

Innovations in Emergency Response

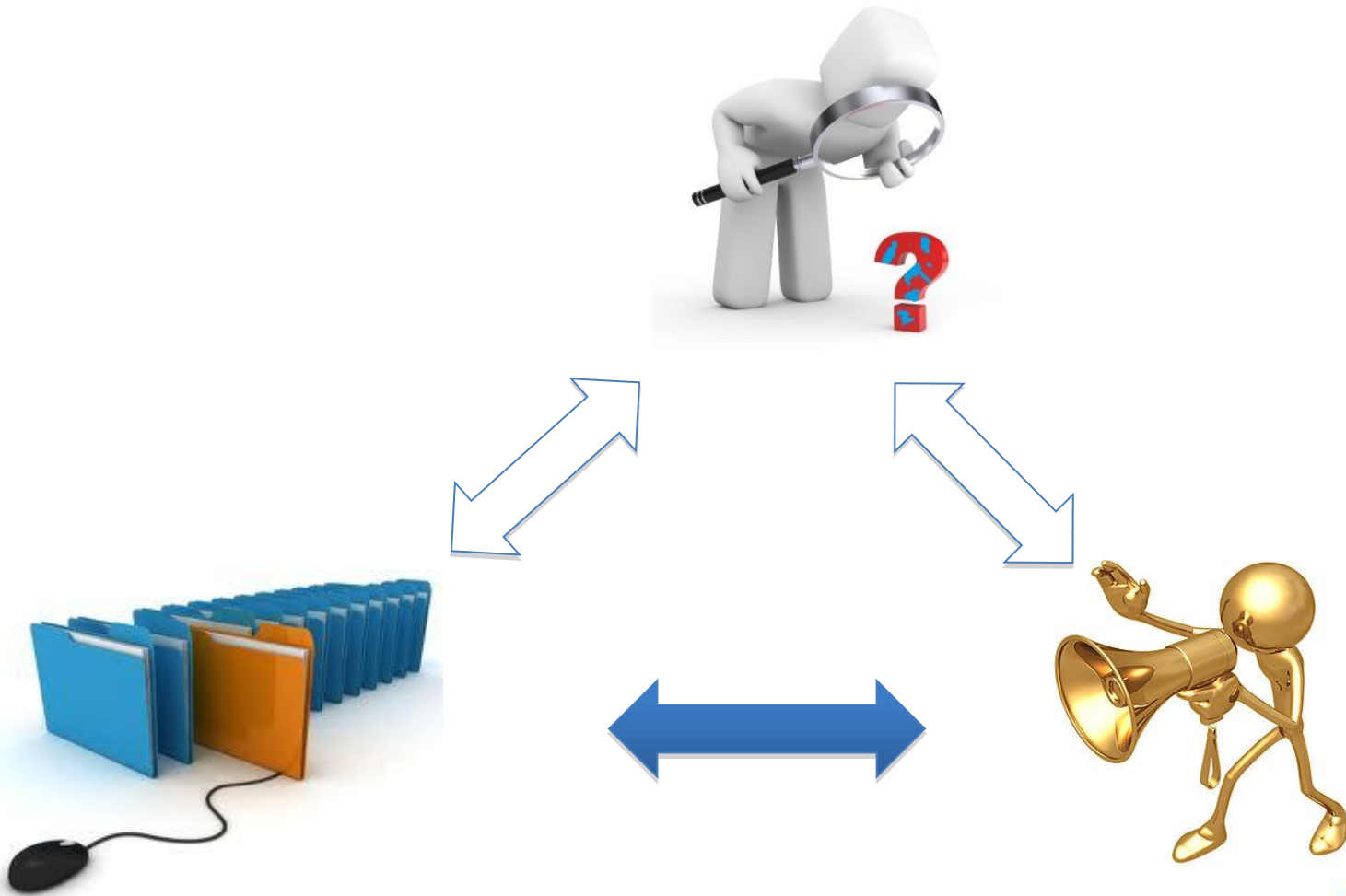
Ready at a Moment's Notice Conference 2012 October 11/12

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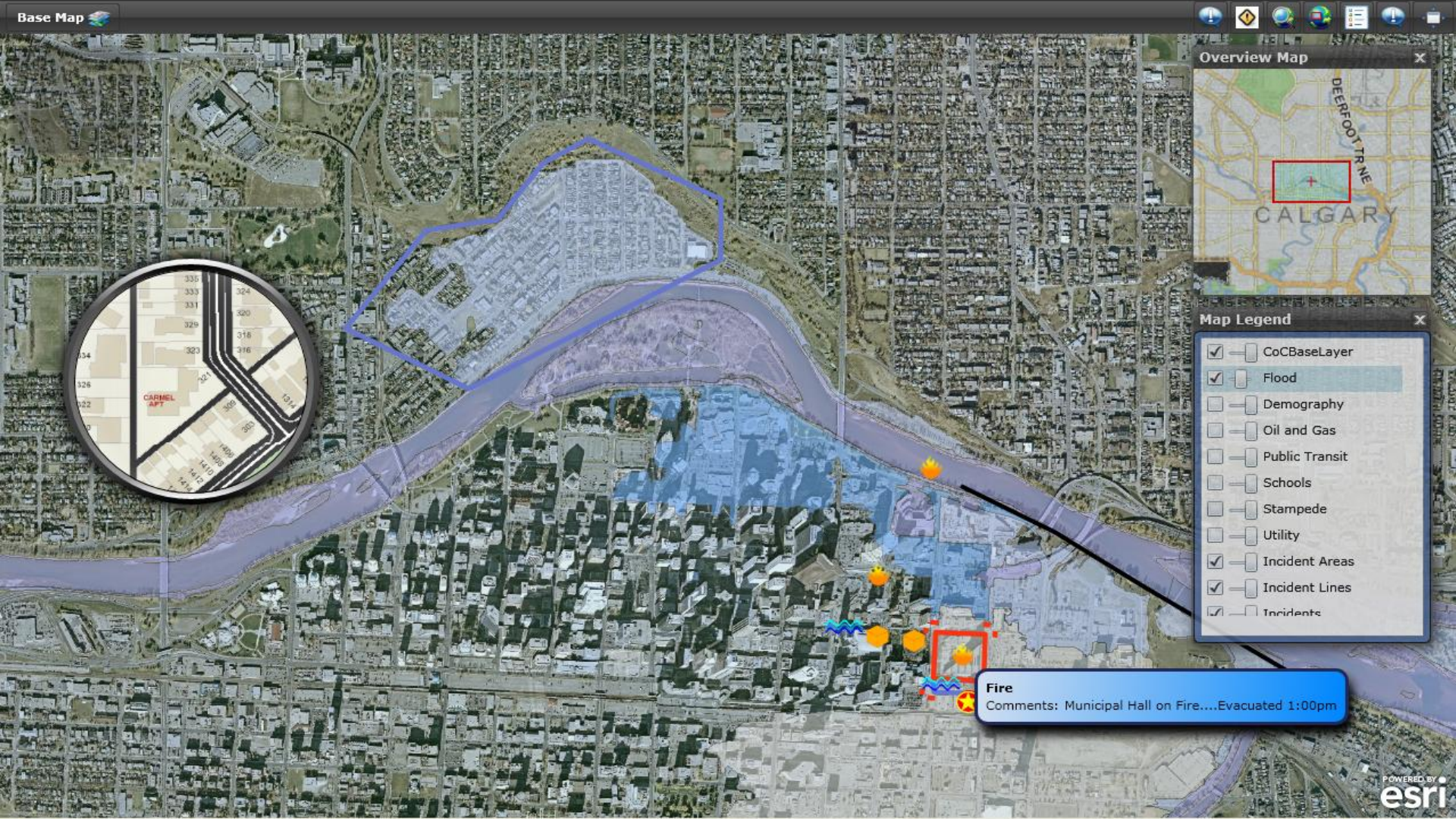
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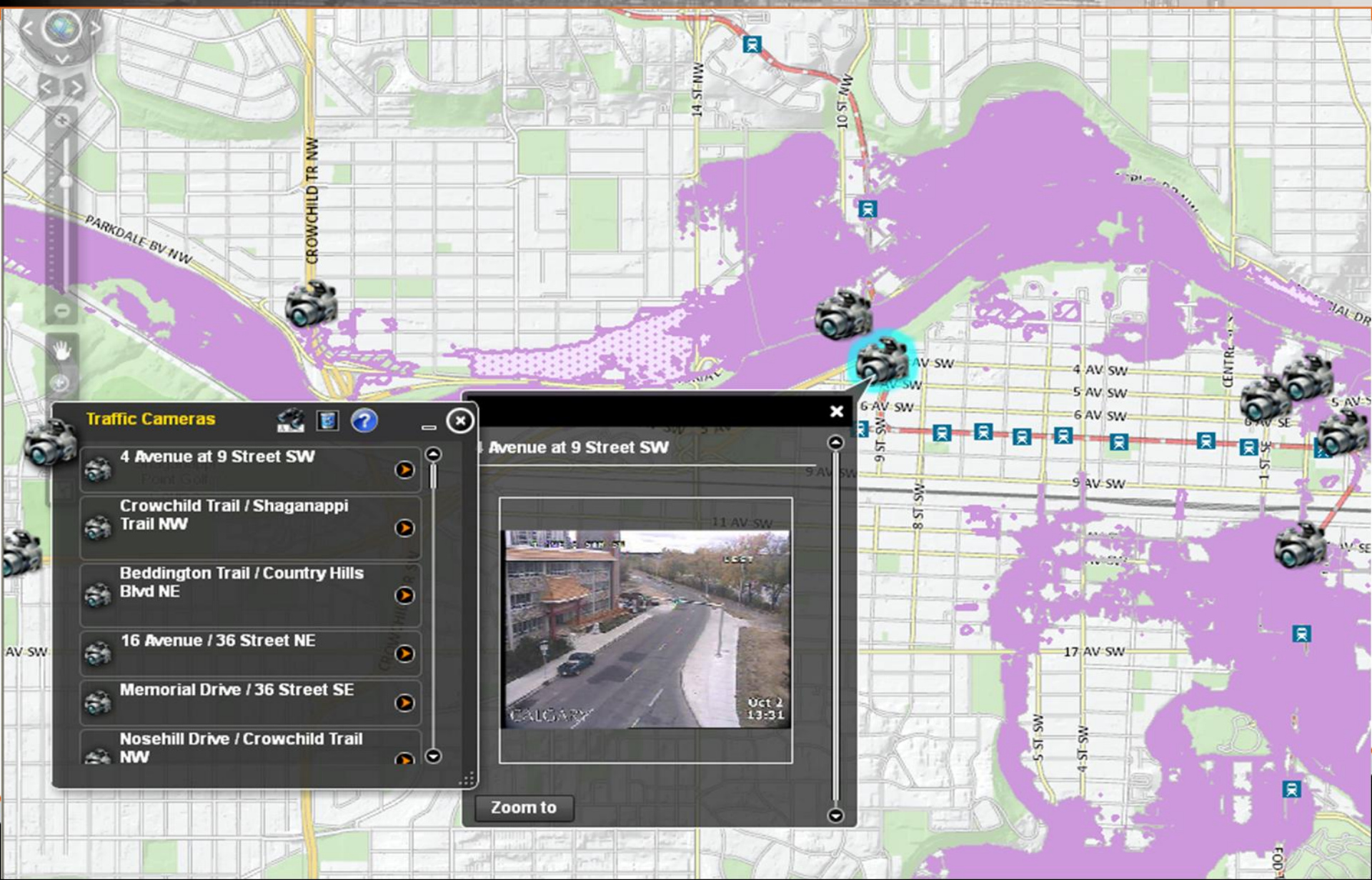
Calgary Emergency Management System (CEMS)



CEMA Common Operating Picture



Innovations in Emergency Response



Traffic Cameras

4 Avenue at 9 Street SW

Crowchild Trail / Shaganappi Trail NW

Beddington Trail / Country Hills Blvd NE

16 Avenue / 36 Street NE

Memorial Drive / 36 Street SE

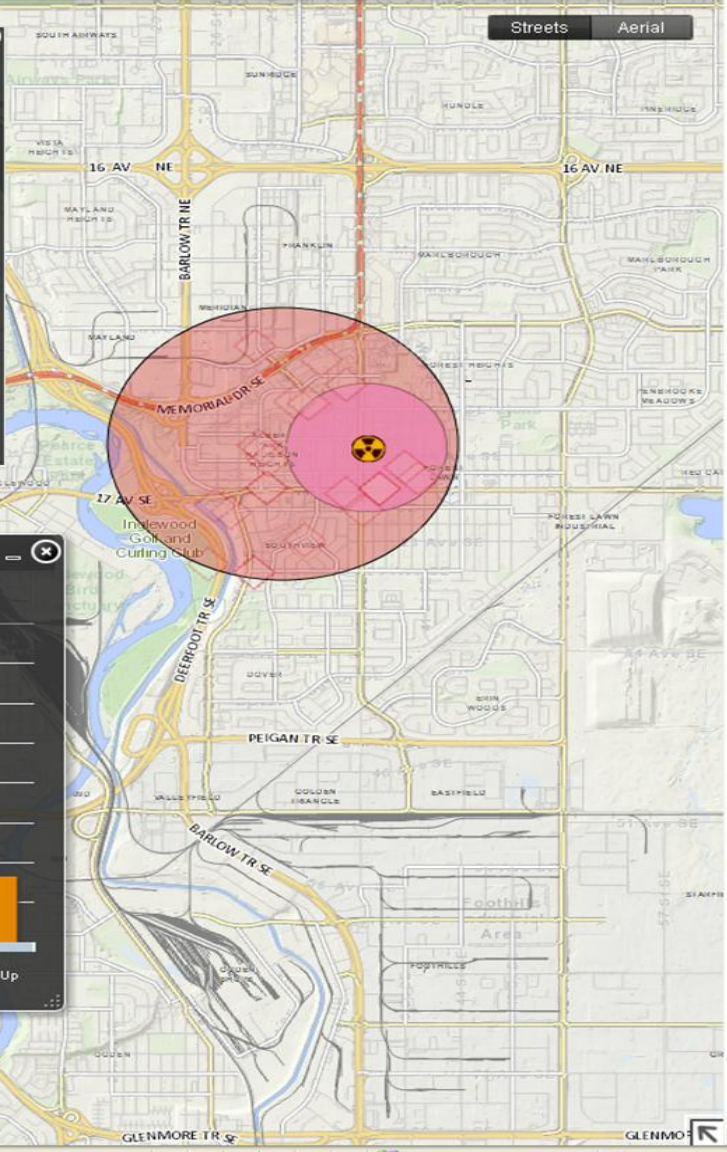
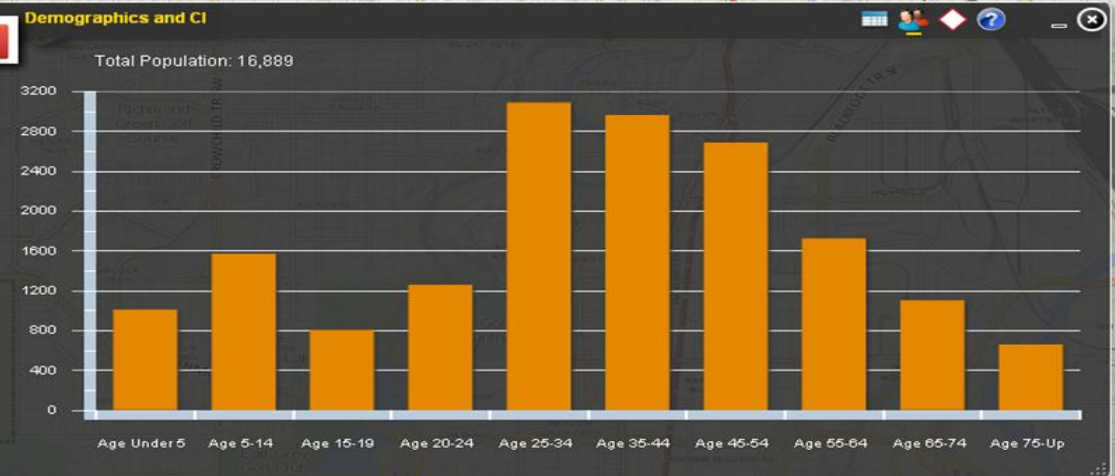
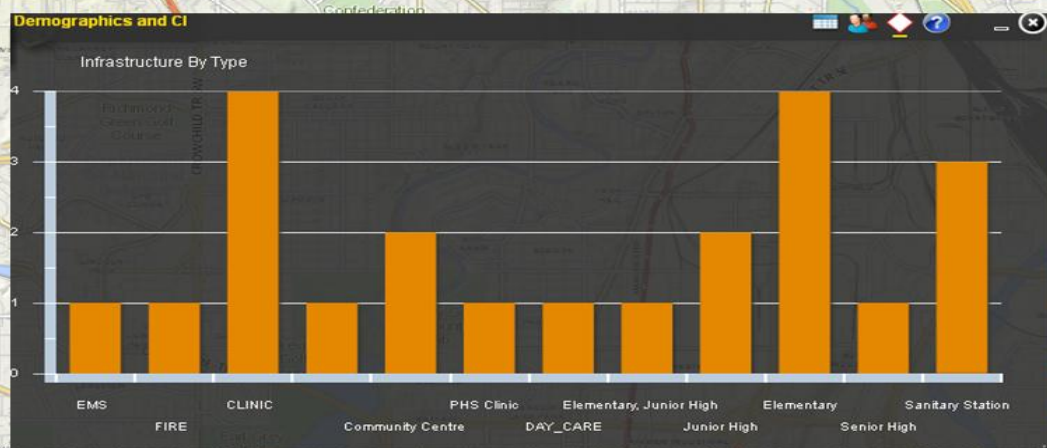
Nosehill Drive / Crowchild Trail NW

4 Avenue at 9 Street SW



Zoom to

Innovations in Emergency Response



Innovations in Emergency Response

Geospatial Emergency Management

Common Operating Picture

MASAS

Streets Aerial

5 km
3 mi

Twitter

now THIS is how a politician should use Twitter. Well done @nenshi <http://t.co/zXUel0wP>

Published: 2012-03-25T15:19:35Z
Author: unmarketing (Scott Stratten)

@banthedan I think it's to be used to cross the river

Published: 2012-03-24T23:56:32Z
Author: nenshi (Naheed Nenshi)

Flickr

green

Published: 2012-03-11 13:53:38
Author: Lisa, lover of monkeys

Up

Published: 2012-03-11 13:38:47
Author: Lisa, lover of monkeys

You Tube

Antonov AN225 Myria - YYC Departure 2012 March 13

Published: 2012-03-14T17:51:38.000Z

Simple Fun: JUGGLING! with Terry Rock

Published: 2012-03-14T20:06:13.000Z

Antonov 225 Take Off Calgary AB March 13, 2012

Done

Local intranet 100%

Innovations in Emergency Response

Sources: twitter, igloo, American Red Cross, Congressional Management Foundation, editorswebblog.org



f 500

There are currently over 500 Emergency Management Group Pages on Facebook

Benefits social media provides in emergency notification



INFOGRAPHIC: WWW.INFOBISSEND.COM



Twitter users on the ground sent out vital information about the Mumbai Terrorist Attacks, including emergency phone numbers and the location of hospitals that needed blood donations

The Australian Country Fire Authority used Twitter to send out information on the fires, how to donate money and blood, and where to seek emergency help

Red River was cresting at record flood levels in ND and MN. 2,600 people were getting updates delivered on the Federal Emergency Management Agency's (FEMA) Twitter

The Food and Drug Administration (FDA) recalled salmonella-tainted pistachios products. 3,000 people found out through the agency's Twitter feed

Social Media Use in Emergencies



FEMA's tweets informs followers of the locations of Red Cross shelters and how to care for pets during the crisis

Dramatic scenes the US Airways plane that crashed into the Hudson River were first seen on social networking site Twitter

When a gunman opened fire in the Soldier Readiness Center of Fort Hood, TX, Twitter was able to provide news and updates to the public and Soldiers around the world

Emergency Agencies on Twitter

1,244,357

CDC Emergency

254,056

American Red Cross

112,604

FDARECALLS

90,855

NIH

52,759

U. S. Army

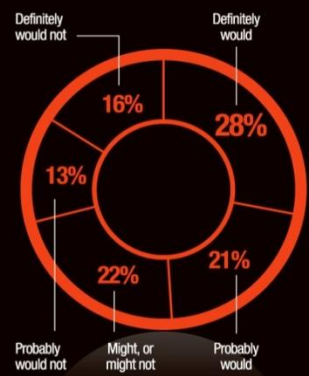
28,282

FEMA

In an area-wide emergency, how likely would you be to use social media channels to let your friends and family know you are safe?

69%

agree that emergency response agencies should regularly motor their websites and social media sites so they can respond promptly



Would you sign up for alerts for these emergencies?

If someone you knew needed urgent help in an area-wide emergency, would you try to request help in any of the following ways?



Social Media and Emergency Response



Emergency Management Groups on Facebook

- Information Systems for Crises Response and Management (ISCRAM)
- Arkansas Tech University Department of Emergency Administration and Management
- Emergency Awareness at the University of Maryland
- FSU Emergency Management
- Michigan Emergency Management
- Mississippi Emergency Management Agency
- Braintree Emergency Management Agency
- Utah Emergency Management
- NYC Emergency Management





- 63% believe emergency services should respond
- 35% believe they will respond

Next Steps in Emergency Management

- Cooperative Redundancies
- Community Cyber-Preparedness
- Social Media Validation

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