



POP Tracking
Workbook

EMERGENCY / DISASTER



PROJECT NAME:

KEY NUMBER:

For existing projects, check project folder(s) to determine if a workbook has already been started during a previous project phase. When starting a new workbook, save out the PDF into the project folder BEFORE filling in fields. Use the PDF version to record project information.

Information filled in through a web browser will not be recorded and cannot be saved.

EMERGENCY/DISASTER COMMUNICATION GUIDE AND TRACKING WORKBOOK

→ SECTION 1: Communication during Emergencies and Disasters

There are two ways of looking at the role of transportation during an emergency or disaster:

1. as a victim that shares in the physical loss (destruction of infrastructure such as highways and bridges), and
2. as a critical link that facilitates the delivery of emergency services. Key to both perspectives is accurate, effective and timely communication with the public and effective coordination with other federal, state and local government agencies.

The information was developed in coordination with the Idaho Bureau of Homeland Security (IBHS) to assist and guide ITD staff with public communication efforts in response to a natural disaster, emergency, or significant large-scale event that involves a multi-jurisdictional response and recovery.

Events include but are not limited to:

- | | |
|-----------------------------|----------------------|
| → Civil disturbances | → Human-caused event |
| → Cyber-attack or failure | → Landslides |
| → Earthquakes | → Pandemics |
| → Floods | → Severe storms |
| → Fires | → Terrorism |
| → Hazardous material events | → Volcanic eruptions |

JOINT INFORMATION SYSTEM

In order to coordinate the release of emergency information and other public affairs functions, a Joint Information System (JIS) may be established. The JIS serves as a focal point for coordinated and timely release of incident-related information to the public and the media. The Idaho JIS Operations Plan outlines the procedures necessary to conduct coordinated crisis communications in support of incident management. Activation of the JIS will reduce misinformation, maximize resources, and create credibility with the public in response efforts.

The JIS is accomplished when public information staff representing all jurisdictions involved in the incident management activities, including ITD, work together in conjunction with the Idaho Emergency Operations Center (IDEOC), or other incident management teams, as an information network to inform and educate the public and stakeholders. Whether the information involves saving lives, protecting property, or calming fears, the public must have accurate, timely and easy-to-understand information.

The JIS may function virtually, with participants linked through technological means, or may function at a central location, called a Joint Information Center (JIC). Information sharing platforms will be employed as a method for coordinating with participating agencies and staff. In general, all affected agencies will contribute to the coordinated messages developed in the JIS/JIC.

The JIC will be the physical location, or communication hub, to centralize and coordinate the flow of public information operations of the JIS. By maintaining a centralized communication facility, resources can be managed more efficiently and the duplication of effort is minimized. Once established, the JIC becomes the “one-stop” source for news media and stakeholders to obtain information about the incident.

The JIS/JIC structure is a key element of the National Incident Management System (NIMS). The JIS/JIC is a multiagency coordination center, and staff continues to report to their agency leadership. It is designed to accommodate a diverse range of responses and work equally as well for large or small incidents. Depending on the size, scope or duration of the incident, the structure can be sized up or down so that few people may execute a multitude of functions or one function may be staffed by many people. A significant public information response may involve personnel from local, state and federal jurisdictions, as well as public and private agencies.

RESOURCES

→ Idaho Joint Information System/Center Operations Plan

The Idaho JIS Operations Plan is the primary resource for agency coordination, public communication procedures and recommended or mandated methods of information dissemination.

→ Idaho Transportation Incident Management Plan

This document, published by ITD, provides specific step-by-step direction on what to do in response to an incident on state or federal highways, including how to determine the incident classification. This sets the stage for an effective and efficient response. Traffic incidents can be divided into three general classes of duration, each of which has unique traffic control characteristics and needs. This document also includes contact information for emergency response agencies in every Idaho county, adjacent states and provinces and Native American Nations, as well as contacts for regional communication centers, Idaho State Patrol offices and ITD Districts.

As part of the Transportation Incident Management Plan, alternate route guides for each district have been developed that describe suggested detours around sections of state and federal routes in the event of an emergency:

[District 1 Alternate Route Plan](#)

[District 2 Alternate Route Plan](#)

[District 3 Alternate Route Plan](#)

[District 4 Alternate Route Plan](#)

[District 5 Alternate Route Plan](#)

[District 6 Alternate Route Plan](#)

→ Idaho Emergency Operations Plan

This manual, published by IBHS, is an all-discipline, all-hazards plan that establishes a single, comprehensive framework for the management of domestic incidents. It provides the structure and mechanisms for the coordination of state support to state, local and tribal incident managers, and for exercising direct state authorities and responsibilities. Idaho Emergency Support Function #1 specifically addresses the management of transportation systems and infrastructure to perform response missions.

→ National Incident Management System (NIMS)

NIMS, produced by the U.S. Department of Homeland Security, provides a systematic, proactive approach to guide departments and agencies at all levels of government, nongovernmental organizations, and the private sector. It is designed to work seamlessly to prevent, protect against, respond to, recover from, and mitigate the effects of incidents, regardless of cause, size, location, or complexity, in order to reduce the loss of life and property and harm to the environment. Component IV-C specifically addresses public information including the role of the Incident Public Information Officer.

→ USDOT Emergency Response Guidebook

This guidebook, published by the U.S. Department of Transportation, specifically addresses incidents involving the shipment of hazardous or dangerous materials. It provides a glossary of information to better understand and determine the nature of the materials being shipped via roads, rail and pipelines. It includes emergency response contact information for the United States, Canada and the rest of North and South America.

At the onset of a man-made or natural disaster, immediate coordination must occur with the following:

ITD Headquarters

p: 208-334-8000

ITD Office of Communications

p: 208-334-8005

Idaho Bureau of Homeland Security Public Information

p: 208-422-3033

Idaho Bureau of Homeland Security National Incident Management System

p: 208-422-3015

→ SECTION 2: Tracking Workbook

Instructions for Emergency POP Tracking Workbook:

1. This POP Tracking Workbook is designed to help project teams track and document public involvement during an emergency or disaster. This workbook asks specific questions about your efforts to help current and future projects teams:
 - Easily locate and reference relevant files, documents and collateral
 - Understand emergency elements, outreach efforts, and public response.
2. Visit this workbook regularly with your team throughout the life of the event, noting the following as they occur:
 - Changes in the emergency event
 - Added team members
 - Changes in agency/stakeholder coordination
 - Addition of major stakeholders
 - Major events and milestones that influenced public involvement, including controversies and successes
 - Analysis of tools and techniques that worked/failed



Save
Now!

ALWAYS REMEMBER TO RESAVE YOUR WORKBOOK BEFORE EXITING



Save
Now!

3. Continually save and update the following documents in your project folder:
 - This workbook
 - Other materials: brochures, advertisements, display boards, press releases, photos, graphics, etc.



EMERGENCY / DISASTER TRACKING WORKSHEET

PROJECT MANAGER:

PROJECT SPONSOR:

PROJECT TEAM MEMBERS:

DATE WORKSHEET STARTED:

PROJECT FILE LOCATION:

DATE EVENT OCCURED:

1. Describe the emergency event that took place.
2. Was a Joint Information System or Center formed?
3. What outside agencies and individuals participated in the response to this event?
4. What ITD individuals participated in the response to this event?
5. What mitigating actions were taken?



- 6. What government/elected officials do you believe will have interest in this impact?

- 7. Describe any business/residential impacts, if any.

- 8. Describe the types of impacts to the traveling public, if any.

- 9. Describe the types of outreach methods you decided to use.

- 10. Which outreach methods were more effective than others? Why?

- 11. What resources were referenced in the response to this event?

- 12. Other notes:



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