



Disaster Preparedness on Main Street

October 4, 2013

Introduction



Joe Partridge

- Emergency Manager since 1998
- Worked at the city and county level
- Private sector consulting experience
- Higher ed and healthcare
- From Michigan, in Oregon since 2007
- Small business owner since April, 2013!

Who are you?



Emergency Management Basics



Emergency Management Basics

Chapter 401 Emergency Management and Services

Definitions

§ 401.025 Definitions

Responsibility For Emergency Services

§ 401.032 Statement of policy and purpose
§ 401.035 Responsibility for emergency services systems

Emergency Management By The State

(Office Of Emergency Management)

§ 401.052 Responsibilities of Office of Emergency Management
§ 401.054 Agency liaison with Office of Emergency Management
§ 401.062 Office of Emergency Management
§ 401.072 Appointment of deputy director
§ 401.076 Rules
§ 401.082 Advisory and technical committees
§ 401.088 Interagency agreements
§ 401.092 Duties of director

[more...](#)

(Declaration Of State Of Emergency)

Funding Of Emergency Services

§ 401.505 Acceptance of aid for emergency services
§ 401.525 Use of moneys and property for emergency services authorized
§ 401.532 Oregon Pre-Disaster Mitigation Fund
§ 401.534 Oregon Disaster Response Fund
§ 401.536 Oregon Local Disaster Assistance Loan Account

Emergency Health Care Services

§ 401.651 Definitions
§ 401.654 Registry of emergency health care providers
§ 401.655 Practice by out-of-state health care provider during emergency
§ 401.656 Provision of health care services by members of Oregon National Guard during emergency
§ 401.657 Emergency health care facility
§ 401.658 Provision of health care services by former health care provider during emergency
§ 401.661 Provision of health care services after declaration of emergency
§ 401.664 Emergency operations plan

[more...](#)

Earthquakes

(Drills)

§ 401.900 State and local agency earthquake drills
§ 401.902 Private employer earthquake drills

Marriott® Hotels

travel-brilliantly.mar...
We're Making Travel More Brilliant. One Idea at a Time. Submit Yours!



Research Trail

Sign in to view

Remember me

Instant access – no registration required.

Emergency Management Basics



Planning Cycle



Know yourself



Know your community



Risks and Hazards



Make a plan



- Keep it simple
- Write it down, save to cloud
- Share with employees and colleagues

Get what you need

- Food
- Water
- Sandbags
- Power
- Documents
- Cash
- Buckets



Practice

- Do what you say you are going to do
- Test your gear
- Drive the route
- Challenge assumptions
- “After action review”



Keep it fresh



- Test a part of the plan every quarter
- Change the plan when conditions change
- Add to the plan
- Try new things

Emergency Management and the Principles of Main Street

Making the connection

Comprehensive

Main Street

“A single project cannot revitalize a downtown. An ongoing series of initiatives is vital to build community support and create lasting progress.”

Preparedness

“A single action will not achieve preparedness. An ongoing series of actions is necessary to build and maintain preparedness over time.”

Incremental

Main Street

“Small projects make a big difference. They demonstrate that ‘things are happening’ on Main Street and hone the skills and confidence the program will need to tackle more complex problems.”

Preparedness

“Every little bit helps. Any work toward being prepared is better than doing nothing. The best projects start with basic plans and build to more complex exercises over time.”

Self-Help

Main Street

Although Oregon Main Street can provide valuable direction and technical assistance, only local leadership can initiate long-term success through community involvement and commitment to the revitalization effort.”

Preparedness

“All disasters begin and end locally. FEMA and local emergency management agencies can and will help, but a the best response requires individuals and businesses to own their own preparedness.”

Public-Private Partnerships

Main Street

“Successful downtown revitalization organizations must have the support and expertise of both the public and private sectors.”

Preparedness

“Local government emergency managers want and need the involvement of local businesses. By working together before a disaster, the response will be faster and more efficient.”

Identifying and Capitalizing on existing assets

Main Street

“Local assets provide the solid foundation for a successful, unique downtown initiative.”

Preparedness

“Leverage existing structures for preparedness. There is no need to form a new group if an existing organization is willing to take leadership in preparedness.”

Quality

Main Street

“From storefront design and promotional campaigns to special events, quality must be the main goal.”

Preparedness

“A quality plan that addresses the most likely risks is better than a ‘comprehensive’ plan that isn’t customized for your location and situation.”

Change

Main Street

“Changing community attitudes and habits is essential. A carefully planned downtown program will help shift public perceptions and practices to support and sustain the revitalization process.”

Preparedness

“Making small changes according to a plan can make a big difference during a disaster. Slowly building up the skills and supplies necessary to make a plan work is essential.”

Action Oriented

Main Street

“Successful downtown revitalization programs are proactive. They plan for the future.”

Preparedness

“Planning is the first step. Actions that make the plan real are necessary for success. A plan is only as good as the last drill or exercise. Take action to create a culture of preparedness.”

Use your head!



- Situational awareness
- Don't believe everything you hear
- Ground truth
- Be flexible
- Never quit!

Build Community



- Many hands make light work
- Stuff is expensive
- You will need help
- Co-benefits!

Questions?



Thanks!

Joe Partridge

Genevieve Consulting, LLC

www.genevieve-consulting.com

Joe.partridge@genevieve-consulting.com