### 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

#### **Examine** 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
<ul> <li>Make partner / USCG notification</li> <li>Situational assessment</li> <li>Assure preservation of USCG personnel , assets, &amp; capability</li> <li>Establish UC</li> <li>Stand-up ICS</li> <li>Shift to ICP</li> <li>Unified media</li> </ul>	<ul> <li>Coordinate info sharing cycle with governors, mayors, state agencies, Congress</li> <li>Embed media</li> </ul>	<ul> <li>Sustained crisis management</li> <li>Full Unified/Area Command Ops</li> <li>If the incident is large-scale, transfer management to an IMT in order to resume normal Sector missions</li> </ul>	<ul> <li>Force "right sizing"</li> <li>Force scale-down</li> <li>Demobilization</li> </ul>	<ul> <li>After Action Reports</li> <li>Incident Specific Preparedness Review (ISPR)</li> <li>Case studies</li> <li>Continuous improvement based on lessons learned</li> </ul>

### 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

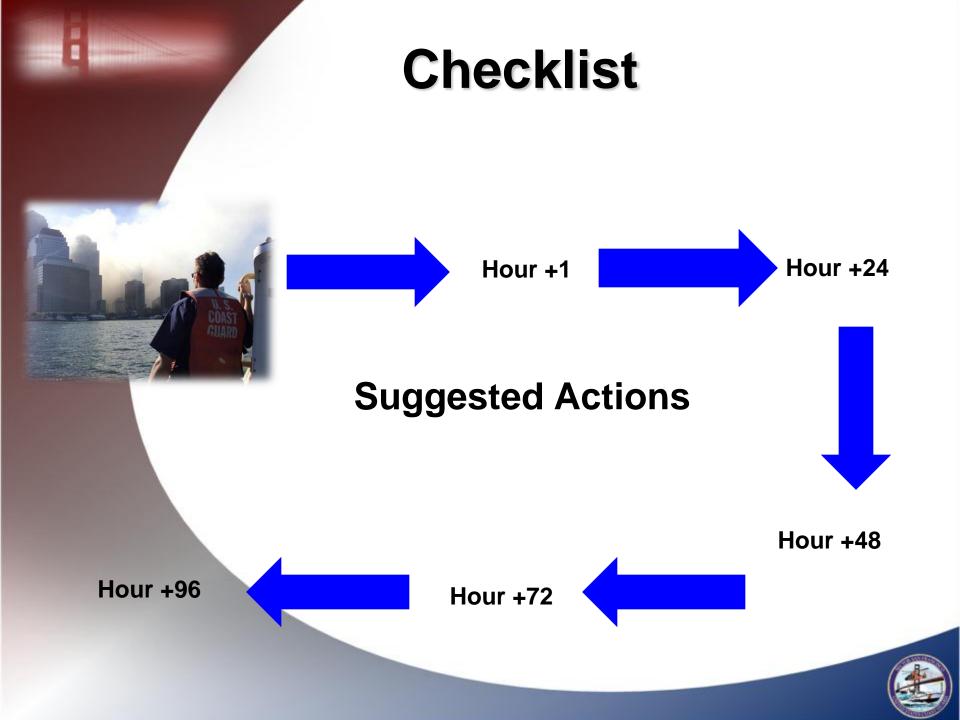
### Media Outreach

- 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

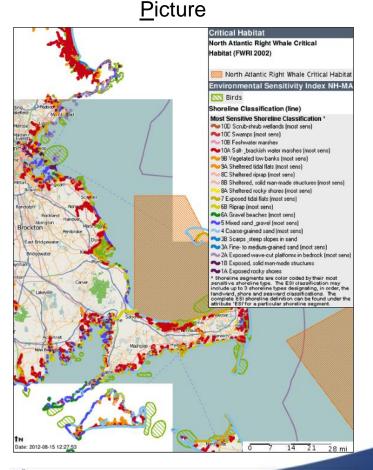
Web-based Common Operating

COP

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

#### **Responder Notifications**

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



US DOC I NOAA I NOS I NOAA Office of Response & Restoration Coastal Response Research Center ERMA



### Seminar

- Aug. 20-21
- Presentations, panel discussions, and small group breakout sessions
- Feedback will be incorporated into the plan