

THE SEATTLE URBAN AREA SECURITY INITIATIVE PRESENTS:

THE 2013

VULNERABLE POPULATIONS DISASTER PLANNING CONFERENCE

MARCH 20, 2013

STRENGTHENING CAPABILITIES THROUGH WHOLE COMMUNITY

COORDINATION, ENGAGEMENT AND INTEGRATION



CONFERENCE OVERVIEW

WELCOME TO THE UASI VULNERABLE POPULATIONS DISASTER PLANNING CONFERENCE

Welcome to the Seattle Urban Area Security Initiative (UASI) Vulnerable Populations Disaster Planning Conference! The Conference Planning Steering Committee is excited to have you join us at the first ever regional conference focused on emergency and disaster planning for vulnerable populations. Since 2006, the Seattle UASI region (King, Pierce and Snohomish counties, and the cities of Seattle and Bellevue) has used UASI grant funding to focus on the integration of vulnerable populations (populations at high risk for disproportionate outcomes, populations with access and functional needs) into all aspects of emergency management – mitigation, prevention, preparedness, response, and planning.

While much foundational work has been accomplished in each of the jurisdictions over the last six years, the time seemed right to bring the region together through a full-day conference. It is our intent that the Vulnerable Populations Disaster Planning Conference be the kick-off to a more integrated planning effort, one in which our combined impact will be felt throughout the region and through multiple emergency support functions. In fact, the three tracks of the conference – Transportation; Notification and Warning; and Social and Human Services Agency Preparedness – will help us build momentum in three areas critical to address in vulnerable population planning. The need for clear next steps for each of these tracks have already emerged from the planning committees. We're excited about the possibilities and about your involvement! Please look for 'Next Steps' in all three of the tracks as we begin this regional planning process



Thank you and enjoy the conference.

2013 UASI Vulnerable Populations Disaster Planning Steering Committee



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OVERVIEW OF TRACKS

TRACK I SOCIAL AND HUMAN SERVICE AGENCY EMERGENCY PREPAREDNESS

The Social and Human Service Agency Emergency Preparedness Track for this conference will focus on how community based organizations should prepare their agencies and staff for disasters. Many agencies may have fire safety plans and general ideas on how to evacuate their buildings, but preparedness goes deeper – how is your agency going to continue to serve its clients during a disaster? What are the most essential services your agency needs to provide to your staff and clients in a disaster situation? Who are the essential staff needed to fulfill those roles? Are your staff prepared at home so they can come in to work? The first presentation will discuss how to present preparedness to your staff and clients in a positive light, rather than doom and gloom. Then listen to a panel of agency representatives who have all worked to increase their agency’s emergency preparedness. During the last workshop, attendees will participate in developing the recommended disaster core competencies for agencies and staff. This will be used as a regional model. Track attendees will leave with the opportunity to participate in an informal mentoring program with other agencies on emergency preparedness, a draft list of core competencies for the UASI region, and a plan to continue to the development of those core competencies as next steps.

TRACK II TRANSPORTATION

The Transportation Track of this conference will focus on emergency transportation expectations, challenges and gaps that face our region when planning for vulnerable populations. Attendees will actively participate in discussions throughout the day that will culminate in a workshop in which we will align expectations with the reality of limited resources, develop a regional understanding of current capacity and gaps, and create momentum for moving forward by defining next steps.

TRACK III NOTIFICATION AND WARNING

In an emergency or disaster situation, effective and tested strategies assure that important, often life-saving, information reaches all communities in our region. The Notification and Warning Track will work to improve local capacity in this area. In this track, participants will: 1) hear from local communities on best practices to reach their populations; 2) learn about existing mechanisms and networks to deliver time-sensitive, life-safety information; 3) develop strategies to effectively deliver and/or receive messages to partners; and 4) discuss information hubs and networks to exchange information. Participants will leave the conference with resources, contact information from other attendees, and opportunities to collaborate on priority areas identified in the afternoon workshop.

KEY NOTE SPEAKERS



ANA-MARIE JONES

COLLABORATING AGENCIES RESPONDING TO DISASTERS, OAKLAND CA

Ana-Marie Jones is the Executive Director of Collaborating Agencies Responding to Disasters (CARD), a nonprofit located in Alameda County, California. Created by local community agencies after the 1989 Loma Prieta earthquake, CARD trains and supports nonprofits and faith agencies in disaster preparedness, response and recovery activities. In her tenure, she has rewritten and redefined CARD's services and curriculum to be based on community capacity building, economic empowerment and leadership development.

Before joining CARD in April 2000, Ms. Jones worked for the California Governor's Office of Emergency Services (now CalEMA) managing projects supporting nonprofits and access and functional/special needs issues. She was the acting Executive Director of NCDPN (Northern California Disaster Preparedness Network) a 5-year funding initiative designed to create emergency preparedness and disaster response resources for diverse communities. For 10 years she worked in advertising and marketing research in New York City.

Ana-Marie has been a panel member, guest lecturer and keynote presenter for many diverse entities. Building on ten years spent in the advertising and marketing research industry, Ana-Marie works to engage multiple stakeholders in social media for emergency readiness, effective fear-free preparedness messaging, and other free or low-cost, high-impact solutions. In 2003 and 2005, at the request of the Japanese Central Government and Japanese research institutes, Ms. Jones toured Tokyo and Kobe sharing an alternative approach to disaster preparedness (use no fear – Prepare to Prosper!) with government, emergency management, university and nonprofit leaders. Ana-Marie Jones is committed to ending the use of fear and threat “to motivate” preparedness actions and she is passionate about transforming preparedness into a life-affirming, positive pursuit for all.



JUDY WALKER

OFFICE OF EMERGENCY MANAGEMENT, METROPOLITAN TRANSIT AUTHORITY, NEW YORK CITY

Judy Walker started her public service career as a Budget Analyst at the Congressional Budget Office. In 1982 she relocated to NYC, working as Executive Assistant to the Deputy Executive Director for Budget. Two years later she accepted a position in the MTA Capital Program Department, where she moved up the ranks quickly to the position of Assistant Director for Transit, overseeing NYC Transit's \$5 billion 5-year Capital Program. Ms. Walker worked part-time for the MTA while her children were growing up. During that time she became MTA's go-to person with regard to accessibility requirements as they relate to facilities and rolling stock, managed an all-agency safety initiative, credited with reducing employee lost-time injuries by more than 50% and customer injuries by about 1/3, as well as projects related to fare policy and other special issues.

When she returned to full-time status several years ago she supervised the MTA's Market Research Department as well as the Homeless Outreach Program and continued to work on issues of accessibility and employee and customer safety. At that time she also started dabbling in the operating agencies' emergency planning efforts. Currently, reporting to the Director of Security, she has two primary areas of responsibility: supervision of Homeless Outreach and coordination of MTA's system-wide emergency planning efforts and response for all natural hazard-related emergencies. In this role she coordinates all MTA-Agency Emergency Plans, responds to the New York City Office of Emergency Management's EOC when activated for major events, where she supervises MTA activities in support of the City's response, and acts as liaison between the EOC and MTA Agency Presidents as well as the Chairman and Executive Director.



CHRISTINE BEVC

PHD, MA, UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Christine A. Bevc, PhD, MA, is a research associate with the North Carolina Institute for Public Health at the University of North Carolina – Chapel Hill. Her work specializes in the application of social science research methods and network analysis to improve interorganizational relationships and collaboration associated with preparedness, response, and mitigation. Currently, Dr. Bevc serves as the principal investigator for the Vulnerable and At-Risk Populations Resource Guide and lead analyst on the CDC-funded, North Carolina Preparedness and Emergency Response Research Center (NCPERRC) examining public health preparedness. Her research has appeared in peer-reviewed publications, such as the Annals of the

American Academy of Political and Social Sciences, Environment and Behavior, and Disasters, and chapters in The Sociology of Katrina: Perspectives on a Modern Catastrophe. She completed her PhD in sociology from the University of Colorado at Boulder and a MA in applied sociology from the University of Central Florida.

8 - 10 a.m.**REGISTRATION & INTRODUCTION****Conference Opening***Jody Woodcock, Interim Director, Pierce County Department of Emergency Management***Welcome***Dow Constantine, King County Executive***Keynote:** Transportation issues experienced due to Hurricane/Super Storm Sandy*Judy Walker, Deputy Director, Office of Emergency Management,
Metropolitan Transit Authority (New York City, NY)***Keynote:** Mapping social vulnerabilities for emergency management*Christine Bevc, PhD, MA, University of North Carolina at Chapel Hill***10 - 10:15 a.m.****BREAK****10:15 - 11:15 a.m.****SESSION 1****Track #1 - Social & Human Service Agency Emergency Preparedness**

Presentation: Positive social messaging around preparedness

Track #2 - Transportation

Discussion: The transportation reality: Expectations vs. system capacity

Track #3 - Notification and Warning

Panel Presentation: Leveraging ethnic media to reach your communities

11:15 - 11:30 a.m.**BREAK****11:30 - 12:30 p.m.****SESSION 2****Track #1 - Social & Human Service Agency Emergency Preparedness**

Panel: Experiences in agency preparedness

Track #2 - Transportation

Panel: All aboard! Local transportation planning for vulnerable populations

Track #3 - Notification and Warning

Panel: Putting the community in communication

12:30 - 1:45 p.m.**PLENARY LUNCH****Preparing community organizations for disasters***Ana-Marie Jones, Executive Director**Collaborating Agencies Responding to Disasters (CARD), Oakland, CA***1:45 - 2 p.m.****BREAK****2 - 4:30 p.m.****WORKSHOP****Track #1 - Social & Human Service Agency Emergency Preparedness**

Core competencies for social and human service agencies

Track #2 - Transportation

No one left behind: Next steps for action

Track #3 - Notification and Warning

Leveraging local resources and an action plan for next steps

4:30 p.m.**ADJOURN**

PRESENTATIONS, PANELS & WORKSHOPS

STRENGTHENING CAPABILITIES THROUGH WHOLE COMMUNITY
COORDINATION, ENGAGEMENT AND INTEGRATION

TRACK I

SOCIAL AND HUMAN SERVICE AGENCY EMERGENCY PREPAREDNESS

PRESENTATION SESSION 1:

Positive social messaging around preparedness

Presenter:

Ana-Marie Jones, Executive Director, Collaborating Agencies Responding to Disasters

PANEL SESSION 2:

Experiences in agency preparedness

Facilitator: Joseph Adriano, City of Bellevue

Panelists:

Jan Dion, Tacoma Lutheran Retirement Community

Jocelyn Lui, Asian Counseling and Referral Services

Susan Strong, YMCA Seattle

Ken Gibson, Tacoma Area Coalition of Individuals with Disabilities

AFTERNOON WORKSHOP:

Core competencies for social and human service agencies

Facilitator: Sheri Badger, Pierce County Department of Emergency Management

Presenters:

Ana-Marie Jones, Collaborating Agencies Responding to Disasters

Robin Pfohman, Public Health - Seattle & King County

Sue Poyner, Thurston County - Public Health and Social Services Department

TRACK II

TRANSPORTATION

PANEL SESSION 1:

Transportation reality: Expectations vs. system capacity

Facilitators: Dominic Marzano, Kent Office of Emergency Management;

Jason Beloso, WA Department of Transportation

Panelists:

Ann Kennedy, Paratransit Services

Cindy Zwart, Senior Services of King County

Bill Bowden, Northwest Kidney Centers

PANEL SESSION 2:

All aboard! Local transportation planning for vulnerable populations

Facilitator: Jean Archer, Pierce Transit

Panelists:

Dena Withrow, CCTM, Pierce Transit

Francois Larrivee, Hopelink

Randy Fay, Snohomish County Department of Emergency Management

Marty Grisham, City of Tukwila Emergency Management

AFTERNOON WORKSHOP:

No one left behind: Next steps for action

Facilitators: Caren Adams, Public Health - Seattle & King County;

Christine Anderson, King County Metro Transit

TRACK III

NOTIFICATION AND WARNING

PANEL SESSION 1:

Leveraging ethnic media to reach your communities

Facilitator: Lynne Miller, King county Office of Emergency Management

Panelists:

Mario Zavelta, Washington Hispanic Media Association and Latino Northwest Communication

Marta Sanchez, Washington Hispanic Media Association and Latino Northwest Communication

Jose Luis Gonzales, Univision, KUNS, Mundo FOX

Zuper Mario Rodriques, El Rey 1360 AM

PANEL SESSION 2:

Putting the community in communication

Facilitator: Lynne Miller, King county Office of Emergency Management

Panelists:

Peter Reisert, Snoqualmie Indian Tribe

Lucille Walls, Alliance of People with Disabilities

Mohamed Ali, Somali Health Board / Within Reach

Faaluaia Pritchard, Asia Pacific Cultural Center (APCC)

AFTERNOON WORKSHOP:

Leveraging local resources and an action plan for next steps

Facilitators: Lynne Miller, King County Office of Emergency Management; Sarah Miller,

City of Auburn; Carina Elsenboss, Public Health - Seattle & King County

CONFERENCE COMMITTEES

TRACK I

SOCIAL & HUMAN
SERVICE AGENCY
PREPAREDNESS

Sheri Badger
Chair
Pierce County DEM

Doug Stauffer
CARES of WA

Jodi Riker
White River
Valley Citizen Group

Leslie McCracken
Para Transit

Nicole Johnson
Pierce County DEM

Robin Pfohman
Public Health -
Seattle & King County

Sophia Le
City of Bellevue

TRACK II

TRANSPORTATION

Christine Anderson **Jason Beloso**
Co-chair WA Department of
King County Metro Transportation

Robin Pfohman **Mike Ryan**
Co-chair Zone 1 King County
Public Health -
Seattle & King County

Caren Adams **Nicole Johnson**
Co-chair Pierce County DEM
Public Health

John Rochford **Randy Fay**
King County Metro Snohomish County

Brent Meldrum **Ref Lindmark**
CTANW King County Metro

Dominic Marzano **Sebastian Villafana**
City of Kent Hope Link

Ed Reed **Sheri Badger**
Zone 3 - King County Pierce County DEM

TRACK III

NOTIFICATION & WARNING

Lynne Miller **Karimah Cooper**
Co-chair Seattle HSD
King County OEM

Robin Pfohman **Mauricio Martinez**
Co-chair King County
Public Health -
Seattle & King County

Carina Eisenboss **Mike Ryan**
Co-chair Zone 1 King County
Public Health -
Seattle & King County

Ada McDaniel **Natasha Jones**
Muckleshoot Tribe King County

Dominic Marzano **Nicole Johnson**
City of Kent Pierce County DEM

Ed Reed **Sarah Miller**
Zone 3 King County City of Auburn

Ed Reed **Sheri Badger**
Zone 3 King County Pierce County DEM

Ed Reed **Sophia Le**
Zone 3 King County City of Bellevue

STEERING COMMITTEE

Sheri Badger, Chair, Pierce County DEM
Carina Eisenboss, Public Health - Seattle & King County
Jill Watson, City of Seattle
Karimah Cooper, City of Seattle
Nicole Johnson, Pierce County DEM
Randy Fay, Snohomish County DEM
Robin Pfohman, Public Health - Seattle & King County
Sophia Le, City of Bellevue

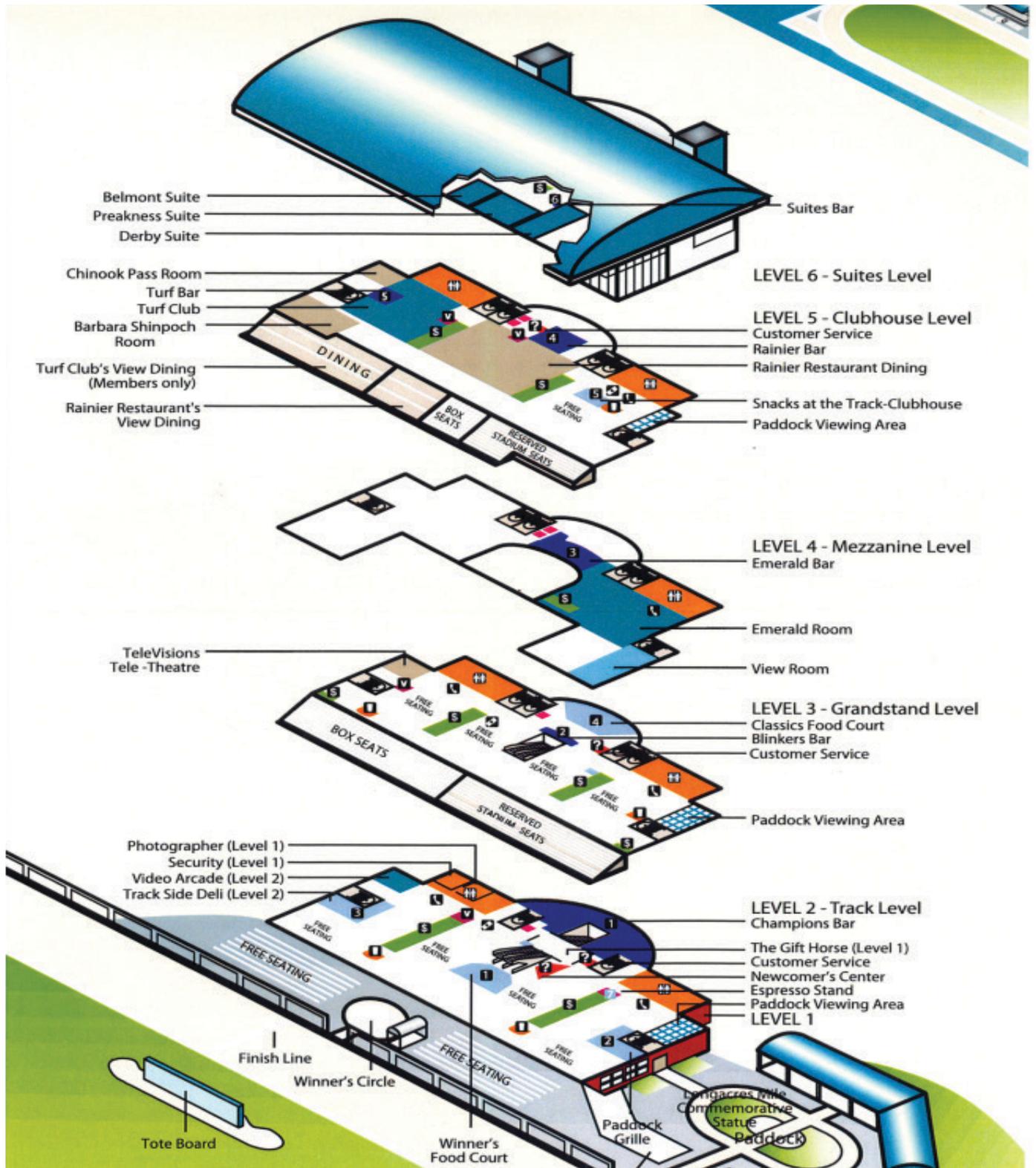
LOGISTICS COMMITTEE

Sheri Badger, Chair, Pierce County DEM
Ada McDaniel, Muckleshoot Tribe
Kristin Tinsley, Pierce County DEM
Nedda Davies, Tacoma Pierce County Health Department
Nicole Johnson, Pierce County DEM
Raejean Kreel, OEM, Tukwila Fire Department

REGISTRATION COMMITTEE

Karimah Cooper, Chair, City of Seattle
Ada McDaniel, Muckleshoot Tribe
Christine Seymour, Deaf and Hard of Hearing Resource Specialist
David Lord, Disability Rights WA
Donna Platt, Hearing Speech and Deafness Center
Jill Watson, City of Seattle
Michael Taylor-Judd, City of Seattle
Nicole Johnson, Pierce County DEM
Randy Fay, Snohomish County
Robbie Spears, City of Seattle
Sheri Badger, Pierce County DEM

MAP OF FACILITY



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