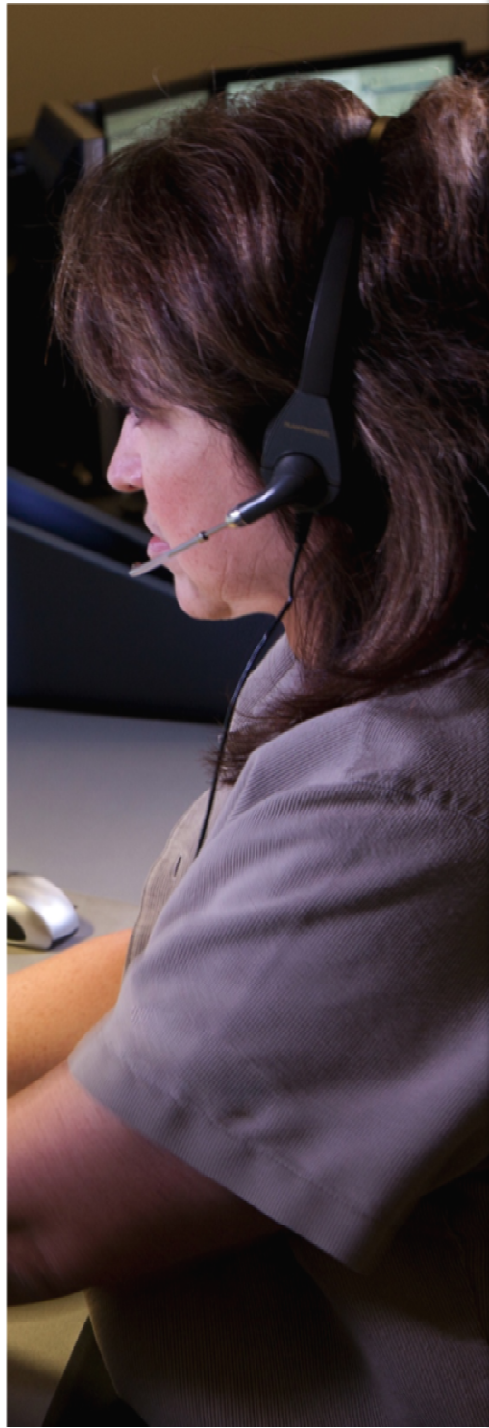


# Experienced Changes in Public Safety Procedures

PSCE Conference  
Helsinki, Finland





## Multiple Platforms

- Twitter
- Facebook
- Google +
- Blog
- YouTube
- LinkedIn
- UStream
- Paper.il



## - Monitoring

- Wildfire
- Social Mention
- Google Reader
- Seesmic
- Yahoo Pipes

## Updating

- Wildfire
- Social Mention
- Google Reader

## Forum on Social Media & Emergency Response



# iCERT

Industry Council for Emergency  
Response Technologies

- Citizens gather news from new sources
- Exchange among each other
- Crowd Sourcing

## Data Service Reliability

Major disasters have shown data services last working communication



# Montgomery County, Maryland



# FEMA

Sharing Information  
Enhancing Preparedness  
Strengthening Homeland Security

Lessons Learned  
Information Sharing  
[LLIS.gov](http://LLIS.gov)

### PRACTICE NOTE

#### Emergency Public Information: Montgomery County, Maryland, Fire and Rescue's Use of Social Media to Engage the Community After Consecutive Snowstorms

##### PRACTICE

The Montgomery County, Maryland, Fire and Rescue Service (MCFRS) used Facebook, Twitter, and a blog to request that the community uncover fire hydrants buried in snow after consecutive February 2010 winter storms. MCFRS personnel used social media to share information with, and provide guidance to, the community. This effort resulted in the effective participation of the community in recovery operations after the snowstorms.

##### DESCRIPTION

From February 5–6, 2010, a severe winter storm impacted the Mid-Atlantic region, bringing 20 to 35 inches of snow to the area. A second winter storm affected the same region from February 9–10, bringing an additional 10 to 20 inches of snow. The heavy snowfall crippled the region, resulting in widespread power outages and collapsed roofs, and forced the closure of businesses, schools, roads, and transportation services.

Prior to the first storm, MCFRS personnel became concerned that the amount of snow forecasted would bury fire hydrants and thus impede their responses to fires. On February 4, personnel began using the department's social media accounts and blog to request that community members clear fire hydrants of snow. Personnel included safety tips with these requests. On February 8, personnel posted a photograph of a properly cleared hydrant on the MCFRS blog for reference by community members.



Photograph showing a properly uncovered fire hydrant (Source: MCFRS)

## Communication Exchange

# Montgomery County , Maryland – Regular User

**jbhaber** Jan 20, 9:12am via Twitter for iPhone @mcfrs CauMon:  
Glen Mill Rd In Potomac Is under water from a water main break.

**jbhaber** Jan 20, 9:27am via iOS @mcfrs  
Here's video of Glen Mill Water Main Break --  
-[flixlab.com/p/0b8eyt79dz3r...](http://flixlab.com/p/0b8eyt79dz3r...)

Montgomery County Fire & Rescue Life Safety Education: A quick tutorial on how to find your nei - Windows Internet Explorer

File Edit View Favorites Tools Help

http://mcfrs.blogspot.com/2010/02/quick-tutorial-on-how-to-find-you.html

http://xa.yimg.c... Home - First Res... Lessons Learned ... Lessons Learned ... Montgomery ...

### A quick tutorial on how to find your neighborhood fire hydrant on line

Thanks to all of you out there who have been helping us by clearing the snow out from around your local fire hydrant. Actually, I guess I should say dig your fire hydrant out from under the snow!

On a previous post, I made you aware of an on-line tool that might help you find your fire hydrant: [Go Here to access](#)

Many of you, including me, have found the process rather challenging. To help with that, I have produced a quick tutorial on how to find you neighborhood fire hydrant on line. I hope this helps and PLEASE continue to try and dig the hydrants out! For more on that: [Clearing Fire Hydrants](#)

To find the on-line tool in question just click here: [Montgomery County map viewer](#)

mcfrs  
A quick tutorial on how to find you neighborhood fire hydrant on line.

Play Share

If you are reporting an emergency call 9-1-1

Fire Chief Richard Bowers

Subscribe To The MCFRS Blog

Posts: [dropdown]  
Comments: [dropdown]

Share it

Share this on Facebook  
Tweet this  
View stats

Add this: Sharinn Gadnet

Done

start Desktop Manager Snow Hurrican... Calendar - Micr... DHS Virtual Soc... Pandora Radio ... 11:24 AM Friday 3/23/2012

Montgomery C... ICERT\_Social... NPPA Conf.ppt... My Pictures



## Large Number of Evacuated Citizens

### ORfireinfo

Virtually supporting Oregon Wild Fire Teams



#### @ORFIREINFO

- YVW :) MT @pioresearcher: @LaSTdenis, @palen & I just completed Shadow Lake Fire #VOST case study <http://t.co/BOiAqLTA> Thx 2 participants! Follow us for the latest! 3 weeks ago
- RT @\_jsphillips: Academic Paper from @epiccolorado on our Shadow Lake ORfire #VOST instance <http://t.co/XzTLlwBt> #SMEEM #crisisdata Follow us for the latest! 3 weeks ago
- RT @eneitzel @RamblingChief: [www.oregonfire.com](#)

#### Shadow Lake Fire Update, 09/18/2011 #ORfire

Posted on September 18, 2011 | [Leave a comment](#)

Date: September 18, 2011 McKenzie River Ranger District (541) 822-3381

Shadow Lake Fire Idles as Rehabilitation Continues

Sisters, Oregon – On Sunday, the Shadow Lake Fire is expected to continue to smolder and produce minimal smoke. Cool weather is predicted with a chance of drizzle. Fire behavior potential may increase this week as it gets warmer and fuels dry after this cooler, damp period ends.

Sunday's objectives in the operational plan call for continuation of hazard tree removal, chipping of fire debris and spot fire patrol along the north, west and

#### SHADOW LAKE FIRE RELATED EVENTS, MEETINGS

SHADOW LAKE FIRE PUBLIC MEETING Tuesday, 7PM at McKenzie High School Gym at 51187 Blue River Dr, Finn Rock, OR 97488

#### NEWS FROM THE INCIDENT MANAGEMENT TEAM


- An error has occurred; the feed is probably down. Try again later.

# Social Media Managed by Outside Agency




Shadow Lake Fire Information  
Sisters, OR  
Information Line (541) 595 - 6359


<http://www.inciweb.org/incident/2550>  
Get fire info on Twitter at ORFireInfo  
Orfireinfo.net  
Email: shadowf1111@gmail.com




InciWeb



Black Butte Ranch Webcam



Twitter ORFireInfo



Northwest Coordination Center

-  **ORfireInfo** @ORfireInfo 10 Sep  
Shadow Lake #ORFire Infrared Map [inciweb.org/incident/map/2...](http://inciweb.org/incident/map/2...)
-  **ORfireInfo** @ORfireInfo 10 Sep  
New public phone number for Shadow Lake #ORFire is 541-822-8459
-  **ORfireInfo** @ORfireInfo 10 Sep  
@mahjerle thanks for the RTs. much appreciated  
← In reply to Cari G
-  **ORfireInfo** @ORfireInfo 10 Sep  
Shadow Lake #ORFire Update: Big Push to Complete Cache Mountain Burn Out [inciweb.org/incident/artic...](http://inciweb.org/incident/artic...)
-  **ORfireInfo** @ORfireInfo 10 Sep  
Shadow Lake #ORFire inversion this AM keeping it smokey in Bend, Sisters & along Hwys 20 & 126. Please drive carefully  
[blackbutteranch.com/about-us/webca...](http://blackbutteranch.com/about-us/webca...)
-  **ORfireInfo** @ORfireInfo 10 Sep  
Shadow Lake #ORfire Map 09/10/2011 [wp.me/p1OX9U-4I](http://wp.me/p1OX9U-4I)  
View media
-  **ORfireInfo** @ORfireInfo 10 Sep  
#ORFire: NWCC Large Fire Information Summary  
[nwccweb.us/information/fi...](http://nwccweb.us/information/fi...) #WAFire #ORFire
-  **ORfireInfo** @ORfireInfo 10 Sep  
#ORFire: NWCC Large Fire Locations Map  
[nwccweb.us/information/fi...](http://nwccweb.us/information/fi...) #WAFire #ORFire

# Automatic Posts to Social Media on Current Incidents

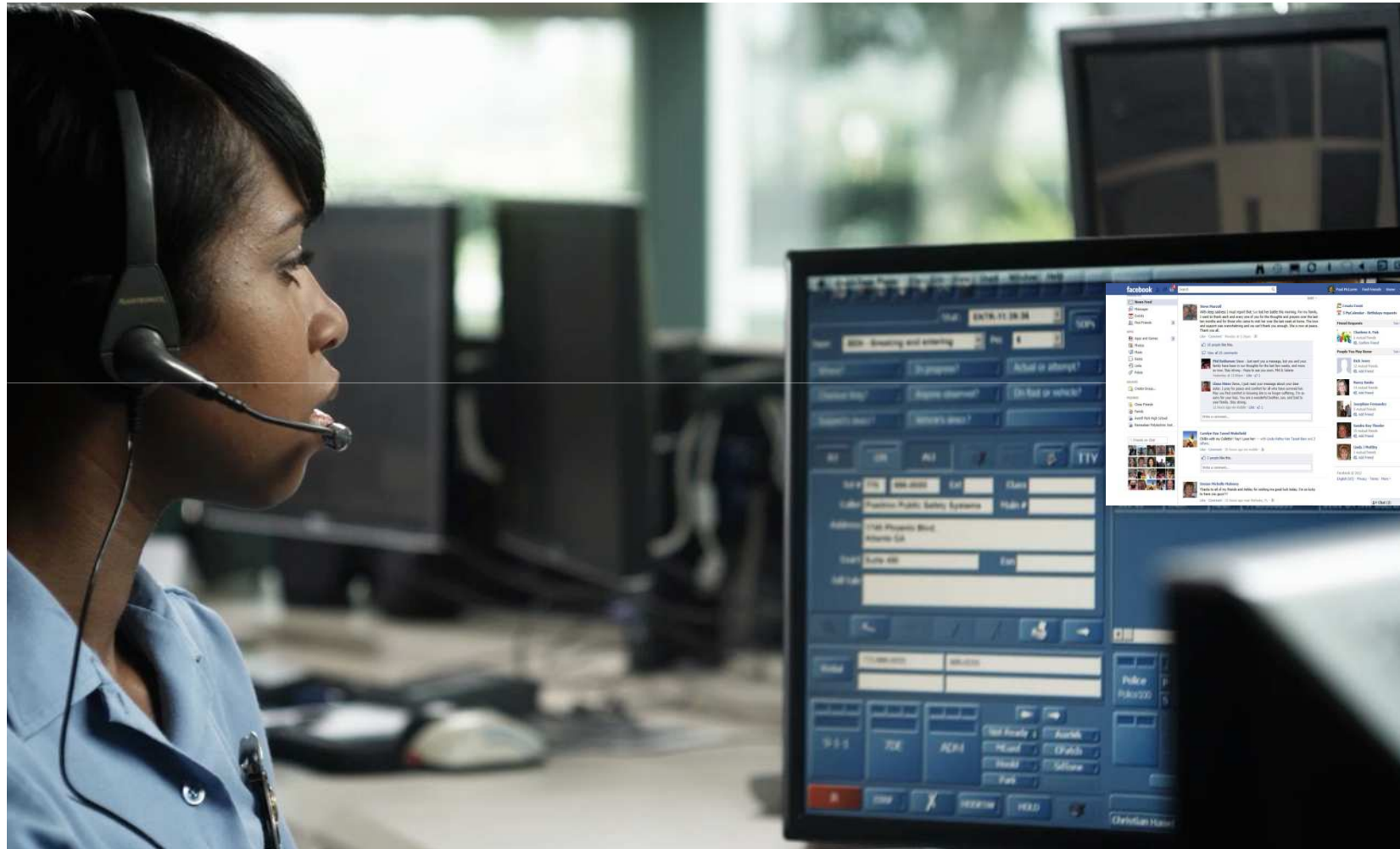


## Indiana Outage

Massive outage for 10 hours with no phone service



# Media



# Reporting and Metrics – Security, Filtering

**Call Counts - By Trunk Group (Carrier)**

Frequency: Monthly Date: NOV2009 State: CO PSAP Name: ALL

Submit Report

Home Page Reports Page Save As Home Page Email Intrado Metrics

Export to Excel Printer Friendly Hide Hourly Breakout

**\*\*EVENT TOTALS ARE NUMBER OF EVENTS EACH PSAP PARTICIPATED IN NOT TOTAL UNIQUE EVENTS**

PSAP	Trunk Group	*Total Events	Hourly Break Out																						
			12A	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12P	1P	2P	3P	4P	5P	6P	7P	8P	9P	10P
CO - FTC1PSAP	FTC-0	36	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-1	36	0	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-10	35	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-11	34	0	0	0	0	0	0	0	0	0	0	0	33	0	0	1	0	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-12	35	0	0	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-17	34	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	33	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-18	35	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	34	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-19	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	36	0	0	0	0	0	0
CO - FTC1PSAP	FTC-2	35	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CO - FTC1PSAP	FTC-20	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	36	0	0	0	0	0	0
CO - FTC1PSAP	FTC-21	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0	0
CO - FTC1PSAP	FTC-22	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0
CO -	FTC-23	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0

**PSAP Provisioned Data**

State: CO PSAP Name: Longmont Colorado Lab LNMTCCPS

PSAP Contact Info

Primary Routing - COs where this PSAP is the primary destination and the associated selective transfer points

ESM	Telnet/OCN	EO CLASS	ESCD
00003	Intrado - 5000	TOWISCAMATST	1234
00003	Intrado - 5000	TOWISCAMATST	1234
00003	Intrado - 5000	TOWISCAMATST	1234

Abandoned Routing - End offices that use this PSAP as the default for calls when ARI is not available

Label	PSAP	Type	Telephone
locCallMatterson	Intrado	PSSTN	(720) 480-1799

Selected Transfer - 744 for 744

ESM	ESMID	Star Code	Destination	Type	Telephone
00003	TR	11	FastBusy	Audio	-
00003	TR	12	FastBusy	Audio	-
00003	TR	13	FastBusy	Audio	-
00003	TR	14	FastBusy	Audio	-
00003	TR	15	FastBusy	Audio	-
00003	TR	16	FastBusy	Audio	-
00008	TR	11	FastBusy	Audio	-
00008	TR	12	FastBusy	Audio	-

**Call Counts - By Call Model Used and Destination Choice**

Frequency: Daily Date: 01/01/2010 State: CO PSAP Name: ALL

Submit Report

Home Page Reports Page Save As Home Page Email Intrado Metrics

Export to Excel Printer Friendly Hide Hourly Breakout

**\*\*EVENT TOTALS ARE NUMBER OF EVENTS EACH PSAP PARTICIPATED IN NOT TOTAL UNIQUE EVENTS**

PSAP	Call Model	Destination Choice	*Total Events	Hourly Break Out																							
				12A	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12P	1P	2P	3P	4P	5P	6P	7P	8P	9P	10P	11P
CO - FTC1PSAP	Trunk Only Routing	primary	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
CO - FTC1PSAP	Trunk Only Routing	alternate	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
CO - FTC1PSAP	Trunk Only Routing	primary	20	2	2	2	0	0	0	2	2	0	0	2	0	0	0	0	0	0	0	0	2	2	0	0	
CO - FTC1PSAP	Trunk Only Routing	primary	8	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	0	0	0	0	0	0	0		
CO - FTC1PSAP	Trunk Only Routing	alternate	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	
CO - FTC1PSAP	Trunk Only Routing	alternate	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
GRAND TOTAL			52	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	4	2	2	

# Questions

