

Lessons learned...

...towards an Ideal Response

Eric J. Weiner
Water Quality Task Force @
Windsor Climate Action
eric@eweiner.org
windsorclimateaction.org



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Public Health Committee
Governor's PFAS Task Force

facebook.com/windsorclimateaction


Guiding Principle

The public, and all stakeholders, will have all the information **THEY** need in a timely manner.

Objectives of an incident response*

- Minimize Health Risk*
- Inform Without Panic*
- Listen*
- Consistent & Complete Info*
- Find & Serve the Most Vulnerable*
- Remediate*

Repeat until done



*From a citizen's point of view!

Minimize Health Risk

- You are the experts
- Health risks for whom? Many constituencies!
 - Drinking water
 - Contaminated streets
 - Agriculture/Irrigation
 - Swimming
 - Boating/Paddling
 - Fishing (for catch & release and/or consumption)
 - Pets
 - Well owners

Inform Without Panic

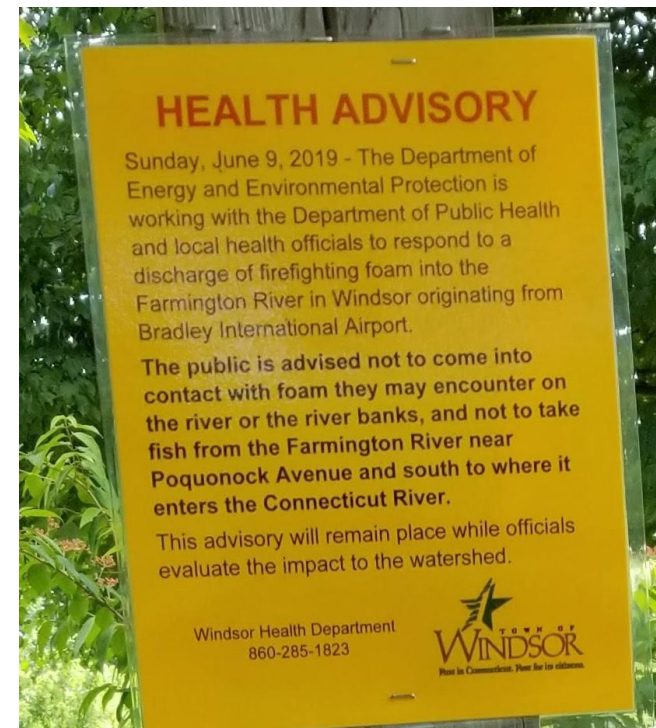
- Communication is multi-modal & needs repetition
 - Which social media channels? There are many.
 - Signage: Content? Languages? Size?
 - On-site personnel including on-the-water patrols
 - In-person/Door-to-door especially for well-owners
 - Broadcast & print media
 - USPS post cards
 - Reverse 911 calls What about mobile numbers?
 - Text message alerts
- **Need PIO to consolidate information**
- Automatic Public Forum: rapid response
 - Huge effort to put together (Kudos to Rep. Garibay!)
- Speak in concise terms the public will understand

Cast: So many players!

1. Signature Flight Support
2. Bradley Emergency Dispatch
3. Bradley Airport Fire Department
4. CT Department of Energy & Environmental Protection (DEEP)
5. Environmental Services, Inc. (ESI)
6. CT Airport Authority
7. Metropolitan District Commission (MDC)
8. Windsor Police
9. Windsor Fire
10. National Parks Service Wild & Scenic Rivers Program
11. CT Council on Environmental Quality (CEQ)
12. Farmington River Watershed Association (FRWA)
13. Windsor Climate Action (WCA)
14. Windsor Mayor, Town Manager & Council
15. Windsor Department of Health
16. State Reps. Garibay, Gibson & Zawitowski
17. Senator Blumenthal & staff
18. Congressman Larson & staff
19. CT Department of Public Health
20. Attorney General Tong
21. Governor's PFAS Task Force

Deployed Signage

- Too small: need large warning signs
 - 4'x8', sandwich boards, etc.
- Out of the way placement
- What languages needed? If bi-lingual, be complete



Release all information: standard incident web site

CalFire Example: <https://www.fire.ca.gov/incidents/2019/9/6/taboose-fire/#incident-overview>

The screenshot displays the California Department of Forestry & Fire Protection website. On the left, a map of California shows several active fire locations marked with red flames. A sidebar lists these active incidents:

- Taboose Fire**: 10% of 10500 acres contained as of 12:01pm
- Red Bank Fire**: 50% of 8838 acres contained as of 12:56pm
- Tenaja**: 90% of 1926 acres contained as of 7:23am
- Swedes Fire**: 40% of 400 acres contained as of 11:00am
- Henthorne Fire**: 10% of 380 acres contained as of 11:44am
- McMurray Fire**: 0% of 100 acres contained as of 5:54am
- Forbestown Fire**: 90% of 58 acres contained as of 7:36am
- Duzel Fire**: (no details visible)

The main content area shows a detailed view of the **Taboose Fire**. It includes a map of the fire's location, a progress indicator showing 10% containment, and a table of key information:

Active Active for 2 days	Contained Estimated 1,050 acres contained	Last Updated 09/09/19 12:01 PM
10,500 Acres	1 County Inyo	Date Started 09/06/19 12:43 PM
		Location Information south west of Big Pine and north west of Aberdeen
		Lat/Long [37.034, -118.345]
		Administrative Unit CAL FIRE San Bernardino Unit, Inyo National Forest and the Inyo Sheriff's Office
		Cause Under Investigation

Below this information, there is a **Status Updates** section with a paragraph: "Today, fire crews will continue suppression efforts by constructing fireline with a focus to completing line along the north. They will continue to patrol and mop up line along the south and east flank with continued support from retardant and water drops from air tankers and helicopters." A highlighted yellow box contains the text: "A Community Meeting is planned for today at 12:30 pm at the Big Pine Town Hall, 150 Dewey Street, to provide an update for residents about the fire."

The sidebar provides additional context for the Taboose Fire incident:

- Cooperators & Personnel**: CAL FIRE often partners with other agencies during extended emergency incidents. It lists **2 Agencies** (Partner Federal, State and Local Agencies) and **367 Personnels** (Total Fire Personnel Assigned).
- Contact Information**: **Taboose Fire Information** with Phone: 760-282-4198.
- Agency Information**: **Inyo National Forest** (<https://inciweb.nwcg.gov/incident/6570/>) and **Inyo County Sheriff's Office** (760-878-0395, <https://twitter.com/InyoSheriff>).
- News Releases**: **9 9 19 Community Meeting Big Pine Taboose Fire** (241kb PDF) and **Taboosefire Incidentupdate 090919 AM** (302kb PDF).

Who is the most vulnerable?

- In Windsor's case, some people fish for food, not just sport
- Will they have access to the latest online data? Maybe not.
- For each incident, reassess the population that needs to be served
- Tailor communication to meet those needs
- Task for local health departments? They should know their community.

Summary

- Inform promptly in a consolidated manner
- If in doubt, get it out
- Make it distinctive & noticeable
- Serve the vulnerable
- Active listening to gather additional information & understand concerns
- Repeat till done
- After action review with all constituencies

Questions/Discussion

Eric Weiner
eric@eweiner.org
860-272-6240



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