

A faint, stylized image of the Golden Gate Bridge is visible in the top-left corner of the slide, set against a dark red background.

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



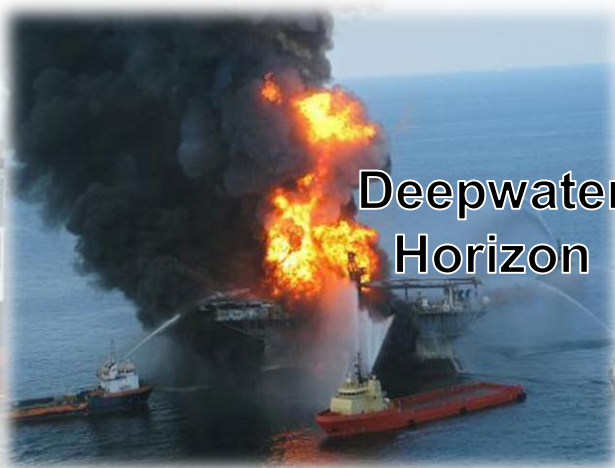
Hurricane Katrina



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:

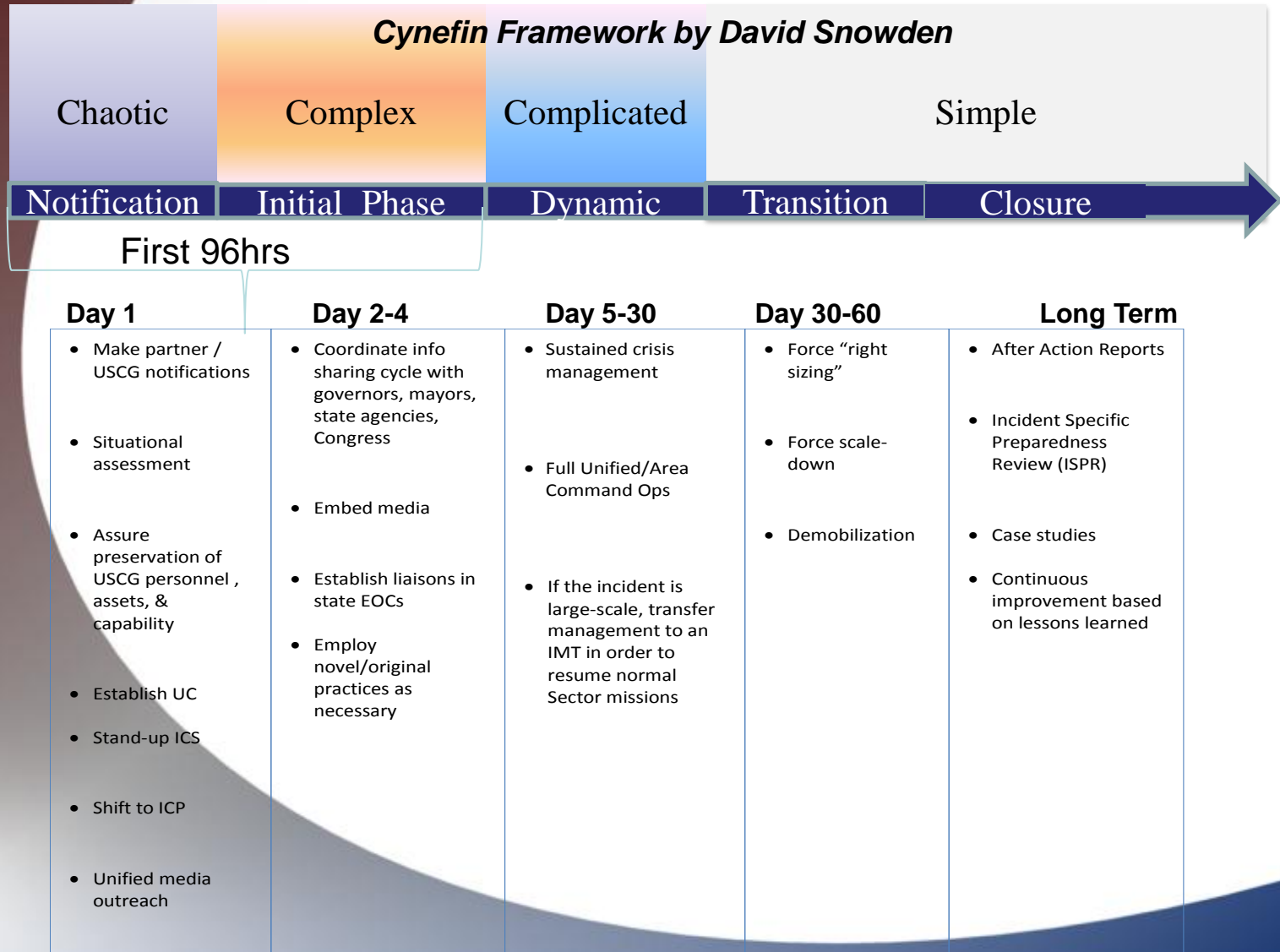
- What have I never seen before?
- What have I seen before?
- What do I know?
- What do I need to know?

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**





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



A decorative background on the left side of the slide features a stylized, semi-transparent image of the Golden Gate Bridge in a reddish-brown hue, set against a dark red background that curves into a white circle.

Logistics

Annual ICP List Verification

- Determine availability
- Workgroup plans to diversify current list



Checklist

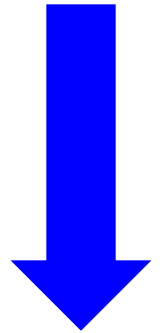


Hour +1



Hour +24

Suggested Actions



Hour +48



Hour +96

Hour +72



Joint Media Plan



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



Technology Evaluation

COP

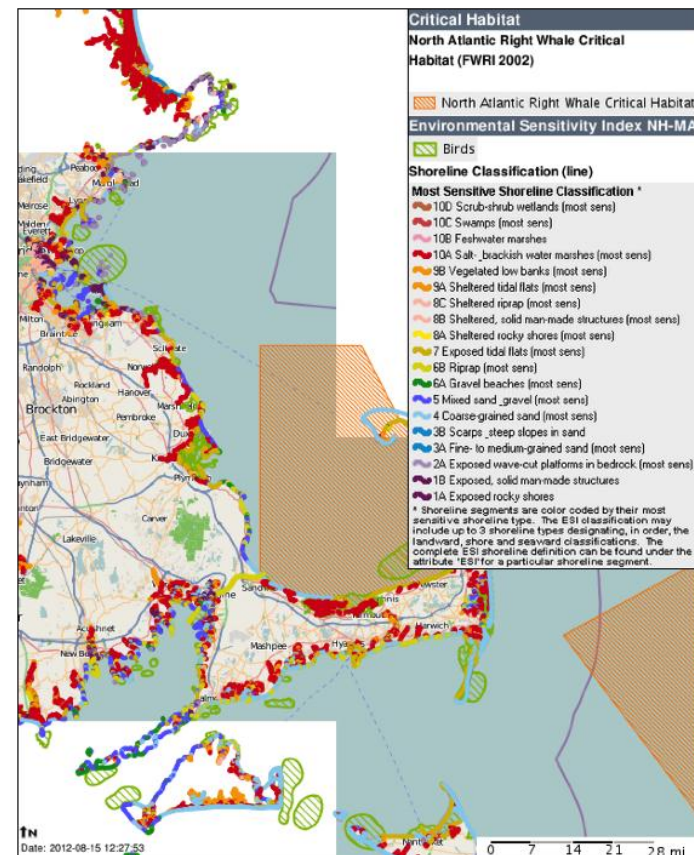
- Homeland Security Information Network (HSIN)
- ERMA
- Web Emergency Operations Center

Responder Notifications

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

ERMA

Environmental Response Management Application
Web-based Common Operating
Picture





Seminar

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

