

Emergency Response—the First 72 Hours

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Planning Considerations

- Emergency Team Organization
- Evacuation and Personal Safety
- Site Stabilization
- Communications
- Security
- Hazard Assessment
- Damage Surveys
- Tenant Relations
- Legal Ramifications

When Disaster Strikes

Health and Safety First

- Use pre-determined egress & rally points
- Account for all occupants (call-ins & head count)
- Secure the area soon after the Event
- Rescue operations to search for victims

Zero Hour + One

- Stabilize the site
- Contact technical resources
- Set up Command Post & assemble ER Team
- Document status reports & make assignments
- Set schedule for frequent meeting
- Mobilize Technical Team
- Contact FEMA

Command Post

Get Organized

- Compile org chart with contact info (cell, home and other)
- Schedule coordination meetings (frequently at first)
- Develop activity board with assignments
- Designate assignments by activity and location
- Develop communications procedures
- Designate media spokesperson
- Establish Tenant Relations Team
- Update status frequently

Communications

FEMA

FEMA Checklist for Business Recovery:

<http://www.fema.gov/ofm/bc.shtm>

Internal to the Team

- Cell phones, radios
- Regular Team Meetings

External to Tenants, Staff and Vendors.

- Information hotline
- Call center
- Frequent bulletins

External to the Media

- Single Point of Contact
- Involve general council

Security

Secure the Area

- Set up authorization procedures
- Ensure Health & Safety of the Security Team
- Ensure protection of personal & business property
- Escort tenants for belongings retrieval
- Provide security for valuables in building during clean-up activities

Tenant Relations

Single Point of Contact

- Keep them informed
- Be considerate; let them vent
- Restrict tenants entering site until safe and clear
- Make arrangements for retrieval of personal valuables and business continuity items (if practical)

Hazard Assessment

- **Environmental** issues: asbestos, chemicals, biohazards, airborne contaminants, etc.
- **Structural** Issues: damage to structure, windows, curtain walls, suspended objects and other falling hazards
- **Other Hazards:** fallen debris, electrical hazards, broken water lines

Key Considerations

- Must be organized, systematic, thorough and documented. Must include:
 - Identification
 - Containment
 - Mitigation
- Documentation should include:

- Who, what, when and where
- Mitigation (how and when)

Damage Assessment

Detailed Condition Assessment

- Use trained, licensed professionals
- Maintain detailed documentation
- Move the deciders/experts to the site
- *Document findings consistently (forms, calculations, drawings, photos, video)*
- Ensure compliance with local laws/standards
- Interface with regulatory agencies frequently
- Collect adequate amount of data quickly
- Do not shortcut data collection, and plan for more than anticipated
- Remedial designs/repairs can be done on-site

Mitigation Activities

Key Elements to Be Addressed

- Continuous security
- Accommodation of tenant needs
- Approvals by regulatory agencies
- Vendors & contractors
- Contractor coordination
- Sufficient data collection
- A plan of action for next steps
- Methods for cleanup and repair
- Coordination of cleanup and repair operations

Remediation & Repair

- Prioritize sites/facilities early
- Perform surveys on critical facilities first
- Begin planning concurrently with damage surveys
- Document, document, document

Lessons Learned

Emergency Response Requirements

- Organization is key to effective Emergency Response
- Define roles of the Consultant, Property Manager and Owner ASAP
- Security, tenant issues, and public relations must be constantly addressed by designated personnel
- Move all deciders to the scene including representatives of the owner, property manager, consultants and contractors
- Collect a lot of data early
 - Use proper technical specifications & contract documents; they serve as valuable documentation of the process
 - Use qualified contractors
 - Monitor recovery activities and document

- Prepare record documentation of all activities

Legal Ramifications

After the event, building Owners and Managers can be the target of legal action related to...

- Financial losses of the occupants
- Clean-up methods and schedule
- Fear of latent health-related issues

Minimize risk:

- Use standard methods, codes and procedures for repair, cleanup and remediation
- Involve legal advisors in all decisions related to reporting, tenant relations, and the media
- Expedite the business resumption process
- Be comprehensive and thorough in assessment and remediation activities
- Document, document, document everything

Media Interface

TV, Newspapers, Periodicals

- Television: the most hype, influence and innuendo
- Periodicals: the most accurate; often allow you to review

When Interviewed

- Don't talk down to interviewer, or talk too much
- Choose words carefully, and use layman's terms
- Be patient and polite—no frustration or emotion—and have a thick skin

Remember, they have the last word.

They are not accountable for what they say or print.

You can't win, but you can minimize damage.

Be Prepared

Before a Disaster Strikes

- Identify your ER Team
- Prepare a Plan
- Communicate to tenants
- When disaster strikes, Work the Plan