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 allision

Common themes:

- People
- Information Management

COSCO BUSAN

Logistics



Deepwater Horizon



Hurricane Sandy

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

	Cynefin	Framework by	David Snowde	n
Chaotic	Complex	Complicated	Simple	
otification	Initial Phase	Dynamic	Transition	Closure
First 96	hrs			
Day 1	Day 2-4	Day 5-30	Day 30-60	Long Term
 Make partner / USCG notification Situational assessment 	Coordinate info	 Sustained crisis management Full Unified/Area Command Ops 	 Force "right sizing" Force scale-down 	 After Action Reports Incident Specific Preparedness Review (ISPR)
 Assure preservation of USCG personnel, assets, & capability Establish UC Stand-up ICS 	 Establish liaisons in state EOCs Employ novel/original practices as necessary 	 If the incident is large-scale, transfer management to an IMT in order to resume normal Sector missions 	• Demobilization	 Case studies Continuous improvement based on lessons learned
 Shift to ICP Unified media outreach 				

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

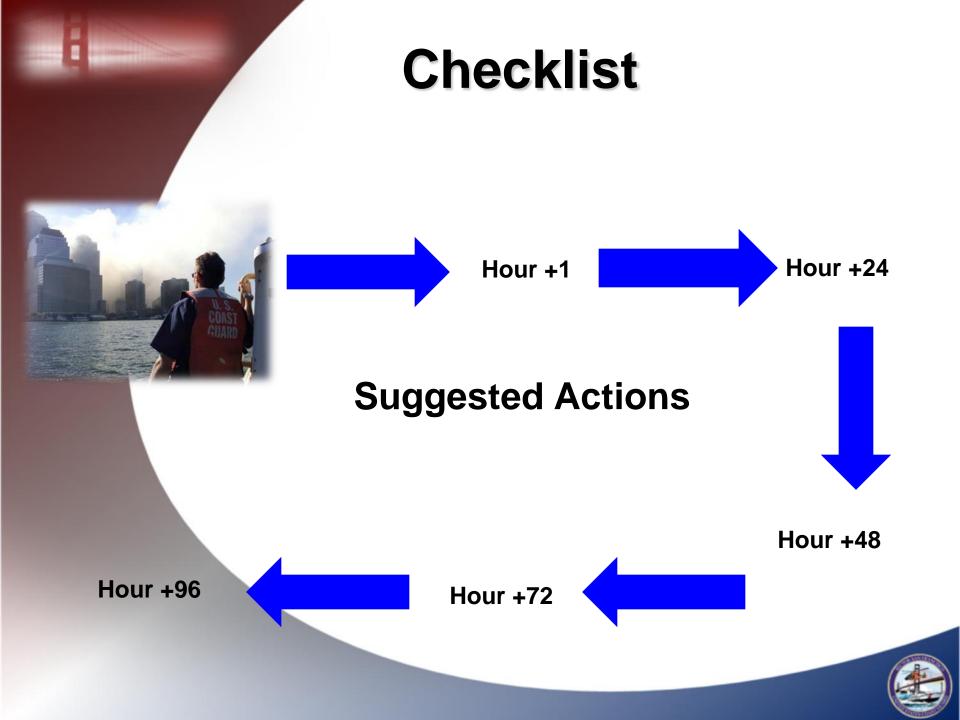
Media Outreach

- 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



Joint Media Plan



- Template Press Releases
- Fact Sheets
- Key Messages

Technology Evaluation

ERMA

Environmental Response Management Application

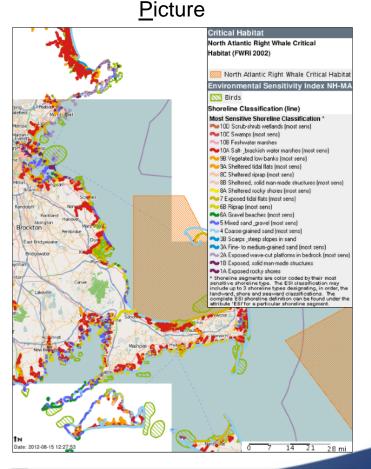
Web-based Common Operating

COP

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

Responder Notifications

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





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.