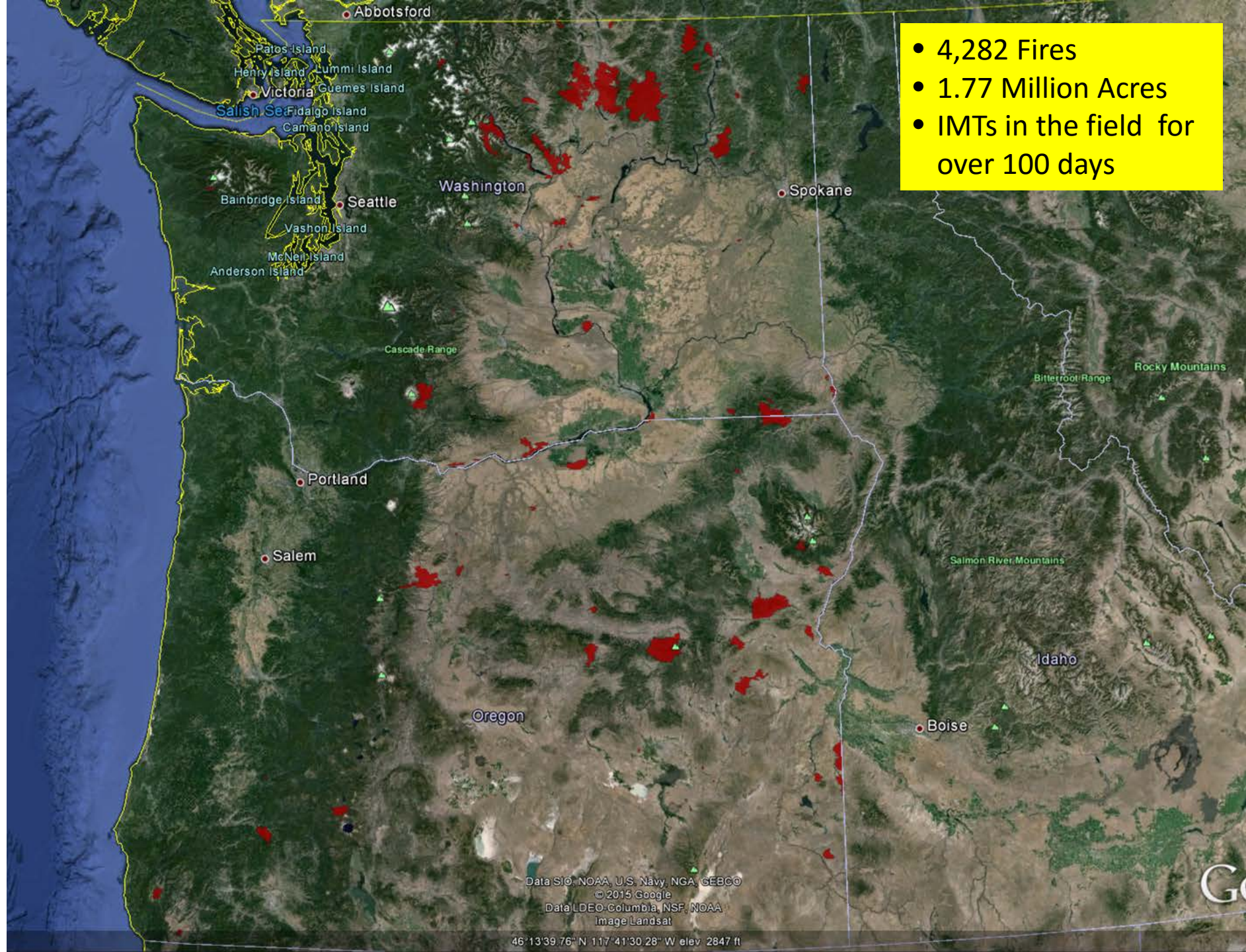




The Role Relationships Play During Emergencies & Disasters

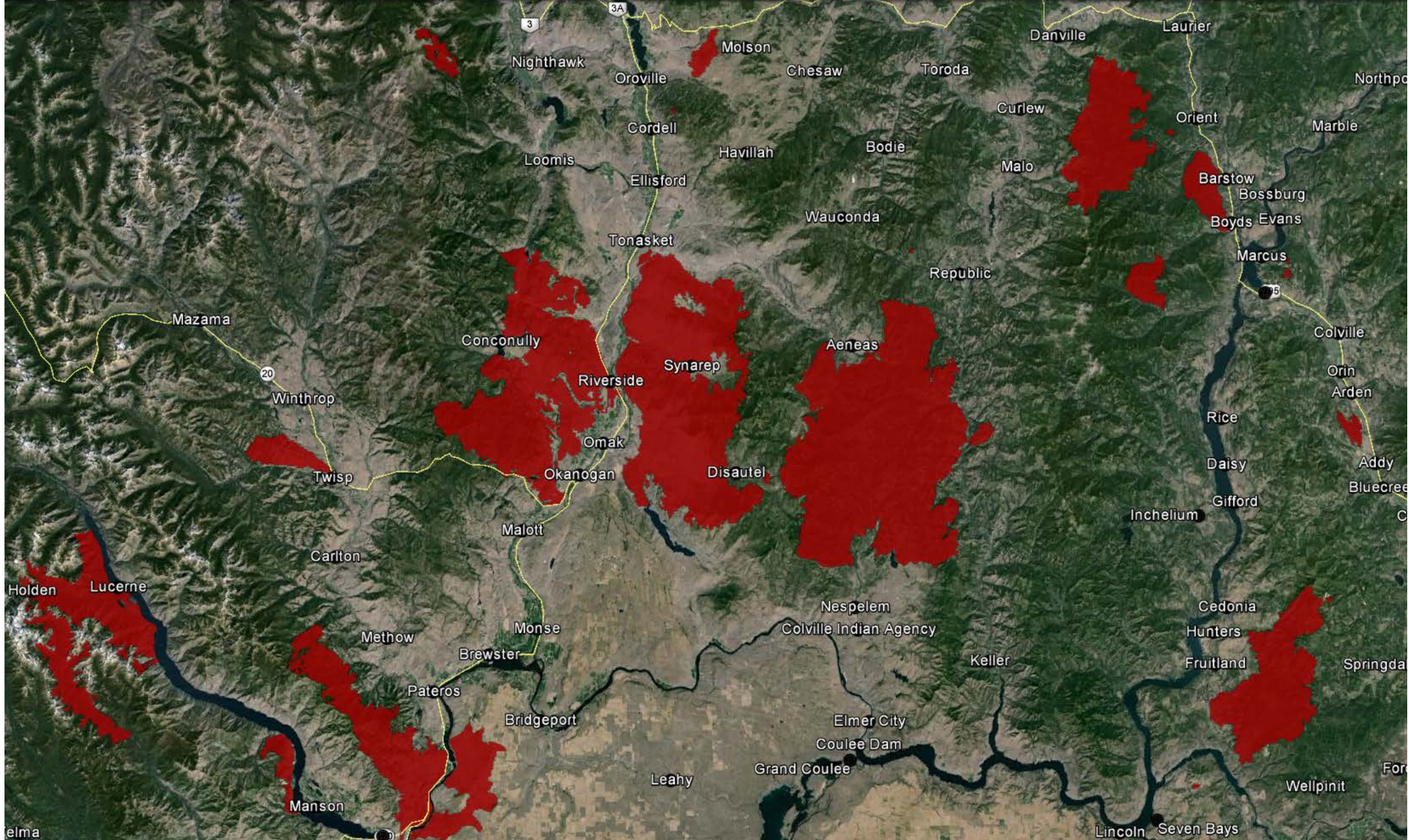
The Key to Successful Incident Management

- 4,282 Fires
- 1.77 Million Acres
- IMTs in the field for over 100 days



Data SIO, NOAA, U.S. Navy, NGA, GEBCO
© 2015 Google
Data LDEO, Columbia, NSF, NOAA
Image Landsat

46°13'39.76" N 117°41'30.28" W elev. 2847 ft



Significant Impacts to Communities: Washington

48° 49' 21" 23" N 117° 23' 20" 64" W elev 4604 ft Almira

2015 Northwest (NW) Fire Statistics

- A total of 3, 814 fires were reported in the total NW Geographic Area (1,541 were in Washington)
- Approximately 1,636,970 acres were affected by wildfire
- Northwest Incident Management Teams were mobilized 56 times
- During peak activity, 11,450 firefighters and support personnel were actively on NW fires
- The largest NW fire was the North Star/Tunk Complex



North Star/Tunk Complex

- 371,960 acres burned
- 360 miles of fire line perimeter
- 3,000+ structures threatened
- 1,810 personnel
- 14 rotor/fixed wing--285 hours
- 13,850 gallons of retardant



Delegation of Authority

- DNR
- BLM
- Colville Confederated Tribes
- Ferry/Okanogan County FD 13 & Okanogan FDs 3, 4, 7 & 8
- Okanogan/Wenatchee National Forest
- Colville National Forest



Agency Administrator's Intent

“Develop and maintain relationships with Agency Administrators, Agency Reps, Cooperators, Resource Specialists and the general public.”



Agency Administrator's Intent, cont.

“Develop these relationships by providing quality communications, helping them understand values at risk, and maintaining a forum of continuous input and feedback to those the Team serves (internal and external).”

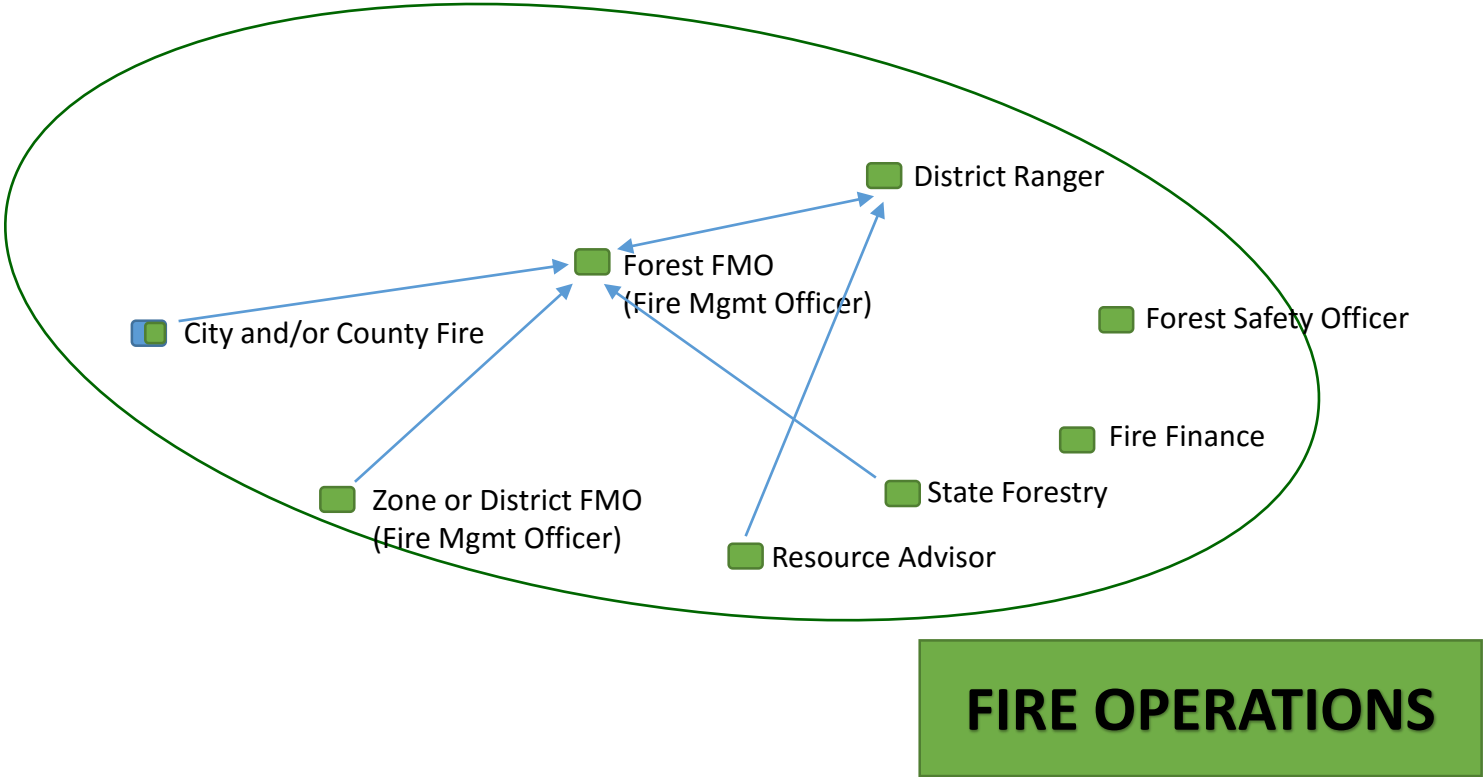


Commander's Intent

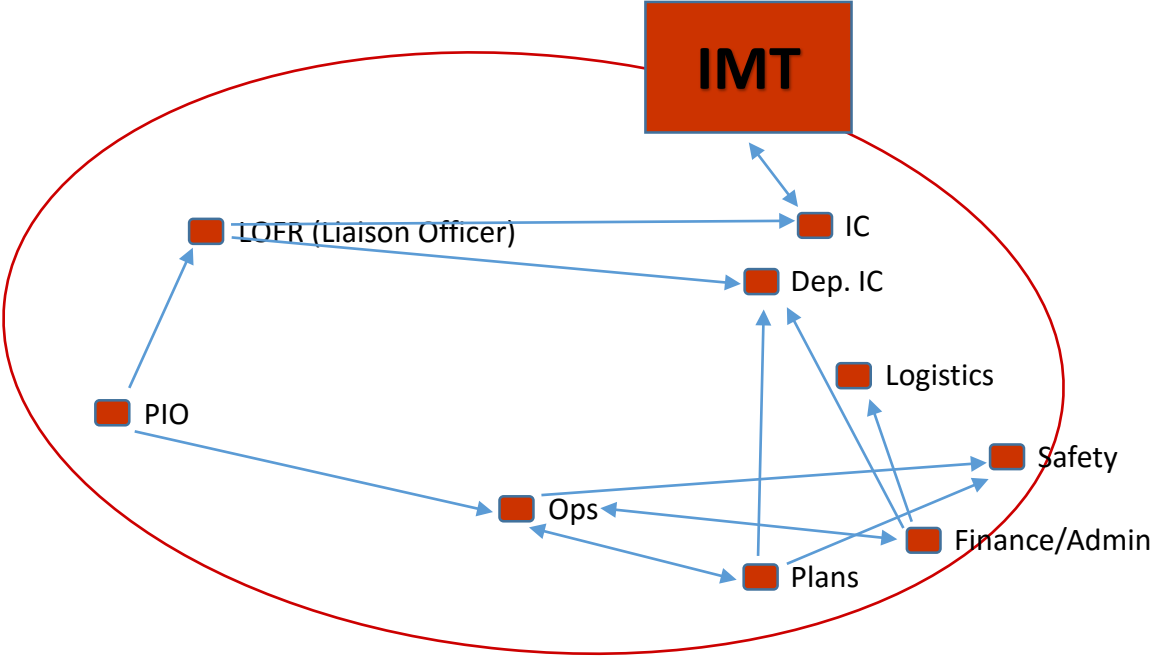
- Task
- Purpose
- End State



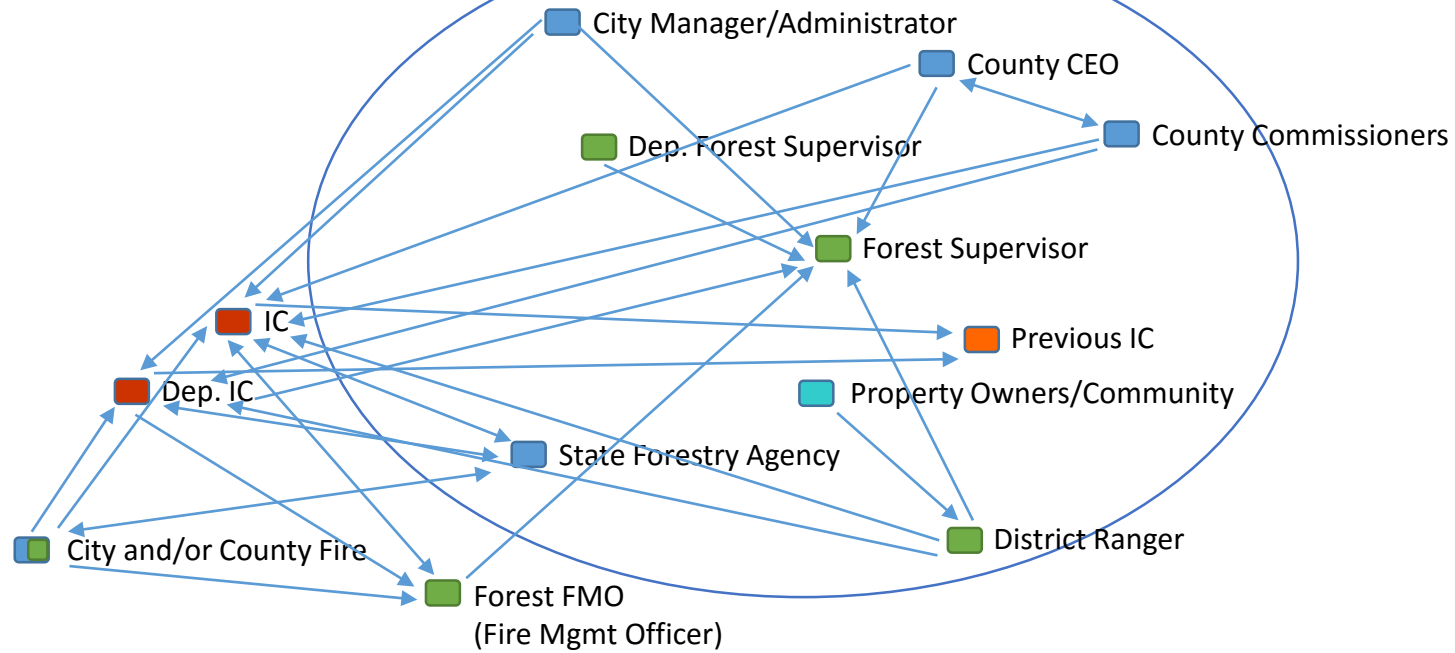
DISASTER RESPONSE OPERATIONS*



* Original concept courtesy of Dr. Toddi Steelman—used with permission



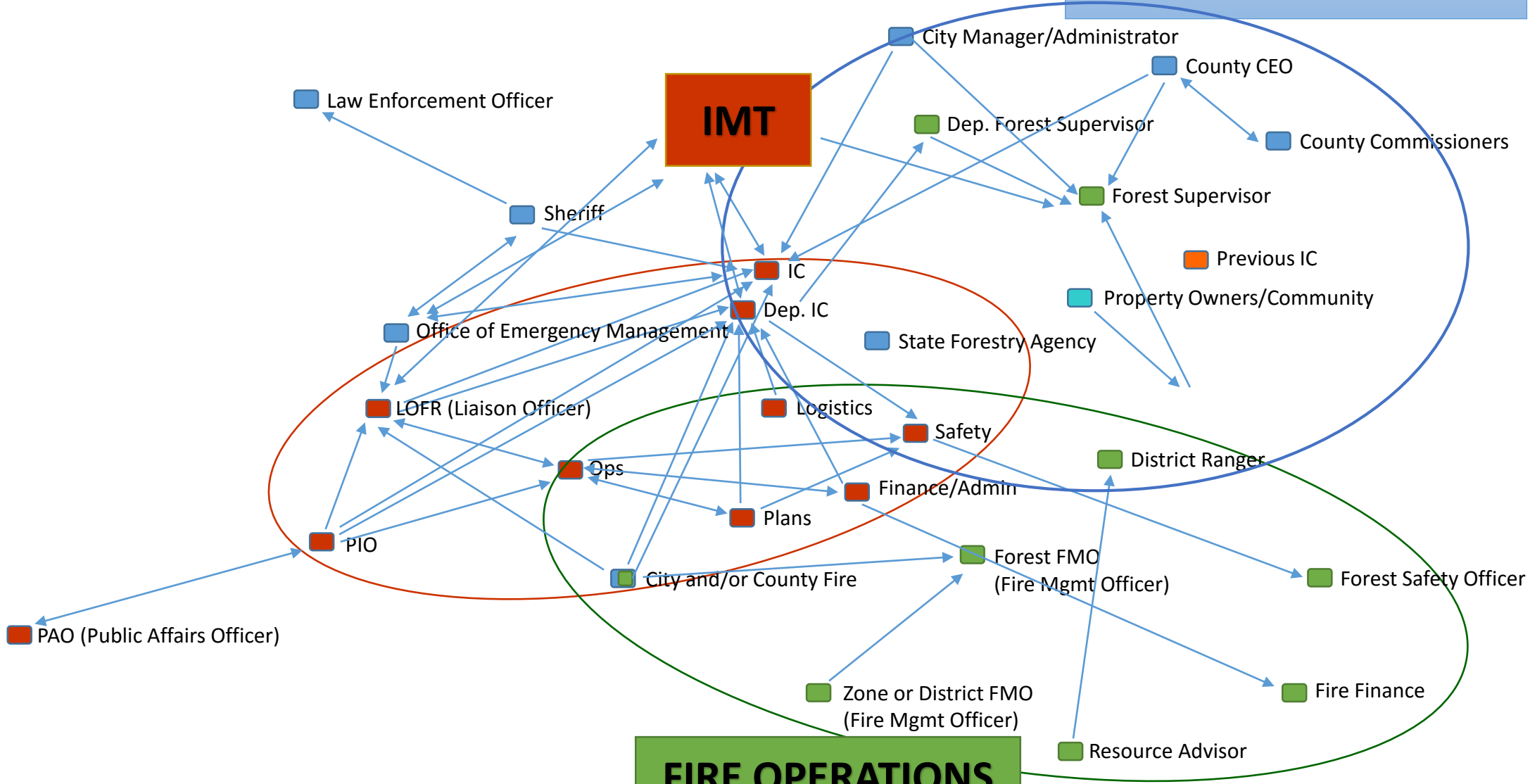
LOCAL GOVERNMENT



LOCAL GOVERNMENT

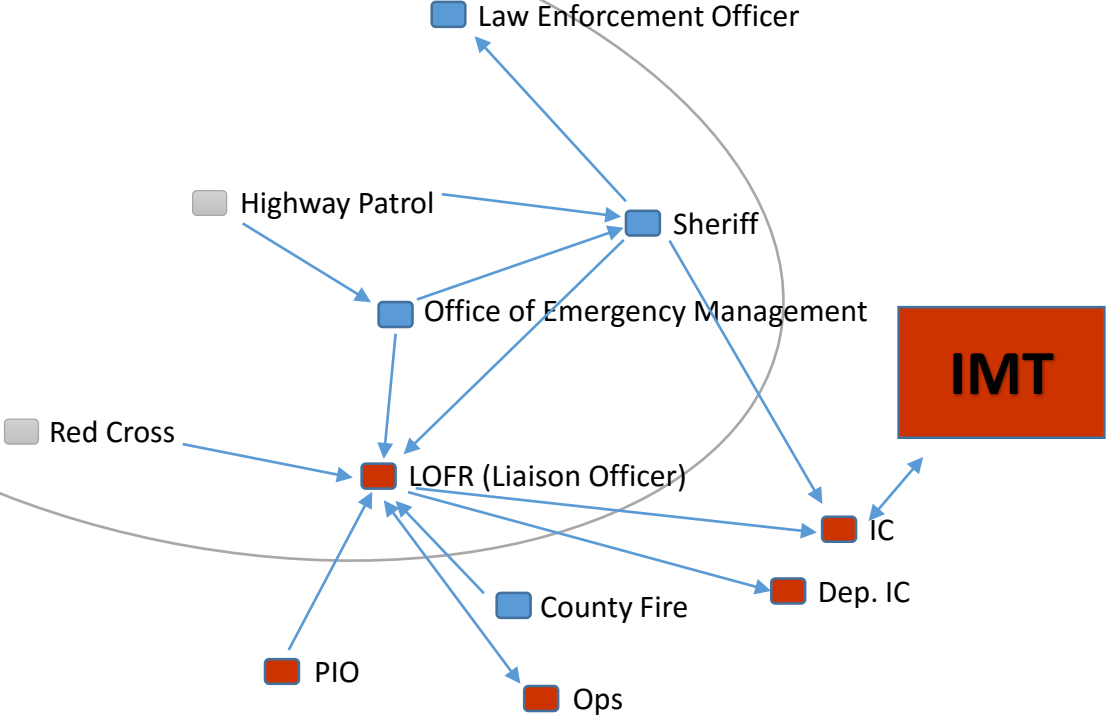
IMT

FIRE OPERATIONS



Response Agencies/Orgs

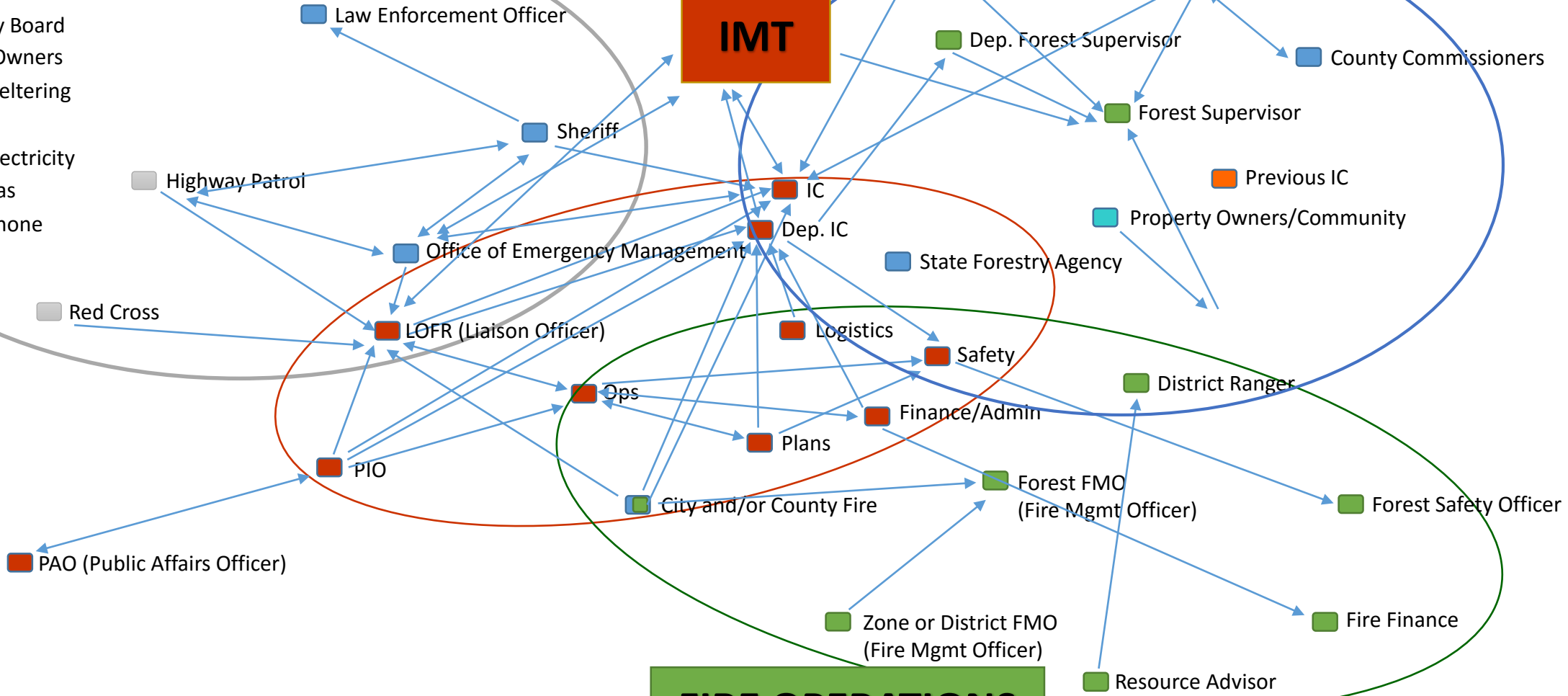
- Air Quality Board
- Business Owners
- Animal Sheltering
- Railroad
- Utilities-Electricity
- Utilities-Gas
- Utilities-Phone

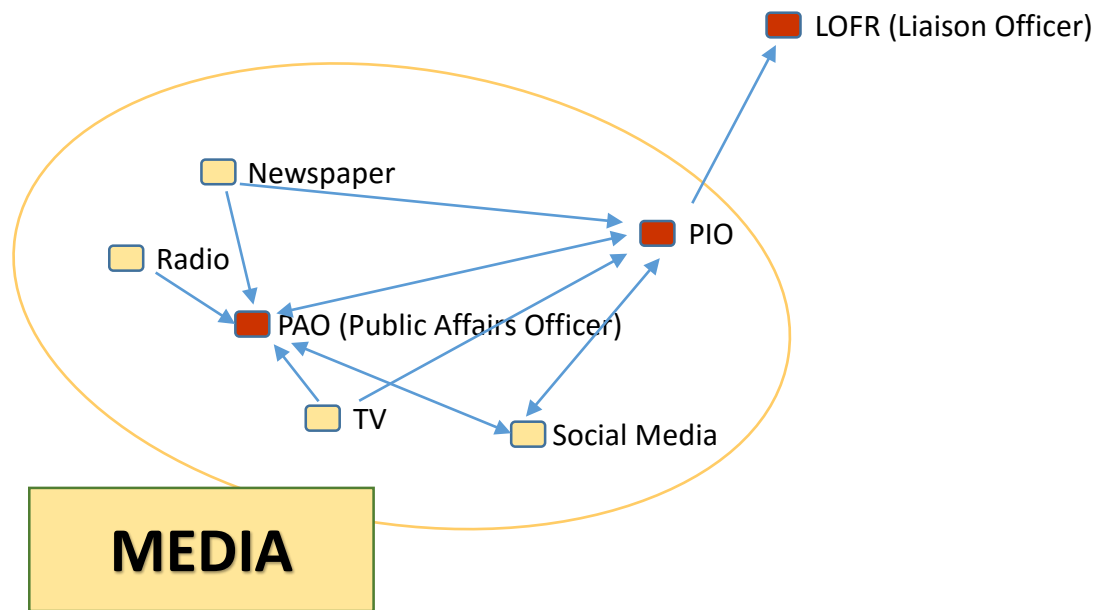


Response Agencies/Orgs

LOCAL GOVERNMENT

- Air Quality Board
- Business Owners
- Animal Sheltering
- Railroad
- Utilities-Electricity
- Utilities-Gas
- Utilities-Phone





DISASTER RESPONSE OPERATIONS

Stakeholders

Agency Administrator

- Air Quality Board
- Business Owners
- Animal Sheltering
- Railroad
- Utilities-Electricity
- Utilities-Gas
- Utilities-Phone

- Law Enforcement Officer
- Sheriff
- Highway Patrol
- Office of Emergency Management
- Red Cross

IMT

Previous IC

Property Owners/Community

State Forestry Agency

- IC
- Dep. IC
- LOFR (Liaison Officer)
- Ops
- Plans
- Logistics
- Safety
- Finance/Admin

City and/or County Fire

District Ranger

Forest FMO (Fire Mgmt Officer)

Forest Safety Officer

Zone or District FMO (Fire Mgmt Officer)

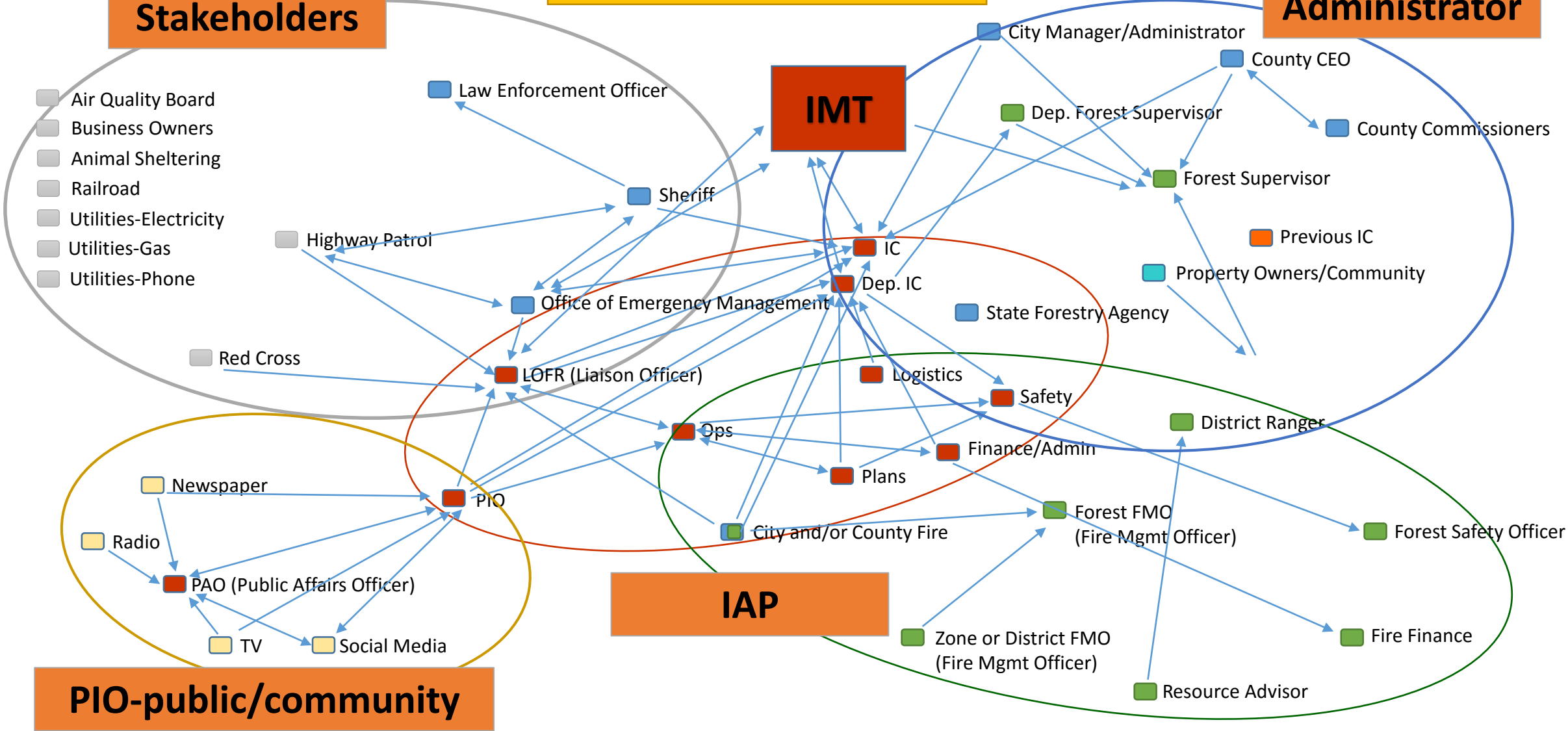
Fire Finance

Resource Advisor

IAP

- Newspaper
- Radio
- PAO (Public Affairs Officer)
- TV
- Social Media

PIO-public/community



What Does This All Mean?

Helping all involved understand the reality of the situation will lead to communication success.

- Fire environment
- Response capability
- Community expectations
& stakeholder values and concerns

And how do we do it best?



Research Suggests the Following Common Characteristics of Effective Communication

- Engagement in interactive processes with all involved
- Understanding and taking local context into account
- Providing timely, accurate and useful information—especially during the actual event
- Credibility of individual delivering information is vital
- Relationships should continue to be leveraged over time—before, during and after the incident



How Do We Do It Best?

This is done by the Incident Management Team (IMT)'s...

- Ability to build trust
- Raise awareness of capabilities
- Reach agreement with stakeholders and the community



It's
all
about
relationships!

