



Crisis Communications & Response: From A to Z

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December 3, 2019

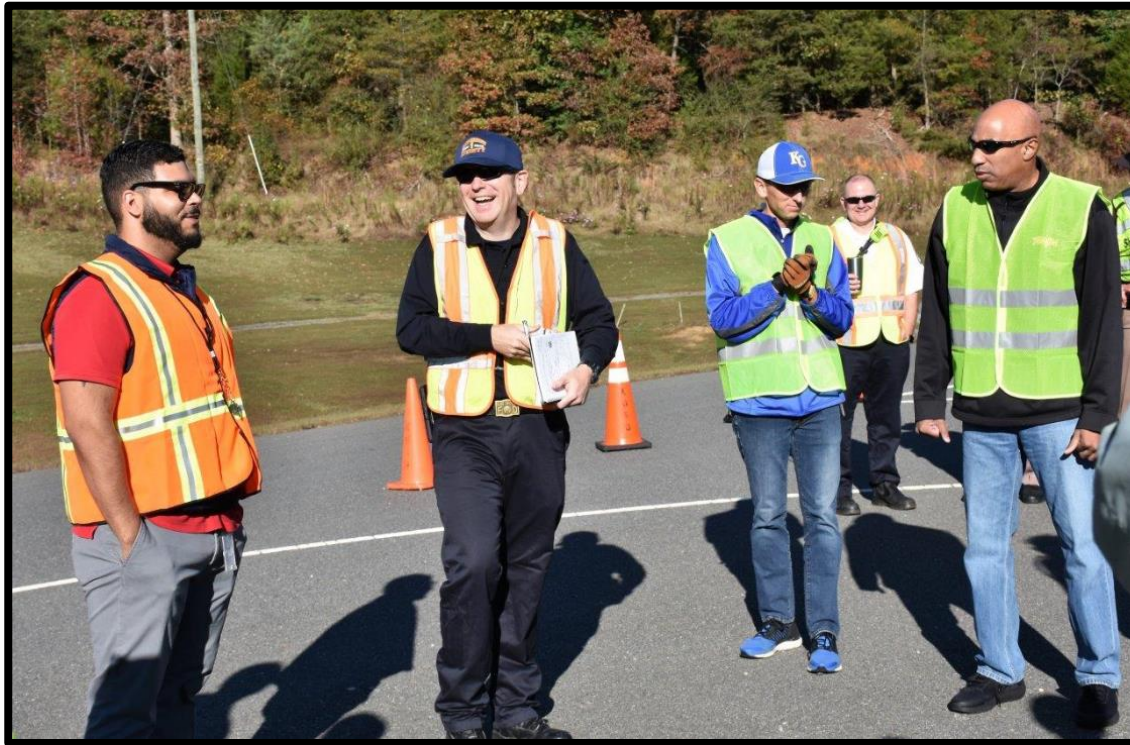
WHEN THE CRISIS HITS YOUR COMMUNITY,

WHO IS GOING TO MANAGE YOUR
GOVERNMENT'S RESPONSE?



KING GEORGE COUNTY LIVE POD EXERCISE

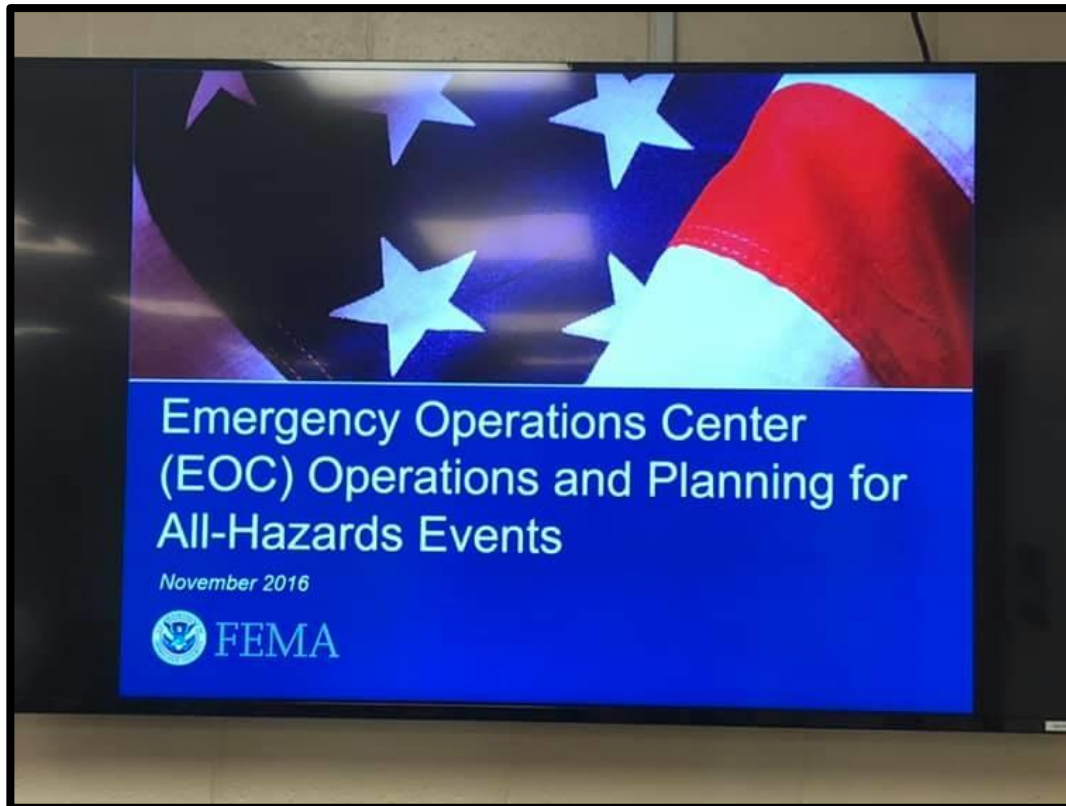
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KING GEORGE COUNTY EOC TABLETOP EXERCISE

11 JUN 19



WHY TAKE THIS APPROACH?



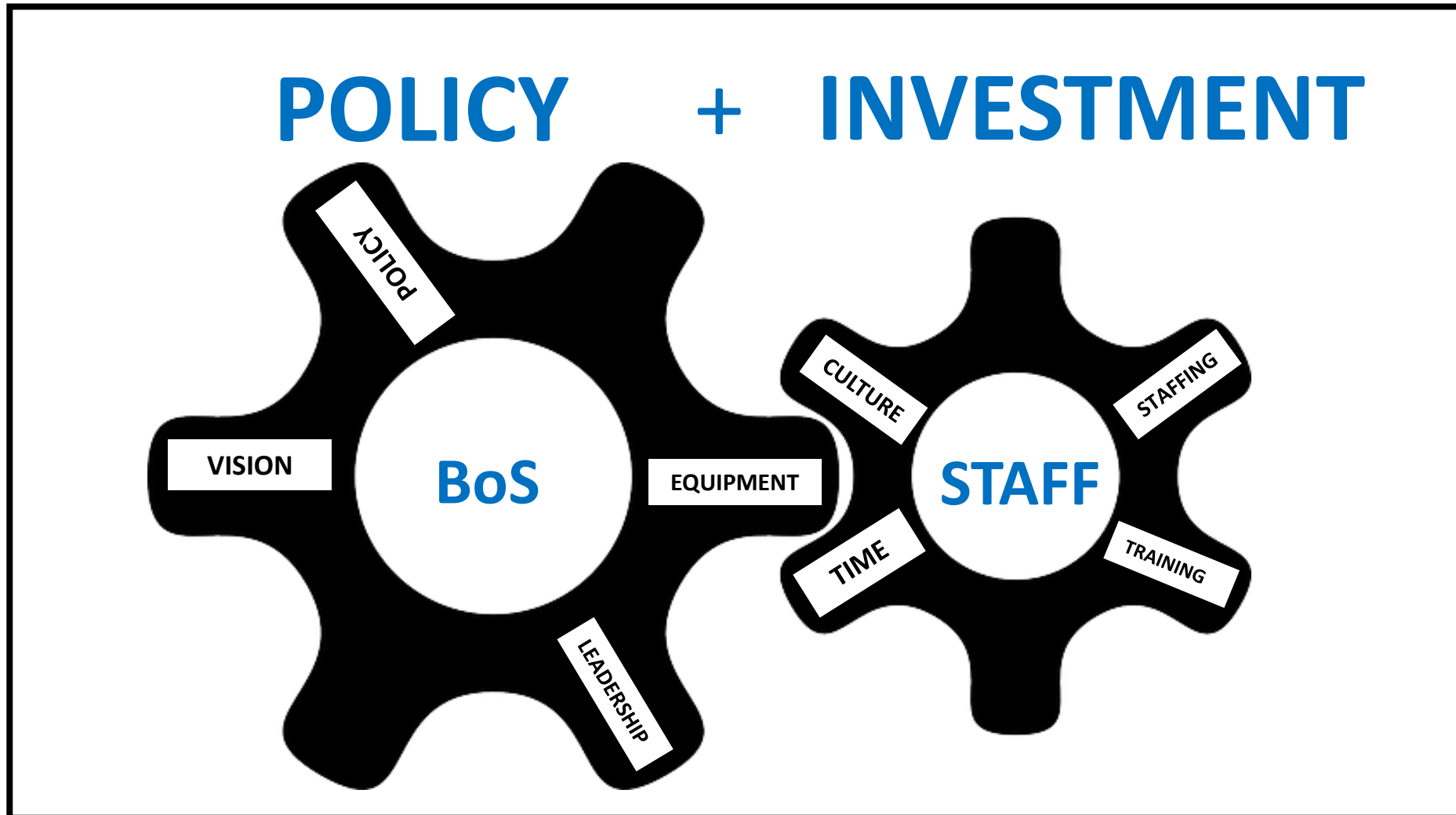
KING GEORGE COUNTY

TENETS OF EMERGENCY OPERATIONS

- In the event of a catastrophe, all employees are considered essential personnel
- Emergency response is the responsibility of our general government employees (not our public safety officers)
- We can not depend on neighboring localities or the State to provide us mutual aid
- It is best that we prepare now (rather than be unprepared later)

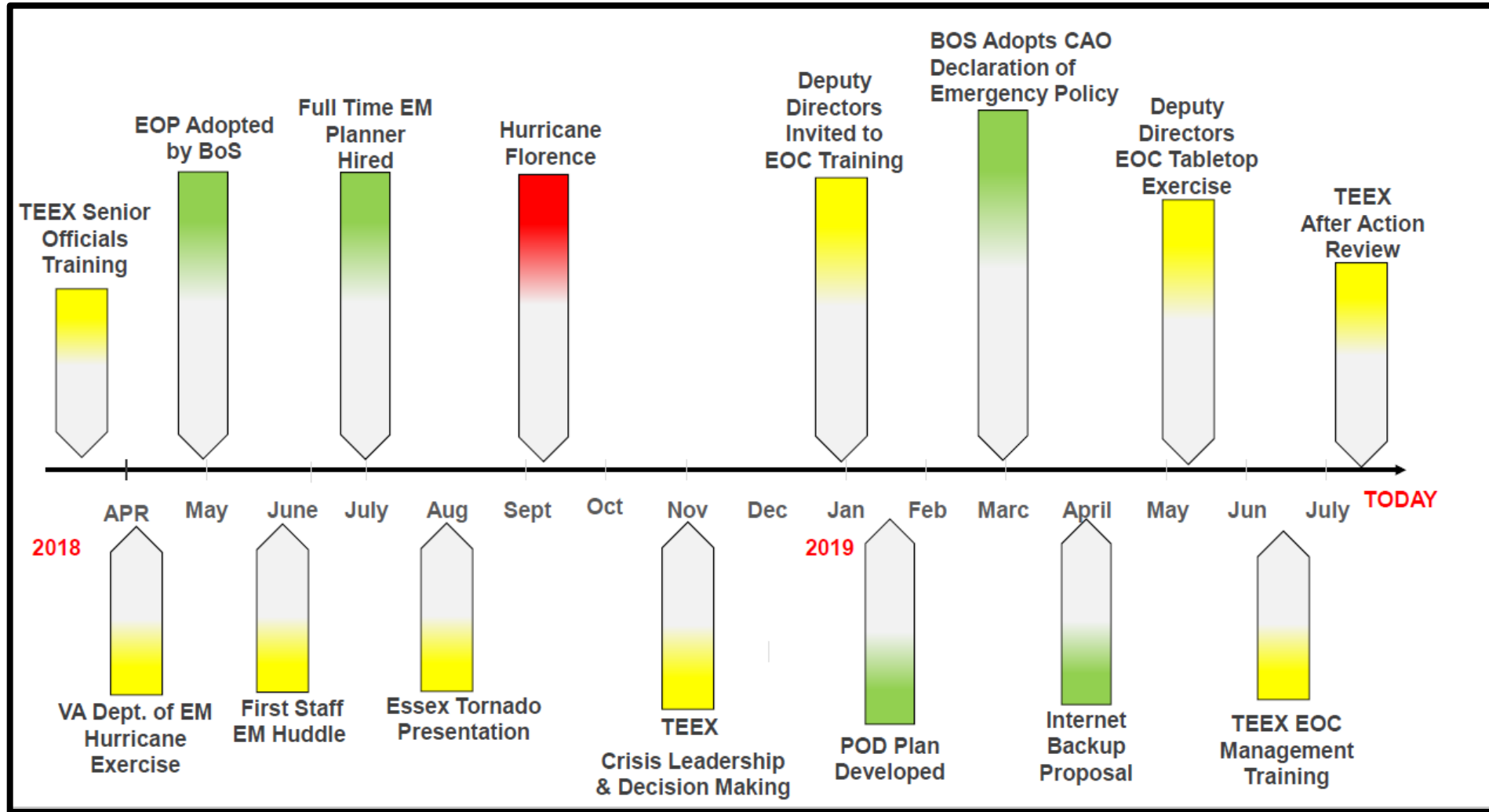


HOLISTIC APPROACH TO CRISIS RESPONSE





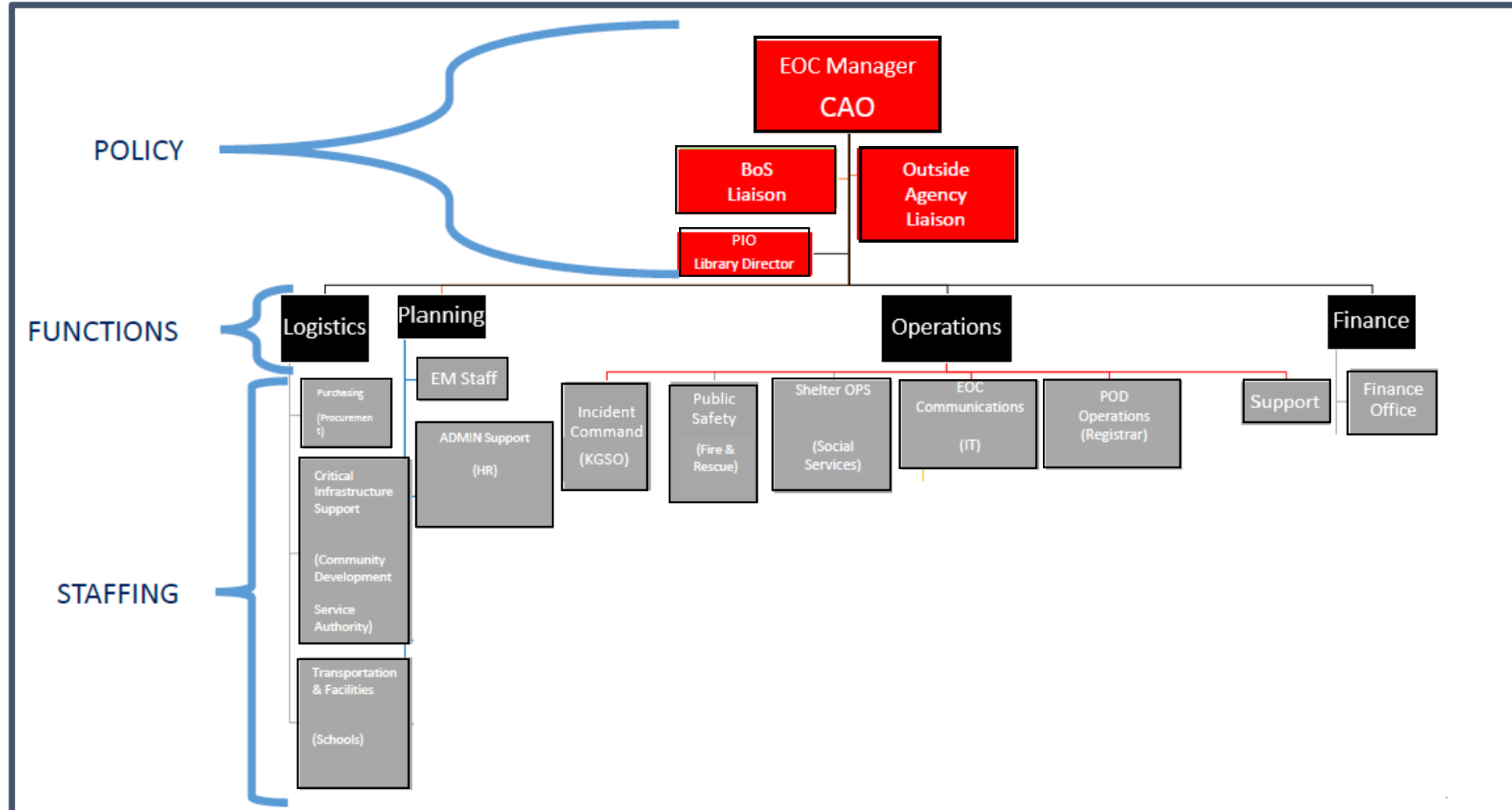
HOW DID WE GET HERE?



NOTE: More information about TEEX and their courses at: <https://teex.org/Pages/homeland-security.aspx/>



WHAT DOES IT LOOK LIKE?





WHAT DOES IT LOOK LIKE? (cont).

SHELTER OPERATIONS (MASS CARE) ESF 6

Departments and Roles/Responsibilities

DSS- ESF LEAD and Shelter staff- registration & operation (4)
Schools- Facilities maintenance, janitorial, & food service (5)
KGFRES- EMT
KGSO- Security and Pet Sheltering
Parks/Rec- Adult/Kid Activities – Citizen Ctr alternate shelter location or Employee shelter (2)
Red Cross- provide shelter Ops support
Amateur Radio- Communications to EOC

CRITICAL INFRASTRUCTURE SUPPORT ESF 3

Departments and Roles/Responsibilities

General Properties-Ensure Generators are maintained, operational, and fueled- before and during response. Initial Damage Assessment & Debris removal (including snow) at County Buildings.
Schools- Maintain KGHS as potential shelter
KGSA-maintain water/sewer operations
KGSO- Maintain 911 & Radio System
CD- Damage assessment
IT- maintaining computer network & internet

EXPENSE TRACKING/EOC ADMINSTRATIVE SUPPORT ESF 7

Departments and Roles/Responsibilities

Finance- Expense tracking
Procurement- Purchase of needed disaster related supplies & materials.
Treasurer, HR, COR, Registrar, Finance, Library, County Administration- Provide Administrative support as needed

Recovery (Short & Long Term) ESF 14

Departments and Roles/Responsibilities

EM- Works with State and FEMA to report damages & to determine eligibility for Federal Assistance. Oversees Fed reimbursement & mitigation
KGSO- Performs windshield surveys
GIS- Provides Maps- maintains data for CrisisTrack
Finance- Provides expense reports of disaster related costs
Economic Development- liaison with businesses about damages & any available Fed assistance



WHAT DOES IT DO?

- Determines the Need for a Declaration of Emergency
- **Conduct Response Planning Process**
- Strategic Messaging
- Critical Infrastructure Maintenance
- Shelter Operations
- **Internal Resources Tracking Request->Delivery**
- External Resources Tracking of Requests -> Delivery (POD Operations)
- **Costs Tracking and Accountability**
- Field Non-Emergency Calls
- Reporting to Local Leadership and State/Federal Agencies



LESSONS LEARNED

- General Government Emergency Response Requires the buy-in of the Staff, the Board, and the General Public
- Policy Must Keep Pace with Activities on the Ground
- Have Deliberate Tasks for the Employees and Constitutional Offices
- Invest in the Time and Equipment Needed to make the Initiative Worthwhile





QUESTIONS?