

# Understanding the Emergency Management Lifecycle



# Why am I here?



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- DIGITAL COMMUNICATIONS SPECIALIST – FEMA
- SUBJECT MATTER EXPERT – NATIONAL DISASTER PREP. TRAINING CTR.
- PAST CHAIR – INTERNATIONAL ASSN. OF EMERGENCY MANAGEMENT ETC

Why are **you** here?

“By the time you hear  
the **THUNDER**, it's too  
late to build THE ARK.”

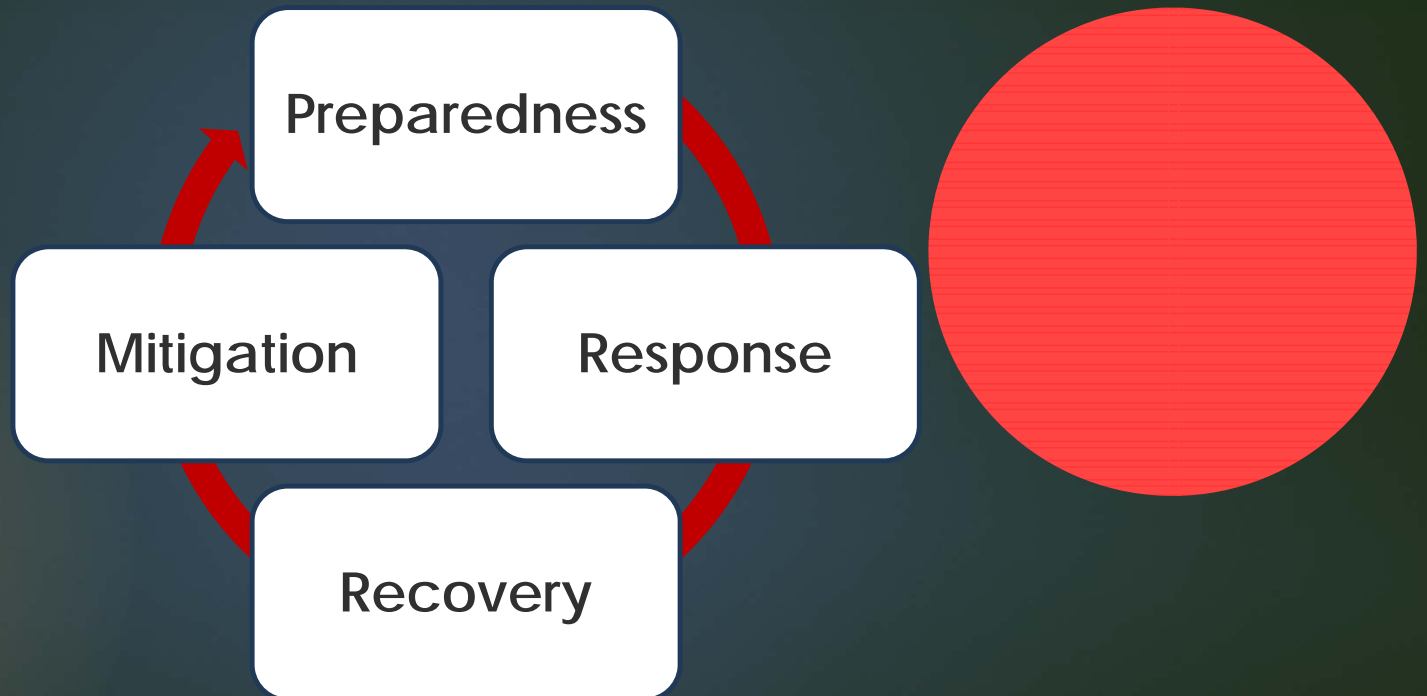
-UNKNOWN



# What are we preparing for?



# The Disaster **Lifecycle**



This is a CYCLICAL process

# Your winter weather **roadmap**

- ▶ National Weather Service (NWS) winter weather products

1. **Outlook:**  
"Pay attention, start planning"
2. **Watch:**  
"Conditions are favorable"
3. **Warning (or Advisory)**  
"[Hazard] is imminent"

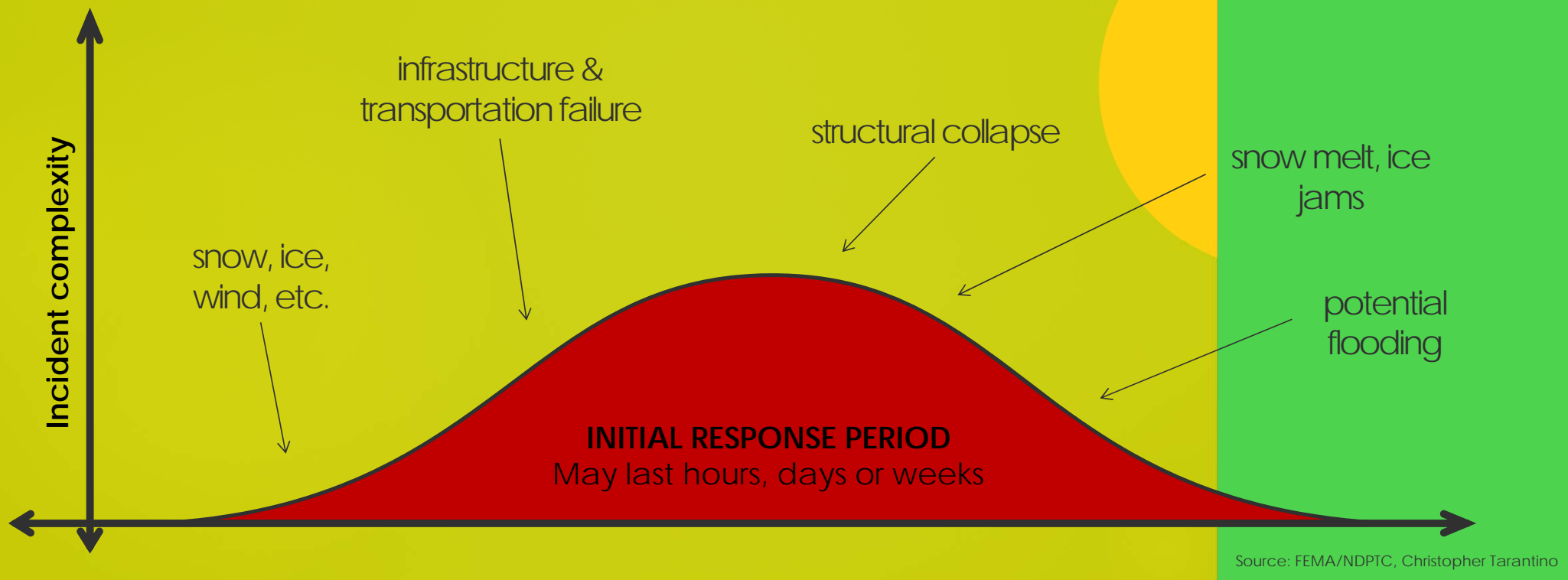




# Winter Storm Timeline

## PREPAREDNESS / READINESS

## RECOVERY

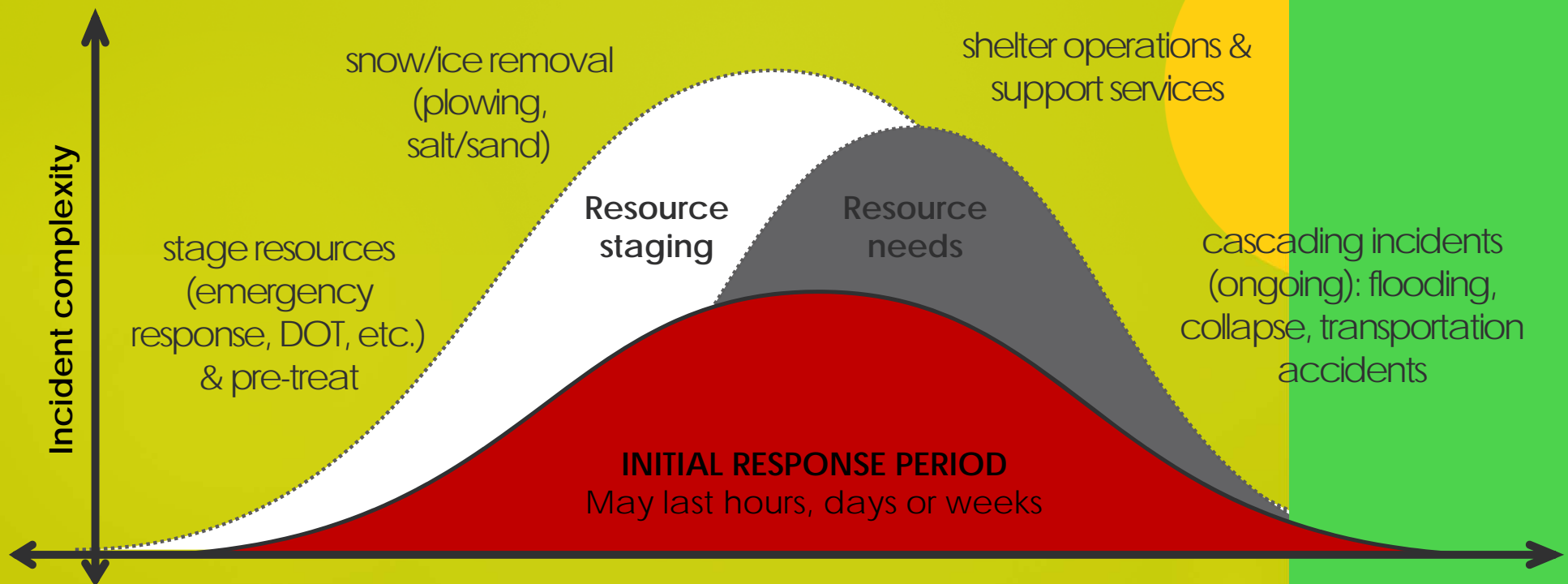




# Winter Storm **Timeline**

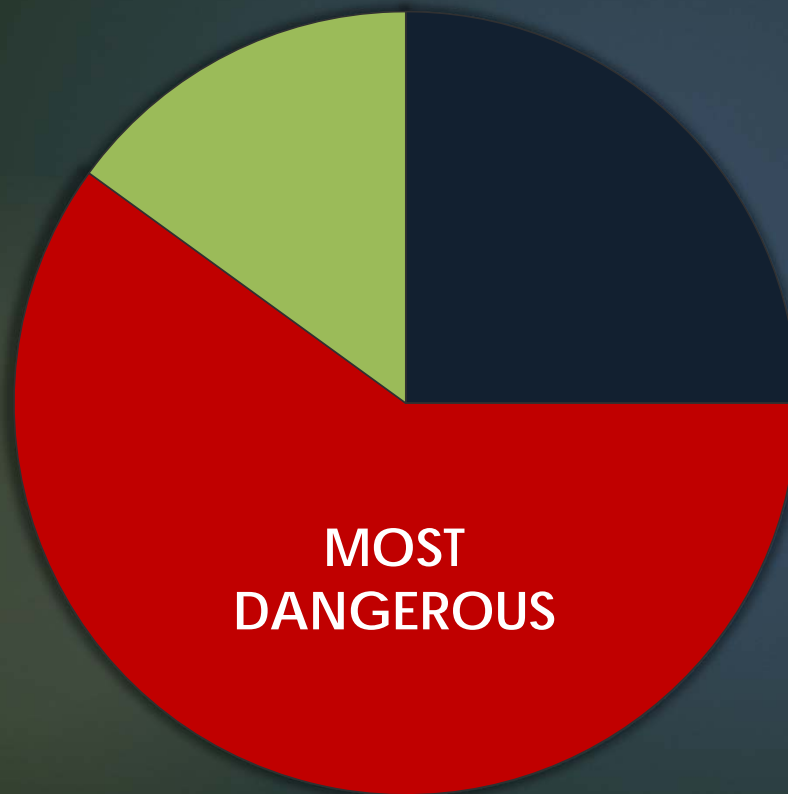
## PREPAREDNESS / READINESS

## RECOVERY



Source: FEMA/NDPTC, Christopher Tarantino

# Reduce the “RED SLICE”



- What we know we know
- What we don't know we don't know
- What we know we don't know

Strong decision-making  
is your **biggest asset**

Know where **YOU** fit



# Know where **YOU** fit



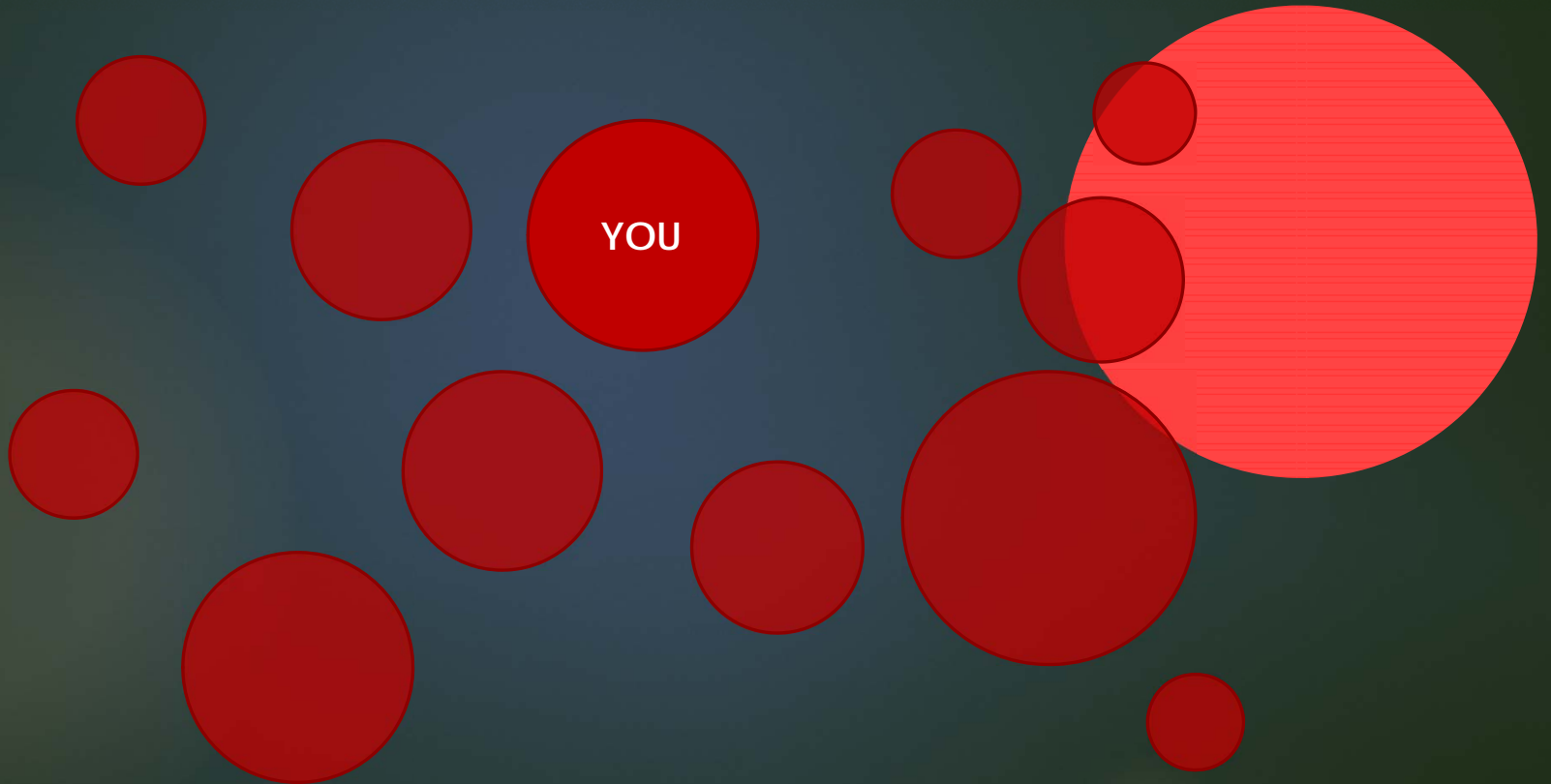
YOU

## **Situational Awareness:**

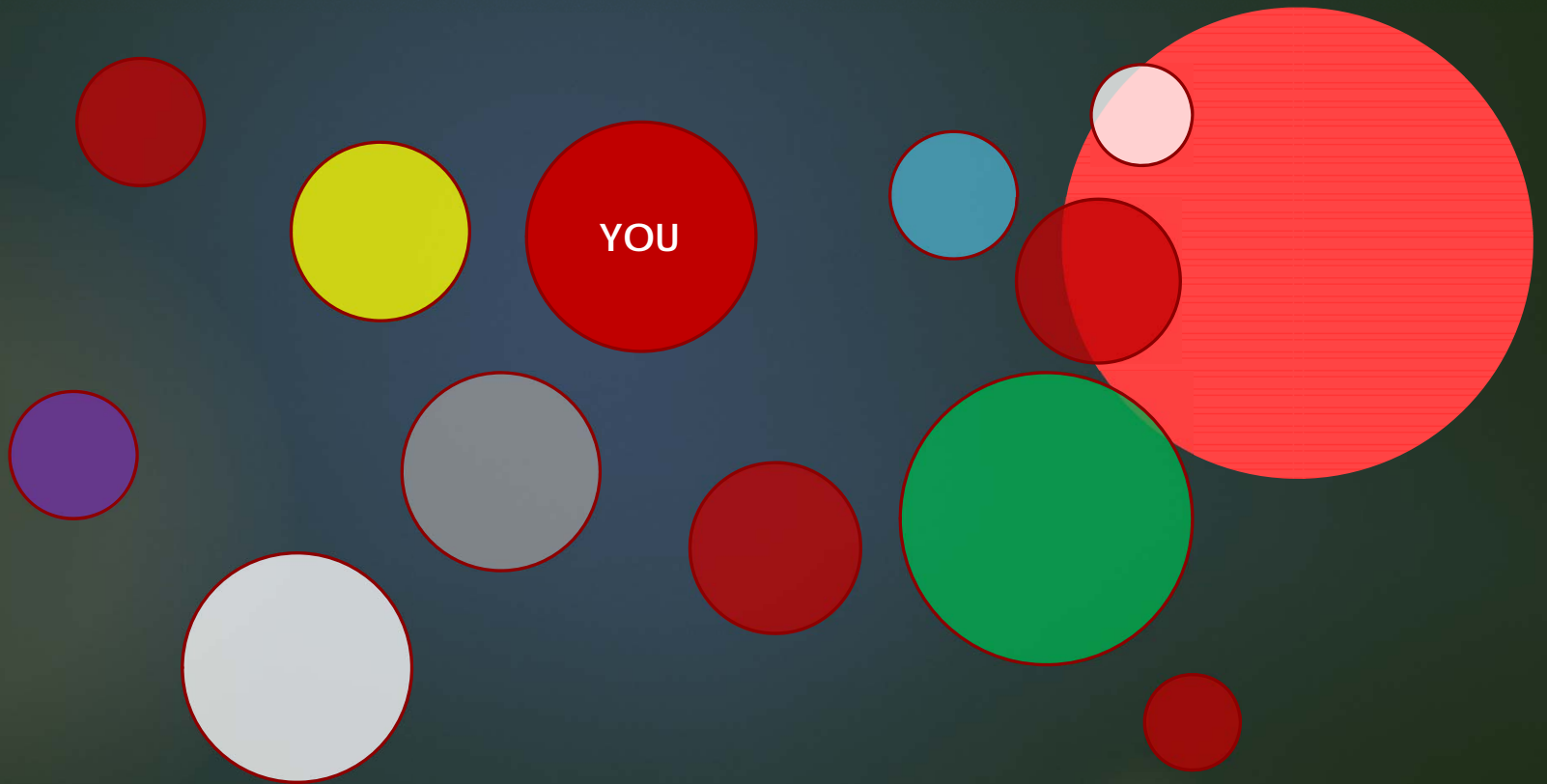
- Spatial information
- Historical reference
- Training / Experience
- Observation & Orientation
- Perceived context



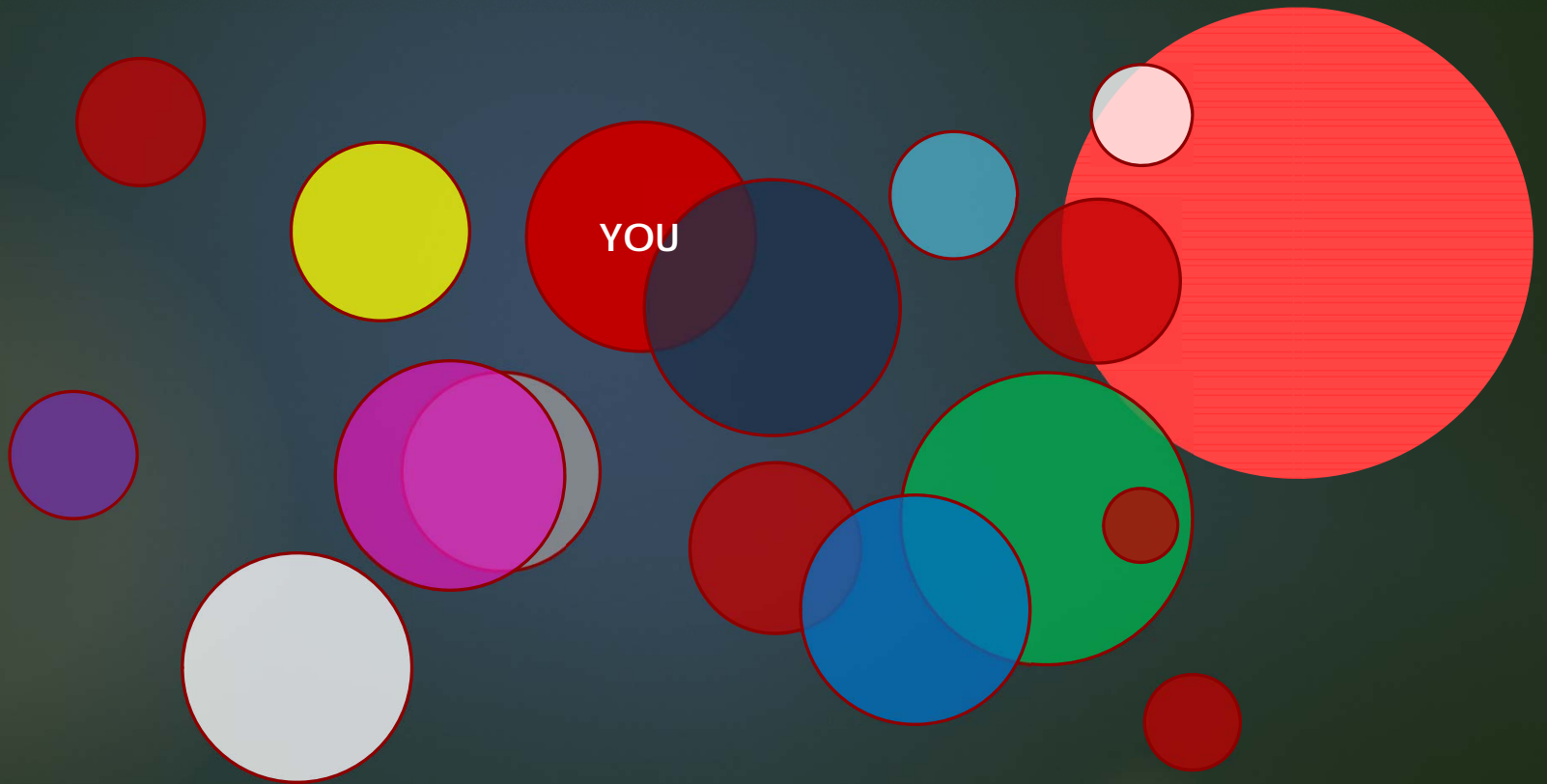
Know where **YOU** fit



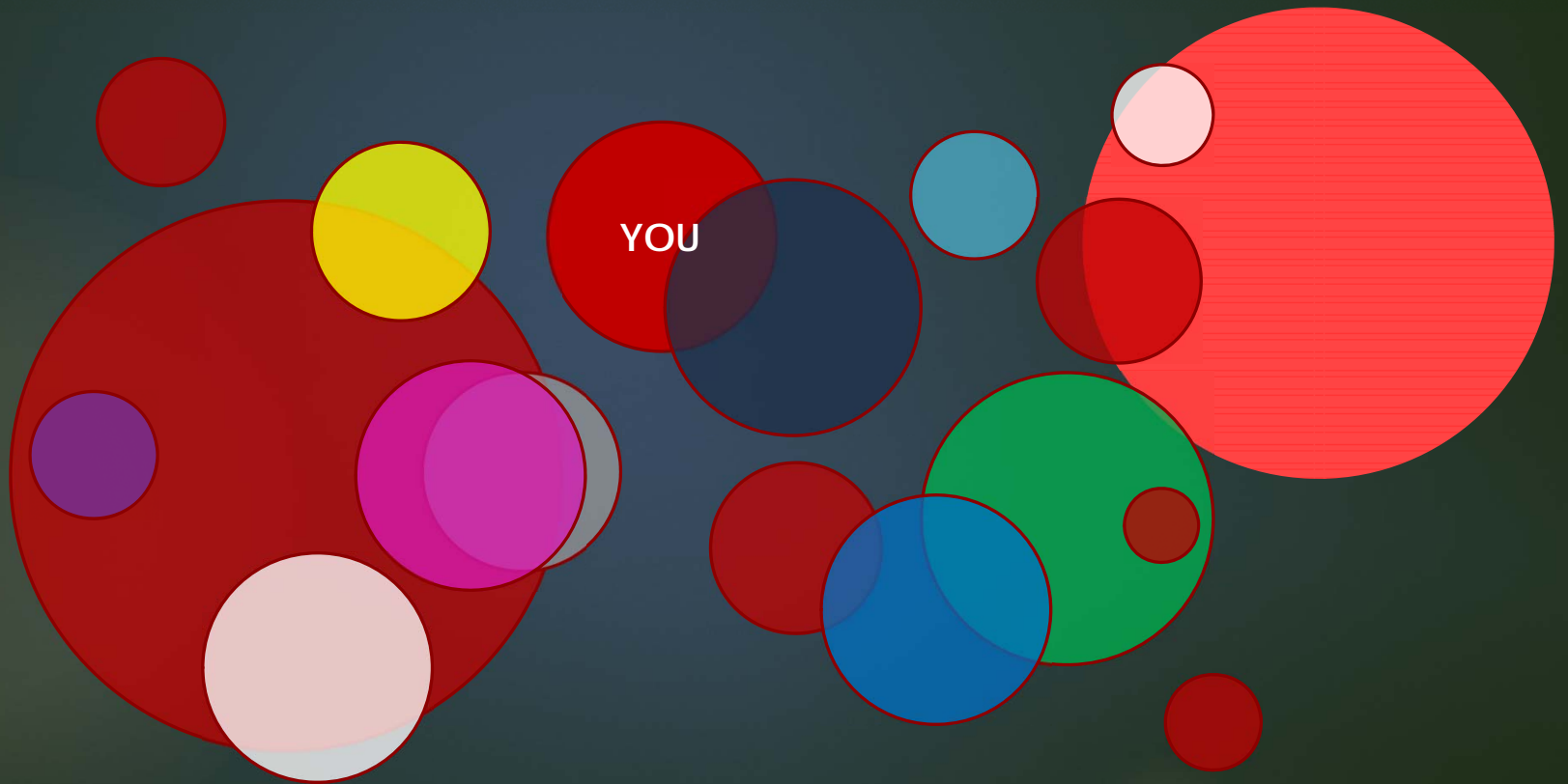
Know where **YOU** fit



Know where **YOU** fit

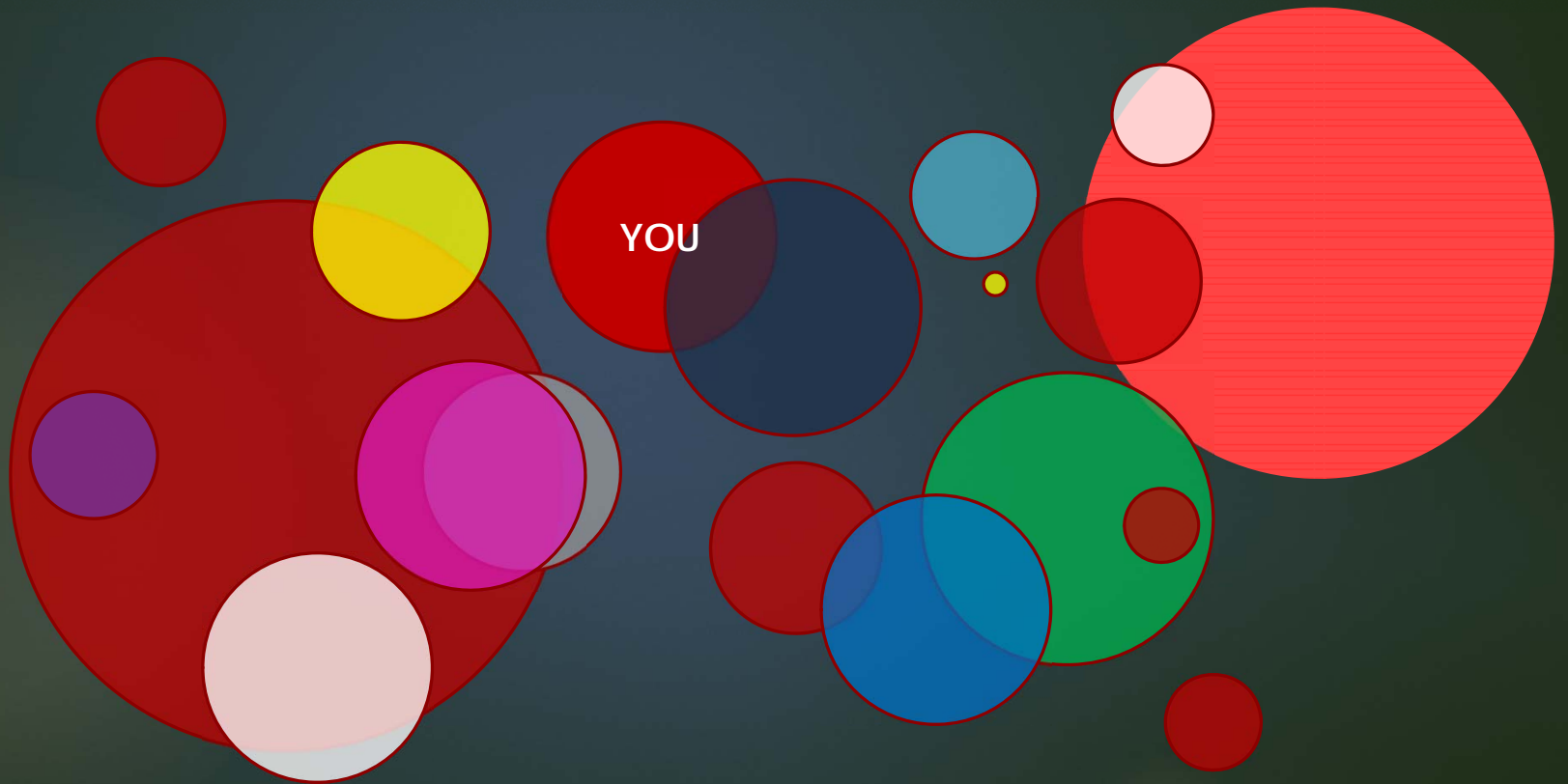


Know where **YOU** fit

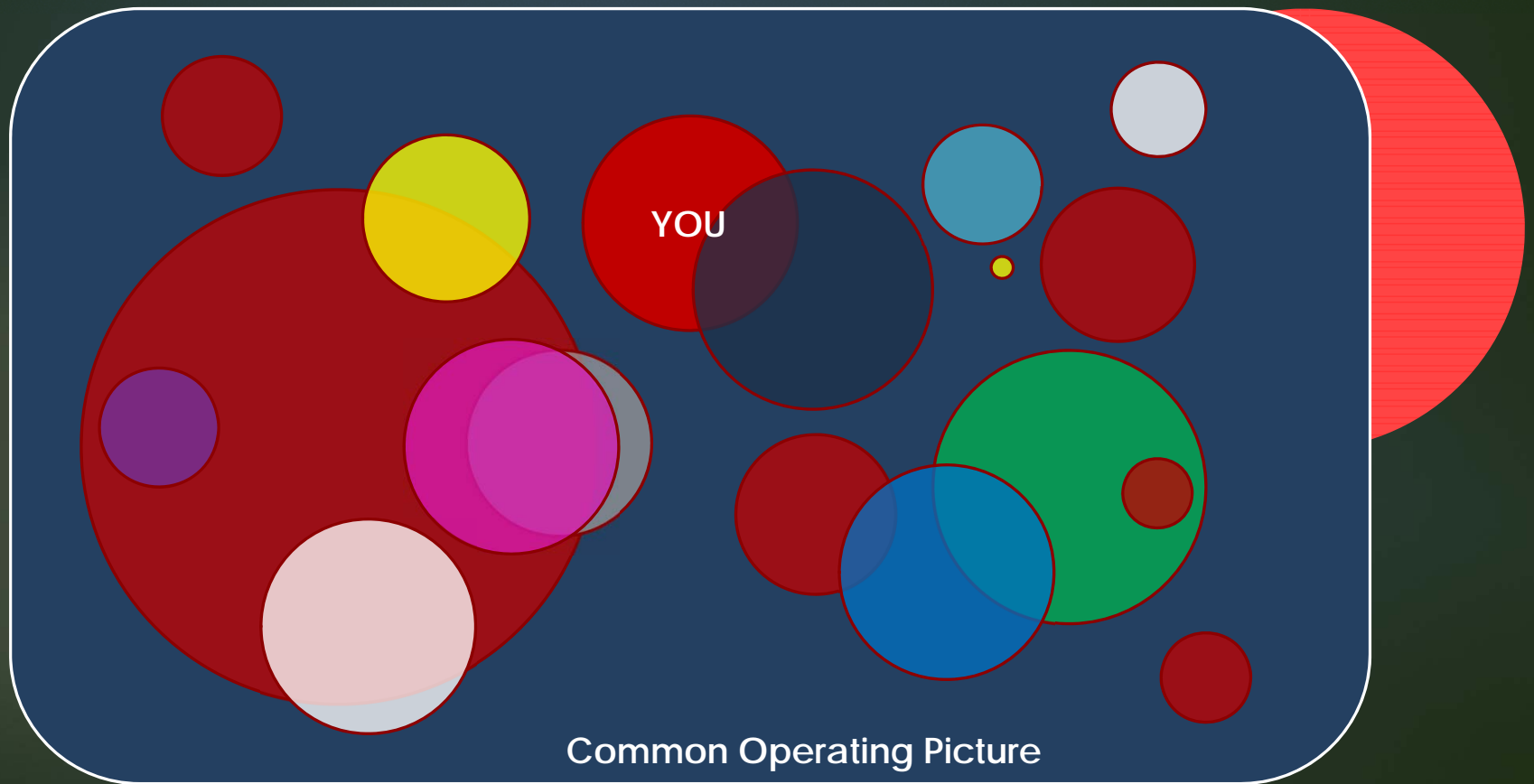




Know where **YOU** fit



# Know where **YOU** fit



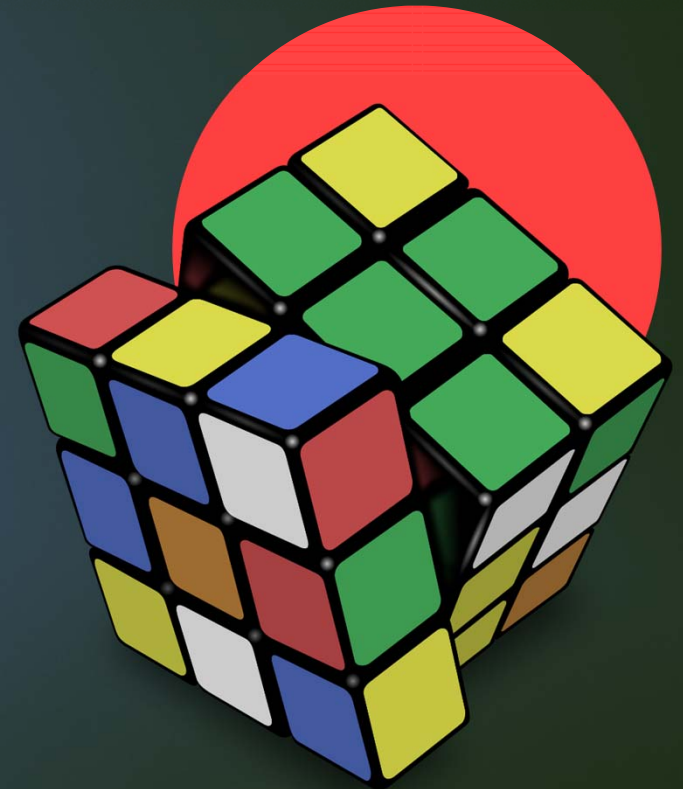
# Technology **Toolbox**

- ▶ Mapping
  - ▶ Google vs. Apple vs. Waze
  - ▶ Google CrisisMap
- ▶ Weather
  - ▶ Storm (Weather Underground)
  - ▶ RadarScope
  - ▶ mPing
  - ▶ NOAA All-Hazards/Weather Radio
  - ▶ NWS Chat & iNWS
- ▶ Personnel & vehicle tracking



# Training Opportunities

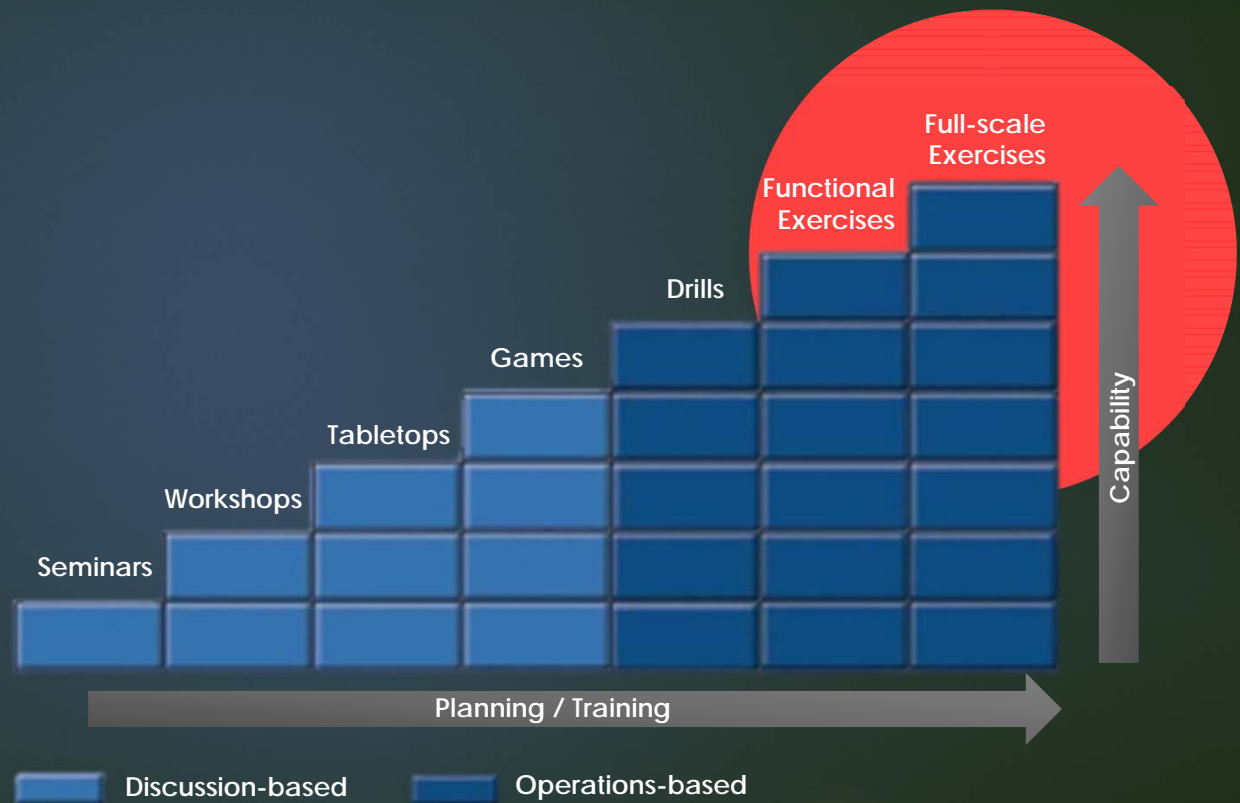
- ▶ National Weather Service
  - ▶ COMET/MetEd
  - ▶ SKYWARN
- ▶ National Disaster Preparedness Training Ctr.
  - ▶ Winter Weather Hazards: Science & Prep
  - ▶ Community Resilience
- ▶ Federal Emergency Management Agency (FEMA Independent Study)
  - ▶ ICS-100, ICS-200, ICS-700
  - ▶ IS-230, IS-235, IS-241, IS-556, IS-558
- ▶ Custom Training





# Be an agent of **change**

- **TRAIN**  
people
- **TEST**  
systems
- **EXERCISE**  
capabilities



# Keys to Success



@epimetra

- ▶ "Ask a meteorologist"
- ▶ Don't pay attention to storm naming systems
- ▶ Share information readily (foster common operating picture)
- ▶ Incorporate purposeful technology
- ▶ Think through cascading hazards for planning, horizon scanning
- ▶ Conduct AARs & Improvement Planning
- ▶ Always be learning, improving



“Emergency preparedness  
is a **team sport.**”

-ERIC WHITAKER

# Q&A Session

ASK ANYTHING YOU'D LIKE!



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**THANK YOU!**

