



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 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:

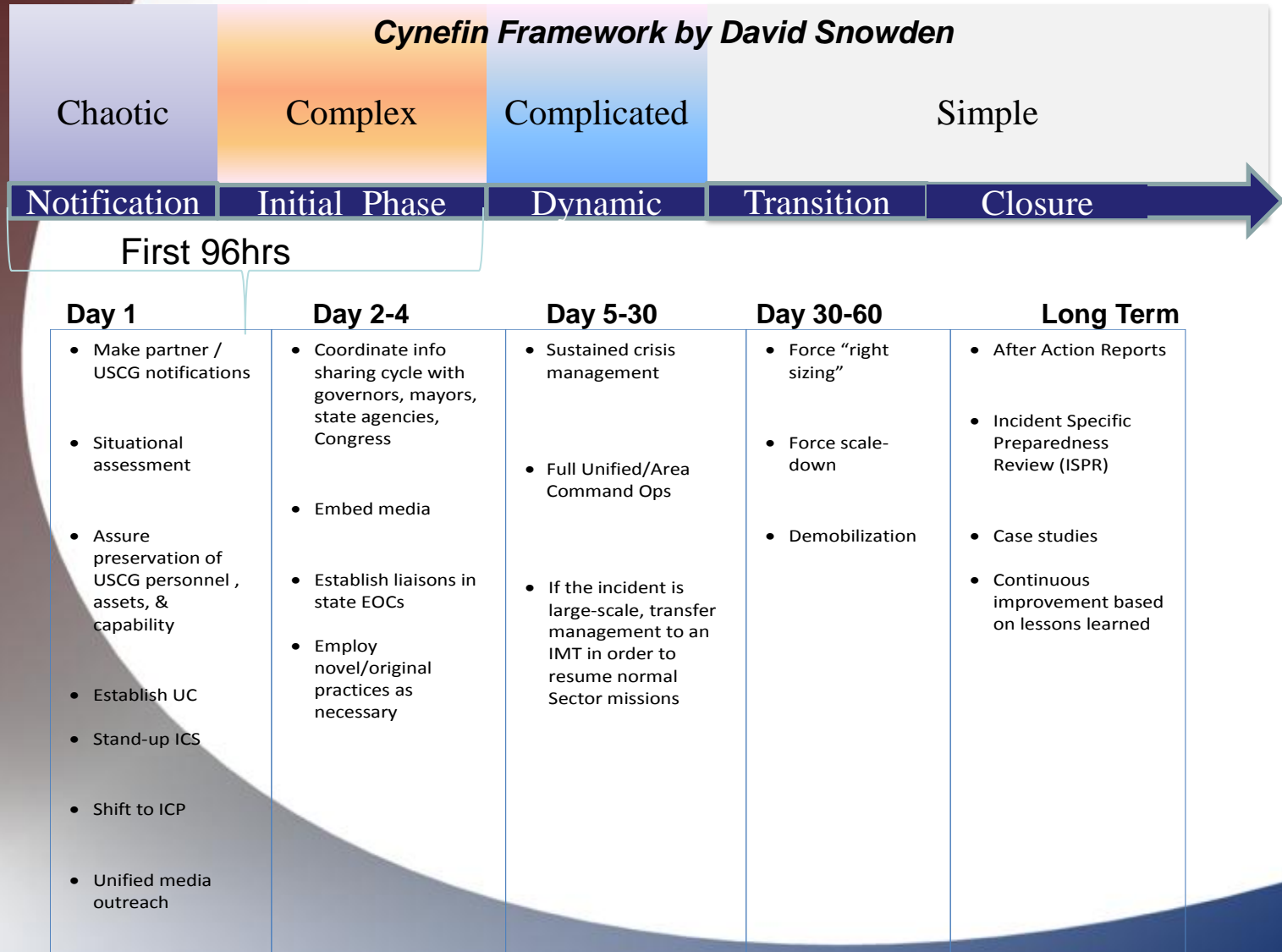
- What have I never seen before?
- What have I seen before?
- What do I know?
- What do I need to know?

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**



A decorative background image of the Golden Gate Bridge, with the bridge's towers and suspension cables visible in the upper left corner.

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

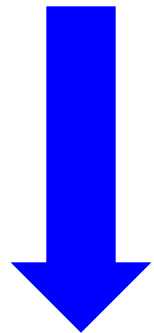


Hour +1



Hour +24

Suggested Actions



Hour +48



Hour +96

Hour +72



Joint Media Plan



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





Seminar

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

