is that the planning that have gone on in the past allowed us to turn on a dime and actually do a lot of really interesting and good things for people. After that, I moved onto Maryland and worked work with the Family Investment Administration there. One of the first things when I first got in I had to deal with was Hurricane Isabel. It sort of opened my eyes to a lot of the problems on a state-level of how you can help administer emergencies. I was put in charge of emergency support function six which was mass care and sheltering.

I got to know a lot of the FEMA people and got to work on a state-level with the state emergency management agency. It was very interesting and there was a lot of planning down in Maryland as you can probably imagine we had our share of hurricanes, tropical storms, floods, tornadoes, blizzards, and all of the other accidents that befall us. We had nuclear power plants in our state and we also constantly planned for the unnatural events that could happen at Washington, DC. The reality was that if there was any sort of act of terrorism or dirty bomb or something like that, folks would be running up into Maryland to be evacuated.

Frankly, you can't get across the Potomac with that mass of people. If you don't believe that, go down there on any busy day especially at rush hour and you know what I mean. We also dealt with Hurricane Katrina and Hurricane Rita and the aftermath of that, we accepted a lot of the refugees from that. I headed up a workgroup in the state on how to respond to similar emergencies that really informed us on a lot of things we did from that point forward.

When I came here to Westchester, I took it all with me and within months of being here, was in the state a few weeks that we had experienced an earthquake followed by tropical storm Irene and Lee. Lee was maybe not as bad as the tropical storm but it caused extensive flooding in the Northeast. That was a very interesting event. It led me to the go back to the whole idea of planning, planning, and planning. I need to get my staff planned up as much as possible that they could handle any sort of emergency.

Probably, within weeks of that, we had the nor'easter on Halloween, so we got the trick but not the treat I guess you could say. It there was extensive damage related to trees down and power outages and the like. The Northeast was pretty hard hit. It was -- helped us out what happened on later this year where we had super storm Sandy which hit us, than within days after that hitting we got hit with the nor'easter. It has been busy up here.

We have been operating at an emergency function, one of the things is we went back to a normal functioning in serving the public as soon as possible. We were actually went back to our normal day-to-day business at the same time we were providing emergency operations and recovery efforts. Sometimes you have to do them both.

Next slide, please. You really have to build resiliency. What that requires is planning. There is probably no -- nothing I can say, you have to keep planning. You have to keep trying to do different things and you got to be prepared. Most people would say you can never plan for the disaster that's going to befall you and I will say that is true. Sound like I have a disaster out here right now. I am down from a hospital, so just excuse us on that. They are trying to save somebody's life.

We found that the active planning actually gives you options and allows you a certain amount of peace of mind I would say or presence of mind which is probably better. When the emergency hits you, you know that you have a number of different options that are out there. You know that your staff has gone through these options and you are better able to plan on what your response is going to be when it comes to you.

Know what your functions are going to be. When you're dealing in an emergency operation, obviously you cannot do it all. If you try to do it all, you will wind up doing nothing or you won't be very effective is probably the best way to put it. Know that within your agency or the tasks that have been assigned to you, try to keep to them. There is the possibility that your mission may creep a little bit or you'll be asked to take on other things. That is fine, work within the discipline or within the team that is out there. Usually the county or the state management team assigns functions, know what your function is and plan within that to get your staff aware.

Also get to know the other functions that exist, so if you have to switch quickly and help out, you will be able to do it. That has to do with the idea of owning your issues. Once you realize that it is your neck of the woods and you have to take care of it, you can pour all your concentration into that to make sure you can do what you need to do. Next slide, please.

Have a defensible continuity plan. What that does is reduces panic and improves the present state of mind. That was one of the things that was a personal experience on the morning of September 11th around 9:00 a.m... When we kind of realize realized that we were in a different world, but at the same time I realize that a lot of things that I had planned and worked on all came together that morning. I was able to work pretty well and do things well. People kind of ask, why after that, and I said it had to do with the fact that we were constantly thinking about things. Obviously, we weren't thinking about anybody flying into a building at the World Trade Center, but we were thinking about how to handle emergencies and things like that.

Once you got over the initial shock, you said okay I know what I have to do. I have to get myself out of the area, what about my staff, what are the things I need to do, after that it feel into place. I had my phone tree and was able to contact people. It worked out pretty good. I also realized at that point that everybody will not be available, because when something like that happens, when people are going to work, you don't even know where they are. When the phone system or cellular phone system basically fails at that point because everyone is trying to make a phone call at the same time, you're not going to be able to get in contact with people.

You sort of go back to planning and go back to your training. Where you going to go? Where the sites you are going to all meet together? If you can't communicate, where do you go, what was the thing that was planned on? That was an actually very important thing to know. Don't assume that you will have technology. And that it's going to be available, everybody has cell phones, I get that, but when the cell phone towers are knocked out or powers knocked out to cell phone towers, you may not be able to communicate.

Maybe you can rely on land lines, but then again, if you are in an area like Westchester County where all the telephone lines and poles got knocked down, you will not be able to do that either. You need to have some plan of where you can regroup with your staff in order to keep serving everybody.

It will let you deal with anything that comes your way. Establish your infrastructure that would simply mean make sure you have things in place that you need in order to get your work done and identify any resources needed to continue mission critical functions. You're going to find as

things go on, as the emergency develops, from one emergency to another there are certain things you're going need to keep operating.

You need a place to serve the public. You need a place that has certain amenities in it. You're going to have to have things as simple as water for people. You are going to have to have light, heat. You have to have places for people to park. You want to have people served, and you have to be able to have a place one of the things they may still have a car, albeit they may have a hard time getting gasoline, but they are going to -- speaking from somebody from a suburb, we run on cars up here. We have mass transit and everything, but after Sandy, the trains weren't running. Billions of dollars of damage in the infrastructure of the commuter rail line, the only thing that was really left was some buses when they finally let them come out of the garage and people's personal cars. You have to have a place for them to park. They want to access services, but they can't just park in the middle of the street.

You have to be able to take care of that. Prioritize and know your essential functions. Next slide, please.

Prioritize your mission critical responsibilities, basically, what is that you need to do? What is it that you are absolutely charged with that nobody else is supposed to do that you have to function on and you have to get things done? If you get calls that you have to assist hospitals who have no power, who are running on generators, but the generator may not have a backup generator and may have 500 and 1500 patients in the hospital. You may have a nursing home or something like that with the same thing. You going to have to function on that and critically focus on those things in order to make sure you do not have any terrible tragedies occur.

We had a number of those things happen and we were able, up here, to happily say that we were able to get done what we needed to get done, even though sometimes we had to get generators shipped in from all points of the compass, across the country to get them sent to us, but we got that done.

Train your personnel; I can't say enough for it. One of the first things I did when I got here was started to emphasize emergency operations. Some of the people in my administration and some of the folks who work for me wanted to know why we were training for all this sort of stuff. They said nothing ever happens here. One afternoon while I was sitting having lunch, I got shaken and baked when the building started to shake because we had an earthquake. People did not know how to respond to that.

My response we have to train and know how to handle these things. What do you do? You evacuate the building. Go across the street and get out of harms way? Then you start to count and see if everybody is here and make sure we didn't leave any of our customers behind and things like that.

Establish partnerships to support essential functions, this is really critical. You are not going to be able to do it alone, even though you are supposed to concentrate on a certain area; we have to work with each other. You have to establish partnerships intra- governmental and inter-governmental within the county and outside the county like I said within the agencies I work

with within the county. You have to do with your state partners and obviously with your federal partners would which go across a whole range of functions.

I got very well acquainted with many of my emergency management people and many of our police agencies in the county during the last emergency with Sandy and stuff. They were very helpful to us, not only did they help us maintain order, but they brought a lot of help to us in just getting through day-to-day things in dealing with crowd control and things like that.

The community itself, I have my Deputy Commissioner Rosa Boone who has done extensive work prior to coming to us had worked many years in the nonprofit community. Her work has actually helped us out immensely when the emergency struck. Rosa?

Good afternoon, one of the important key factors of having a relationship with the state faith organizations our churches play a pivotal role. They already have established within the church a staff in case we are in need of people to provide services for food and clothing etc.

Also, we can connect closely with private businesses and corporations through Westchester County, the Westchester County Board of Businesses and Organizations. We connect with them to make sure that we include them and their employees helping us to provide the resources that are needed during a crisis.

Also, concerned citizens within the community, those are the ones we need to connect with because they often know where the folks are in the community that are really vulnerable and in need. We look in to tap into all of those resources. They can become partners with us.

Next slide; on own your community issues; the only way to get this done is to promote regular communications with your staff and partners out there in the community. Otherwise, it will not happen. That means that regular businesses require that you stay in contact with as many people as you can. A social service organization that is not a foreign concept. Basically we want to spend most of our time in the community working with the community. We want to keep those regular communications going and also make it part of our emergency response.

Recognize training needs and just-in-time workarounds. If you have to deal with an emergency, like I said before, it is never going to be what you had planned it to be. There is a certain amount of improvisation that has to go on. Working in the community, you may actually come up with some creative solutions to resource limitations or you may be able to tap into people out there you never even knew would be able to step forward and help you out. Next slide, please.

Work with your partners to fill the gaps, which is basically it. There are people that want to help you and they well. Build from lessons learned and best practices. One of the things we did find out being here over the last year or so is that when the emergency struck, not a problem with first responders. Our real challenge was to get hold of volunteers out there. We always had them in our plan; I do recall from last year with our Emergency Operation Center, we didn't get anybody. We said we did not have any VOADS. We wanted to make sure we did not have that problem.

It looked like right after Sandy; it looked like we are having the same problem. We reached out directly to the nonprofits and reached out to the Catholic Charities and the like. They were able to step forward. They didn't realize there was a problem. They assume someone else was handling it. We were able to just very quickly come together and get the work done. From that point on, we had a rather robust partnership with the volunteers. That was a force multiplier and we were able to extend what we needed to do to get it done a lot better.

We could engage them and accept their help. People come to you and they want to help. My thing about it, in the middle of an emergency, I know that your tendency is to say that I have so much to concentrate on; I can't stop to figure out what to do for somebody who wants to help. My thing is that you can always find something for folks to do and you can always find something for organizations out there, be there if there is company. We were getting calls from people that say they were flying into Westchester County Airport with a planeload of stuff. I had people saying, no, we can't do that. I said what are you nuts? Take the flight.

Accept the flight, we will find a place to store the stuff. We wound up storing it out at the airport, why? Because the county the airport and runs the airport. We could get enough storage space to stage from there and it was helpful after that. Then we had things we could help people with rather than saying you can't do, you can't do, you have to think out-of-the-box. Sometimes you have to go to the county executives. There are always people that say, this is not normal operations, but this is not a normal situation. Let's work together and see if we can figure this out.

You will find out that in most cases they are very amenable to that. Another example was in Westchester after the storm, it wasn't as much of a problem in New Jersey, but it certainly was in New York City and out in the island and up with us. We ran out of stock of gasoline, not only for our own vehicles, but you could not get it around the county, either. One of the things that I did was contacted my governor's office and they said, what can we do to help? I said I know what you can do to help. You guys have garages on the New York State Thruway and other state maintenance facilities garages in the county; can we send our cars, our county vehicles there and fill up? They said, sure, no one had asked before and they had never thought of making that available to the local government.

That was really a nice thing for them to do, but it was an essential thing that actually helped us out. They had available stocks and we did not. Within a few days, the problem resolved itself and deliveries were able to be made into the county. That critical period of time for about 48 or 72 hours after the storm, we were able to take of the fuel situations taking care of. That was a very helpful thing.

Sorry, I hate to interrupt. We are running a little bit low on time and have one more speaker and want to make sure there is time for Q&A as well. Thank you very much for your presentation today. If anyone has additional questions, please feel free to address them during the Q&A. Sorry I have to cut it short but I want to make sure for our last speaker there is time and time for our participants to ask to you and our other speakers any questions they may have.

Okay, not a problem.

Thank you.

I like to introduce our final speaker for this afternoon's presentation, Chad Stover who supports the Citizen Corps program in our Individual and Community Preparedness Division.

Good afternoon I know were running short on time so I will go through this quick presentation quickly. Next slide.

To let you know what has been going on here with FEMA and all of the states being impacted by super storm Sandy. I came to FEMA right as this was happening; it has been an interesting past month or so. So far we have sent out a little over \$1.08 billion in FEMA assistance to the communities and individuals. This is IA money that it's going to directly to those being affected. More than 7000 people are deployed in New York and New Jersey where this was felt and across all of the states who have been federally declared, we have FEMA assistance teams and personnel who are out helping in all of the states.

We processed a little over 500,000 registrations for assistance and that is this morning's numbers. It is quite a large operation, 74 disaster recovery centers just in New York, New Jersey, and Connecticut alone. These are mini centers set up throughout the affected area so that individuals can come and ask questions, look at damage assessments, fill out paperwork to get assistance and talk to the SBA. What we have found that Citizen Corps groups and CERT groups have been participating in ways that they had never participated before supporting these disaster operations.

The main thing I want to talk about is really those efforts we have. In New York alone from what we have heard from our partners there, over 1200 New York CERT volunteers help with the emergency operation center. They help with emergency shelter coordination. You heard earlier in the presentation you heard about helping seniors and healthcare workers get needed supplies and equipment. CERT and Citizen Corps groups were very effective and vital to these operations. You see there what New Jersey CERT groups have done and you heard earlier how we talk about all of the support that CERT groups have done. Certainly this has been replicated in all of the states affected by Sandy. Next slide.

Just real quick, these are places you can go if you need to disseminate information for individuals who have been affected. They can apply for assistance at disasterassistance.gov. There are still volunteer opportunities and we have all of those collated there at our FEMA.gov website. Rumor control, so if you know how we can combat some wild rumors that are going on around there, you can help us there and find local disaster recovery centers. We have dedicated an entire section of the FEMA.gov website to the response to Hurricane Sandy. Next slide.

What we want from you all who are working directly on the ground and states affected by Hurricane Sandy, super storms Sandy, and states who are not affected but maybe you are the next place to have a disaster. I came from a state wherein the past five years we have had 12 federally declared disasters. I know can take a toll on your volunteer group, your CERT groups. What we would really like to hear the stories of what you are doing. We read media reports, but it is great to have first-hand stories from communities who are affected and tell us exactly what

is going on and how the process went. Are there things we can do to help with that process? Some of those places are the CERT in Action series, these are stories we post on the CERT website. You can submit stories about CERT in Action by going to the link on your screen. You can also e-mail our national office here for the CERT newsletter at CERT@DHS.gov or e-mail us at CitizenCorps@DHS.gov and tell us what is going on with your Councils, with your programs and your volunteer opportunities.

We really do like to hear the stories of what is going on so we can continually reassess how we are working and how we can help support you. I think that is my last slide. Is there another one? I think that is it. I will turn it back over to Dante and Steve to walk us through the question and answers. I know that was a short presentation, but the bottom line is there are incredible things that are happening with CERT and Citizen Corps groups all across the country especially with super storms Sandy. We would really like to hear from you on what your efforts are. Please e-mail us, call us or whatever you need to do, telegraph us or however you want to get the stories to us. We would love to hear. Thanks for your time, guys, back over to you.

Thank you, Chad. This is Dante from ICPD again and at this point I will turn it over to Steve and we will transition to the Q&A session. If you have questions for any of our speakers you can use this process. Steve will explain how that works.

Thank you, Dante. As Dante said, we are now in our question-and-answer session. You should all see in front of you a blank Q&A chat box. You will be able to type in your questions about anything you have heard on today's webinar and we will do our best to select questions and assign them to the appropriate presenter to speak to.

I know that we are running a little short on time, but we will stay on for a little longer, just to get some questions in and see how we can help you. Feel free to type away.

This is Dante again, one last reminder after the Q&A session we will have a poll to collect your feedback. We always want to hear back from participants to hear not just whether or not the webinar was helpful for you and useful for you, but to get a sense of who our audience is so when we are doing topics in the future we can tailor those topics to our audience. Please stick around for after the Q&A session if you can to participate in the poll. Thank you.

We have one question from Scott Teel, and see a few other similar questions popping up asking about, can we please post the names and titles of all the speakers and their contact information.

We will be posting the presentation as well as the names and titles of the speakers next week along with the recording of this webinar to our webinar library which you can visit at www.ready.gov/preparedness-leader/webinar/Library. I know it's a long link. I will post that in one moment. If you look directly to your left in the participant tips box you will see the webinar recording link there as well.

I will mention that we will also have the transcript of this and the caption portion of this webinar posted.

[Silence]

Dante?

There was a question on there and someone wanted to ask about the partnerships with NBC Universal and Warner Bros.

Just real quickly. It looks like the screen was jumping around a bit I can't see who submitted the question. Obviously one of the things that has been at the forefront of the mission since I have come here is trying to move the discussion on preparedness from the abstract to the dinner table. One of the things that we have been trying to do desperately is to get the prepared messages into more of the mainstream media.

For those of you who do not know, Ready is a donated media model. We work and partner with partners -- we work with the Ad Council to get donated media placements. We also work in conjunction with major mass communications groups such as NBC/Universal and Warner Bros. We have people out there constantly trying to pitch this. Ironically enough, we started to do the preparedness piece in New York prior to Sandy and it just so happened to work out that we actually worked in partnership with ICPD and we did -- without giving the whole scenario we went in partnership with some of the on-air talent and actually got their home prepared for disaster. It was in the midst of the Sandy response. At the same time, the tactic was found which was everyone can take that additional step inside their house to mitigate risk and danger. Also, we took it one step further which is preparing your dwelling, but then also preparing yourselves. That is kind of the NBC piece.

The piece we are working on with Superman is co branding which has become a huge issue for us. That is trying to use third-party affirmation on the preparedness message. It just so happened that -- we have done placements of movies in the past, we did Spiderman and we have done some other things. In the past which is product placement those of you may know is product that appears in the background. This is taking it to the next level which is actually having Warner Bros. and the director, Christopher Nolan, take on the message of preparedness and then using their mass media communications and outreach of Warner Bros. and then of course tying it to the icon that is Superman. We think we will be getting any into more homes. That is the template we used by we did the ESPN piece as well.

The good thing about this is that all these products that we are developing with the exception of ESPN, because it is actually owned by ABC/Capital. Most of these products can be used and that is why we are here, we are developing these tools and we are developing these communication strategies so that, as a nation, we can come together and use these icons and hopefully be able to localize it. We recently did a whole new PSA campaign on *Today is the Day before Disaster*.

We work with all the states to actually have a page where you actually can go in, identify the risks that are in your community, and find out how to connect with your local emergency managers. Once again, it's just about putting more tools and resources, but also moving the conversation so people actually take the next step, which is action.

Great, thank you very much, Darryl. We have another follow-up question for you from Melanie Bettenhausen. Is there site where people can share their stories of having been prepared and how lives were saved because of their preparation?

Yes, we are always interested in stories. There are two venues that I would encourage people to put their stories. The first is the National Coalition on Preparedness. You can reach that at going to www.fema.community.gov. Join, it doesn't cost anything, there are incredible resources on there as well, but there are discussion forums on there and we monitor that to find out if there are stories we ultimately want to then move to the national stage. Also, at ready.gov we are interested in stories as well. If you go to our website right now come we have an amazing story of a woman that was prepared for tornadoes back in 2011. It is an incredible story of preparedness and resiliency. I'm sorry, her name evades me, and it is Evelyn. Once again, we are always interested in stories.

If you have a story, just shoot it to us. Feel free to reach out and send it to us at ready@dhs.gov.

Thank you again Darryl. This next question is going to be for Howie. Howie if you are still on the phone, what were your CERT volunteers affiliated with NGO and how do you integrate them into the ICS, incident command structure, or where they used use more in a freelance mode?

Yes, I am still here. Almost all of our CERT teams and CERT programs are organized under the local or county Office of Emergency Management. Part of their training here in New Jersey includes familiarization and overview of the incident command system. Giving them defined missions within that structure, we do not advocate freelance deployment or utilization of our CERT volunteers. We most prefer them to be deployed as a team under the umbrella of the Office of Emergency Management, so that volunteer liability protections can be with them when they do deploy as an added level of protection for the volunteer.

I think that hopefully answers your question.

There's a question about the FEMA mobile site it is m.fema.gov.

We have another question from Cordell Vail, this is applicable to all of our presenters, if we had not yet had a disaster in our area, how can we get experience? Commissioner Maguire, this may be appropriate for you. You were saying in your presentation how you had some staff in West Chester that nothing had happened yet so they were wondering why do we have to train. Maybe you can lead us off.

Yes, I think what happens is that people tend to get complacent. They do not realize that emergencies do happen. The reality is, sometimes people go on in their careers and do not have to deal with these sorts of things. The problem with that thinking is that, as you well know, disasters don't come on a plan basis. You don't schedule them in. Things happen at the worst possible time. They always seem to happen at night and on a weekend. They always seem to happen in such a way that you do not have the infrastructure or power or anything else to get stuff done.

I found that getting the staff to understand that first of all in dealing with emergencies, in Social Services we are dealing with personal emergencies of people on a daily basis. It is not really that big of a leap to think about going from having people come to you every day who have a problem to prepare for the idea that you might be having to handle an entire community in that fashion. Once I got my staff to understand that, they were able to get their minds around it.

I think I can add. This is John Befus in West Chester, also, the evolution of that; we have a long history of exercising and planning for ending point response to a disaster. What we found is that we needed to move beyond that to more of an all hazard approach and pushing down to individual employee preparedness and eventually continuity of operations planning. It has been an evolutionary process; figuring out how to adapt from some very narrow exercising to broader areas.

Thank you, Commissioner. We have time for probably one or two more questions. The next question from Joe Sciandra, how well did the CERT team activations work logistically? How did CERT teams deployed in response to Sandy? Do they self deploy and/or have an OEM request? Along with that we know that CERT teams are normally volunteers, how do volunteer background checks work in your jurisdictions?

Howie, I know that you had a lot of CERT teams work do you want to take that one.

CERT activation system and part of the incident command system, part of an earlier question includes structure and organization as well as the basic CERT training curriculum emphasizes the need to mobilize and activate the team is important. Of course, as the hurricane impacted and we lost many of our communications, we had to rely on backup plans, Internet was extremely important as was mentioned to get a hold of our people. Having a plan where they could all mobilize and muster was equally important. Again, we do not advocate teams deploying individually. They rendezvous, they gather as a team and they deploy as a team.

That is generally at the request of an Office of Emergency Management. With regard to background checks, all of our teams are local in nature and we leave the decision on what level of background checks the local jurisdiction deems relevant for their particular set of circumstances. At the minimum, we request and suggest that the local police department do a check of their immediate files as to what might be on record for any individual looking for CERT volunteer involvement.

There are many national websites and databases that can be accessed to determine if someone is a registered offender in any one of the registry databases that exist. Of course, the ultimate background check would be a fingerprint check, if your state or jurisdiction will provide that to you; usually there is a cost involved. Sometimes, that fee can be waived. That is certainly a good way to check on anyone's background, but it does come with a cost. It in a cost conscious society, with volunteers especially, it becomes problematic to deal with. Sometimes, just the inference that a background check will be conducted is a deterrent to keep an undesirable person from getting involved in a volunteer CERT program.

Thank you very much Howie. We know that we are a little bit over our time as was originally planned, but we have a lot of great questions to get through, we are happy to stay on the line for a few more minutes. To our presenters, we completely understand if you do have to jump off. We can take probably one or two more questions and then we will turn it over to the poll. Keep them coming, we love seeing these questions.

[Silence]

Amy Wishner has a question, are there resources for schools that were on a slide available? Also, any resources specifically for child day care?

This is Dante again; we actually have an entire page devoted to resources for schools and for youth. We have an entire systems program devoted to supporting use of resources. We will bring up the URL and put it there in just a moment. Unfortunately our youth director who would normally be the best person to respond to this question has been deployed and is in New York right now responding to Sandy in the recovery effort. We will put the website up in just a moment that has those resources for youth and for schools.

Chad maybe you can answer this from Tim Howard. How does a NGO register with state/local Office of Emergency Managements to be able to deploy if needed?

That's a very good question, probably the best place for any sort of other government organization or nongovernment organization is to contact their states and local Citizens Corps or state Citizens Corp point of contact. We can put that link up, but all of our states point of contact their e-mail addresses and addresses are listed. If they want to cooperate with local Citizens Corps Councils or a CERT group that is probably the best place for them to make that interaction. I can find that information and put it up there. -- let me see if I can find that information and put it up there. You can go to ready.gov/citizen-corps and you can find all of the local councils. You just click the local Councils button.

This is Howie. I would like to add that many states like New Jersey have an organization called the VOAD, Volunteer Organizations Active in Disaster which are specifically established for nongovernment organizations to affiliate and to partner and be recognizable and more identifiable in their capabilities. Look into VOAD and see if that is available where you are.

Excellent. Thank you so much everybody you will note that I posted a few of the links that were mentioned during our question and answer session. We are just about out of time. I would encourage you to please contact us at ready@dhs.gov or citizencorps@dhs.gov with additional questions. I know there were a lot of questions that were unanswered and I do apologize for that. We would love to answer them and if we can't answer them ourselves we will definitely direct them to the appropriate presenters. With that I will turn it back over to Dante to get some final remarks.

Hello everyone and again, the webinar will be posted to our website at ready.gov/preparedness-leader/webinar/library and that is under participant tips. If you want to access this recording or any of our other previous recordings please access the website www.ready.gov/preparedness-

leader/webinar/library. so if you are asking resources for reaching youth and non- English-speaking populations and we again have resources available on ready.gov. A lot of the resources are available in multiple languages. In addition, we actually have recorded webinars in the past that deals specifically with youth engagement and also engaging with non- English-speaking populations. I encourage you to explore any of the other webinars that we have recorded over the last couple of years.

At this point what we are going to do is, we will switch over to our poll. Again, I hope that you found this webinar session informative and engaging as I did. Our speakers were excellent. I would like to thank them again for joining us and for sharing their experience and expertise with us. I think they had a lot of insightful information to share. I want to thank them again for coming on and sharing that with us today.

Before you leave, let us know what you thought and let us know if this was useful for you. We will see you again in January. Thank you very much.