Emergency Management in SF:
Creating Resilient Communities

Jim Turner
Private Sector Liaison
San Francisco Department of Emergency Management
Division of Emergency Services

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What Could Go Wrong...

- Flood
- Fire
- Mass Casualty Incident
- Landslide
- Earthquake
- Haz Mat
- Tsunami
- Terrorism
- Civil Disorder
Overview

- What is Emergency Management
- About DEM
- Who we work with
- How we coordinate
- Primary responsibilities

- Hazards & unique challenges
- Recent activations
- Resilient SF & Current Initiatives
- Connecting to SF Business
- Questions
What is Emergency Management?

Over the last several years, Emergency Management has undergone a significant shift.

- Increased visibility
- New challenges
- New regulations
- New responsibilities
- Expanded expectations
About DEM

Mayor
Edwin Lee

Department of Emergency Management
Anne Kronenberg
Executive Director

Emergency Services
Rob Dudgeon
Deputy Director
- Disaster planning
- Response coordination
- Recovery facilitation
- Training & exercises
- Grants management
- Emergency Medical Services
- Private sector liaison

Emergency Communications
Lisa Hoffmann
Deputy Director
- 911 Dispatch (Law, Fire, EMS)
- City-wide public radio system
Who We Work With

- San Francisco Fire Department
- FEMA
- CDC
- Cal EMA
- Homeland Security
- Federal Reserve
- San Francisco Public Utilities Commission
- San Francisco Sheriff's Department
- California Volunteers
- BARC first
- Business Recovery Managers Association
- BOMA
- San Francisco Police Department
- nen
- San Francisco Recreation & Parks
- City & County of San Francisco Department of Public Works
Primary Responsibilities

**Daily Operations**
- Communications and warning
- Planning
- Training & exercises
- Facilities & equipment
- Public information / outreach
- Emergency medical services
- Monitor local, state and federal laws
- Grants management

**Disaster Operations**
- Provide direction & coordination of resources
- Manage Emergency Operations Center operations
- Facilitate transition from response to recovery
- Public information and notifications
- Do NOT direct tactical operations
Hazards

San Francisco sits adjacent to two seismically active faults, contains nationally recognized landmarks, is partially built on fill, maintains zero-lot lines for many homes and still relies on some infrastructure that was last rebuilt early in the last century.

**Primary**
- Earthquake
- Fire
- Terrorism
- Flood
- Tsunami
- Mass casualty
- Communicable disease
- Oil spill
- Public Events

**Secondary**
- Peak oil
- Climate change
- Cyber attack
- Extreme temperature
- Civil disorder
- Radiological release
- Hazmat

\[ \text{RISK} = \text{Frequency} \times \text{Severity} \times \text{Affected Population} \]
Unique Challenges

- Housing stock is oldest in western US
- Aging infrastructure
- ~63% of residents are renters
- Only 6-8% of residents have earthquake insurance
- Multiple languages and many non-native English speakers
- Very high population density
- Peninsula with few routes of ingress/egress
- Est. 88K people will be displaced after an earthquake
Recent Activations

Apr ‘09   H1N1 Outbreak
May ‘10  Golden Guardian exercise
Jul ‘10   Mehserle Verdict
Nov ‘10  World Series Celebration
Dec ‘10  New Year’s Eve
Feb ‘11  Dark Zephyr Anthrax exercise
Mar ‘11  Japan Tsunami
May ‘11  Bay to Breakers

Other Events:
Disaster Lifecycle

**Response** occurs during an emergency. Putting preparedness plans into action. The immediate actions taken to save lives, prevent further property damage (e.g. duck - cover - hold, rescue operations, fire suppression).

**Recovery** takes place after an emergency. The actions taken to return to a normal or an even safer situation following an emergency (e.g. getting financial assistance, repairing infrastructure).

**Preparedness** takes place before an emergency. Planning or preparations made to save lives and to help response and rescue operations (e.g. write emergency operations plan, stock up on food and water).

**Mitigation** takes place before and after an emergency. These are any actions that prevent an emergency or minimize their effects (e.g. building codes, buying flood and fire insurance).
Resilient SF

Resilience Inventory

<table>
<thead>
<tr>
<th>People</th>
<th>Process</th>
<th>Technology &amp; Equipment</th>
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<tbody>
<tr>
<td>Have the right people been identified, are their roles clear, are they organized and does sponsorship / support exist?</td>
<td>Are the right procedures, governance, policies, metrics and training in place?</td>
<td>Is the right technology and equipment available to do the job?</td>
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Mitigate
Reduce loss of life and property by lessening the impact of disasters

Prepare
Preparing equipment and procedures for use when an event occurs

Respond
Save lives, protect property and the environment, and meet basic human needs after an incident

Recover
Assist communities affected by an incident to recover effectively
Examples of Current Initiatives

Hundreds of activities are going on throughout SF that individually contribute to improving our overall resilience. The lists below show some initiatives currently underway:

**Government**
- LT Housing
- Intelligence Gathering/Processing
- Communications Interoperability
- Lifelines Council
- Risk Assessment
- Improved building standards

**Business**
- Ready rating
- Business continuity workgroups
- Public-private partnerships
- Information sharing

**Community**
- Neighborhood Empowerment Network
- Map Your block
- Technical workgroups
- NERT
Connection to Meeting and Hospitality Professionals

The Tourism and Meeting Industry in SF:

• Tourism is the #1 generator of outside dollars into SF
• Out-of-town visitors spent $8.3 billion, about $22 Million / day
• 15.9 million visitors in 2010
• SF regularly ranks among the top 10 North American destinations for conventions and conferences.

Shared Concerns:

• Safety of event attendees, visitors, and commuters
• Assisting local and out-of-town visitors to get home
  – about 43,600 new out-of-town visitors / day on top of 522,229 regular daily commuters
• Rapid physical and economic recovery – getting the people back
Resilience and Recovery - a Two-Way Street

Visitor / Attendee Communication:
• Leverage Your Management / Coordination skills
• Attendee records for accurate counts / tracking / travel
• Conduit to visitors in a changing and evolving situation
• Assist in group management and travel facilitation
• Communicate attendee evacuation / emergency procedures

Physical Resources:
• Hotel accommodations – Visitors out, DSWs in
• What Else?
  • Transportation
  • Warehousing and Multi-Purpose Spaces
  • Skills / Professional Services
  • Food
Questions
Thank You

Jim Turner
Private Sector Liaison
San Francisco Department of Emergency Management
30 Van Ness, Suite 3300
San Francisco, CA 94102
415.487.5008
jim.turner@sfgov.org