



Public Information Process During Major Incidents

How CAL FIRE Manages Public Information

Major Wildfires

How do you communicate with the public on an incident of this scale?



Overview of CAL FIRE

Incident Management Teams

- CAL FIRE has 6 Incident Management Teams
- Fully qualified ICS Type-1 teams with 53 members
- Able to manage ALL types of disasters
- Four teams deployed simultaneously last fall
- Includes a Lead PIO who works for Incident Commander



CAL FIRE's Public Information Office

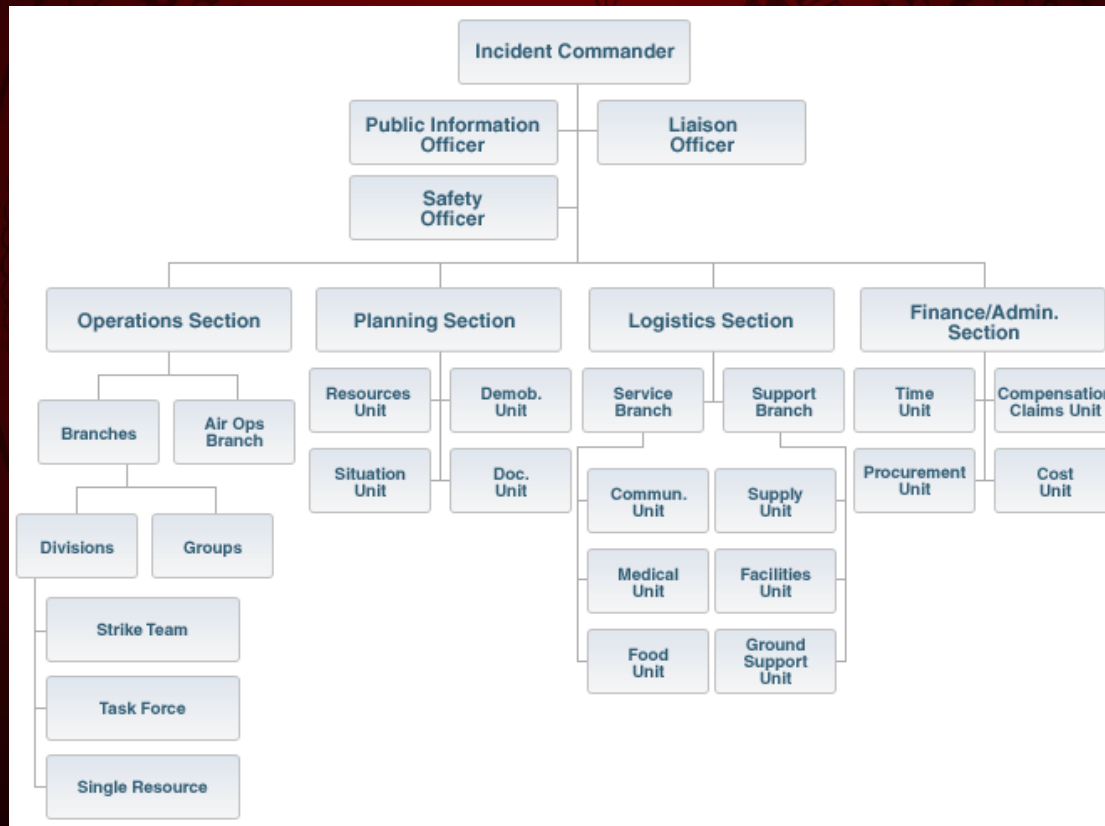
Public Information Officers

- Unit PIO's
- Region PIO's
- State (Sacramento) PIO's
- Incident Management Team PIO's



Major Wildfires

Incident Command System



Major Incident Public Information Process

Three golden PIO rules on large wildfires:

- 1. Always keep the public informed of latest confirmed facts**
- 2. Stay in your lane**
- 3. Get approval from the Incident Commander(s) before disseminating information**



Major Incident Public Information Process

This is accomplished through:

- **Social Media**
- **Online**
 - Website
 - Email
- **In Person**
 - Evacuation Centers
 - Display Areas
 - Community Meetings
- **Traditional Media**
 - Press Conferences
 - Interviews & Escorts



Major Incident Public Information Process

It all starts with gathering the FACTS



Emergency Command Center



Incident Commanders



Law Enforcement



Initial Attack Crews

Initial Attack

INCIDENT BRIEFING (ICS 201)		
1. Incident Name: 08/17/2014 Midvale	2. Incident Number:	3. Date/Time Initiated: Title: 18042014 Title: 07:52:42
4. Map/Sketch (Include sketch, showing the initial area of operations, the incident site/area, impacted and threatened areas, overnight results, transactions, impacted shorelines, or other graphics depicting situational status and resource assignment)		
5. Situation Summary and Health and Safety Briefing (for briefings or transfer of command): Recognize potential Incident Health and Safety (IH&S) and develop necessary measures: remove hazard; provide personal/protective equipment; warn people of the hazard; to protect responders from these hazards: Flooding in Starford area, power out near Paradise. Sending two operators with command vehicle, another two to shelter at Ilendian. EIOC will maintain contact with SIOV via KBR. Do not cross flooded roads. Be alert for downed power lines. Stay warm.		
6. Prepared by:	Name:	Position/Title: Date/Time: 08/20/14 13:52:42
7. Current and Planned Objectives: Maintain load circuits to SIOC, shelter and EOV. Replace high activity positions each two hours. Maintain backup operators.		
8. Current and Planned Actions, Strategies, and Tactics:		
Title:		
Activities:		
Command vehicle on site (en route to central dispatch) spaced		
Central operated between central and Meridian		
Establish control via KBR to SIOV		
Relieve operator at central		
Relieve operator at command vehicle		
Planned closure of Ilendian shelter		

Updated at 6 am and 6 pm

Extended Attack



Major Incident Public Information Process

Where to start?

- Plan
- Organize
- Staff
- Direct
- Control
- *Motive*
- **Take Care of**
- ***Rotate***



Major Incident Public Information Process



Major Incident Public Information Process

Functional PIO Assignments

- Incident Update & Fact Sheet Creation Manager
- Digital Dissemination Manager
- Social Media Manager
- Call Center Manager
- Law Enforcement Liaison PIO
- Emergency Operations Center PIO



Major Incident Public Information Process

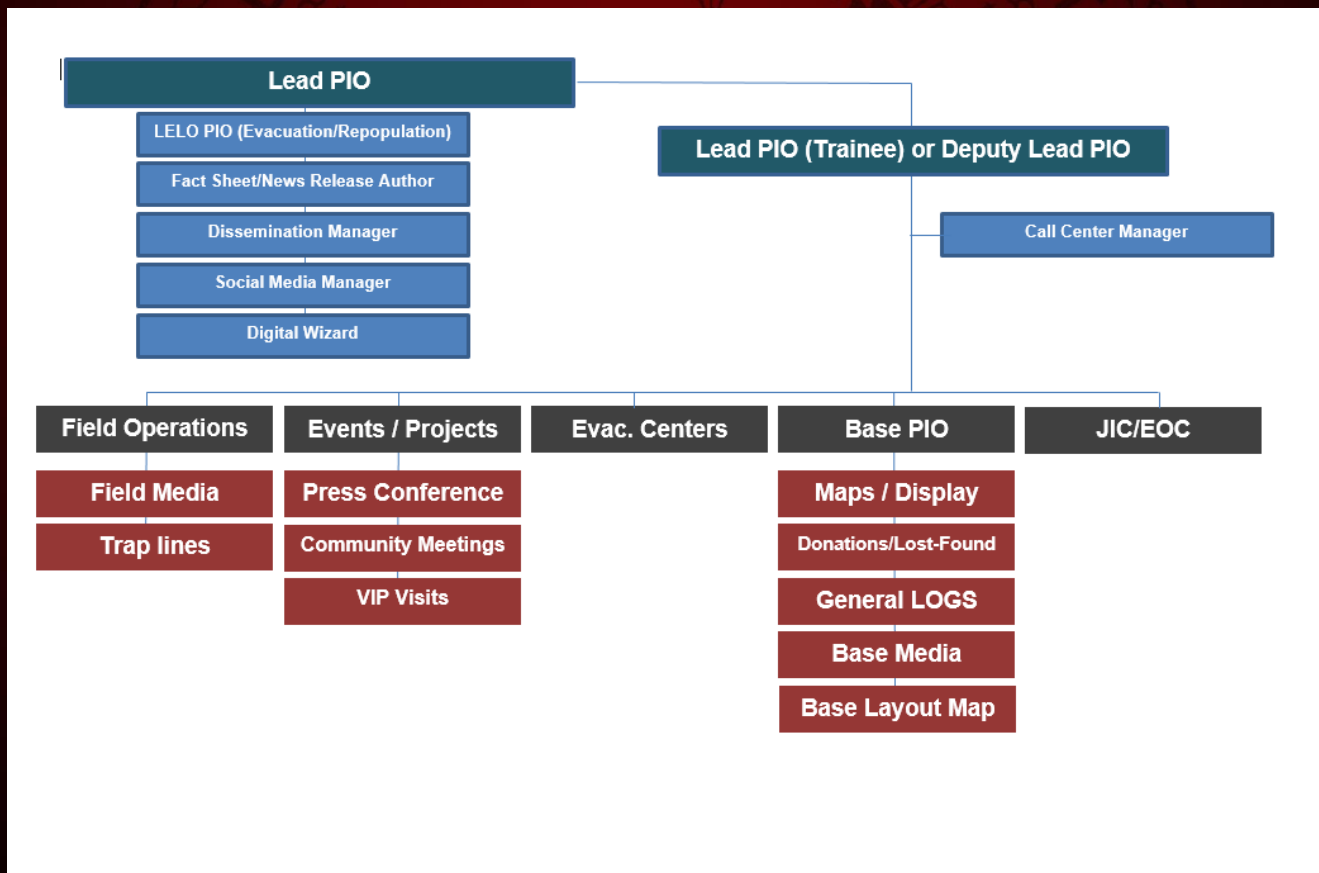
Functional PIO Assignments

- Field Operations (Media)
- Events (Press Conference, Community Meetings, VIP's)
- Evacuation Center PIO's
- Base Camp PIO's (Maps, logistics, planning, media)
- Trap lines
- Video Updates



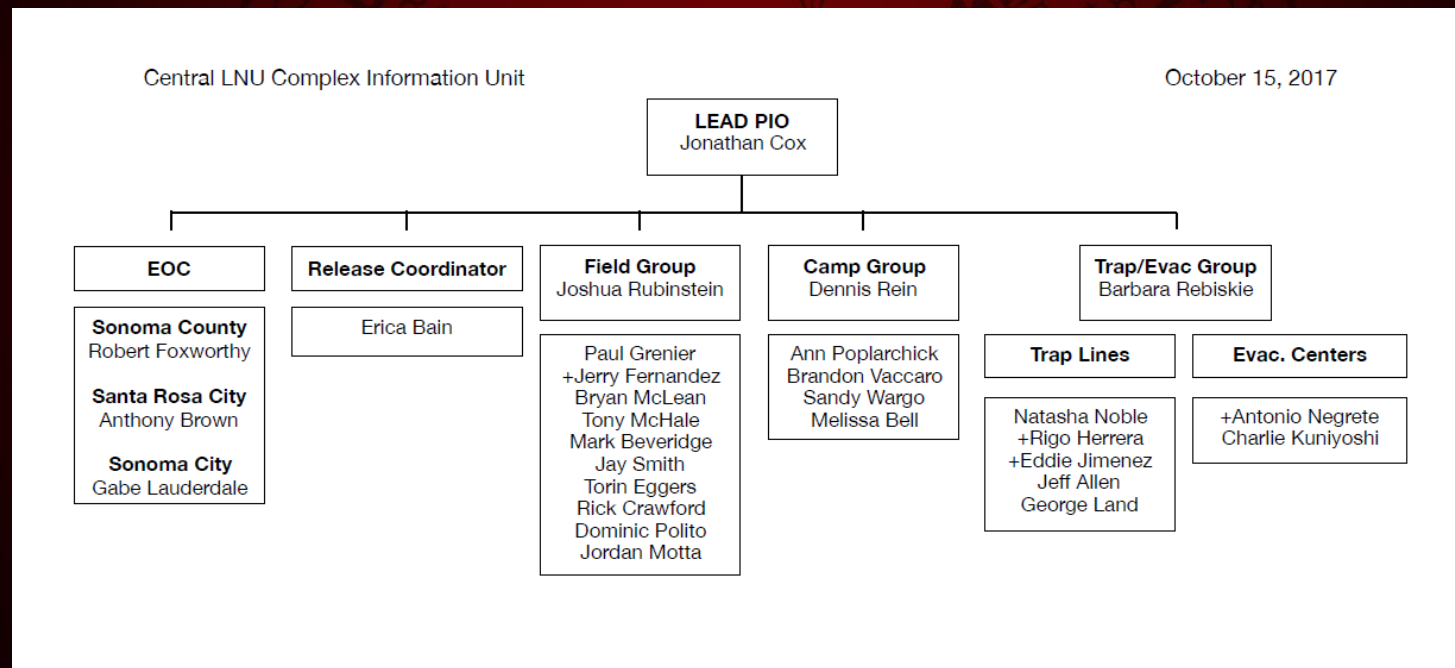
Major Incident Public Information Process

Incident PIO Organization



Major Incident Public Information Process

Incident PIO Organization



Major Incident Public Information Process



Examples Information – Incident Updates



City of
Santa Rosa
Fire Department

CENTRAL LNU COMPLEX INCIDENT UPDATE

Date: 10/19/2017 Time: 7:00 PM



@CAL_FIRE
@SonomaSheriff
@SantaRosaFire



CALFIRE
Sonoma.Sheriff
SantaRosaFD

Incident Information Line: (707) 967-4207
Media Line: (707) 800-9634
Incident Website: www.fire.ca.gov
Live Evacuation Map:
<https://tinyurl.com/centralnuevac>

INCIDENT FACTS

Incident Start Date: 10/08/2017		Incident Start Time: 9:45 PM	
Incident Type: Wildfire		Cause: Under Investigation	
Incident Locations: Various locations throughout Sonoma and Napa Counties			
Total Acreage: 107,407		Total Containment: 83%	
Tubbs Fire: 36,432		Tubbs Fire: 92%	
Pocket Fire: 16,552		Pocket Fire: 80%	
Sonoma Nuns Fire: 34,398		Total Sonoma & Nuns Fires: 84%	
Napa Nuns Fire: 20,025			
Firefighter Injuries: 0	Civilian Fatalities: 23	Expected Full Containment: 10/24/2017	
Structures Threatened: 155	Structures Destroyed: 6,492	Structures Damaged: 381	

SITUATION

Current Situation:	This afternoon's weather system brought cloud cover and cooler temperatures over the fire perimeter which helped firefighters hold and improve containment lines. The cold front this evening will bring rainfall at higher elevations and greatly increase relative humidity, reducing fire activity allowing firefighters to perform mop up and suppression repair activities throughout the night.
Evacuations:	<p>Mandatory Evacuations:</p> <ul style="list-style-type: none"> Western Mine Rd. and Ida Clayton Rd. All of Geysers Rd. from Hwy. 128 to River Rd. Hwy. 12 (Napa St.) east to Lovall Valley Rd. Community of Glen Ellen (includes everything north of Madrone Rd. to Hwy. 12 & Dunbar Rd. & everything south/west of Hwy. 12 to Jack London State Park & Henno Rd). All streets on the north side of Hwy. 12 Bennett Valley (includes everything east of the Santa Rosa city limits to Warner Springs Rd. and everything north of Sonoma Mtn. Rd. to Annadel State Park) <p><u>All areas in the cities and county of Sonoma that are still in the burn area</u></p> <p>Evacuation Advisories: Tubbs Rd. to Lake/ Napa County Line</p>
Evacuation Centers:	Please check http://sonomacounty.ca.gov/Public-Safety/ for list of current evacuation centers.



Example Information – News Releases

CAL FIRE NEWS RELEASE

California Department of Forestry and Fire Protection



CONTACT: 707-702-3473

RELEASE DATE: October 11, 2017

EVACUATION ORDERS

Mandatory evacuation order for the following:

- o Community of Calistoga
- o Western Mine Road and Ida Clayton Road
- o "Sonoma County" East of Old Red Highway on Airport Blvd. Corbett Circle to Faight Road and Old Redwood Highway
- o "Annadel Heights" Woodview Drive, all streets east of Summerfield Road to Parktrail Drive
- o Highway 128 at the intersection of road 93, North of Highway 29 which turns into River Road until it ends at Vanoni Road which includes East of the Russian River.
- o Highway 29 from Tubbs to Western Mine Road.

Evacuation Advisory for the following:

- o Tubbs Road to Lake/Napa County Line
- o Community of Geyserville
- o Community of Palomino Lakes
- o Community of Middletown
- o River Rock Casino

CAL FIRE NEWS RELEASE

California Department of Forestry and Fire Protection



CONTACT: 707-702-3473

RELEASE DATE: October 10, 2017

RE-POPULATION AND EVACUATION ORDER UPDATE

Re-Population Effective Tuesday, October 10, 2017 at 5 P.M.:

The evacuation order for Forestville Area to include, Guerneville Road, Highway 116 North, Mirabel Road, Laguna Road and Olivet Road has been lifted.

SAFETY MESSAGE

The public is reminded to stay vigilant on current fire conditions. If you see electrical wires on the ground, stay clear and call PG&E at (800) 743-5000 immediately. Trees and poles with deep charring, particularly if still smoking, should be considered hazardous. Please drive slowly as emergency personnel are in the area. Subject to change based on operational conditions.

As you re-enter your property and evaluate damage, be aware that hazardous conditions may exist, particularly if a residence or out-building has burned. Hazards may include asbestos, heavy metals, by products or plastic combustion and various other chemicals.

Additional information regarding the Central LNU Complex and re-population can be found on www.fire.ca.gov and www.readvrowildfire.org

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Major Incident Public Information Process



Incident PIO

CENTRAL LNU COMPLEX INCIDENT UPDATE	
INCIDENT TYPE: Wildfire	STATUS: Active - Investigation
LOCATION: Central LNU Complex, Yuba County, California	START DATE: 10/01/2018
CONTACT: [Phone Number]	CONTACT: [Phone Number]
DESCRIPTION: [Detailed description of the incident]	UPDATE: [Latest status update]
ADDITIONAL INFORMATION: [Other relevant details]	CONTACT: [Contact details]

Incident Update or News Release



PIO's



EOC's



Media



Local Social Media



Incident Website



Sac Web Tech



Sac Duty PIO



State SM



App



State Fire Map



FSR



Local Social Media



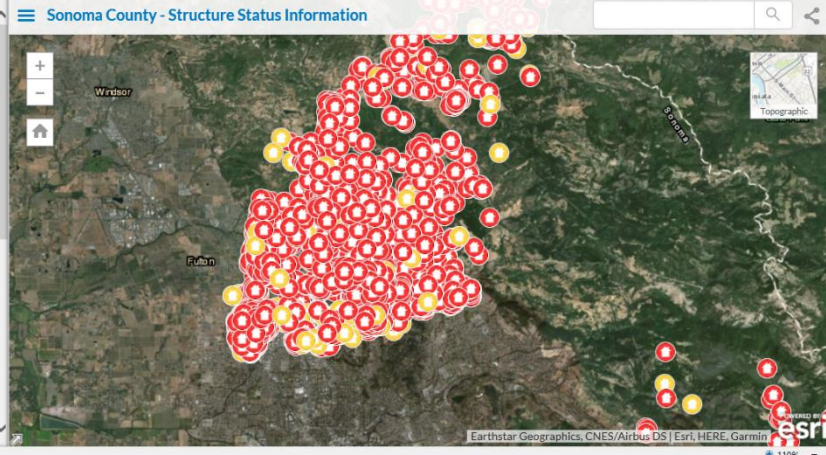
Helpful Tools for Success

Sonoma County - Structure Status Information

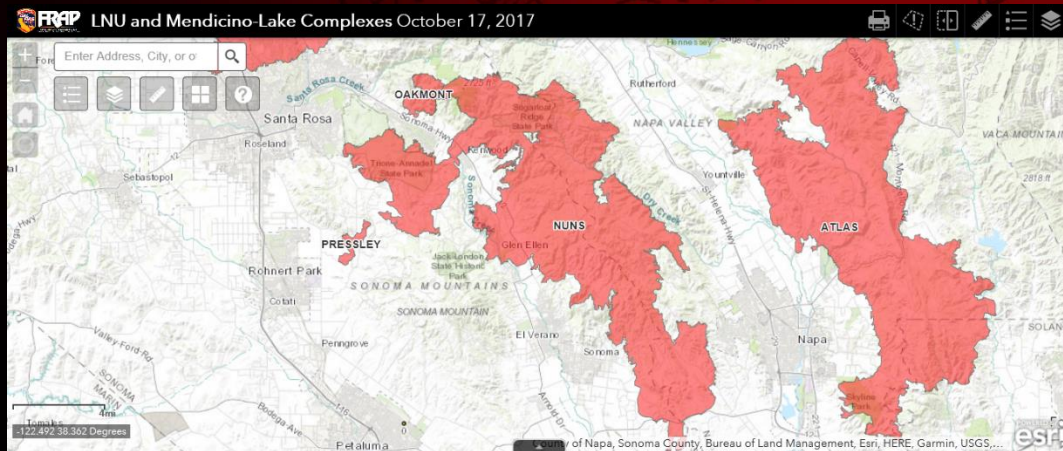
Damage assessment is ongoing. If a structure point does not appear on the map it may still have been impacted by the fires. Zoom in using the Bookmarks listed below and the zoom buttons on the map. Specific addresses can be searched for in the search bar.

For more information about the wildfire response efforts visit the [CAL FIRE incident page](#).

For additional information visit: [County of Sonoma Emergency Operations](#)



FRAP LNU and Mendicino-Lake Complexes October 17, 2017



Helpful Tools for Success

Sign up for CAL FIRE email updates!

Receive CAL FIRE News Releases in your inbox.

* Email

First Name

Last Name

Company



Social Media – Facebook (October)



- At it's peak 1,700,000 FB views per day
- 2,200,000 minutes of FB video viewed



Social Media – You Tube (October)



YouTube



- Overall Statewide Updates





Major Wildfire Communication Challenges

How CAL FIRE Manages Public Information

Major Wildfire Communication Challenges

1. People (PIO's)
2. Product (Incident Facts)
3. Process (Information Flows)



Examples of Challenges

1. People (PIO's)

- With four incident management teams deployed, trained PIO's were a limited resource
- With so many agencies involved, there was a varying level of comfort, knowledge and experience in the PIO function
- First responders were also affected by these disasters, trying to deal with their lives
- Fatigue, after a few weeks of seeing and talking about the death and destruction



Examples of Challenges

1. Product (Incident Facts)

- It took time to get all of the incident facts collected
- Compiling all of the evacuation orders into one master list/map
- Multiple agencies were putting out information simultaneously
- Sheer size and scope of incident made incident updates a full time job
- Public confusion about how fire/incidents were named



Examples of Challenges

1. Process (Information Flows)

- No pre-established email distribution system
- Coordination with multiple EOC's
- Numerous social media accounts
- Numerous social media specialists were needed
- A lot of one-on-one in person time at evacuation centers
- A very large demand for information on repopulation and property status





Lessons Learned

How CAL FIRE Manages Public Information

Lessons Learned

The Top 10 List

1. Establish expectations with Unified Agencies and Cooperators
2. Ensure Incident Updates are on time (7 am & 7 pm) & followup with a short internet video update
3. Establish online sign-up for email updates
4. Ensure PIO's are internally kept updated
5. Have Operations Section Chief at press conferences
6. Ensure numerous community meetings & stream on FB live
7. Anticipate staffing for numerous VIP visits
8. Use online real-time maps (evac./roads/destruction)
9. Establish donation messages early
10. Establish a call center early & staff 24/7



Questions?

