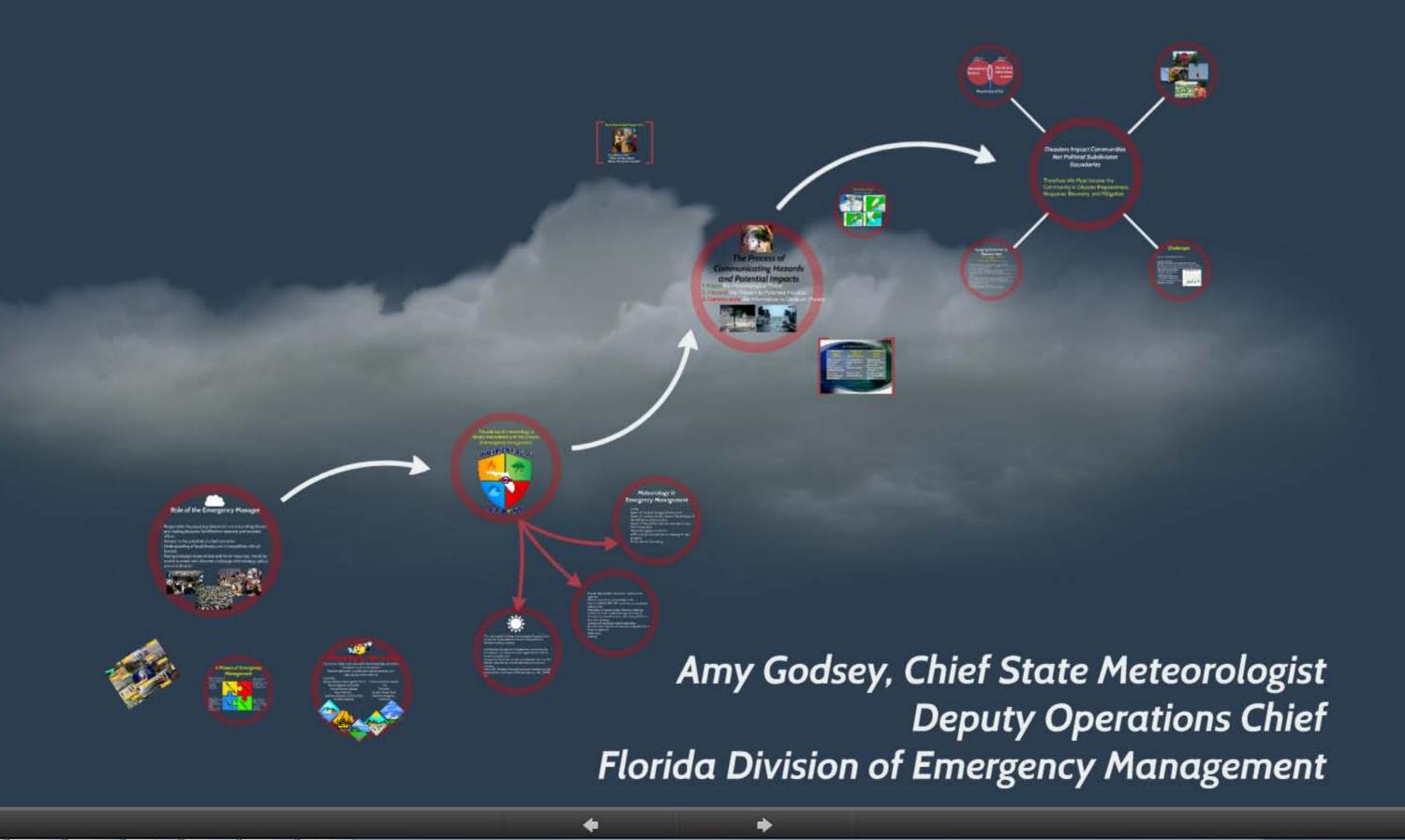
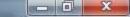
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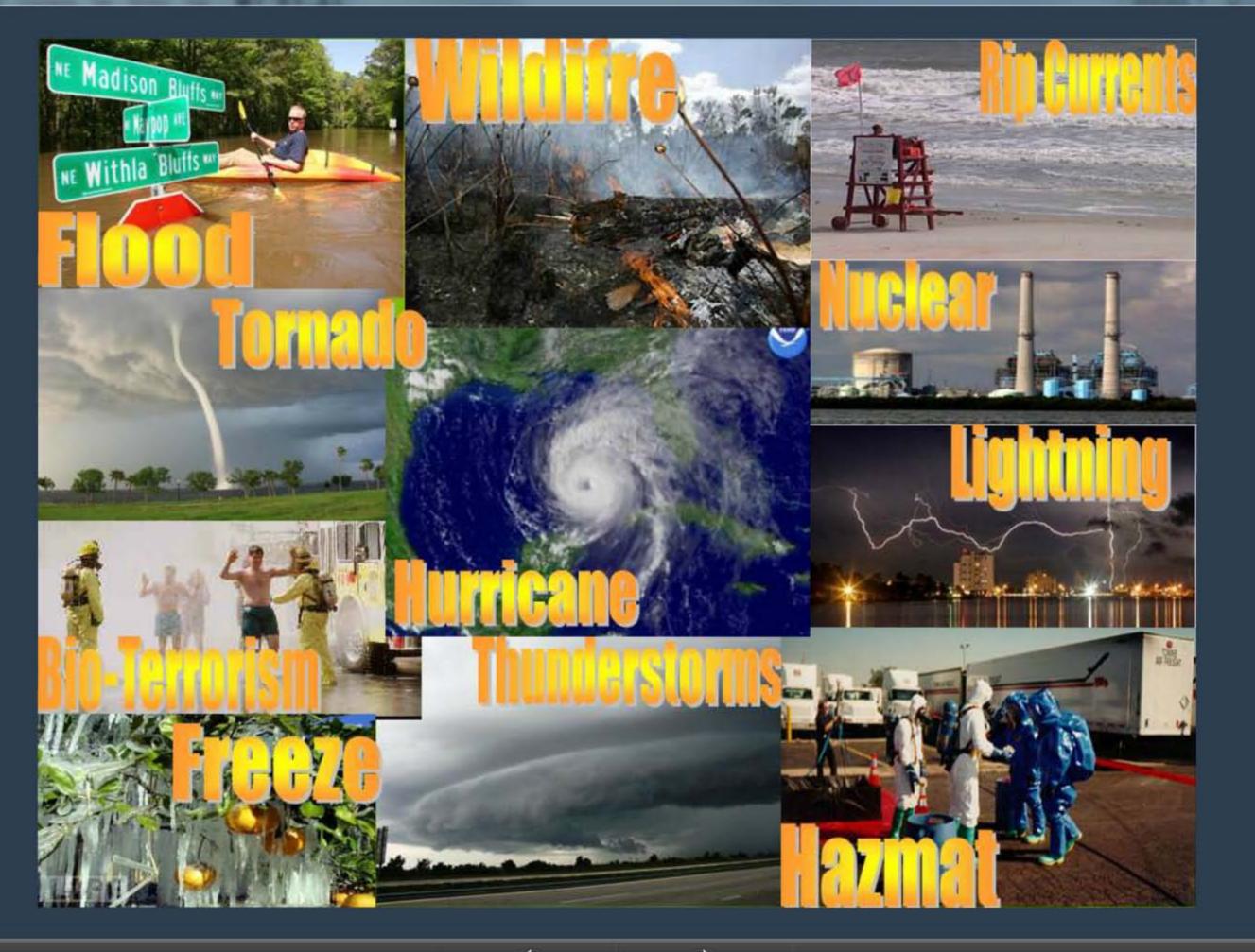
Role of the Emergency Manager

- Responsible for preparing citizens for any impending disaster and making decisions for effective response and recovery efforts.
- · Advisor to the jurisdiction's chief executive
- Understanding of local threats and vulnerabilities with all hazards
- Facing increased expectations and fewer resources, forced to evolve to meet new, dynamic challenges with strategy, policy, and coordination.





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4 Phases of Emergency Management

Actions taken prior to an emergency/disaster to ensure an effective

-Sheltering

response

-Evacuations

resp eme -Deb -Tem

Actions taken to respond to an emergency/disaster -Debris removal -Temporary housing

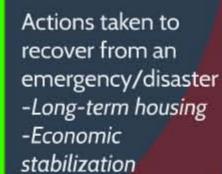
Actions taken to reduce or eliminate the effects of a future emergency/

-Drainage projects

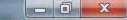
disaster

-Wind resistancy











Conducts multiple exercises which test knowledge and ability to respond to an actual disaster Practice real events: Coordination calls (evacuation, prestaging), planning meetings

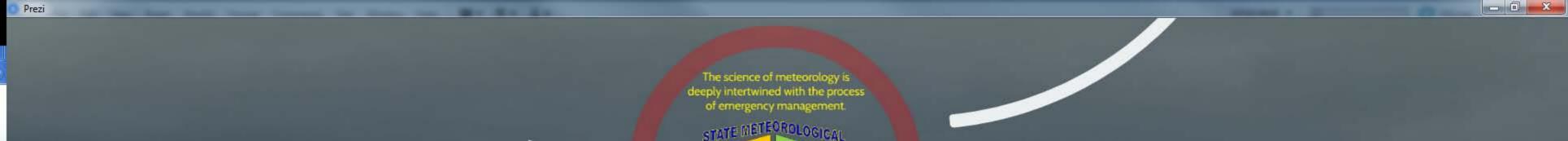
Examples:

Space Weather/Geomagnetic Storm
Bomb explosion at Capitol
Animal/human disease
Mass Migration
Sinkhole swallows portion of EOC
Tornado outbreak

Communications Failures
Fire
Terrorism
Nuclear Power Plant
Medical emergency
Hurricane







Meteorology in

States of Florida & Georgia: full-time met States of Louisiana, North Carolina, Rhode Island, & North Dakota, additional duty States of Texas & Pennsylvania seeking to create full-time position Water Management Districts NWS emergency response meteorologists (pilot program) Private Sector/Consulting

Emergency Management

- · Provide daily weather information to state/local
- agencies.

 Monitor and archive meteorological info.

 Work with NWS, NHC. RFC and others to coordinate.
- · Participate in Incident Action Planning meetings. Conference Calls. Incident Management Tearns.

 Provide critical weather information during SERT and
- Outreach of hazardous weather education.
 Handle media inquiries and requests and participate in.
- · Web videos

Conducts multiple exercises which test knowledge and ability to respond to an actual disaster Practice real events: Coordination calls (evacuation, prestaging), planning meetings

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Phases of Emergency

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The main goal of the State Meteorological Support Unit is to provide critical weather data and interpretation in

decision-making situations.

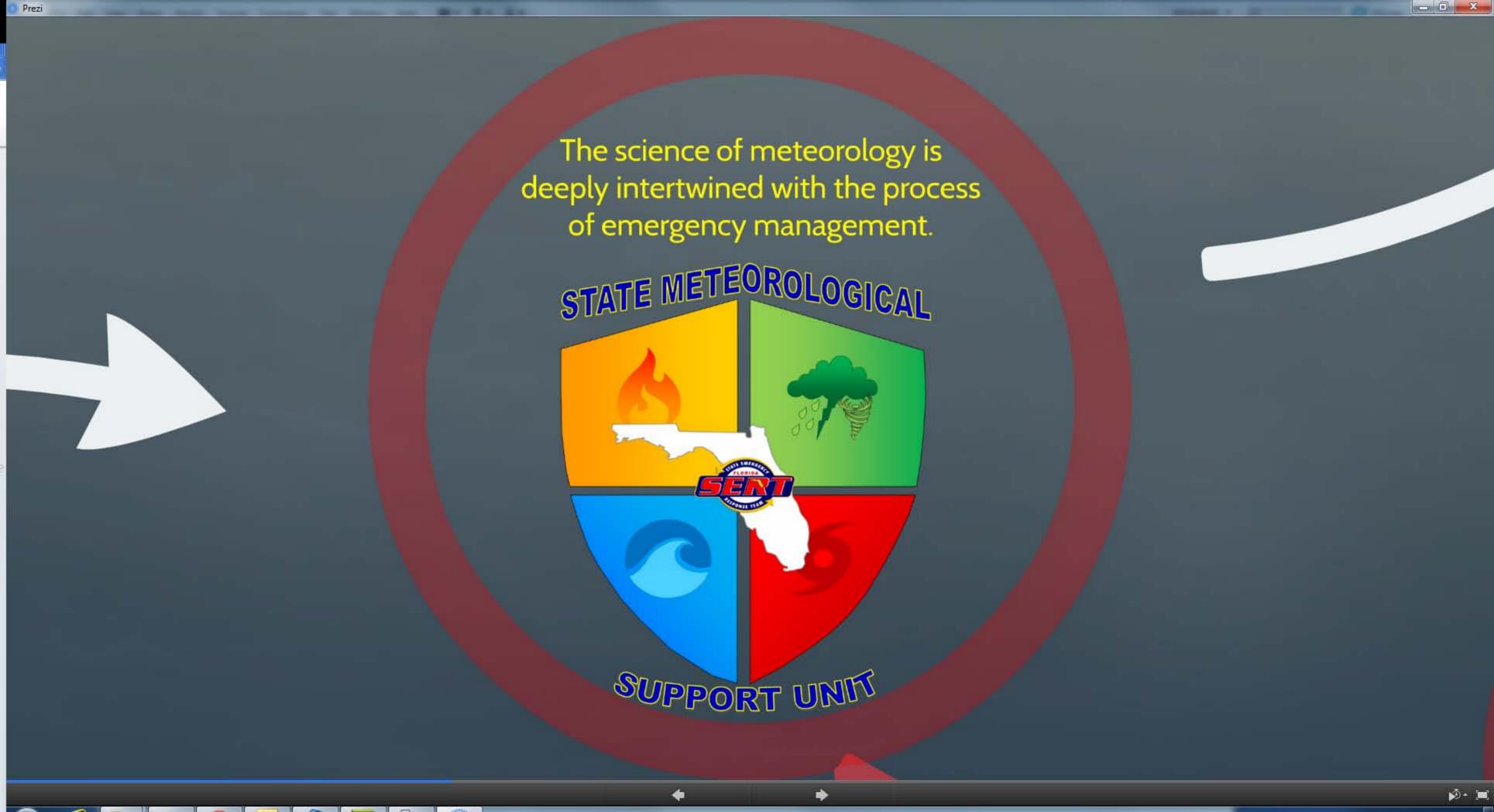
Ensures that the State Emergency Response Team has the weather data needed to make decisions and carry out

missions.
Work with Florida's 67 counties to ensure that they can use products from the National Weather Service, NHC, SERFC.

Amy Go







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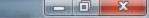
Link between Emergency Management community and atmospheric and physical science organizations (federal, academic, private, etc.)

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- Participate in Conference C
- Provide critica Executive Brie
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- Handle media
 Press Confere
- Web videos
- Training





- Provide daily weather information to state/local agencies.
- Monitor and archive meteorological info.
- Work with NWS, NHC, RFC and others to coordinate data and info.
- Participate in Incident Action Planning meetings,
 Conference Calls, Incident Management Teams.
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Meteorology in Emergency Management

FEMA

States of Florida & Georgia: full-time met

States of Louisiana, North Carolina, Rhode Island, &

North Dakota: additional duty

States of Texas & Pennsylvania: seeking to create

full-time position

Water Management Districts

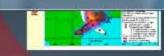
NWS emergency response meteorologists (pilot

program)

Private Sector/Consulting











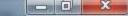
The Process of Communicating Hazards and Potential Impacts 1. Assess the Meteorological Threat

- 2. Interpret the Threat into Potential Impacts
- 3. Communicate the Information to Decision-Makers



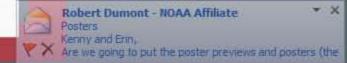


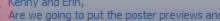






Meteorologist Focus on Conditions	General Public Focus on Personal Protection	Decision Makers Focus on Impacts
What is the peak wind and gust forecast?	Am I safe? What is going to happen to me?	What protective actions need be taken against wind?
What is the wind timing and duration?	Do I leave or stay?	Where will we need to respond?
How to best communicate wind forecast errors?	What do I do? (needs instruction)	What type of rescue and recovery will be needed?









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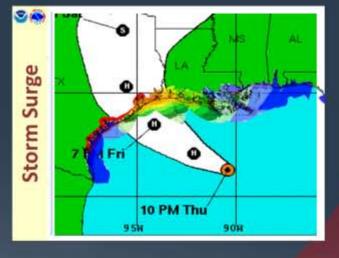
Forecast Cone

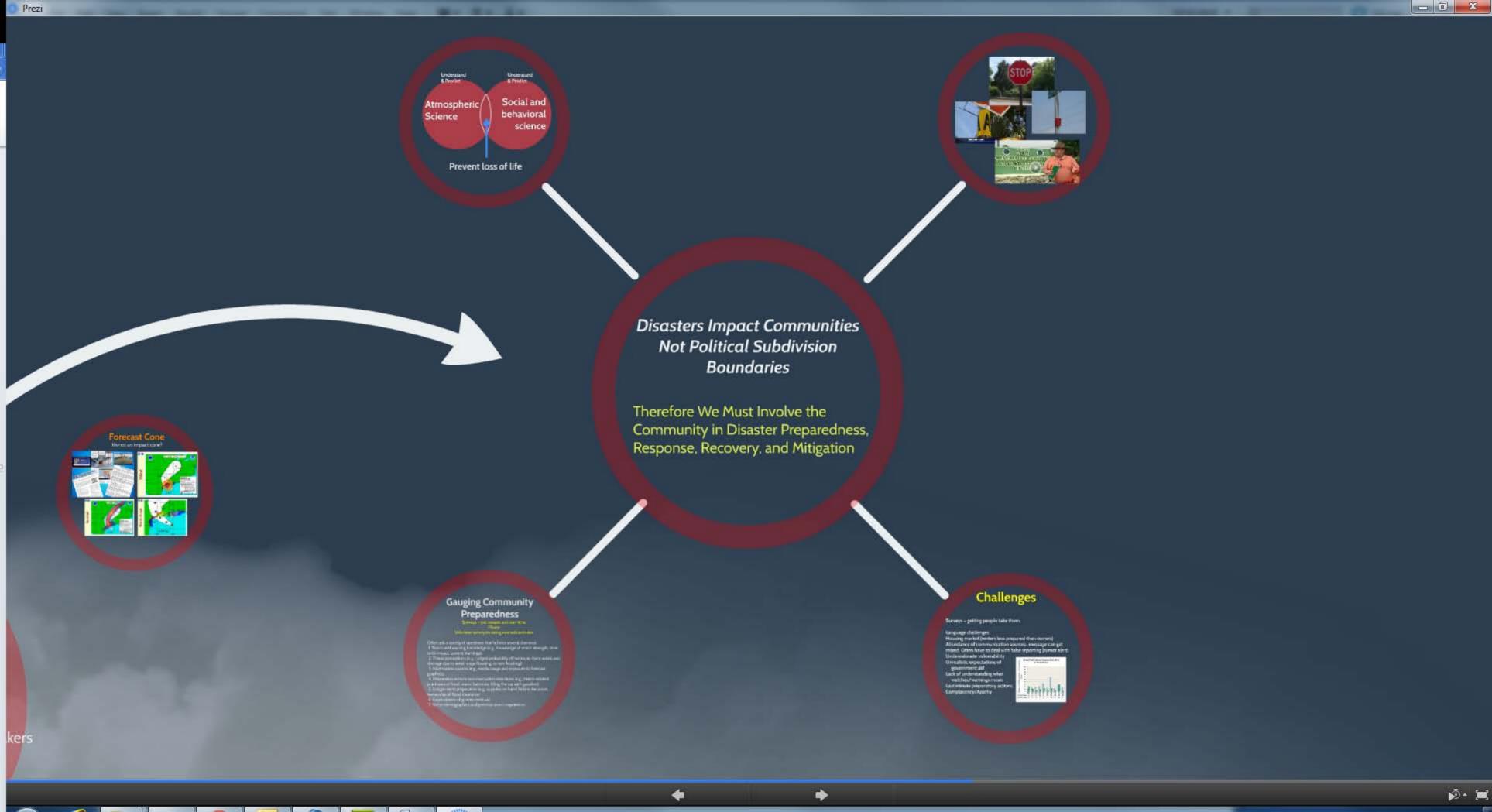
It's not an impact cone!







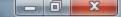






Therefore We Must Involve the Community in Disaster Preparedness, Response, Recovery, and Mitigation





Gauging Community Preparedness

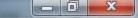
Surveys = pre-season and real-time Phone

Volunteer surveyors along evacuation routes

Often ask a variety of questions that fall into several domains:

- 1. Storm and warning knowledge (e.g., knowledge of storm strength, time until impact, current warnings);
- 2. Threat perceptions (e.g., judged probability of hurricane-force winds and damage due to wind, surge flooding, or rain flooding);
- 3. Information sources (e.g., media usage and exposure to forecast graphics);
- 4. Preparation actions and evacuation intentions (e.g., storm-related purchases of food, water, batteries; filling the car with gasoline);
- 5. Longer-term preparation (e.g., supplies on hand before the storm, ownership of flood insurance;
- 6. Expectations of government aid;
- 7. Socio-demographics and previous storm experience.



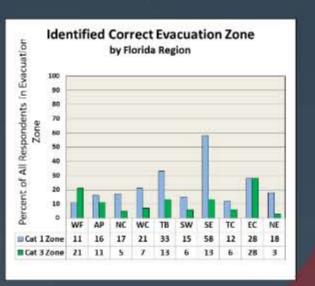


Challenges

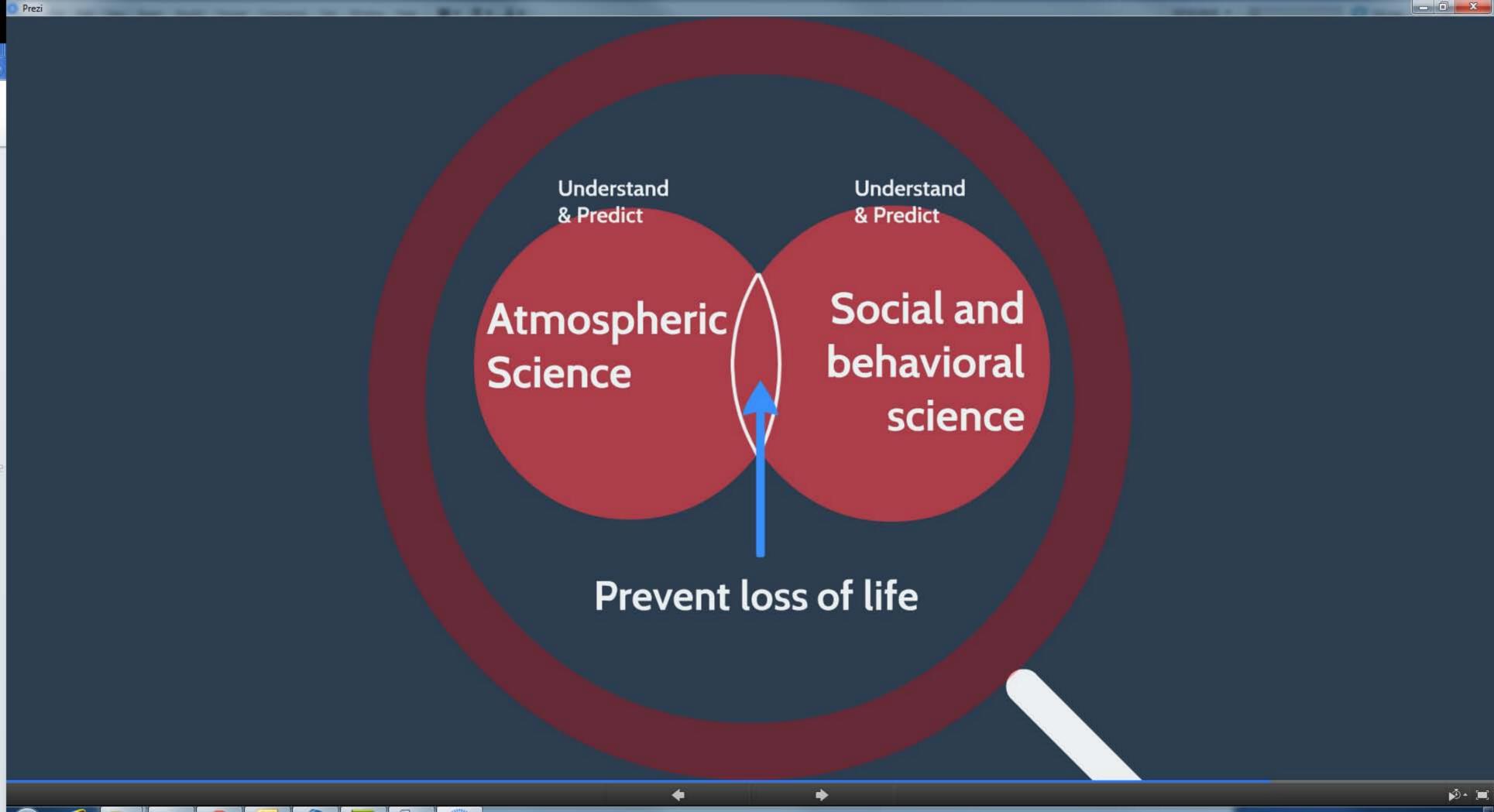
Surveys - getting people take them.

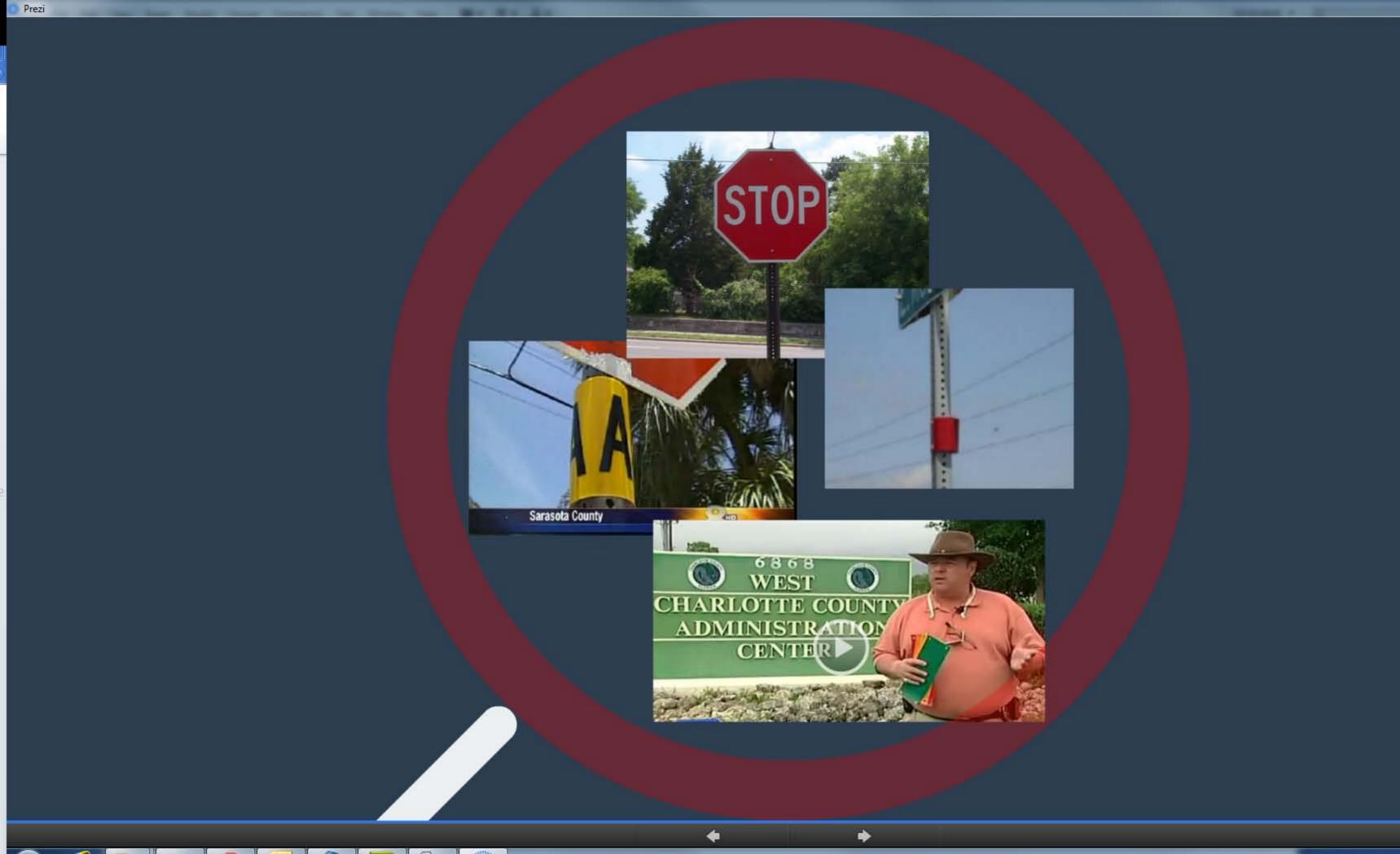
Language challenges
Housing market (renters less prepared than owners)
Abundance of communication sources- message can get mixed. Often have to deal with false reporting (rumor alert)

Underestimate vulnerability
Unrealistic expectations of
government aid
Lack of understanding what
watches/warnings mean
Last minute preparatory actions
Complacency/Apathy

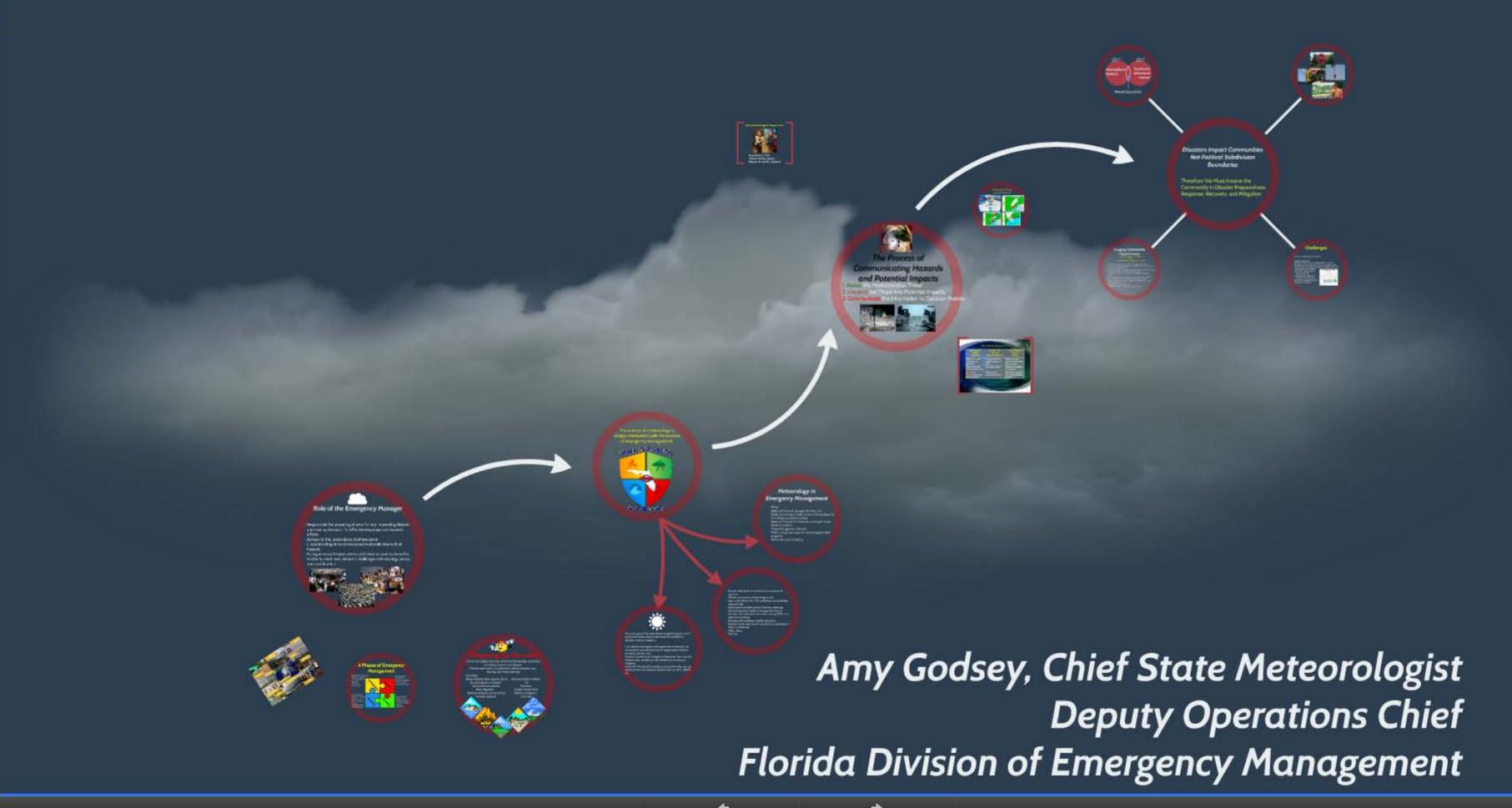












State Meteorological Support Unit



Amy Godsey, Chief Tiffany Hersey, Deputy Bianca Hernandez, Assistant

