

NEHRP ACEHR Meeting - FEMA Mid-America Activities

November 2010

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Events and Milestones

- NLE Public Information Work Group Meeting – Train PIO’s on EQ Mitigation – November 15th
- 199th Anniversary of 1st New Madrid earthquake – December 16th
- Media Roundtable – NEHRP brief on Chile EQ? – early January
- One year anniversary of Haiti EQ – January 12th
- Earthquake Awareness Month – many activities incl CUSEC activities in several states, NETAP training, QuakeSmart outreach, more – February
- Bicentennial Kick-Off event – CUSEC is the lead – February 11th
- One year anniversary of Chile EQ – February 27th
- Great Central U.S. Shake Out – CUSEC is lead – April 28th
- NLE 11 Exercise – May 16th – 19th



Background

- As part of the upcoming Bicentennial Commemoration of the NMSZ earthquake (1812-1813), Great Central U.S. Shakeout, and the upcoming National Level Exercise (NLE 2011 – NMSZ Scenario), the eight (8) New Madrid States (AL, AR, IL, IN, KY, MO, MS and TN) in partnership with the Regions, CUSEC, FEMA, and others are planning and hosting a series of activities leading up to the NLE 11 exercise.
- In support of the New Madrid States, the FEMA NEHRP Program is collaborating with various individuals and organizations to support earthquake education and awareness as well as seismic mitigation projects in the area.
- Following slides provide a summary of upcoming NEHRP outreach priorities for New Madrid area.



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Grassroots Campaign

- FEMA, Central U.S. Earthquake Consortium (CUSEC) and Institute of Business for Home Safety (IBHS) staff will go on a *1-week road trip to hit multiple States and brief multiple stakeholders* on earthquake preparedness, mitigation, and sustainability. The trip will commence on Feb. 7 starting in communities in Tennessee, then Arkansas, Kentucky, and then St. Louis, Missouri (epicenter of 1812 earthquake) by Feb. 11 where the kick off of the Bicentennial is going to happen.



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Publications & Videos Development

- FIMA Policy, Resources and Communications Branch and Applied Technology Council (ATC) are developing *videos and other marketing materials* to support local outreach on earthquake mitigation.



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QuakeSmart

- FEMA NEHRP, ATC, & PRC staffs are working with companies like *Home Depot and ServiceMaster* to solidify and enhance cooperative earthquake mitigation activities for their organizations, customers and employees.
- QuakeSmart is a private-sector partnership initiative working to increase earthquake mitigation thru training and working with business managers and employees to identify seismic risks, make a plan, and take mitigation actions at their facilities, their homes, and within their communities.



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Earthquake State Assistance & Consortia

- FEMA manages the Earthquake State Assistance (33) & Consortia (5) Programs.
- The New Madrid States received a total of \$426,000 in Earthquake State Assistance - each State awarded between \$48,000 to 60,000 annually and several States committed a portion to NMSZ activities.
- CUSEC is receiving approximately \$500,000 with a portion of the funds directly supporting the earthquake education and outreach for the NMSZ area such as development of State-specific educational materials, etc.
- This also includes funding activities related to development seismic mitigation plan and earthquake evaluation of State-owned buildings and critical facilities as part of the State Assistance work plans.



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Training & Briefings

- Under the National Earthquake Technical Assistance Program (NETAP), staff are deploying approximately 15 course offerings in the NMSZ area to train about 650 State and local hazard mitigation and emergency management people in the next 3-6 months.
- Courses to be deployed cover pre- and post-disaster evaluations, non-structural assessments and hospital retrofit (ATC 20 , FEMA 154, 74, and P-767).
- EMI, ATC and FEMA staff will be delivering webinar and independent study courses related to Introduction to Earthquake Mitigation and Seismic Retrofit *for Schools*.



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Current and FY 2010 New Madrid Training

■ Region 4

- Kentucky (broadcasted to all Region 4 States): FEMA 154, ATC 20, P-767 (*1 instructor + ATC materials*)

■ Region 5

- Illinois: FEMA 154, ATC 20+materials (*1 instructor + ATC materials*)

■ Region 6

- Texas: FEMA 74, FEMA 74 (*1 instructor*)
- Arkansas: FEMA P-767 (*1 instructor*)
- Oklahoma: FEMA 154, ATC 20 (*1 instructor + ATC materials*)



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Planned FY 2011 New Madrid Training

- **Region 4**
 - Various: FEMA 74 (*2-3 instructors*)
- **Region 7**
 - Missouri: FEMA P-767, FEMA 154, ATC 20 (*1 instructor + ATC materials*)



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FEMA NLE11 Work Groups

- **External Affairs Work Group:** NEHRP staff will coordinate with PRC to deliver EQ Mitigation Briefing to FEMA External Affairs and Public Information Officers (PIOs) at all levels in November 2010 and January 2011. This will *strengthen connection between science and public information* during execution of NLE11 (Javier - HQ)
- **Training Work Group:** For coordination purposes, staff is going to continuously share training schedule with the work group
- **Private Sector Work Group:** Staff monitoring activities for opportunities for QuakeSmart (None)
- **Recovery Work Group:** This work group will test the National Disaster Recovery Framework (NDRF) and inform future revisions of the National Response Framework (Longenecker – R IV)
- **Scenario Work Group:** Developing damage and loss estimates used by HQ and the States (Bausch – R VIII & Longenecker – R IV)



Enhanced Outreach Tools

- Beginning in FY 2011, outreach, awareness and training activities will be consolidated under new contracting vehicles
- **Contract:** New contract to provide strategic outreach support and product development services to the government including training development, product roll out support, and messaging
- **Cooperative Agreements:** In addition to the annual application for the NEHRP Earthquake State Assistance and Consortia Cooperative Agreements, another cooperative agreement will be established to directly support grassroots campaign, private sector partnership, program implementation and outreach.



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General Observations on the Role of EQ Mitigation after Disasters

- Scientific and geospatial analysis on social and structural vulnerabilities supports planning pre-response (impacts thru HAZUS, Shake Map).
- Mitigation supports evacuation decision making process with Local and State decision-makers.
- A source of risk communication information.
- Informs recovery decisions to ensure risks are understood, promotes resilient communities, sheltering away from risks, and guidance to re-build safer.



General Observations on the Role of EQ Mitigation after Disasters

- Building Departments will be overwhelmed and prior planning is critical
 - HMTAP Task Orders can provide critical help
 - ICC developing program to help local building departments after disasters
 - Many building departments have mutual aid agreements
- Understand “holes” in existing building codes for seismic risks
 - Opportunity exists after event to eliminate
 - Earthquakes are comparatively rare so knowledge may be limited
 - Opportunity after EQ to gather data & increase knowledge



Building Science

for Disaster-Resilient Communities



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Mitigation Works



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