

# Community Emergency Response Commission (CERC)



The CERC spent the last year working to implement, across the entire spectrum of Emergency Management, the lessons learned from the National Level Exercise.

- Integration of Business Partners into emergency management preparedness, response, and recovery planning
- Build a better Mutual Aid system from the local level up to the state and federal levels
- Make “seeing” the incident/disaster using advanced Geographic Information Systems a part of our normal operational model
- The CERC celebrated our “Partnering for Success” at the fall Governor’s Emergency Management Workshop in Louisville
- Worked to build a Certified Commonwealth hazardous material spill response system
- Designed and sought legislative support for a HAZMAT response cost recovery model built on common sense and common need
- Continued to involve the citizens of the Commonwealth as equal partners in our efforts to build a world class Emergency Management team of teams, their safety is our duty and their support ensures our success

# KENTUCKY EARTHQUAKE PROGRAM

Kentucky's earthquake program is charged with promoting and educating Kentuckian's regarding the risks and hazards of earthquake within the Commonwealth.

The Great Central U.S. ShakeOut, which is an annual, region-wide earthquake drill, involved more than 2.4 million people through a broad-based outreach program and partnerships with the media and public advocacy. Organized by the Central United States Earthquake Consortium (CUSEC) which includes the states of Alabama, Arkansas, Kentucky, Illinois, Indiana, Mississippi, Missouri, Oklahoma, and Tennessee, the ShakeOut centered around a simultaneous **Drop, Cover, and Hold On** drill, which allowed individuals, schools, organizations, and governments the opportunity to practice the drill.

Additional highlights of efforts:

- Submitted HMGP grant application for the purchase of one (1) Shakey Quakey Trailer to FEMA in October 2011
- KYEM web page development and public accessibility of materials through a Virtual Public Awareness Booth
- Updating, printing, and distribution of Kentucky specific earthquake preparedness material
- An educational earthquake preparedness calendar/coloring book was completed and published on the KYEM web pages in January 2012
- Earthquake Awareness Month - 2012 poster contest and 2012 Public Service Announcement Video Contests
- 2012 Shakeout! :  
Total Kentucky registrants: 429,926  
412,719 participants from 209 schools



David Davis instructs elementary students on earthquake awareness



Participating public practicing the DROP, COVER, AND HOLD ON" drill at the Paul Sawyer Public Library, Frankfort, KY., during the Great Central U. S. ShakeOut

## KYEM External Affairs

The official website of KYEM ([www.kyem.ky.gov](http://www.kyem.ky.gov)), continues its metamorphosis to be more “user friendly” and serve as a more useful tool and public resource during disasters. Disaster-specific pages assist the general public and elected officials while providing emergency and recovery information links and resources.

KYEM continues efforts disseminating information through new social media avenues such as Facebook, Twitter and YouTube, while maintaining more traditional methods such as press releases, media advisories and division announcements to the public, state, local and federal partners and elected officials.

Social media remains the fastest growing worldwide communication trend in recent history and KYEM continues to embrace its efficiency by creating multiple uses. As well as a main KYEM Page, KYEM has Facebook pages for the following programs: Training and Exercises, Search and Rescue, Commonwealth Emergency Response Commission, Private Sector Working Group, KYEM Earthquake Program, and a dedicated Current Disaster Page. KYEM also has a robust Twitter account whose following continues to increase in numbers.



The KYEM Protector newsletter provides information and articles pertaining to emergency management and emergency services. Articles are welcomed and solicited from partners from across the Commonwealth and at the federal level, as well.

New this year was a monthly communication called 'End of Month Communications'. Although mostly targeted toward emergency management and elected officials, End of Month Communications is produced in two (2) formats; in video format which is available on the KYEM You Tube channel and also as a electronic newsletter, highlighting upcoming events and messages from the director. This communication, as well as the newsletter, is distributed freely thorough various means, including email distribution, website, social media sites, and directly to other agencies for sharing.

KYEM is now using Live Stream to video select training, workshops, and meetings.



## Public Awareness and Education

As part of public awareness campaigns, proclamations were issued for Earthquake Awareness Week, Severe Storms Awareness Month, National Preparedness Month, and Winter Weather Awareness.

A major public awareness campaign again this year was The Great Central U.S. Shakeout, building on the success of the first Central U.S. Shakeout in 2010. The “Drop, Cover and Hold On” earthquake safety drill included participation from nine (9) southeast states with over 2.4 million people practicing during the earthquake safety drill on February 7, 2012. Kentucky had 429,926 KY registered participants. (More information on the ShakeOut is included in the KYEM Earthquake program information.)

KYEM continues to distribute Public Service Announcements through the Regional Response Managers for County Emergency Managers to use in local public awareness campaigns.

KYEM uses the Kentucky State Fair, Kentucky Emergency Services Workshop, Governor’s Emergency Management Workshop, and local fairs to distribute EM related information.

Social media also plays an important role in dissemination of public awareness campaign messages.



KYEM’s David Davis (L) and Rick Bobo greet a “fair goer” at the LEPC – “Your Right To Know!” 2011 Kentucky State Fair Booth

## Private Sector Working Group

Building upon the progress made the previous year and continuing dialogue through bi-monthly meetings, KYEM began to understand how the private sector can benefit government, not just at the state level, but perhaps more importantly, the local level as well. Quickly embraced by private entities and local leaders, the PSWG has become a robust and model group that is making strides achieving the mission of protecting Kentuckians.



During the National Level Exercise 2011, more than 100 PSWG representatives responded to an email-based notification of a KYEM alert call down system. Mission tasking to the PSWG brought real-time responses posted to the Virtual Business Emergency Operations Center (VBEOC\*) hosted on a secure WebEOC portal, with situation reports and briefing documents accessed via KYEM's SharePoint portal. \* (VBEOC is a virtual system concept integrating the private sector into response efforts during an emergency.)

PSWG members enabled ingress of their service fleet to the impact zone with the use of the virtual applications E-Placard and E-Roster. In one example, a national Private Sector corporate member was given a no-notice mission to provide air and ground logistics to an eight (8) county area within the New Madrid Seismic Zone. A response was received within 30 minutes of the tasking, via a real-time conference call involving eight (8) senior corporate managers located in different logistics sections across the country.

Private Sector response to recent Commonwealth disasters included in-person staffing at the Commonwealth Emergency Operations Center, located in Frankfort, KY, and access from their corporate centers through the VBEOC. Mission tasking for energy, utility, transportation and commodity Private Sectors is integrated into the Resource Management process. The most recent being the February 29 and March 2, 2012, tornadoes that ripped through the Commonwealth leaving 25 deaths, hundreds upon hundreds homeless and a path of destruction completely across Kentucky.

Embracing FEMA's 'Whole of Community' concept, Kentucky's PSWG held a two day workshop in Somerset Kentucky, July 9 and 10, 2012. Led by Kentucky Emergency Management (KYEM), the meeting drew dozens of representatives from private sector organizations and associations from across the state and local communities. The meeting was held at The Center for Rural Development and Federal Emergency Management Agency's (FEMA) Preparedness –Technology, Analysis and Coordination Center (P-TAC). The discussion at the meeting centered on mutual aid, resource management, recovery, emerging technologies, and the concept of the VBEOC.

Kentucky's PSWG has been recognized nationwide as a model project and KYEM has been invited to present at a variety of conferences across the country to include: the National Emergency Management Association National Conference in Austin, TX where the model was identified as a national best-practice; National BEOC Conference in Bentonville, AK.; Kentucky Hospital Association Leadership Meeting; Kentucky Association of Energy Coops Meeting; Southern Agriculture and Animal Disaster Response Alliance Conference in Atlanta, GA.; National Private Sector Summit in Daytona, FL; and FEMA's Region 4 Strategic National Stockpile Summit.

# VOLUNTEER COORDINATION



Kentucky is one of only a few states, nationwide, which employs a full-time Volunteer Coordinator. It is the responsibility of the Coordinator to ensure that unmet disaster needs are identified and resources are located to fulfill those needs.

Unlike other disaster programs managed by KYEM, the Volunteer Coordination Program can be activated for events which do not receive a presidential declaration.

This past fiscal year volunteers played a crucial role in the recovery efforts directly related to the major disasters which struck the Commonwealth, as well as the smaller community incidents that occurred frequently.

Major areas of emphasis for this program include:

- Disaster Assistance
- Volunteer Coordination
- Voluntary Organizations Active in Disasters (VOADs)
- Long Term Recovery Committees
- Donation Management

