



# MEMA REPORTS

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MEMA REPORTS is a monthly newsletter produced by the Massachusetts Emergency Management Agency (MEMA) to help keep the Public Safety Community of Massachusetts better informed about the day's Emergency Management issues. MEMA REPORTS also appears on the MEMA website: [www.mass.gov/mema](http://www.mass.gov/mema).

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## **MA RECEIVES EMAP REACCREDITATION**

The Commonwealth of MA's Emergency Management Program has received reaccreditation by the Emergency Management Accreditation Program (EMAP). This signifies that the Commonwealth's program, led by MEMA, meets or exceeds national standards for emergency management and response. This recognition places MA in elite company. Of the 30 states with full accreditation, the Commonwealth is one of 14 to be reaccredited. MA's initial accreditation occurred in November 2006. The reaccreditation process, which involves a close examination of all aspects of MA's emergency management program and capabilities, validates the hard work and effort that emergency management partners from state, local, federal, private sector and not-for-profit organizations perform on a daily basis to protect the people of MA from natural and man-made disasters. For more information about EMAP and MA's Reaccreditation, go to [www.mass.gov/mema](http://www.mass.gov/mema).

## **THE GREAT SHAKEOUT IS COMING**

Millions of people worldwide will "Drop, Cover, and Hold On" on October 17th at 10:17 a.m. in the 2013 Great Shakeout! More than 19.4 million people were registered in Shakeout drills worldwide in 2012. 2013 is the first year that states in the northeast are participating. The event is being labeled the *Great Northeast Shakeout* in New England and extends as far south as Pennsylvania. Participating is a great way for families or organizations to become better prepared to survive and recover quickly from big earthquakes. MEMA HQ and Regional Office



staff will be among those participating. Why is "Drop, Cover, and Hold On" important to practice? You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you. Practicing helps you be ready to react. Visit [www.Shakeout.org/dropcoverholdon](http://www.Shakeout.org/dropcoverholdon) to learn more. It is also recommended that individuals, schools, organizations, and communities review and update plans and supplies, and secure your space in order to prevent damage or injuries. Register today and learn more about ways to participate and get resources at [www.Shakeout.org](http://www.Shakeout.org).

## **WESTON FIRST LEGO LEAGUE GREAT SHAKEOUT VIDEO**

A *First Lego League* team from Weston, MA has made a video to promote the Great Northeast Shakeout on October 17<sup>th</sup>. The video helps show kids how to “Drop, Cover, and Hold On” during an earthquake during school. In addition, the video features MEMA and the Weston Observatory. Check out the team’s great work in their video: <http://www.youtube.com/watch?v=oqZYyUgZm9Y>. The Weston school district is the first school district in the state to sign up as participants in the Great Northeast Shakeout.

## **NATIONAL PREPAREDNESS MONTH**

During September, MEMA was busy with many preparedness initiatives including supporting safety and preparedness events around the state and distributing thousands of preparedness brochures. MEMA also provided preparedness tips on MEMA’s Facebook and Twitter accounts each day during the month. Preparedness month messages were also shared with motorists through MassDOT’s variable message boards on many roads and Clear Channel Outdoors digital billboards.

## **READY MASSACHUSETTS, NOT JUST FOR SEPTEMBER**

MEMA’s [Ready Massachusetts](#) initiative, which is designed to educate and empower residents of MA to prepare for and respond to emergencies, including natural and man-made disasters, is a year-round initiative which reinforces the notion that “Every month should be ‘Preparedness Month’.” *Ready Massachusetts*, which is the Commonwealth’s counterpart to FEMA’s national *Ready* campaign localizes preparedness messages with information, materials and resources customized to MA’s specific emergency preparedness considerations: 1) Be Informed – know what emergencies may occur and stay informed; 2) Make a Plan – plan for your family before an emergency; 3) Build a Kit – assemble an emergency kit; and 4) Get Involved – volunteer in community emergency preparedness and response activities. MEMA works throughout the year to provide preparedness resources and information to help get everyone ready for emergencies.

## **MEMA HAS ‘BIG E’ PRESENCE**

MEMA again staffed a booth at the Eastern States Exposition in West Springfield. A record 1.5M attended the Big E over seventeen days in September. In conjunction with ‘Preparedness Month’, MEMA staff, located in the Massachusetts Building on the Avenue of States, gave fair-goers the opportunity to win emergency kits, learn about such subjects as family and personal preparedness, as well as download the free Ping4alerts! mobile app onto their smartphones.

## **MEOC ACTIVATED FOR TOPSFIELD FAIR**

MEMA’s Mobile Emergency Operations Center (MEOC) is fully operational at this year’s Topsfield Fair. MEMA, MA State Police Explosive Ordinance Disposal (EOD) Unit, MA National Guard Civil Support Team (CST), Topsfield Fire and Police Departments utilized the vehicle, while operating as a unified command. MEMA also has supported communications with cache radios, Interop channels and portable repeaters.

## **MEMA PARTICIPATING IN TWITTER ALERTS**

MEMA is one of the first agencies to participate in Twitter’s new ‘Twitter Alerts’ program. The program allows MEMA to mark the most urgent tweets as “Alerts” which helps highlight these important messages. By visiting <https://twitter.com/MassEMA/alerts>, Twitter users can subscribe to receive MEMA’s Twitter Alerts as text messages or through Twitter app notification. To learn more about the program, visit: <https://about.twitter.com/alerts>.

## **HAZARD MITIGATION GRANT PROGRAM**

MEMA has recently closed the application period for Hazard Mitigation Grant Plan (HMGP) funds for Hurricane Sandy (#4097) and winter storm Nemo (#4110). MEMA received 37 Hazard Mitigation Grant Program planning and project applications for the two disasters. The Commonwealth's team of MEMA and Department of Conservation & Recreation (DCR) staff is beginning their detailed review of these applications in this competitive grant process.

## **TRAINING UPDATE**

During the past month, 26 individuals attended 2 different classes, receiving training through MEMA in the following subject areas: *ICS-300 and ICS-402*. Year-to-date, 963 students have attended 70 offerings. For additional information regarding MEMA Training and future classes, go to [www.mass.gov/mema](http://www.mass.gov/mema).

## **MEMA STAFF UPDATE**

Elizabeth Dubrawski has joined MEMA as a Hazard Mitigation Contract Specialist. Beth will work in the Hazard Mitigation Unit, within the Mitigation and Disaster Recovery Section.

## **UPCOMING PILGRIM SIREN TEST**

There will be a brief audible test of the Pilgrim Nuclear Power Station's Emergency Planning Zone siren system on November 11<sup>th</sup> at 3:45pm. MEMA HQ serves as the primary activation point for this system.

## **FEBRUARY BLIZZARD PUBLIC ASSISTANCE**

To date, FEMA's Public Assistance Program has obligated over \$27.7M to assist communities impacted by the February 8-10, 2013 blizzard. As the reimbursement process moves forward, communities and certain private non-profit organizations in all 14 MA counties will be eligible to be reimbursed for 75% of the costs associated with providing emergency protective measures associated with the storm. Additionally, communities in Berkshire, Bristol, Essex, Franklin, Hampden, Hampshire, Middlesex, Norfolk, Suffolk, and Worcester counties (Counties which received at least 90% of a record snowfall) will be eligible for snow assistance.

## **MARATHON BOMBING ASSISTANCE MOVING FORWARD**

The process to provide federal assistance reimbursements to municipalities, state agencies and certain non-profits for a portion of the costs associated with providing emergency protective measures in response to the Boston Marathon Bombings continues to progress. To date, FEMA has obligated over \$6.2M to the impacted communities.

## **TIER II SYSTEM**

MEMA, in coordination with the State Emergency Response Commission (SERC), has purchased the secure, web-based Tier II Manager System. It is anticipated this system will be used by the SERC for 'Reporting Year 2013' Tier II reports. A *Tier II Manager System: Registration for Filers* memo has been disseminated and may be found at <http://www.mass.gov/eopss/agencies/mema/emergency-info/haz-mat/serc/>.

## **SOUTHERN NEW ENGLAND WEATHER CONFERENCE**

The 14th Annual Southern New England Weather Conference will be held on Saturday, October 26, 2013 at MediTech Corporation in Canton, MA. The purpose of the conference is to enhance professional development and communication among private and public sector meteorologists, teachers, emergency management officials, and weather enthusiasts. There will be a focus on Superstorm Sandy from 2012. However, a wide variety of subject areas, including the 1938 hurricane, blizzards, tornadoes, risk management, decision support services will be covered, as well as good

information for teaching weather in the classroom. For more information and to register online, please visit <http://www.sneweatherconf.org/>

### **NEDRIX ANNUAL OCTOBER CONFERENCE**

The Northeast Disaster Recovery Information X-Change (NEDRIX) is planning their annual 3-day conference for October 27-30, 2013 at the Hyatt Regency, Goat Island, Newport, RI. The conference will offer more than ten distinguished speakers, experts, and practitioners, presenting on a wide-range of topics that will delve into the roots of current crises and the dynamics of managing those events from A to Z. By attending this conference you will examine solutions and explore how you can awaken, unite, and empower your constituents and organization. NEDRIX events offers participants the opportunity of creating provocative strategies that have a credible chance of success. To review the current program, go to: <http://nedrix.com/PDF/2013OctoberProgram.pdf>.

### **MUTUAL AID AGREEMENT**

Communities are beginning to receive reimbursements from FEMA for costs occurred surrounding their mutual aid activities for the Boston Marathon Bombings. This highlights another reason why mutual aid agreements are important. MEMA continues to encourage all communities and governmental entities to take advantage of the opportunity to opt into the Statewide Public Safety Mutual Aid Agreement and the Public Works Mutual Aid Agreement program. To date, 235 entities are on board with the Statewide Public Safety Mutual Aid Agreement and 167 have signed onto the Public Works Mutual Aid Agreement: <http://www.mass.gov/eopss/agencies/mema/mutual-aid.html>. Local officials with any questions regarding the Agreement should contact their MEMA Regional Office or Allen Phillips, Region I Local Coordinator, at 978.328.1500 or [allen.phillips@state.ma.us](mailto:allen.phillips@state.ma.us).

### **DOWNLOAD PING4ALERTS! APP**

MEMA continues to encourage citizens to download the FREE mobile app, *ping4alerts!*. This state-of-the-art tool significantly enhances MEMA's ability to communicate with the public during emergencies. In a matter of minutes, MEMA has the ability to highlight an area on a map and then push text messages, text files, image files and audio messages to Smartphones that have the app and are located within that area. National Weather Service severe weather alerts are also pushed to phones with the app in affected areas. The app is now available for iPhone and Android Smartphones. MEMA continues to encourage all Smartphone users to visit the following website: [www.mass.gov/mema/mobileapp](http://www.mass.gov/mema/mobileapp) for additional information and to download this mobile app. This is a resource that MEMA will be sharing broadly with other state agencies, as well as local public safety, public health and emergency management officials in order to ensure that the public receives warnings about imminent or occurring emergencies and information that will help them take appropriate steps to mitigate their risk.

### **MEMA'S UPDATED MISSION STATEMENT**

MEMA is the state agency charged with ensuring the state is prepared to withstand, respond to, and recover from all types of emergencies and disasters, including natural hazards, accidents, deliberate attacks, and technological and infrastructure failures. MEMA's staff of professional planners, communications specialists and operations and support personnel is committed to an all hazards approach to emergency management. By building and sustaining effective partnerships with federal, state and local government agencies, and with the private sector - - individuals, families, non-profits and businesses - - MEMA ensures the Commonwealth's ability to rapidly recover from large and small disasters by assessing and mitigating threats and hazards, enhancing preparedness, ensuring effective response, and strengthening our capacity to rebuild and recover.

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