



**The First 96 Hours:**  
***“Don’t just survive, thrive!”***



# Purpose and Objectives



- **Improve functional and strategic preparation for major incident response.**
- **Ensure accurate and timely messaging to the public, stakeholders, and Congress.**



# Methodology

Examined lessons learned from meta scenarios:

- Hurricane
- Oil Spill
- Ship/Bridge collision

Common themes:

- People
- Information Management
- Logistics



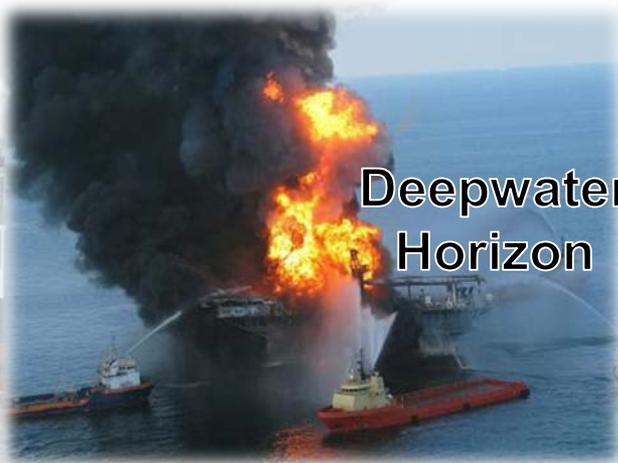
Hurricane Katrina



Hurricane Sandy



COSCO BUSAN



Deepwater  
Horizon



# Workgroup Focus Areas

- **Policy guidance**
- **Checklist**
- **ICP readiness**
- **First responder notifications**
- **Joint Media Plan**
- **Pre-designated Common Operating Picture technology**



# Plan Framework

- **Promulgation letter**
- **General policy guidance**
- **Checklist**
- **Toolkit**
  - Joint CG/OSPR Media Plan**
  - Template Press Releases**
  - Template Fact Sheets**
  - Talking Points for IC**
  - Key Message Sheets (public/Congressional)**





# General Policy Guidance

## Critical questions to answer initially:

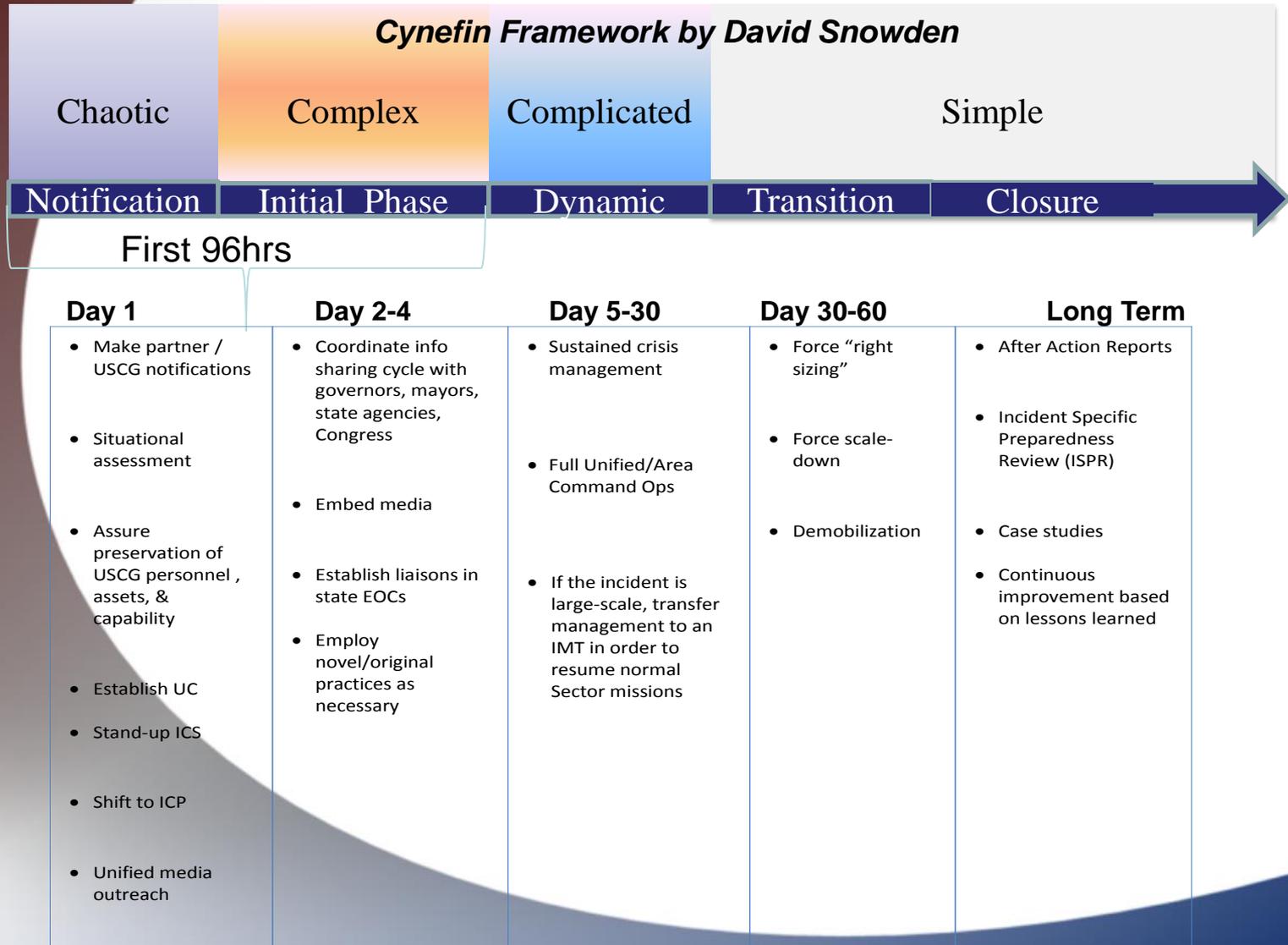
- What have I never seen before?
- What have I seen before?
- What do I know?
- What do I need to know?

## Next, consider:

- What do I want to do?
- What do I have to do?
- What can I do?



# Conceptual Model for Response



# People

- **Personnel accountability**
- **Watch Rotations**
- **Cascading Resources**
- **Volunteers**



# Information Management

## Strategic Messaging

- Gain confidence of the public and elected officials

## Political Appointee Outreach

- Begin conducting early on in response
- Maintain aggressive political outreach program

## Battle Rhythm

- Establish deliberate reporting cycle within first five hours to include:
  - Whether the situation is improving or degrading
  - Resource gaps
  - Resources or critical assets/infrastructure at risk
  - Port or national security implications
  - Key metrics (oil spilled, oil recovered, ships diverted, passengers rescued, etc.)
- Plan includes suggested battle rhythm





# Information Management

## Risk Communication

- Town Hall Meetings

## Media Outreach

- Hold daily press conferences
- Consider embedding media with responders
- Allow media escorted access through ICP
- Utilize an incident-specific website
- Capitalize on social media (Facebook/Twitter) to tell the story



# Logistics

## Annual ICP List Verification

- Determine availability
- Workgroup plans to diversify current list



# Checklist

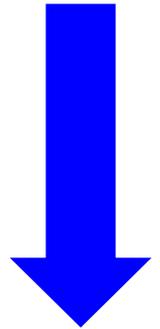


Hour +1



Hour +24

## Suggested Actions



Hour +48



Hour +96

Hour +72



# Joint Media Plan



- **Template Press Releases**
- **Fact Sheets**
- **Key Messages**



# Technology Evaluation

## COP

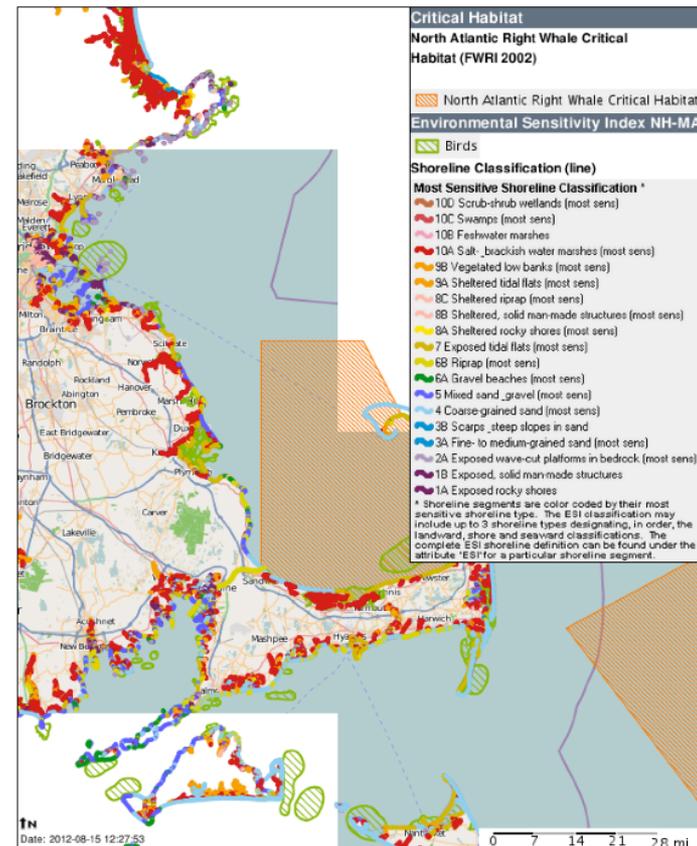
- Homeland Security Information Network (HSIN)
- ERMA
- Web Emergency Operations Center

## Responder Notifications

- Twitter Secure
- RRT9 Pier Site, Secure
- Alert Warning System

## ERMA

Environmental Response Management Application  
Web-based Common Operating  
Picture



# Seminar Lessons Learned

- **Manage the “event” as well as the “incident”.**
- **Hold a regional COP Workshop.**
- **Create a multi-agency ICS Organization Chart and include NGOs.**
- **Use of checklists should be limited during highly complex events.**

