



DISASTER PREPAREDNESS

Phase II: The First 72 Hours

Webinar Series



Quick Highlight of Phase I (Pre-Disaster)

Preparedness for Disaster - Ensuring preparedness for disasters involves planning, training, and regular updates to respond effectively.

Coordination Efforts - Effective disaster management requires coordination among various agencies and stakeholders to ensure a unified response.

Clear Communications – Clear communication is essential for ensuring that all parties are informed and prepared during a disaster.

Comprehensive Planning - Comprehensive planning allows organizations to anticipate challenges and develop strategies to overcome them during disasters.



Meet Our Panelists



Terrell Jacobs
City Manager, Albany



Cedric Scott
Fire Chief, Albany

Why the First 72 Hours Matter

- Life safety decisions happen fast
- Emergency services may be delayed
- Public safety agencies are first in – but not alone
- Local leadership is critical to stabilization & recovery



Tornado from rare supercell causes damage in Georgia
Photo: CNN



Freak southern snowstorm strands 8,000 Students
Photo: ABC News



Georgia's Threat Landscape

- **Hurricanes** (coastal & inland surge/wind)
- **Tornadoes** (frequent in spring/fall)
- **Ice Storms** (power/infrastructure impacts)
- **Flash Floods** (rapid onset, road washouts)

“We prepare for what we know. We lead through what we don’t.”

Robert Steven Kaplan



Immediate Priorities (0–72 Hours)

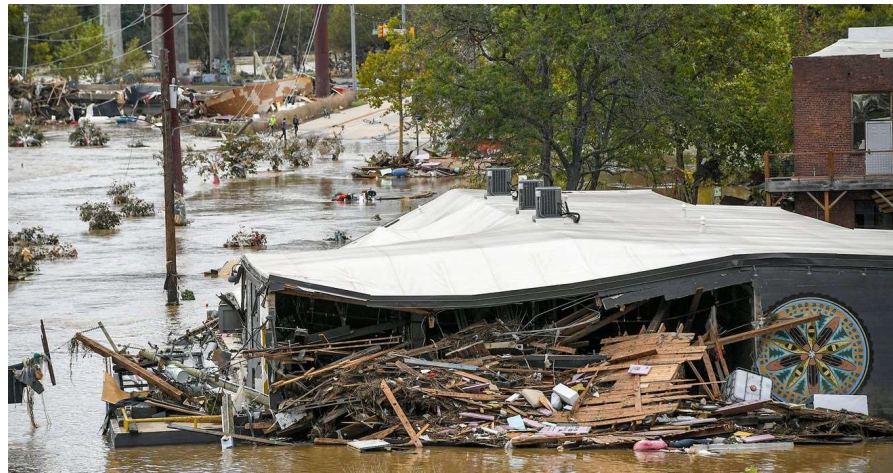
- Immediate Safety & Security
- Protect Life & Public Health
- Stabilize Critical Infrastructure
- Damage Assessment Begins
- Emergency Protective Measures
- Incident Command Activation



Tornado from rare supercell causes damage in Georgia
Photo: CNN

Public Safety Response – Focus

- Rescue, triage, communications, road clearance
- Life safety ops, fire suppression, shelter activation
- Situation updates, coordination with GEMA/FEMA
- Infrastructure triage, recovery ops begin, financial tracking



Helene Brings Epic Destruction in the Blue Ridge Mountains
Photo: Calvary Chapel Magazine

The Role of Officials in the First 72 Hours



Hurricane Helene Leave Valdosta, GA in ruins as families brace for long power outages
Photo: NBC News

- Sign declarations & proclamations
- Support Incident Command & Emergency Operation Center (EOC)
- Communicate clearly with public & media
- Connect with state/county officials before, during & after event

Local Government Readiness

- Updated Emergency Operations Plan (EOP)
- Pre-disaster coordination with EMA, GEMA
- Support for COOP/COG planning
- Access control & credentialing plans
- Authority to issue emergency declarations

Communicating During Crisis

- **Joint Information System (JIS)** in action
(County & other adjacent affected cities)
- **Use Trusted Channels:** Local media, alert systems, social media (also be creative)
- **Officials' Role:** Speak with authority, stay on message
- **Coordinate Across Departments** – One voice, many roles



Infrastructure & Utility Stabilization

- **First 24 hours:** Roads, power, water, communications
- **Law Enforcement:** Perimeter control, access security
- **Fire/EMS:** Hospital support, facility safety
- **Work with utilities,** not around them



Georgia Suffers Flooding in Aftermath of Tropical Storm Debby
Photo: USA Today



Flash Floods Strike Middle Georgia Overnight
Photo: WGXA



Community Partnerships & Support

- **CERT** (Community Emergency Response Teams)
- **VOAD** (Voluntary Organizations Active in Disaster)
- **Faith-Based & Nonprofit Support**
- **Logistics Hubs:** Food, water, medical supplies
- **Engage Local Businesses**

Documenting for FEMA

- Track **ALL** response actions (e.g. photos, logs)
- Expense documentation begins on **Day 1**
- ICS-214 forms, GPS data, receipts, staff time
- Tie **ALL** expenses to approved protective actions



Hurricane Michael in Georgia
Photo: Atlanta Journal-Constitution

Establishing the Recovery Plan

- Do **NOT** wait—recovery begins during response
- Appoint recovery coordinator **early**
- **Maintain** chain-of-custody on financial records
- Set up a **Joint Recovery Task Force** if needed



Augusta Chronicle readers share photos from Hurricane Helene
Photo: The Augusta Chronicles

Hurricane Michael

- Entered Georgia as a **Category 2 Hurricane** on Oct. 10, 2018, with sustained winds up to 115 mph
- Dumped rainfall in south and southwest Georgia (6 –8 inches in a short period of time).
- Caused 3 confirmed deaths; statewide losses estimated at **\$2.5 billion+**
- **Power Outages:** Over 400,000 customers lost power across the state.

Hurricane Michael (cont.)

Impact in Albany

- More than 90 percent of Albany's utilities customers were without power
- Out of 52 electric circuits in the Albany's system only 3 had power.
- There was a significant concern water infrastructure (wells) would be compromised.



Hurricane Michael
Photo: The Albany Herald

Hurricane Michael (cont.)

Key Takeaways

- **Record Documentation:** Response actions, staffing, expenses critical for FEMA reimbursement
- **Infrastructure Priorities:** Utility & road restoration is key to enabling response operations
- **Community Recovery Teams:** DSA teams & recovery centers accelerated public assistance
- **Long-Term Support:** FEMA engagement sustained recovery beyond initial emergency period

Key Tools & Resources

- **FEMA Ready.gov** – Public preparedness
- **FEMA Mobile App** – Alerts, shelters
- **NIMS/ICS** – Unified command system
- Public Assistance Program Guide (PAPPG)
- Georgia EMA / Homeland Security Resources



Hurricane Helene leaves Valdosta, GA in ruins as families brace for long power outages

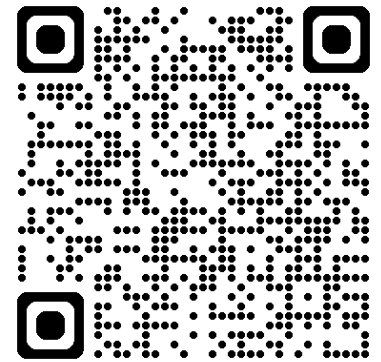
Photo: NBC News

Summary – First 72 Hours

- Protect life & stabilize incident
- Secure infrastructure & assess damage
- Communicate with public & stakeholders (early & often)
- Document actions & costs
- Begin recovery planning & FEMA coordination

Upcoming Disaster Preparedness Webinars

- **July 24 from 1:30 – 2:30 pm**
Phase III – Beyond the First 72 Hours
Transition to Recovery Efforts
- **July 31 from 1:30 – 2:30 pm**
Phase IV – Post Disaster
Long-Term Recovery & Resource Navigation



Register at:

gacities.com/events/gma-calendar-of-events



References

- **Federal Emergency Management Agency.** (2023). *Emergency preparedness for the first 72 hours.* Retrieved from <https://www.ready.gov>
- **Georgia Emergency Management and Homeland Security Agency.** (2024). *Planning guidance and hazard risk data.* <https://gema.georgia.gov>
- **FEMA.** (2022). *Public Assistance Program and Policy Guide (PAPPG).* <https://www.fema.gov/assistance/public>
- **U.S. Department of Homeland Security.** (2021). *National Incident Management System (3rd ed.).* <https://www.fema.gov/nims>