

Report to the Board of Supervisors



Gap Fire After Action Report Status & Operational Area Crisis Communications

September 16, 2008



After Action Reports

- Emergency Services Act (CA), Section 2450 (a) requires an After Action Report
- Organizational Practice
- Internal Versus External Feedback

Internal Review

- Survey of Approximately 100 EOC Personnel
- Section Interviews (5 Sections)
- Gathering Data/Information

External

- Discussions with Community Leaders
- Meetings with Community Members
- Two Major Community Forums
- Multiple Meetings/Conversations with Partnering Agencies

Preliminary Findings

- Training Needs
- EOC Readiness
- Increased Teamwork Across Disciplines
- Timely Information Distribution
 - Media
 - Internet
 - Call Center

Emergency Public Information

- County Produced, Broadcast & Posted 30 Press Releases—In English & Spanish
- Conducted Daily News Briefings at EOC
- Translated & Distributed about 15 USFS press releases into Spanish
- Worked 24/7 in EOC, Ch. 20, Web Site
- Responded to Hundreds of Media Calls From Around the World
- Operated Call Center & Kiosks



Emergency Public Information

- Since 2007, County has MOU with Local Radio Stations, including:
 - Rincon Broadcasting
 - Knight Broadcasting
 - KZSB/News-Press Radio
 - UCSB
- Stations cover County's populated areas—north, central and south; AM & FM bands, English & Spanish

Emergency Public Information

- The “Stations of Choice” for Countywide Emergency Information are:
- AM stations KTMS—990; KZSB—1290; KUHL—1410 and KINF—1440.
- FM stations KCSB—91.9; KSYV—96.7; KTYD—99.9; KSBL—101.7; KRAZ—105.9
- Spanish Stations KSPE—94.5 FM and KIST—107.7



Hundreds of Hours of Emergency News and Information Produced by Local MOU Radio Stations About Gap Fire

- KZSB broadcast 1,300 reports
- Rincon stations aired 172 hours of coverage (English and Spanish), including 43 hours during critical time July 3 - July 4
- Rincon's other stations aired additional 774 updates
- Knight Broadcasting took live feed from Rincon directly to its listeners on KUHL 1410 and KINF 1440 AM
- UCSB radio produced about 300 news reports

Television Coverage

- More than 2,500 news reports aired on national, statewide and local TV stations from July 1-14
- Up to 200 reports daily (total) on major network news stations, national cable channels and local television stations
- Tens of millions of people watched TV news reports, peaked with Nielsen TV household of more than 50 million people on July 5 for ABC Network News

Preliminary Findings

- Faster & More Frequent Updates
- Improve Dates & Times on Press Releases, Ch. 20 & Web Site Info
- Create 24/7 Live Broadcasting as Needed By Ch. 20 at EOC
- Designate PIO for Radio Stations
- Telephone Conference Call Bridge For Press Conferences
- People Love Maps
- Electronic Bulletin Boards / Kiosks



County Radio Station ?

- Must Reach Throughout All Santa Barbara County, Not Just One Area
- Physical Size, Mountains Means County Needs Two or Three Licenses
- License Sold for 1340-AM at \$1.44 Million
- Licenses, Staff, Annual Operating Costs, Transmission Towers, Operational Readiness Runs Into Millions of Dollars

County Radio Station ?

- Low Powered “Government” Stations Have Very Limited Broadcast Reach
- Maybe 12 – 20 Square Miles Each
- County Would Need Up To 50 Low Powered Stations to Most Reach Populated Areas
- Up to \$40,000 per Station, Plus Annual Operating Costs
- Need New On-going Marketing & Public Awareness Campaigns

MOU “Stations of Choice”

- Provides County With Access to 10 Radio Stations
- AM & FM Bands, English & Spanish
- No Direct Cost to Taxpayers or County
- Avoids Strategic Mistake of “Single Station” Concept: One Station vs. Ten
- What Happens When “The One” Goes Down?

