

VI. Public Involvement

The success of any planning process is reliant upon public involvement. St. Clair County has committed itself to pursue a proactive public outreach effort throughout the development of this plan. Efforts focused on soliciting community involvement to maximize awareness of the Hazard Mitigation Planning Process.

The principles of this Public Involvement Plan are to:

- Involve the communities and local units of government early and at key junctures throughout the project;
- Conduct a fair and equitable process;
- Ensure that the plan reflects the correctable safety concerns that face the County.

This chapter outlines how the St. Clair County Hazard Mitigation Plan (HMP) identified, notified, and gained input from those potentially affected within the study area. The techniques outlined in the Plan ensure that the community involvement principles of St. Clair County, the Michigan State Police, and the Federal Emergency Management Agency are met. Meetings were held with members of the Project Team to monitor the effectiveness of the proposed techniques and make necessary modifications to the plan as required.

The overall public involvement process maintained consistency with St. Clair County Metropolitan Planning Commission's outreach goals. The Project Team's approach to public involvement for the St. Clair County HMP followed three basic concepts: information dissemination, public comment and discussion, and integration of public concerns into planning decisions.

Planning Meetings

The planning committee, comprised of regional, County and, local service agencies' staff, met throughout the study process to provide guidance, discuss interim results and review draft products. The purpose of these meetings was to brief the planning committee members on progress, work through specific and generalized issues as a team, review materials to be presented to the public and other stakeholders and to develop trust between participants. Portions of the meetings were in a roundtable format where the stakeholders share information and refine ideas. Other portions of the meetings were in a workshop format to provide the Planning Committee Members resources to make decisions from.

The Planning Committee Meetings took several forms throughout the process. The initial meetings focused on data collection and lists of needs were discussed. The Project Staff provided the members with technical data, allowing them to make informed decisions and recommendations.

The progression of the meetings is outlined below:

- Initiation/Issues
- Risk Assessment
- Community Profile Data needs/availability, responsibilities and documenting
- Vulnerability Assessment
- Local and Countywide Mitigation Strategy
- Methods for incorporation of plan into local and County comprehensive documents
- Public Involvement synopsis
- Final HMP presentation
- Adoption of HMP by appropriate boards and commissions.

Planning Committee:

- Administrator
- HSEM
- Sheriff
- Health
- Mental Health
- Planning
- Schools
- Police
- Fire
- Commissioner
- Dispatch
- MSP
- Hazardous Material
- Township Government
- City Government

Local Unit Consultation

The St. Clair County Office of Emergency Management has developed conceptual goals for the Hazard Mitigation Plan through consultation with local units of government and emergency response organizations within the County. Our local partners continue to be involved in the planning process through participation on the Steering Committee.

A survey was sent to each local unit of government's chief elected official. The survey assessed what each unit felt were its greatest liabilities and listed projects to address those. The Project Staff also reviewed the comprehensive plans of local agencies to look for projects that lessen the effects of disaster.

FEMA requires that each local jurisdiction adopt the HMP through a resolution of support in order to be eligible for certain funding resources. A boilerplate resolution of support will be provided to local units of government for adoption of the HMP planning process. Project staff will be available to consult with local units about the HMP and effective implementation.

Stakeholder Open Houses

Stakeholders comprised of County and local officials, businesses and civic leaders, community groups, and the general public were invited to attend workshops held in March 2005. These open houses will discuss the current and future impacts of hazards and risk on their communities. The discussions were held in an informal setting with a set of display boards illustrating the process. Members of the Project Team are available at each group to facilitate the session and record member comments.

Public Agency & Organization Outreach

In addition to meetings and workshops, substantial outreach efforts were employed to solicit community input. Additional public involvement techniques were identified to get community leaders, businesses, agencies, organizations and the general public involved and informed.

Email Materials & Presentations

Communications to the Steering Committee were distributed via electronic mail.

Press releases were utilized for advertising events and key milestones in the project. Announcements were posted on a website, printed in local newspapers, and broadcast on radio stations and public access television. This allowed the planning team to distribute Plan information to a wider audience.

Website

Information on the development of the Hazard Mitigation Plan and its ongoing process was posted on the official St. Clair County website and on the St. Clair County Be Ready website. Contact details, events and public involvement initiatives were also available on the website. Internet resources were designed primarily for public use. The website was updated at key milestones.

A single jurisdiction cannot mitigate disaster effectively on its own. Large organizations must assume a leadership role while allowing small jurisdictions latitude that insures their independence the development of trust can allay mutual suspicions that partnership is a means of exploitation.

(Howitt, 2002)

Special Presentations

There will be significant exposure to the HMP following the adoption of the final product by the County Board of Commissioners. The HMP was marketed to business organizations, service organizations and local units of government. Brief presentations were scheduled on organizational agendas to discuss the study process as it related to specific needs. Presentations were followed by a short question and answer period.

Environmental Justice

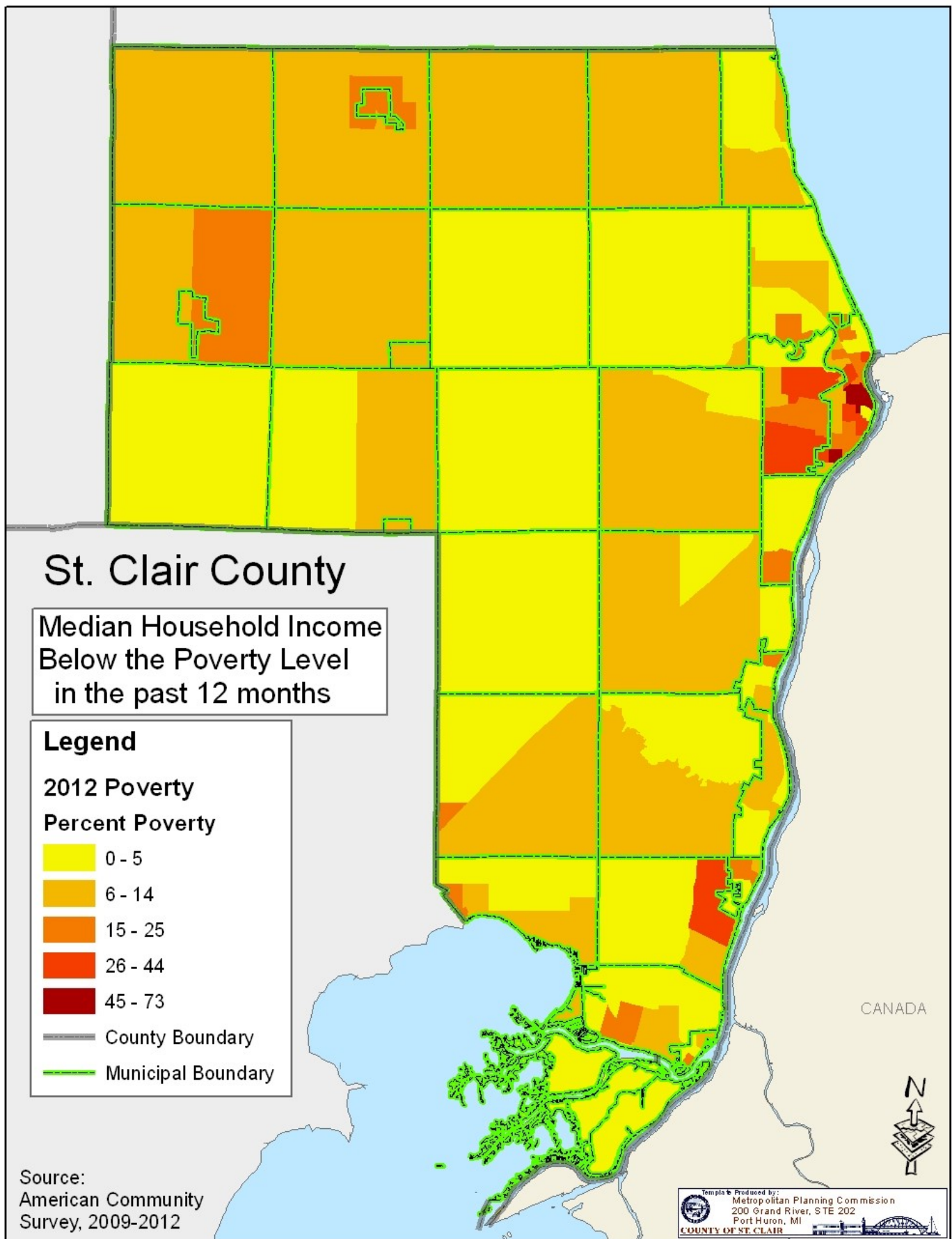
Environmental Justice refers to the need to ensure that minority and low-income populations are not disproportionately affected by government activity nor restricted from participating in the decision making process. Since this plan may affect such groups, special attention was paid to this issue and efforts were made to engage them throughout the process.

The Project Team will assess the project area to determine if and where minority and low-income populations are concentrated. Efforts will be made to engage these groups early in the process and to identify specific efforts to notify these communities of the various ways in which project information may be obtained or received and the various ways in which they may share their ideas. Attempts will be made to locate meetings as conveniently and accessible to the target populations as possible and meeting sites will comply with the Americans with Disabilities Act (ADA) standards for accessibility.

The St. Clair County Metropolitan Planning Commission (SCCMPC) hereby gives public notice that it is the policy of the agency to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice, and related statutes regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color, sex, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program activity for which SCCMPC receives Federal financial assistance. Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with SCCMPC. Any such complaint must be in writing and filed with SCCMPC's Title VI Coordinator within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For more information, or to obtain a Title VI Discrimination Complaint Form, please see our Web site at <http://www.stclaircounty.org/office/metro> or call (810) 989-6950.

Environmental Justice defined:

On February 11, 1994, President Clinton issued Executive Order 12898, "Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations." The EJ Executive Order requires federal agencies, to the greatest extent practicable, and as permitted by law, to achieve environmental justice by identifying and addressing disproportionately high and adverse human health and environmental effects, including inter - related social and economic effects, of their programs, policies and activities on minority populations and low-income populations.



Survey Strategy

In order to elicit input from a variety of stakeholders, including local government officials and the public, surveys were handed out and mailed to people who live, work, and recreate in St. Clair County. The chief elected official for each local government was mailed a survey and asked to complete it. Those who did not respond to the initial mailing were contacted via telephone and offered assistance. The questions regarding hazard perceptions and characteristics are summarized below, while results from local governments related to specific projects or programs are detailed in the recommended actions list.

Community Survey Results

Total Number of Completed Surveys: 201

Question #1: Community Breakdown (# of people, percentage of total)

Community	Percentage	Community	Percentage
Algonac Twp.	2%	Grant Twp.	2%
Berlin Twp.	1%	Ira Twp.	1%
Burtchville Twp.	2%	Kenockee Twp.	3%
Casco Twp.	1%	Kimball Twp.	11%
Clay Twp.	1%	Marine City	1%
Clyde Twp.	3%	Marysville	9%
Columbus Twp.	2%	Riley Twp.	1%
Cottrellville Twp.	1%	Port Huron City	9%
China Twp.	2%	Port Huron Twp.	6%
East China Twp.	3%	St. Clair City	10%
Emmett Twp.	2%	St. Clair Twp.	8%
Fort Gratiot Twp.	12%	Wales Twp.	3%
Greenwood Twp.	1%	Yale Twp.	2%

Question #2: Have you ever experienced or been impacted by a disaster?

No: 127 (63.1%)

Yes: 74 (36.8%)

Comments:

- 2003 Power Outage
- Tropical Storm Sandy

Question #3: How concerned are you about the possibility of our community being impacted by a disaster?

Extremely Concerned: 51 (25%)

Somewhat Concerned: 131 (65%)

Not Concerned: 19 (10%)

Question #4: What is the likeliness of the following incident/disaster affecting your community in the next five years?

Threats	Not Likely	Somewhat Likely	Likely	Very Likely
Cyber Attack	34	72	64	36
	17%	36%	32%	18%
Arson/incendiary	29	84	60	26
	14%	42%	30%	13%
Civil Unrest	71	72	45	12
	35%	36%	22%	6%
Improvised Explosive Device (IED)	48	75	57	19
	24%	37%	28%	9%
Food/Water contamination	27	72	66	34
	13%	36%	33%	17%
Conventional Attack	81	75	32	9
	40%	37%	16%	4.40%
Vehicle Borne Improvised Explosive Device	64	71	46	19
	32%	35%	23%	9%
Chemical Attack	54	85	39	22
	27%	42%	19%	11%
Radiological Dispersion Device (RDD)	73	84	34	12
	36%	42%	17%	6%
Maritime Attack	76	72	40	12
	38%	36%	20%	6%
Biological (Contagious)	54	81	48	19
	27%	40%	24%	9%
Nuclear Device	94	67	31	7
	47%	33%	15%	3%
Hazards				
Thunderstorm (winds over 70mph)	2	20	77	100
	1%	10%	38%	50%
Winter storm (12 inches or higher)	1	23	65	110
	0.5%	11%	32%	55%
Hazardous Material	9	51	78	61
	4%	25%	39%	30%
Extreme Heat	15	60	79	45
	7%	30%	39%	22%
Flood (5 foot or higher)	27	76	76	20
	13%	38%	38%	10%
Tornado (F2 or higher)	10	49	98	42
	5%	24%	49%	21%
Utility Failure	1	31	75	92
	0.5%	15%	37%	46%
Pandemic Influenza	27	80	69	23
	13%	40%	34%	11%
Earthquake	119	62	15	3
	59%	31%	7%	1.4%

Question #5: Is your home located in a floodplain?

Yes: 17 (8%)

No: 164 (82%)

Not Sure: 20 (10%)

Question #6: Do you have flood insurance?

Yes: 22 (10%)

No: 170 (85%)

Not Sure: 9 (5%)

Question #7: Have you taken any actions to make your home or neighborhood more resistant to natural hazards?

Yes: 40 (20%)

No: 161 (80%)

Actions Listed:

- Pushed for larger storm sewers
- Flooding, complained to drain commission
- Placed screw plates to rafters and flood for high winds
- Have house generator – taking steps to counter flood issues
- Have backup generator and supply of food
- Whole house generator
- Finished basement, Generator
- Go bag, exit plan
- Made safe room in basement
- 72 hour plan
- In place shelter ready – will be called out if emergency needs
- 72 hour preparedness
- Belong to Emergency Management/Weather Analysis
- Emergency Management Planning
- Fire Hazards
- Localized flooding/crawl space
- Hurricane cups in trusses, extra nails on roof shingles, extra furring and nailing siding, whole house surge protection, generator switch over in electrical panel, new seawall, FM alert radio
- Generator
- Detectors/extinguishers/evac. pack/shelter in place
- House generator
- Have room specified for safety
- Food/energy
- Severe weather shelter at Hillside Church
- I keep the bride drain cleared
- Plant trees to help erosion
- Own generator, 72 hour plan, batteries, candles, etc....
- Basement kit – 72 hour kit, supplies
- Ready kit, talked with handicap neighbors
- 72 hour plans
- 72 degree reading alarm systems
- Trees and bushes
- Planted extra trees to build up soil retention and filtering

- Generator, extra food, garden, canning
- Generator, pantry full of extra food
- Standby generator
- Subfloor, backup sub pump
- Handicap Evacuation
- Home generator
- Flood barriers
- Trim dead trees and brush
- Backup power/food/supplies

Question #8: A number of community-wide mitigation activities can reduce our risk from hazards. In general, these activities fall into one of the following six broad categories. Please tell us how important you think each one is for the county to consider pursuing.

Mitigation Category	Very Important	Somewhat Important	Not Important
Prevention	138	57	6
	69%	28%	3%
Property Protection	102	87	12
	51%	43%	6%
Natural Resource Protection	130	65	6
	65%	32%	3%
Structural Projects	94	100	7
	47%	50%	3%
Emergency Services	154	37	10
	77%	18%	5%
Public Education & Awareness	141	51	9
	70%	25%	4%

Additional Comments or Concerns

- Zoning flood plain needs to go back to pres.; we are losing more nature areas than ever before because of new res, best area to improve are public education and awareness.
- Regulations for prevention need to be considered based on financial state of individual.
- We need to know how to be prepared for an emergency.
- Concerns regarding the fault line that runs along the St. Clair River from St. Clair, through St. Clair Township and into Marysville.
- The Blue Water Bridge is a source of concern as there is no regulation by customs until a vehicle has already traveled across it.
- Chemical spills into waterways probably are the most frequent hazardous situations in our area.

Public Confidence Survey, 2013

On a daily basis, communities provide essential services that are accepted and expected by the residents of the community. Emergency response can be measured by the minutes required to arrive at a single event such as a house fire, traffic accident or medical emergency. Lacking in the planning process is the expectations of the public in the event of a large scale event.

Understanding the expectations of an entire community becomes an important factor for proactive prevention and preparedness efforts prior to an incident occurring rather than the traditional respond and correct later. This approach and ability to deliver the capabilities to meet expectations of both the public and private sectors can be extremely difficult and certain capabilities may never be attained due to budgetary or legislative issues.

When a community works together in planning efforts, the collaboration and communication then allows for an understanding of the roles and responsibilities of everyone. This then allows the community to prioritize capabilities that reduce the gap between the public/private expectations and the community's ability to provide the necessary essential services.

A public confidence survey was conducted within St. Clair County, Michigan during 2007; it included questions regarding expectations of essential services at it applies to large scale events. Survey respondents were randomly selected for the county jury pool. A target sample of 600 residents, representing the population of 135,000 residing in the emergency management program area, was taken. The percent of county population was identified for each community and utilized to ensure an equal sampling per jurisdiction.

The survey results identified several program shortfalls. Potential recommendations to address the shortfalls (gaps) were discussed and the following were incorporated into the HSEM strategy:

- Creation and implementation of a 72 hour individual and business preparedness plan
- Increase the ability to provide warm meals within 8 hours during power outages
- Strengthen Continuity of Operations planning for both public/private sectors
- Educate the public that government may not be able to deliver essential services for an extended period of time

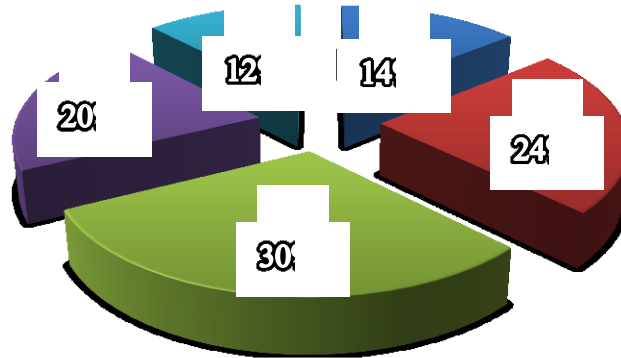
In 2013, the survey was repeated (same selection system and number of participants) to allow an evaluation of recommendations to close the identified 2007 shortfalls. The second survey also provided for the identification or reprioritization of citizen expectations. Section One contains the 2013 survey results; Section Two contains the comparison results between the 2007 and 2013 surveys. Section Three identifies the specific efforts and results for the period between both surveys and Section Four identifies new recommendations that will be included in the 2014 HSEM Strategy update.

Section One: 2013 Public Confidence Survey

Question # 1: How concerned are you about the possibility that there will be a large – scale emergency in St. Clair County?

	1	2	3	4	5
	Not Concerned				Very Concerned
Numbers	22	37	48	32	19
Percentages	14%	24%	30%	20%	12%

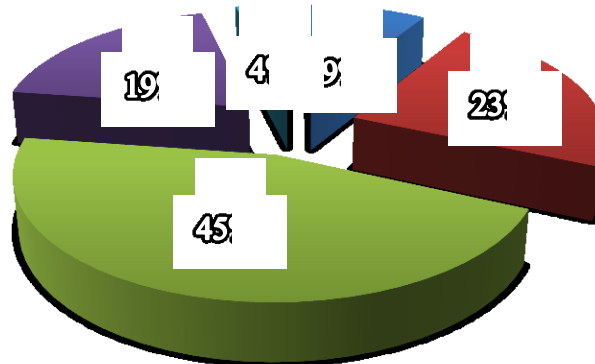
Possibility of a Large-Scale Event



Question # 2: In general, how confident are you that County government is ready to respond effectively to a large – scale catastrophe?

	1	2	3	4	5
	Not Confident				Very Confident
Numbers	14	36	72	30	6
Percentages	9%	23%	45%	19%	4%

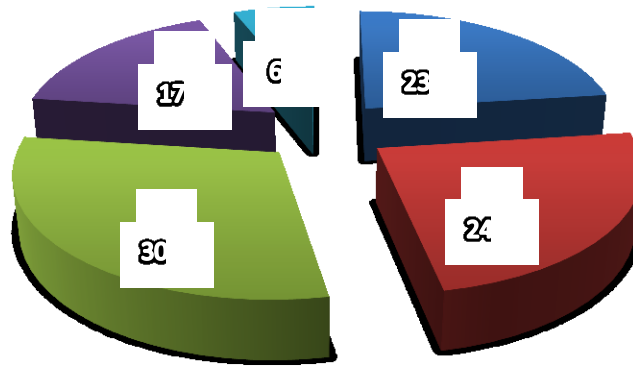
Confidence in County Government



Question # 3: In general, how confident are you that local (city or village) government is ready to respond effectively to a large – scale catastrophe?

	1	2	3	4	5
	Not Confident				Very Confident
Numbers	36	38	48	27	9
Percentages	23%	24%	30%	17%	6%

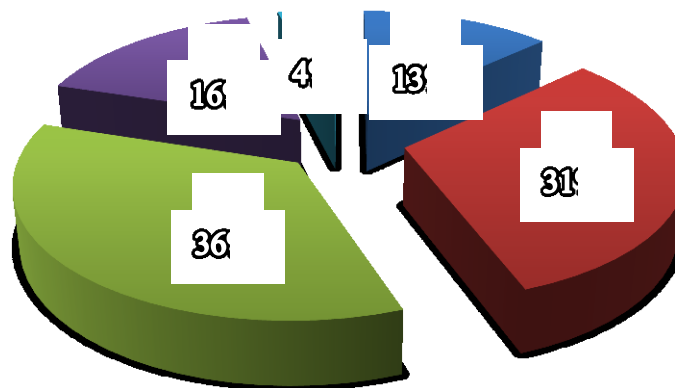
Confidence in Local Government



Question # 4: In general, how confident are you that the local emergency response system is ready to respond effectively to a large – scale event?

	1	2	3	4	5
	Not Confident				Very Confident
	21	49	56	26	6
Percentages	13%	31%	36%	16%	4%

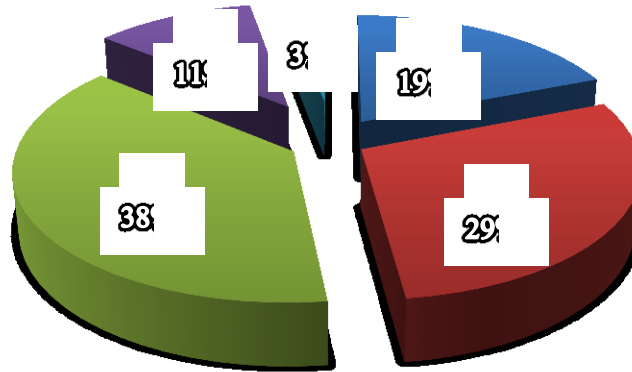
Confidence in local emergency response system



Question # 5: In general, how confident are you that the health care system is ready to respond effectively to a large – scale catastrophe?

	1	2	3	4	5
	Not Confident				Very Confident
Numbers	30	46	60	17	5
Percentages	19%	29%	38%	11%	3%

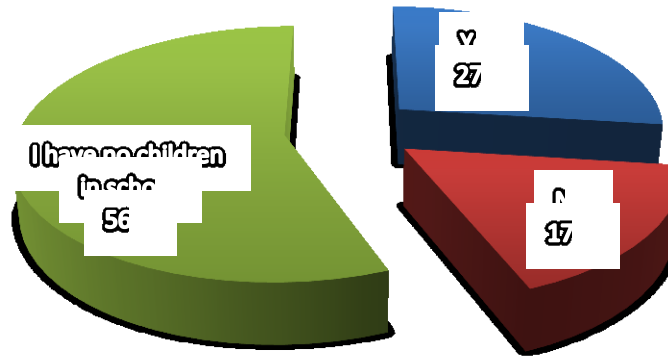
Confidence in Health Care System



Question # 6: Are you aware of an emergency or evacuation plan at your child(ren)'s school?

	Yes	No	I have no children in school
Numbers	42	27	89
Percentages	27%	17%	56%

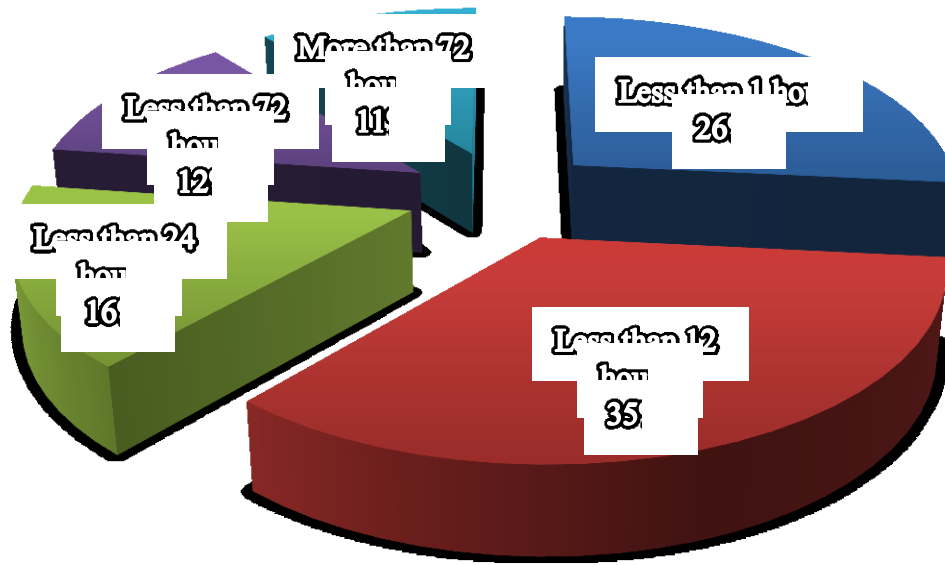
Emergency or Evacuation Plan at Child's school



Question # 7: In a large – scale event, how soon do you expect emergency responders to be at your location providing assistance?

	Less than 1 hour	Less than 12 hours	Less than 24 hours	Less than 72 hours	More than 72 hours
Numbers	42	55	25	19	17
Percentage	26%	35%	16%	12%	11%

Expectation of Emergency Responders



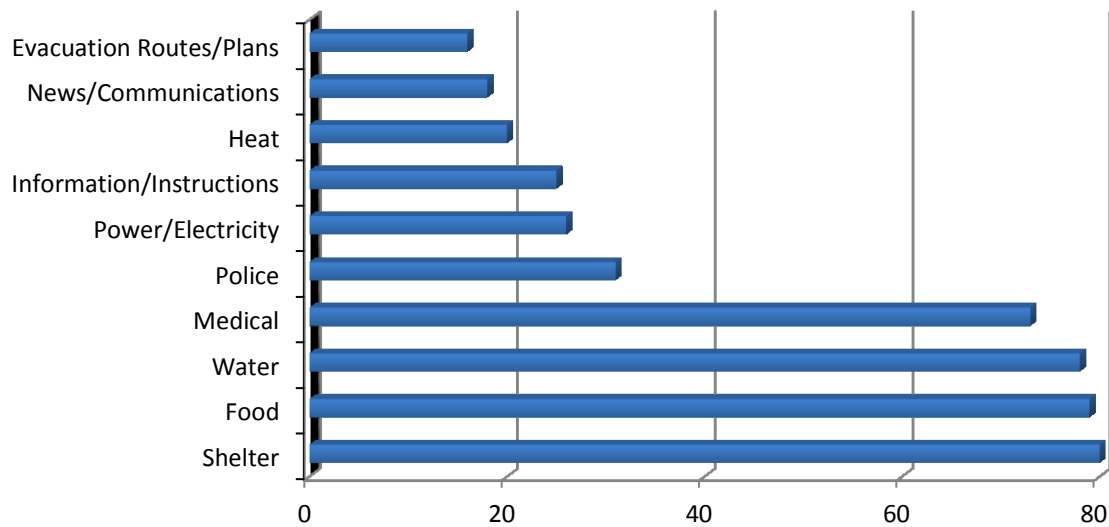
Open Ended Questions

The results described in this report reflect the top ten answers received for each question. This list is by no means extensive of all-inclusive. Due to the abbreviated list, the term “other” refers to all additional answers provided besides what is present in the charts and graphs.

Question # 8: What do you consider the 5 most essential services that you expect County government to provide immediately after a large – scale event?

Top 5 Answers	Numbers	Percentages
A. Shelter	80	51%
B. Food	79	50%
C. Water	78	49%
D. Medical	73	46%
E. Police	31	20%

Question Eight - Top 10 Answers



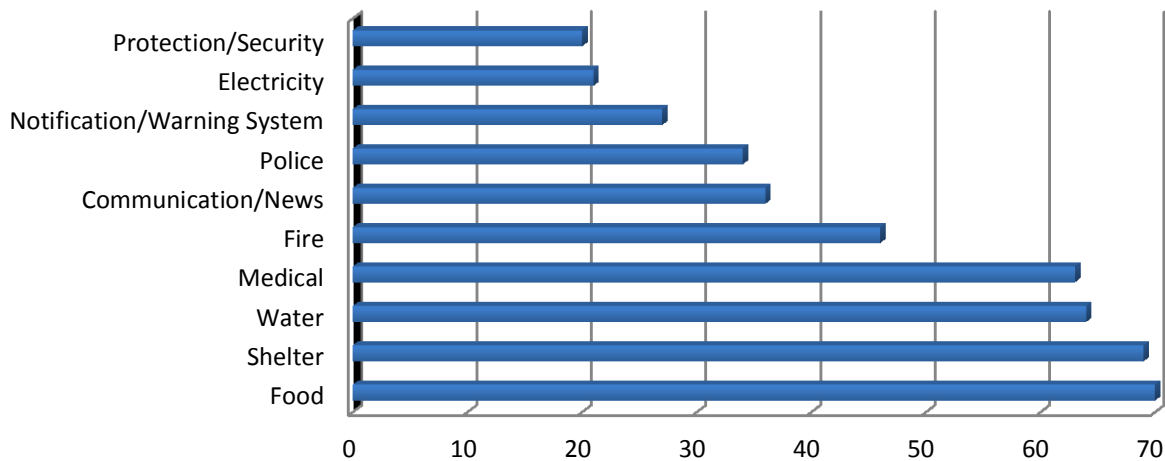
Other Answers included:

- Fire
- Medical Supplies
- Warning System
- Ambulance
- Community help and clean up
- Utilities
- Protection and Security
- ATM's – financial assistance
- Transportation

Question # 9: What do you consider the five most essential services that you expect your local (City, Village, or Township) government to provide immediately after a large – scale event?

Top 5 Answers	Numbers	Percentages
A. Food	70	45%
B. Shelter	69	44%
C. Water	64	41%
D. Medical	63	40%
E. Fire	46	29%

Question Nine - Top 10 Answers



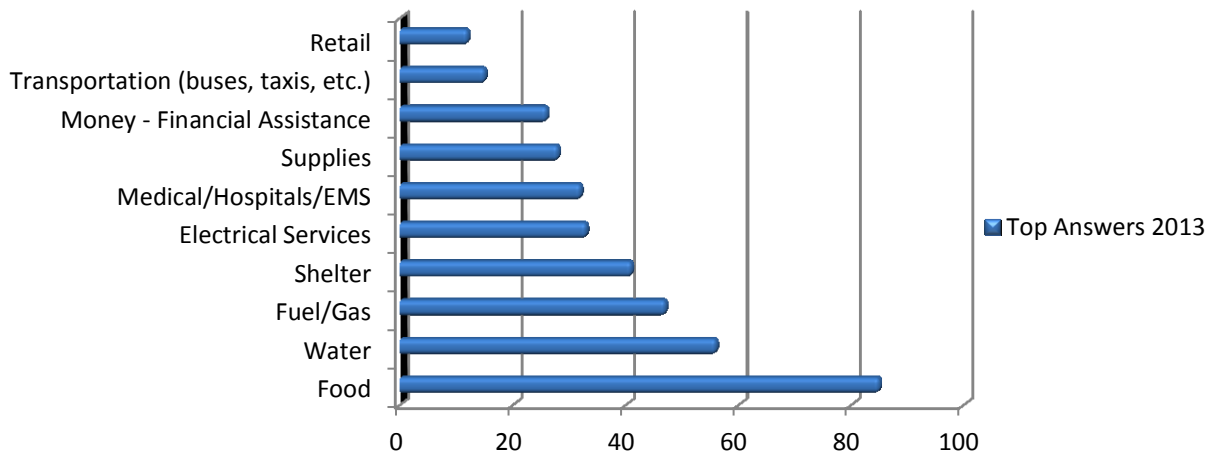
Other Answers Included:

- Emergency Access
- Transportation
- Clear Roads
- Financial Support – Banks and ATM's
- Animal Help
- Gas – Fuel
- Safety area for residents
- Help in locating family members
- Leadership
- Radio/TV's/Phones

Question # 10: What do you consider the five most essential services that you expect the private sector (businesses) to provide immediately after a large – scale event?

Top 5 Answers	Numbers	Percentages
A. Food	85	54%
B. Water	56	35%
C. Fuel/Gas	47	30%
D. Shelter	41	26%
E. Electrical Services	33	21%

Question Ten - Top 10 Answers



Supplies defined – batteries, flashlights, candles, blankets, necessity items such as shampoo, conditioner, deodorant, etc.

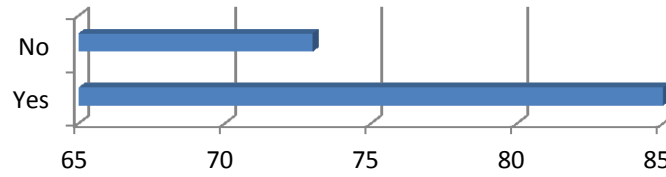
Other Answers Include:

- Generators
- Phones – Cells and Landlines
- Community Help
- Clothing
- Volunteers
- Live radio stations
- Database to help locate family members
- Community safe area for residents
- Reduced cost or reasonable temporary health care for those that are injured
- Pre-organized “approved” contractor lists

Question # 11: Do you have a family emergency preparedness plan that all family members know about?

	Numbers	Percentages
Yes	85	54%
No	73	46%

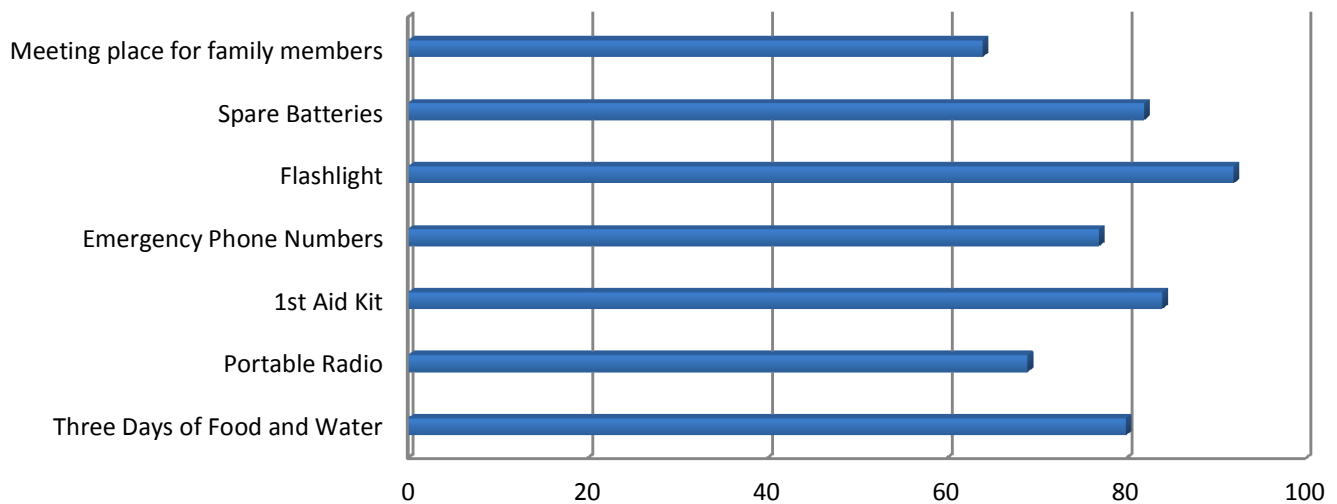
Family Emergency Plan



If yes, which of the following does your family emergency preparedness kit include?

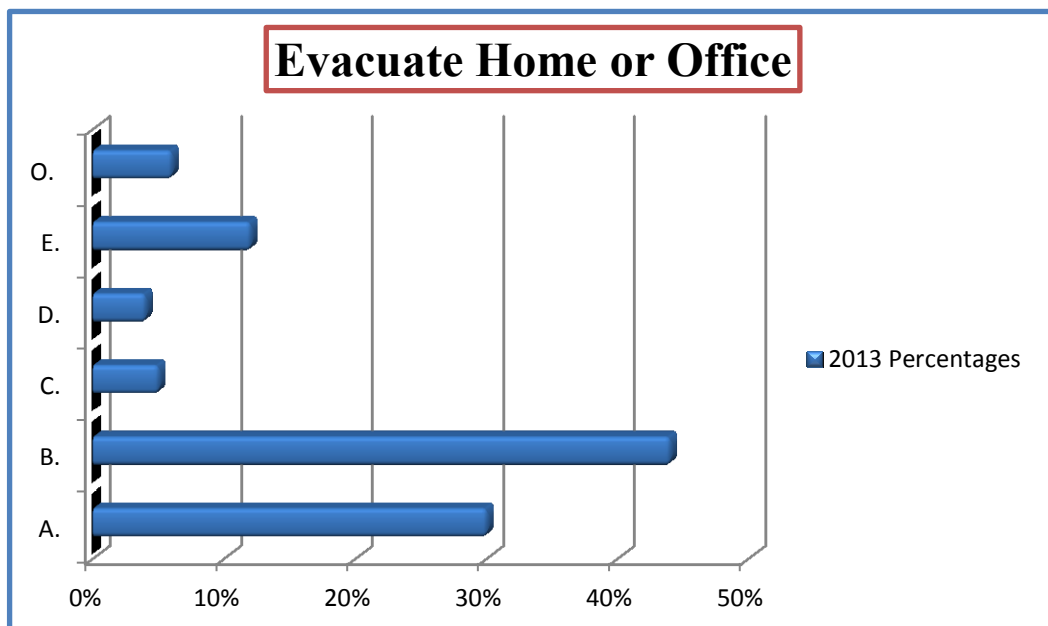
	Numbers	Percentages
Three days of food and water	80	51%
Portable Radio	69	44%
1 st aid kit	84	53%
Emergency Phone Numbers	77	49%
Flashlight	92	58%
Spare Batteries	82	52%
Meeting place for family members	64	41%

Family Emergency Preparedness Kit



Question # 12: In the event of a large-scale emergency, if you were ordered to evacuate your home or office and go to a distant location would you:

	Numbers	Percentages
A. Leave Immediately	47	30%
B. Wait until concerns about children or loved ones were addressed	69	43%
C. Not Leave	8	5%
D. Not Leave because you are unable to leave without assistance	6	4%
E. Not Leave because of your lack of confidence in who is ordering you to leave	19	12%
O. Other	9	6%

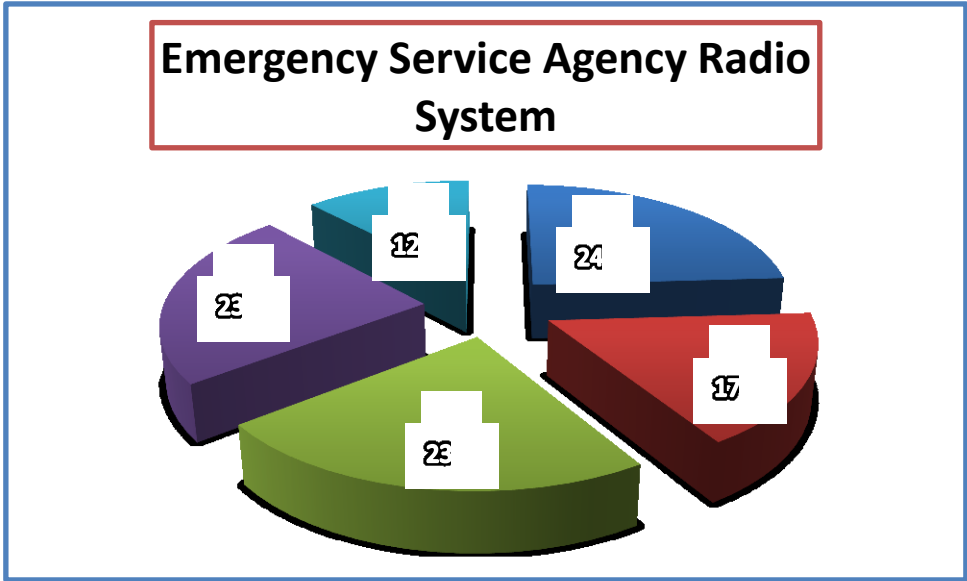


Other Answers Include:

- Within 5 hours
- I have a 73 year old mother that cannot move quickly
- Need to understand scope of evac. then decide
- Depends on emergency
- Depending on what happened
- Take care of my own
- Not leave because of my animals
- Depending on the emergency – we have standby power, food, water, etc.... If house is destroyed – then have to leave, in other words it would have to be pretty awful for us to leave
- Depending on the type of emergency
- I would question this, close family seniors within a few miles
- Needs to be reliable source
- Gather important documents, contact loved ones before leaving then leave
- Evaluate information and make decision
- Evaluate situation check on family first

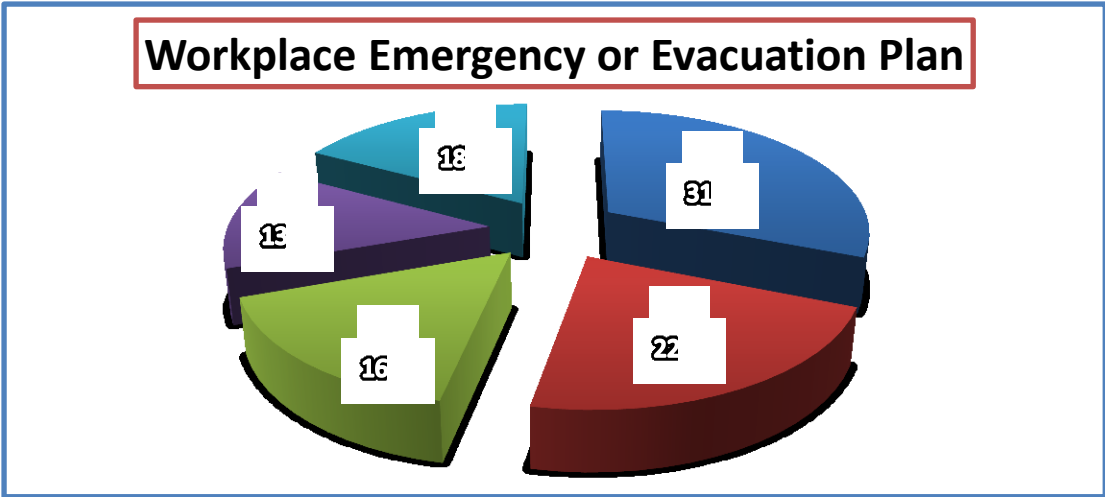
Question # 13: How concerned are you that emergency service agencies have a radio system that allows them to communicate with each other?

	1	2	3	4	5
	Very Concerned			Not Concerned	
Numbers	38	27	37	37	19
Percentages	24%	17%	23%	23%	13%



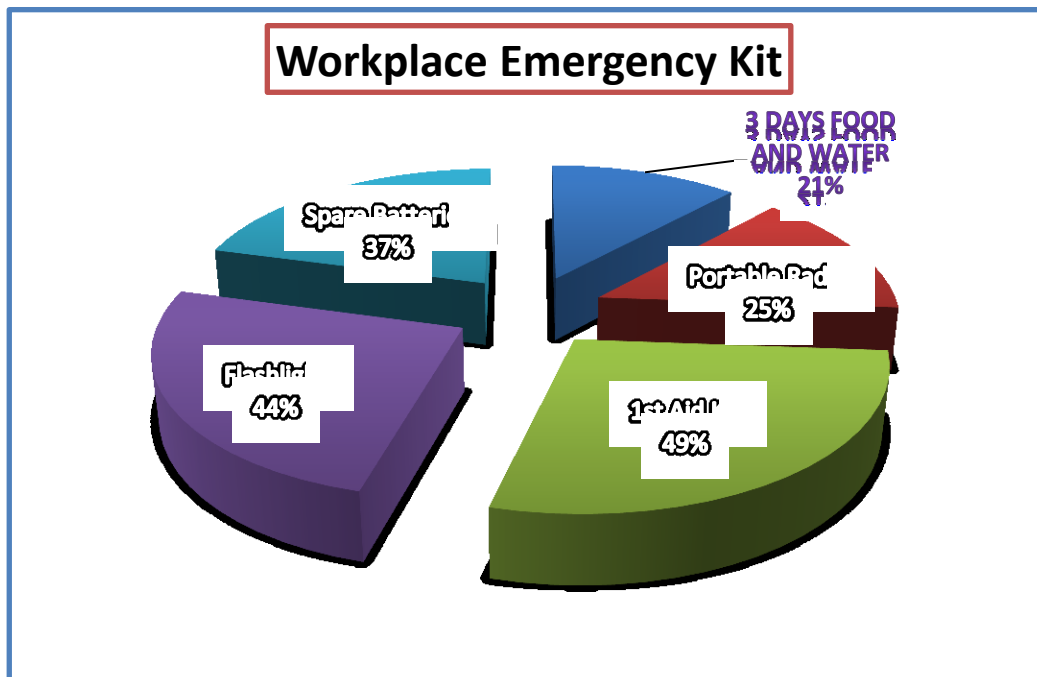
Question # 14: How familiar are you with the emergency or evacuation plan at your workplace?

	1	2	3	4	5
	Very Familiar			Not Familiar at all	
Numbers	49	35	26	21	27
Percentages	31%	22%	16%	13%	18%



Question # 15: Which of the following does your workplace emergency preparedness kit include?

	Numbers	Percentages
Three Days of Food and Water	33	21%
Portable Radio	40	25%
1 st Aid Kit	78	49%
Flashlight	70	44%
Spare Batteries	58	37%

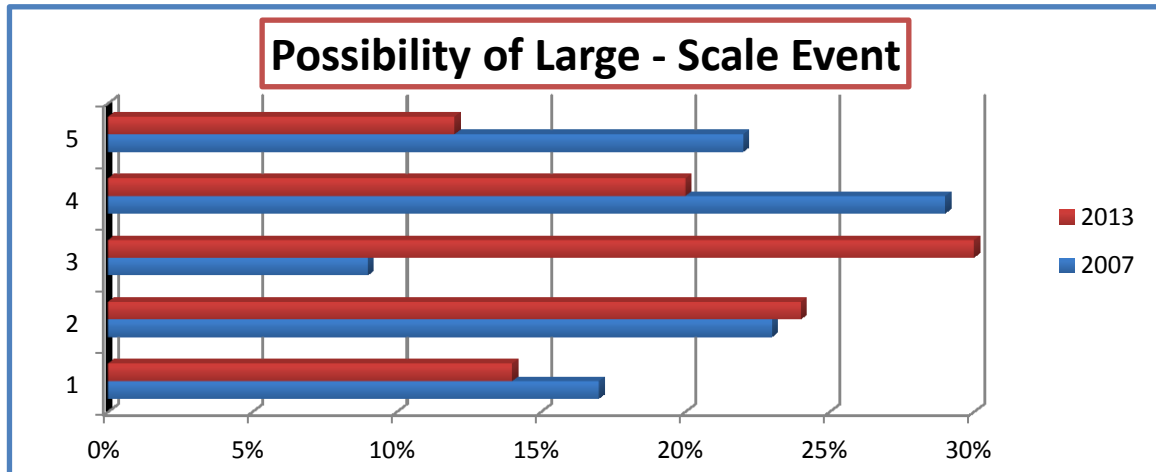


This concludes section one – 2013 Public Confidence Survey Results. The next section will show a comparison between the 2007 survey and the 2013 survey.

Section Two: Comparison 2007 & 2013 Surveys

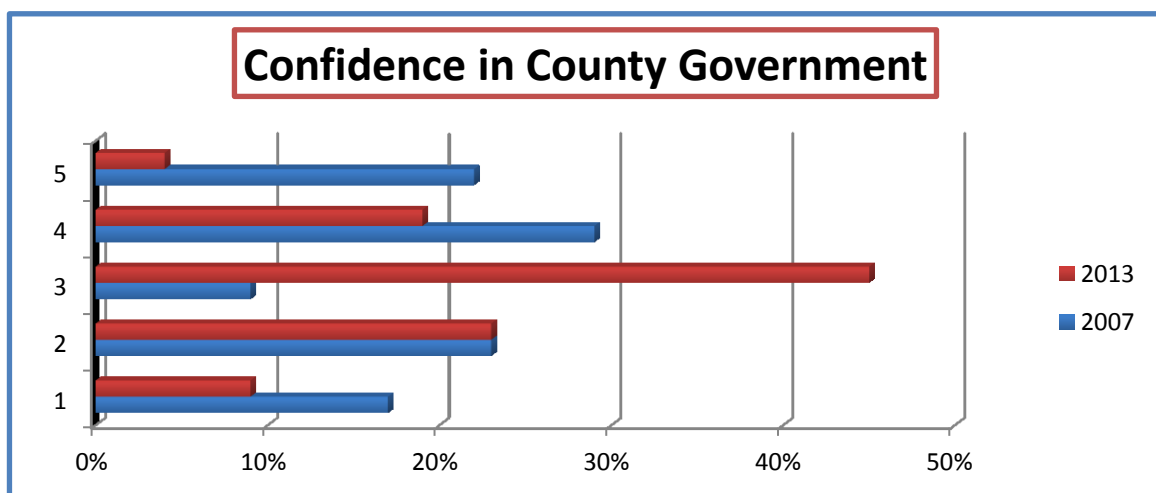
Question # 1: How concerned are you about the possibility that there will be a large – scale emergency in St. Clair County?

Survey Year	1	2	3	4	5
	Not Concerned			Very Concerned	
2007	17%	23%	9%	29%	22%
2013	14%	24%	30%	20%	12%



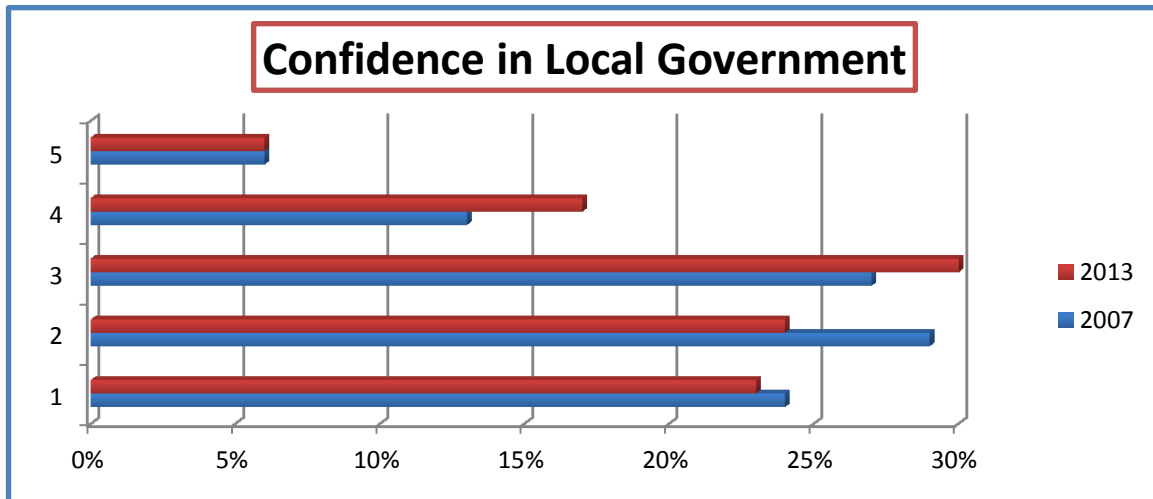
Question # 2: In general, how confident are you that County government is ready to respond effectively to a large – scale catastrophe?

Survey Year	1	2	3	4	5
	Not Confident			Very Confident	
2007	17%	23%	9%	29%	22%
2013	9%	23%	45%	19%	4%



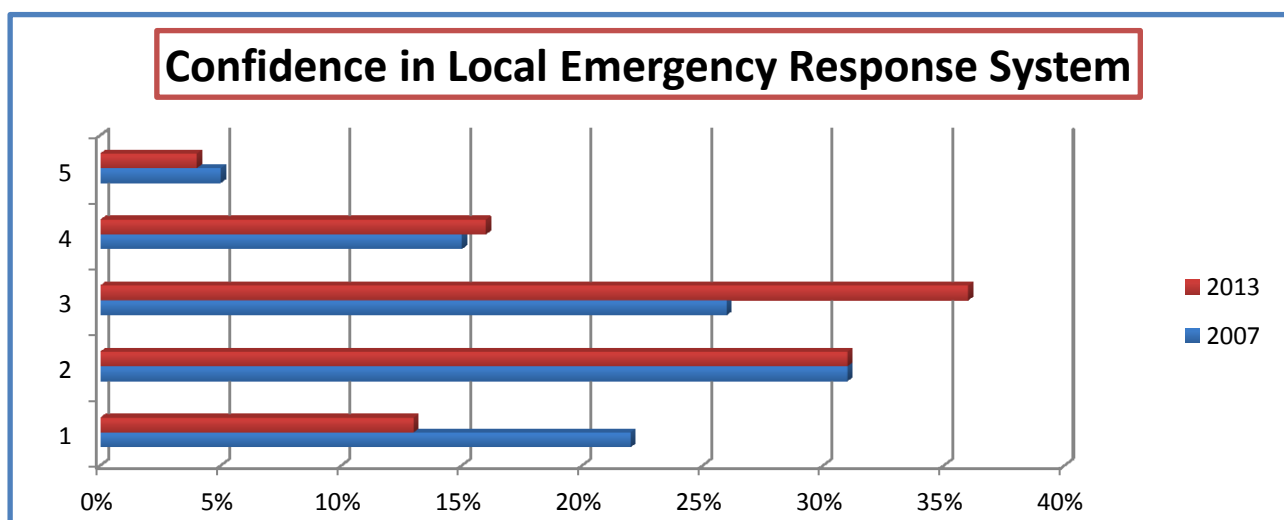
Question # 3: In general, how confident are you that local (City or Village) government is ready to respond effectively to a large – scale catastrophe?

Survey Year	1	2	3	4	5
	Not Confident				Very Confident
2007	24%	29%	27%	13%	6%
2013	23%	24%	30%	17%	6%



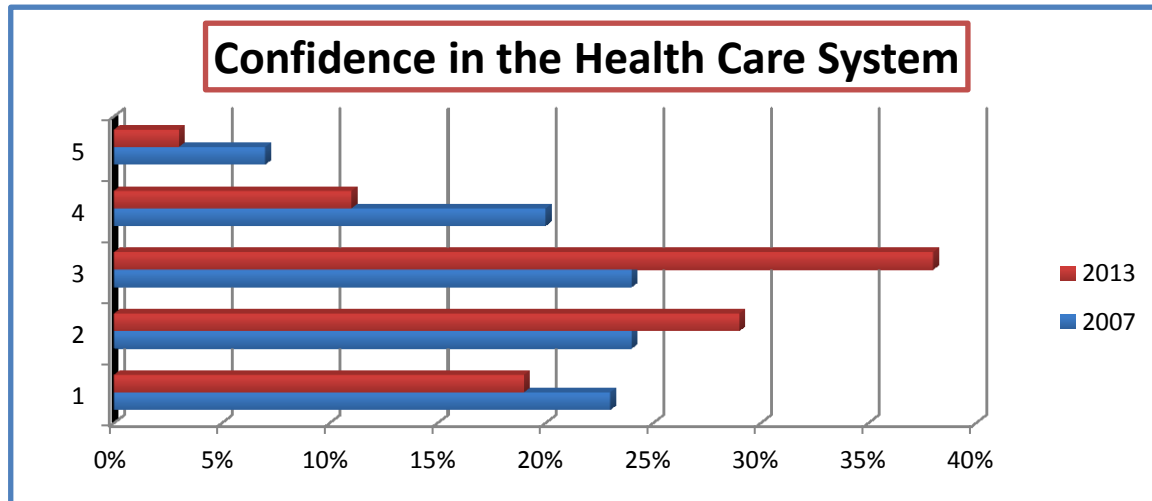
Question # 4: In general, how confident are you that the local emergency response system is ready to respond effectively to a large – scale catastrophe?

Survey Year	1	2	3	4	5
	Not Confident				Very Confident
2007	22%	31%	26%	15%	5%
2013	13%	31%	36%	16%	4%



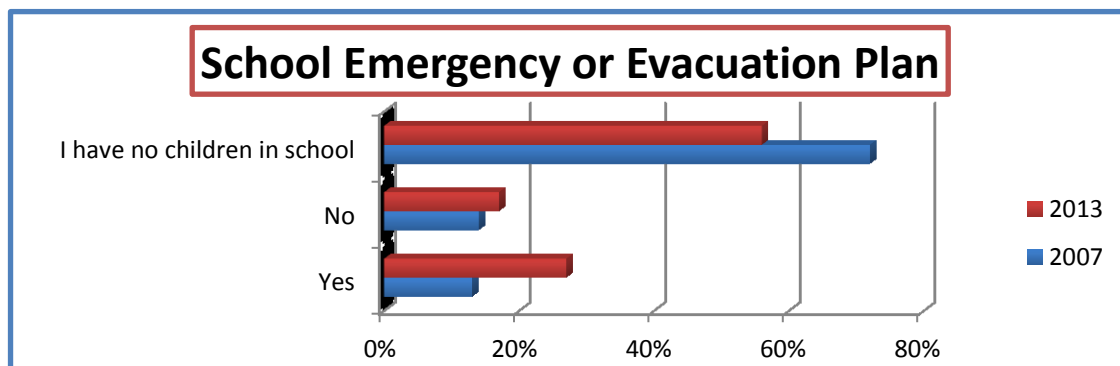
Question # 5: In general, how confident are you that the health care system is ready to respond effectively to a large – scale catastrophe?

Survey Year	1	2	3	4	5
	Not Confident			Very Confident	
2007	23%	24%	24%	20%	7%
2013	19%	29%	38%	11%	3%



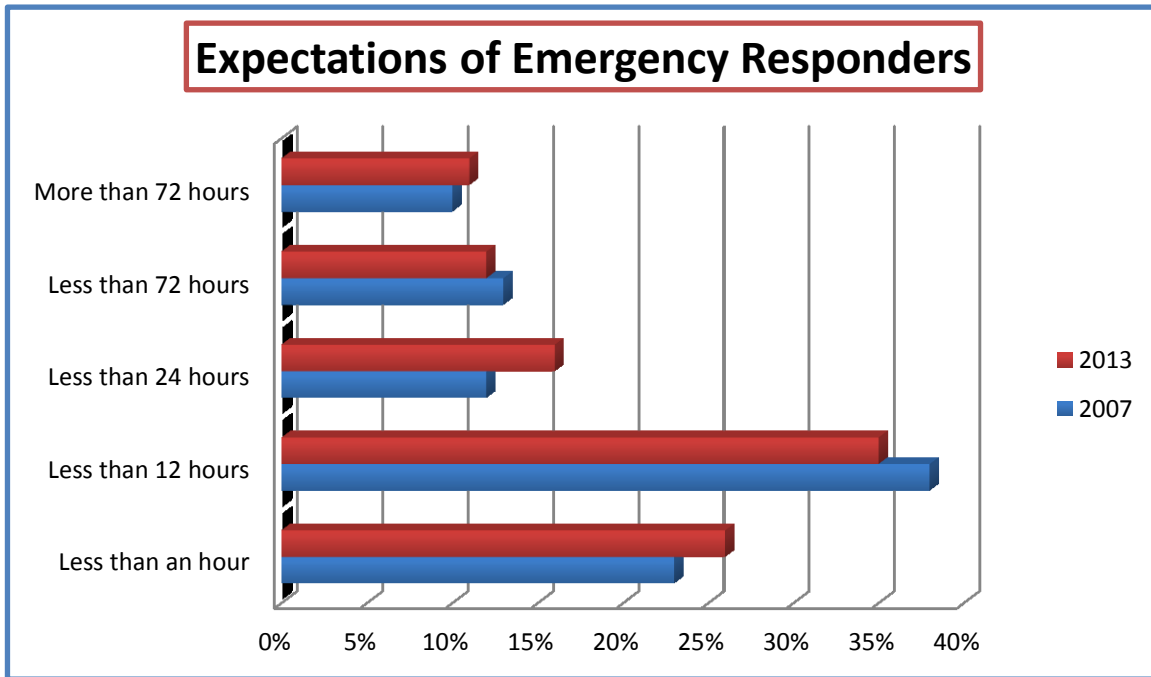
Question # 6: Are you aware of an emergency evacuation plan at your child[ren]’s school?

Survey Year	Yes	No	I have no children in school
2007	13%	14%	72%
2013	27%	17%	56%



Question # 7: In a large – scale event, how soon do you expect emergency responders to be at your location providing assistance?

Survey Year	Less than an hour	Less than 12 hours	Less than 24 hours	Less than 72 hours	More than 72 hours
2007	23%	38%	12%	13%	10%
2013	26%	35%	16%	12%	11%



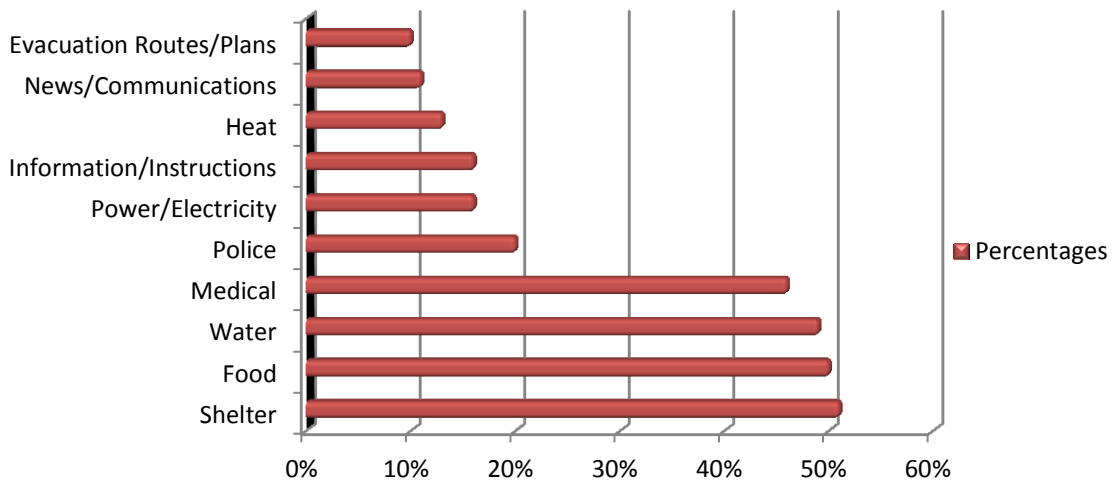
Open Ended Questions

The results described in this report reflect the top ten answers received for each question. This list is by no means extensive of all-inclusive. Due to the abbreviated list, the term “other” refers to all additional answers provided besides what is present in the charts and graphs.

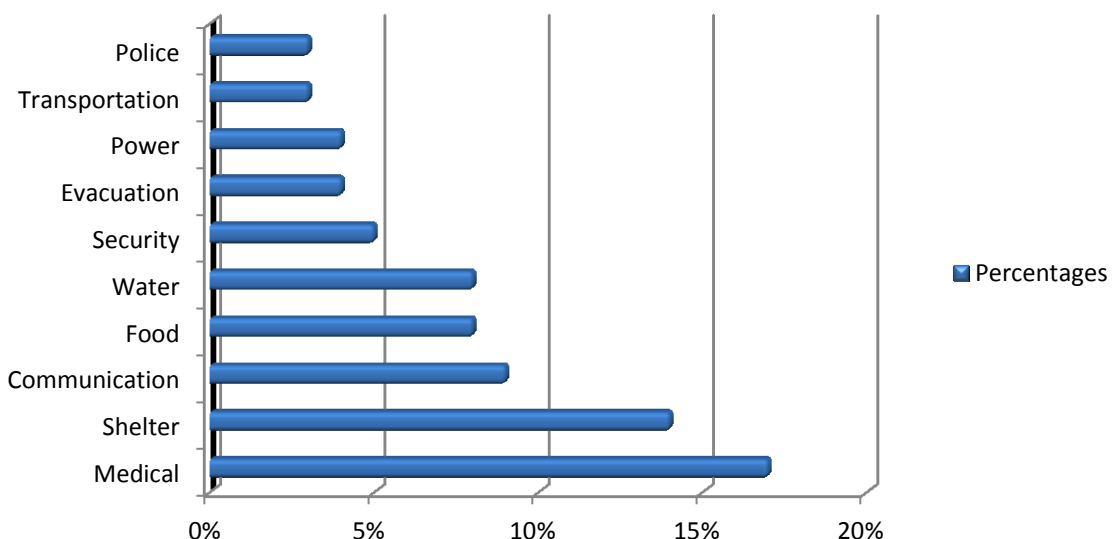
Question # 8: What do you consider the 5 most essential services that you expect County government to provide immediately after a large – scale event?

Top 5 Answers	2013	Top 5 Answers	2007
A. Shelter	51%	A. Medical	17%
B. Food	50%	B. Shelter	14%
C. Water	49%	C. Food	8%
D. Medical	46%	D. Water	8%
E. Police	20%	E. Communication	9%

2013 Top Ten Answers



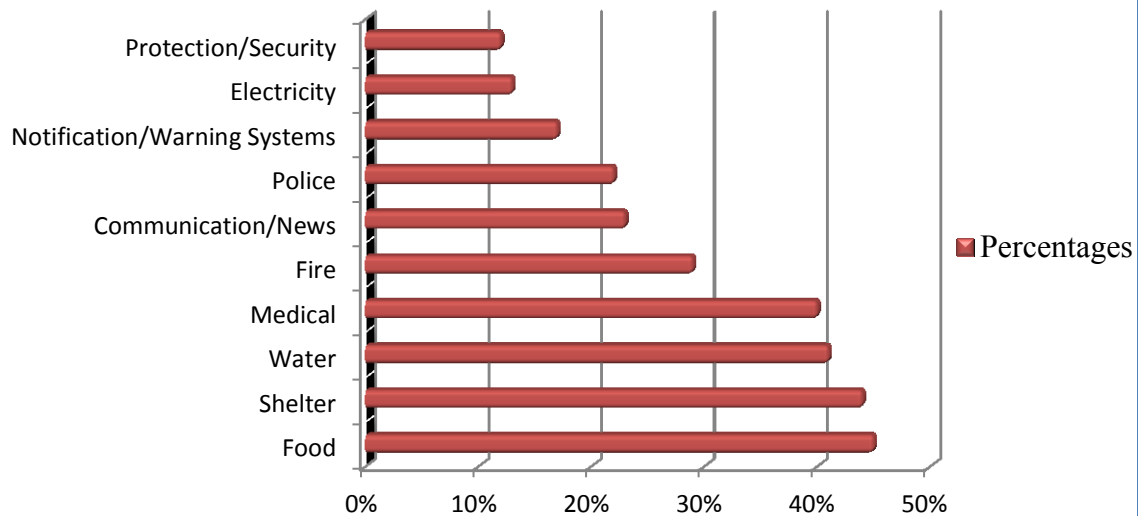
2007 Top Ten Answers



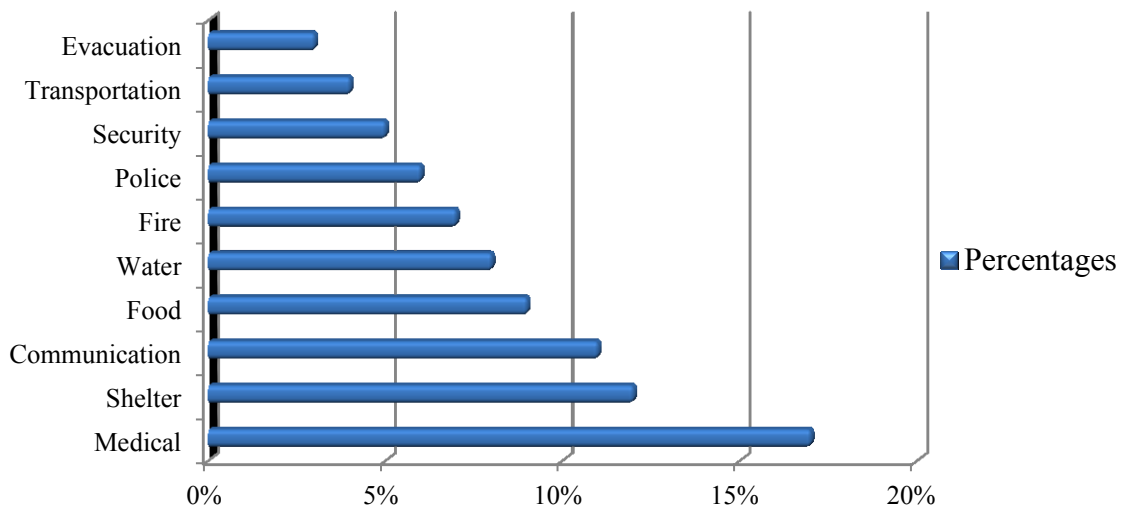
Question # 9: What do you consider the five most essential services that you expect your Local (City, Village, or Township) government to provide immediately after a large – scale event?

Top 5 Answers	2013	Top 5 Answers	2007
A. Food	45%	A. Medical	17%
B. Shelter	44%	B. Shelter	12%
C. Water	41%	C. Communication	11%
D. Medical	40%	D. Food	9%
E. Fire	29%	E. Water	8%

2013 Top Ten Answers



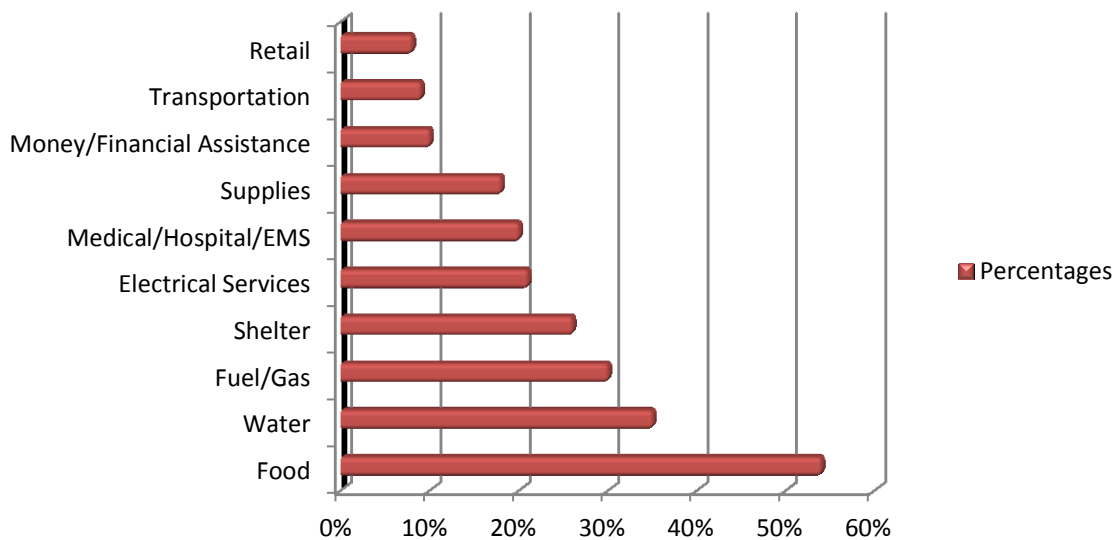
2007 Top Ten Answers



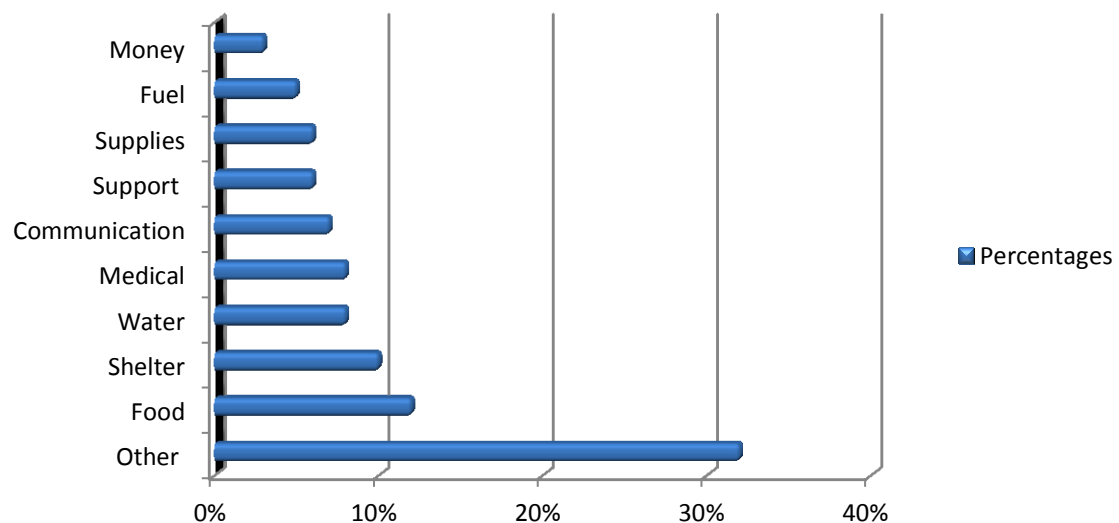
Question # 10: What do you consider the five most essential services that you expect the private sector (businesses) to provide immediately after a large – scale event?

Top 5 Answers	2013	Top 5 Answers	2007
A. Food	54%	A. Other	32%
B. Water	35%	B. Food	12%
C. Fuel/Gas	30%	C. Shelter	10%
D. Shelter	26%	D. Water	8%
E. Electrical Services	21%	E. Medical	8%

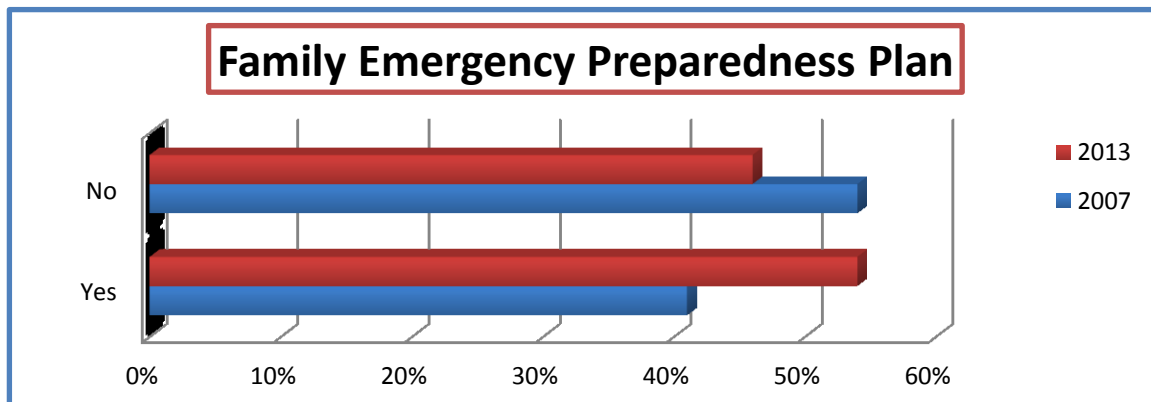
2013 Top Ten Answers



2007 Top Ten Answers

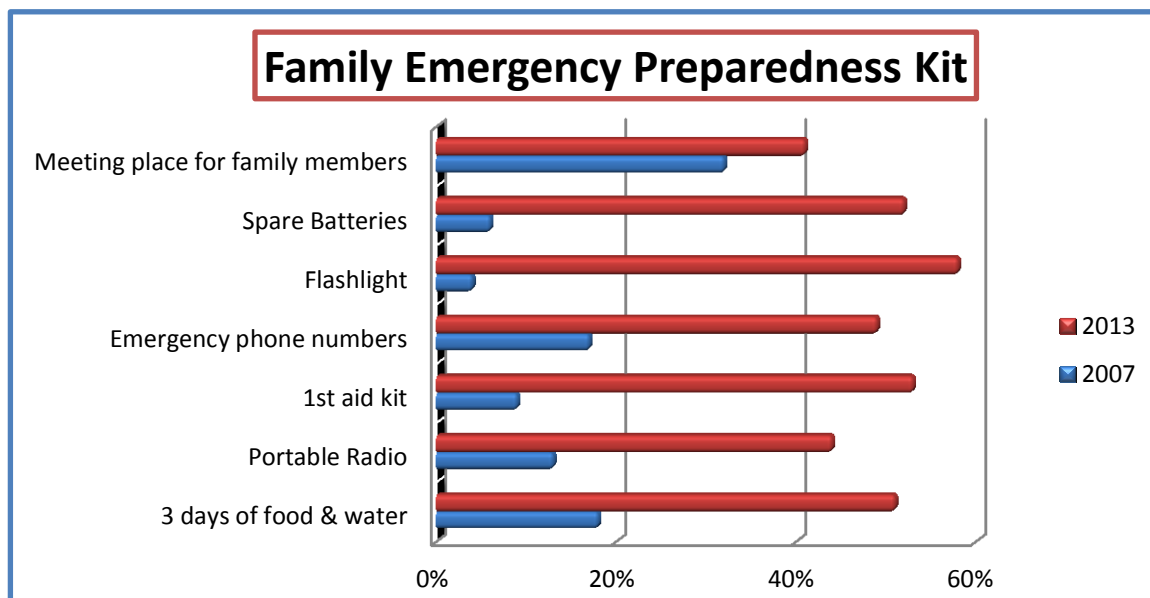


Question # 11: Do you have a family emergency preparedness plan that all family members know about?



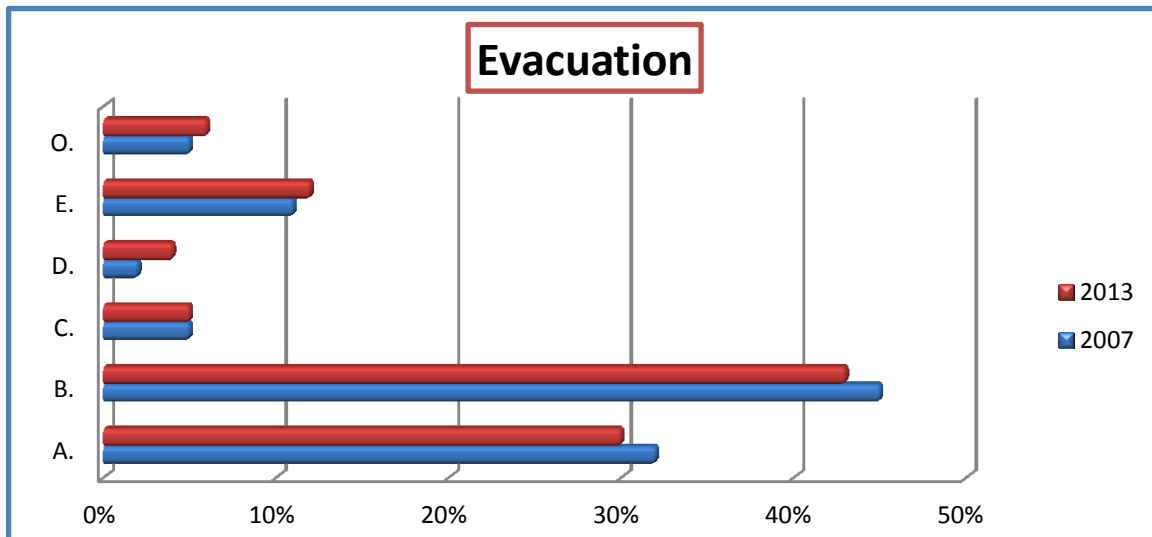
If yes, which of the following does your family emergency preparedness kit include?

	2007	2013
Three days of food and water	18%	51%
Portable Radio	13%	44%
1 st aid kit	9%	53%
Emergency Phone Numbers	17%	49%
Flashlight	4%	58%
Spare Batteries	6%	52%
Meeting place for family members	32%	41%



Question # 12: In the event of a large – scale emergency, if you were ordered to evacuate your home or office and go to a distant location would you:

	2007	2013
A. Leave Immediately	32%	30%
B. Wait until concerns about children or loved ones were addressed	45%	43%
C. Not Leave	5%	5%
D. Not Leave because you are unable to leave without assistance	2%	4%
E. Not Leave because of your lack of confidence in who is ordering you to leave	11%	12%
O. Other	5%	6%

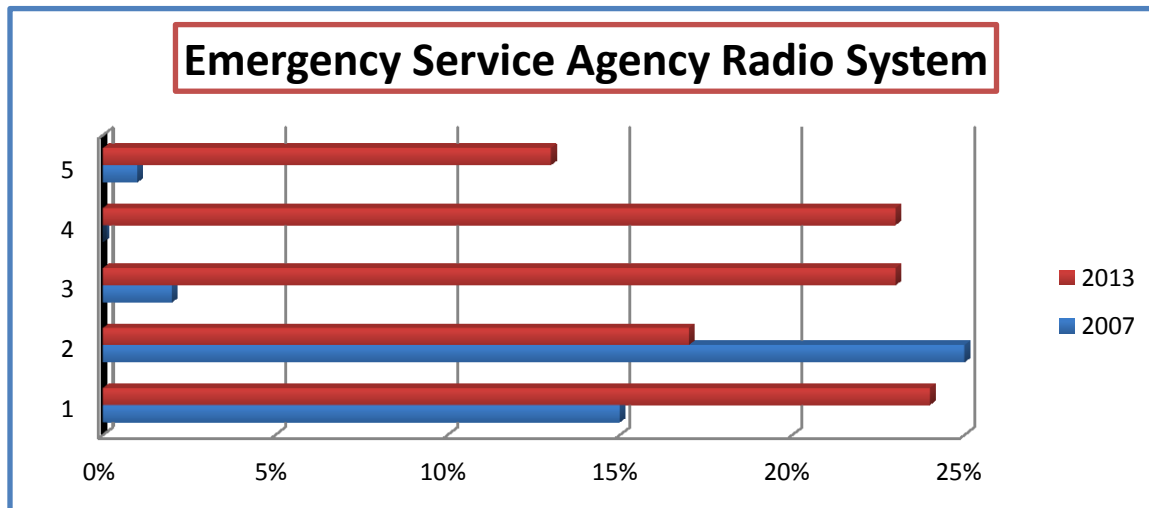


Other Answers Include:

- Within 5 years
- I have a 73 year old mother that cannot move quickly
- Need to understand scope of evacuation then decide
- Evaluate situation check on family first
- Take care of my own
- Not leave because of my animals
- Depending on the emergency – we have standby power, food, water, etc..... If house is destroyed – then have to leave, in other words it would have to be pretty awful for us to leave.
- Depending on type of emergency
- I would question this, close family seniors within a few miles
- Needs to be reliable source
- Gather important documents, contact loved ones before leaving then leave
- Evaluate information and make decision

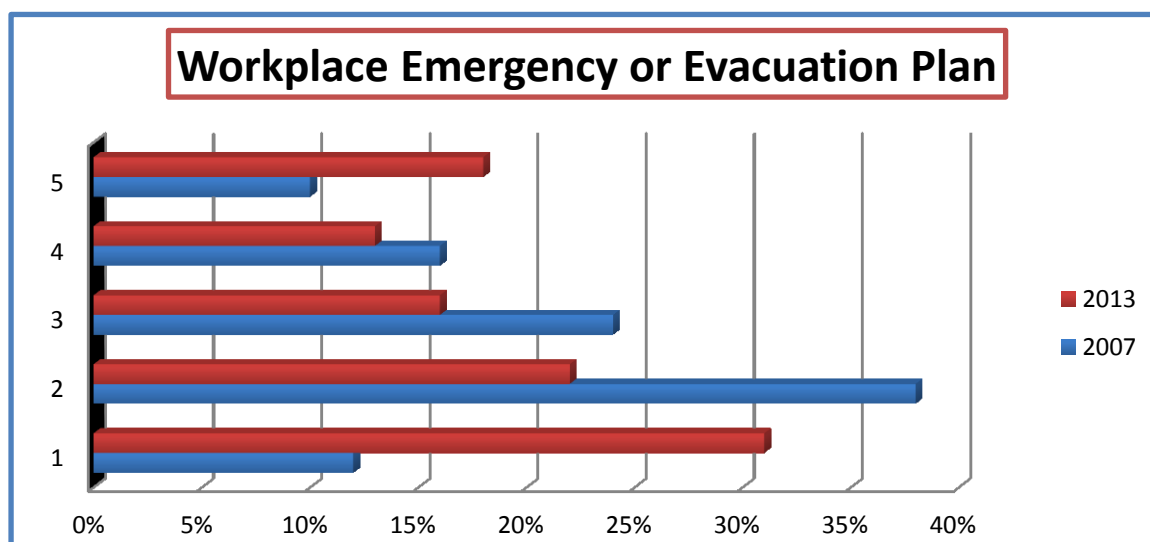
Question # 13: How concerned are you that emergency service agencies have a radio system that allows them to communicate with each other?

Rank	1	2	3	4	5
2007 %	15%	25%	2%	0%	1%
2013 %	24%	17%	23%	23%	13%



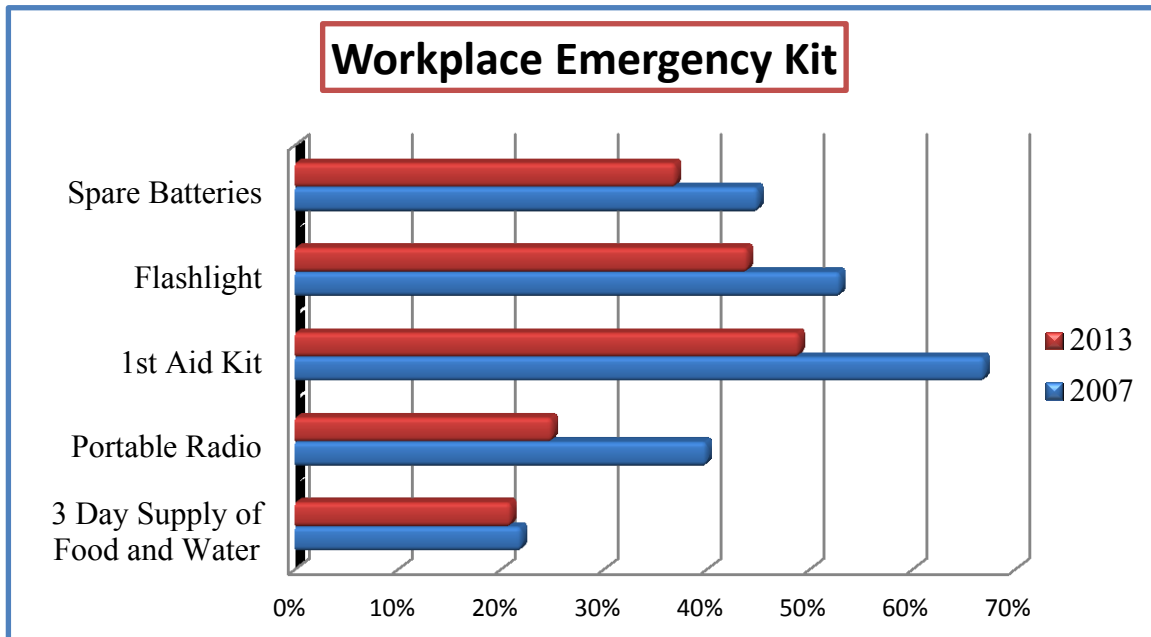
Question # 14: How familiar are you with the emergency or evacuation plan at your workplace?

Rank	1	2	3	4	5
	Very Familiar			Not Familiar at all	
2007 %	12%	38%	24%	16%	10%
2013 %	13%	22%	16%	13%	18%



Question # 15: Which of the following does your workplace emergency preparedness kit include? (Circle all that apply)

	2007	2013
3 Day Supply of Food and Water	22%	21%
Portable Radio	40%	25%
1st Aid Kit	67%	49%
Flashlight	53%	44%
Spare Batteries	45%	37%



This concludes Section Two comparison of the 2007 and 2013 survey. Section Three will look at specific efforts and results for the period between both surveys.

Section Three: Specific Efforts and Results

Based on the 2007 survey results, the St. Clair County Homeland Security – Emergency Management office had established a priority to reduce the identified gaps. Those gaps include:

Educate the public that government may not be able to immediately deliver essential services.

- This campaign demonstrated that the confidence in the County dropped from 51% (confident and very confident) in 2007 to 23% in 2013. The majority of people are now at the mid-level of confidence.

A public education campaign was initiated the County's capabilities and the need for residents to prepare for 72 hour self-sustainment.

- This campaign demonstrated that family emergency preparedness planning rose from 41% in 2007 to 54% in 2013. Furthermore statistics regarding Family Emergency preparedness kits rose substantially with all supply components over 40% in 2013. The 2007 results indicated less than 20% had the surveyed components.
- Unfortunately the 2013 results indicated a decrease in the business community emergency supply kits.
- Although there is significant improvement in understanding the need for 72 hour self-sustainment, the public expiration of the emergency stayed relatively consistent between 2007 and 2014.

Increase the ability to provide warm meals within 8 hours of a large scale power outage

- Based on the overall expectations from 2007, the existing feeding capability during a long term utility failure or large scale event was doubled.

Strengthen Continuity of Operations Planning for both private /public sectors.

- Partnered with Department of Homeland Security's Emergency Sector to present a pilot continuity exercise. Participants included seven communities and a school district. Additional are planned for 2014.

There were several open ended questions that were focused on the prioritized expectations of County, local and private sector. Although each of these groups provide have specific identified roles and responsibilities, it is clear that the public have 5 basic expectations. Those expectations remain basically unchanged from 2007 to 2013. They include food, water, shelter, utilities, and medical in which the community does not care who is responsible for providing the service as long as it is provided.

Section Four: Recommendations

Based on the 2013 survey results, the following will be included into the Homeland Security – Emergency Management Strategy:

- Emphasize to the private sector the importance of investing in business continuity planning and collaboration with government in such. Encourage the private sector to fund business continuity planning activities.
- Maintain a County wide public education plan with clear roles and responsibilities, and agreed-upon key messages with strong focus on 72 hour self-sustainment.
- Conduct a county wide essential services capability assessment in regards to utility failure
- Develop and exercise a comprehensive plan to prepare schools and key critical facilities within the County, and shall include procedures for facilitating interagency coordination.
- Develop a recovery plan template for public organizations.
- Review and exercise existing emergency management plans with area hospitals, long term care facilities and ensure coordination with County Comprehensive Emergency Management Plan and other critical emergency procedures established within the County plans.
- Use a county wide approach to lead local government COOP/COG planning, training and exercising.

Participating Communities within St. Clair County

When the 2005 Hazard Mitigation Plan was approved by FEMA/DHS, every community agreed to adopt the Plan. Prior to application submittal to update the existing 2005 Hazard Mitigation Plan, every community that desired continued participation, notified the St. Clair County Homeland Security – Emergency Management Office. As of July, 2012, every political jurisdiction was contacted regarding the plan update and they provided written notification that they desired continued participation in the Hazard Mitigation Plan update and will adopt the plan once finalized. (See page 10 for complete listing of all participating communities). St. Clair County HSEM will contact each community to schedule a plan update presentation and resolutions will be adopted for the 2015 Hazard Mitigation Plan once the Plan is approved through FEMA/DHS.