



# **FLORIDA FIRE CHIEFS' ASSOCIATION**

**PRESENTS IT'S  
"STATEWIDE EMERGENCY RESPONSE PLAN"  
TO  
FIRE APPARATUS MANUFACTURERS' ASSOCIATION  
NAPLES, FLORIDA  
MARCH 14, 2005**

**CHIEF M. STUART MCELHANEY  
FFCA NORTHEAST REGION DIRECTOR**

# **SETTING THE STAGE**

**LOOK OUT CALIFORNIA,  
FLORIDA IS RAPIDLY BECOMING  
THE  
“MASTER OF DISASTER”**

**OR,  
WE HAD A FEW STORMS THIS  
PAST SUMMER!**

# HURRICANE JEANNE

(THE LAST FOR AWHILE; WE HOPE)

SEPTEMBER 25, 2004





# PUERTO RICO





# DOMINICAN REPUBLIC





HAITI







**ONLY THE SECOND TIME  
SINCE 1886 THAT FOUR  
HURRICANES HAVE MADE  
LANDFALL IN ONE STATE IN  
ONE SEASON.**

DESENSITIZED FLORIDIANS DID NOT EVACUATE  
AS THEY DID IN PREVIOUS STORMS. SHELTERS  
WERE ONLY 25% OF CAPACITY. SOME DID LEAVE  
AND PACKED EVERYTHING!





# **JEANNE'S ARRIVAL ACROSS FLORIDA**



**NEW SMYRNA BEACH**



**EPCOT-ORLANDO**



**WEST PALM BEACH**



**KISSIMMEE**





**FORT PIERCE BEACH**





FORT PIERCE





FORT PIERCE







FORT PIERCE





**BONITA BEACH**



**BROOKSVILLE**



**BAREFOOT BAY**





**BREVARD COUNTY**



**INDIAN HARBOR**



**INDIALANTIC**



**INDIALANTIC**



**COCOA**



# BREVARD COUNTY - MELBOURNE







## BREVARD COUNTY – SATELLITE BEACH







**BREVARD COUNTY**

**PALM BAY**



**ROCKLEDGE**



**TITUSVILLE**



**TREASURE COAST**





**DAVIS ISLAND**



**GRANT**



**DEL REY BEACH CC**





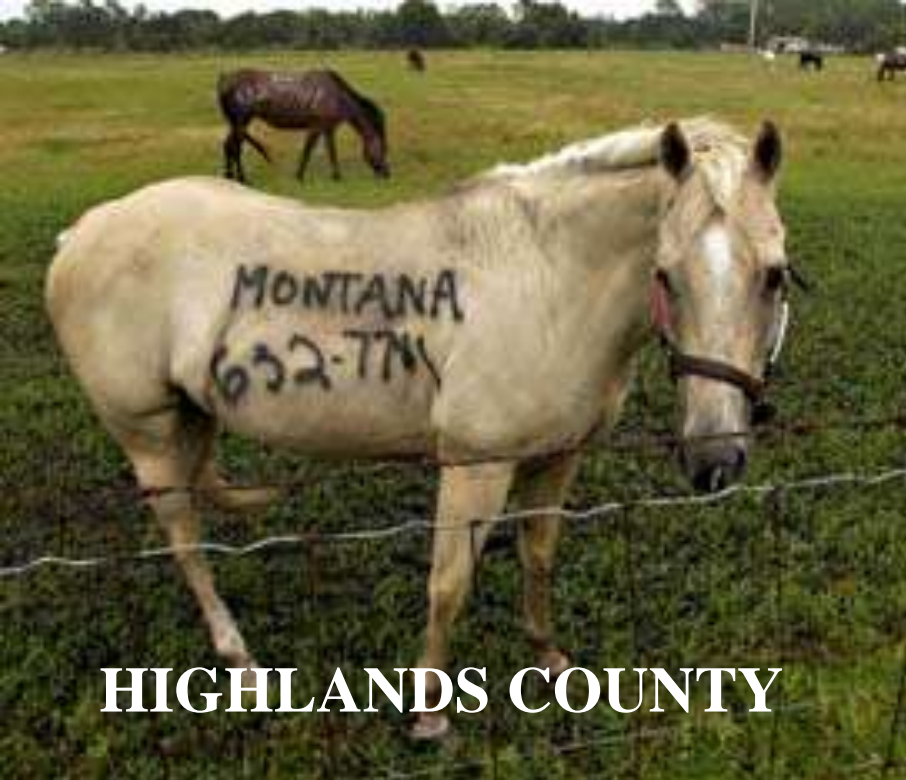
**HUTCHINSON ISLAND**





**HUTCHINSON ISLAND**





**HIGHLANDS COUNTY**



**JENSON BEACH**



**LAKE OCHECHOBEE**



**INDIAN RIVER LAGOON**





**JUPITER**



**KISSIMMEE**



**CLEWISTON**



**PINELLAS PARK**





ORCHID ISLAND



TAMPA





STUART







TALLAHASSEE



LAKELAND



ST. PETERSBURG





PALM BEACH





Outlive

Current Players

- Charley
- Frances
- Ivan
- Jeanne



• By Breanna  
Fair •





# **FLORIDA FIRE CHIEFS' ASSOCIATION**

**STATEWIDE EMERGENCY RESPONSE PLAN**

# **SERP**

**FFCA President, William L. Nesmith, CEM, CFO**

**SERP State Coordinator, Barry B. Baker**



# What is FFCA's SERP?

- Clear and systematic guide to manage man-made and natural disasters



Hurricanes



Wildfires



Acts of Terrorism



# What is FFCA's SERP?

- Calls for immediate and orderly mobilization and deployment of regional, state and local resources to devastated communities





# What is FFCA's SERP?

- Offers a precise method of requesting and tracking personnel, equipment and expenses for reimbursement



- Pre-designates leadership roles and responsibilities



# What is FFCA's SERP?



- Encourages statewide adoption of Mutual Aid Agreements and post disaster analysis and discussion



# What is FFCA's SERP?

- It is an award-winning plan that is modeled throughout the nation as well as identified in Florida's Comprehensive Emergency Management Plan (CEMP).

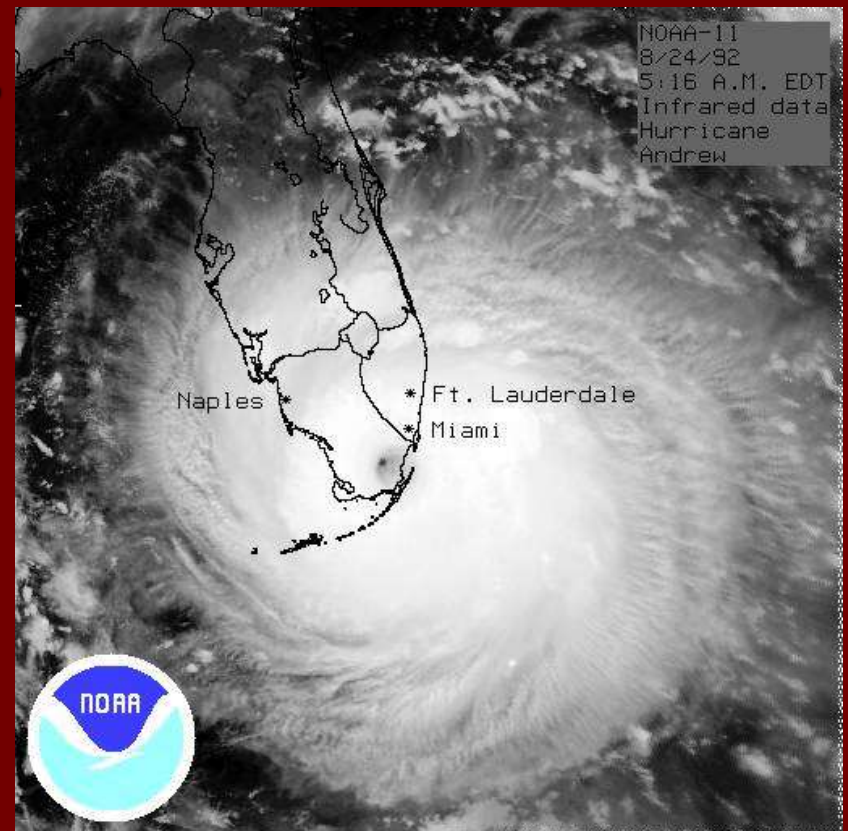




# Why was the SERP initiated?

Previous to the SERP following Hurricane Andrew in 1992, help arrived in South Florida... TOO MUCH of it.

- The “help” was unexpected.
- The response was uncoordinated.
- Specific missions and destinations were never assigned.
- The affected area was unprepared.





# How does the SERP benefit Floridians?

- Disasters are chaotic; everyone wants to help, but without proper coordination, free-lance and disorderly relief efforts can:
  - frustrate the situation
  - overburden the impacted area
  - prevent effective communication





# How does the SERP benefit Floridians?



- Thanks to SERP, Floridians receive a quick and uninterrupted emergency response from qualified and experienced public safety professionals with highly specialized skills and training.

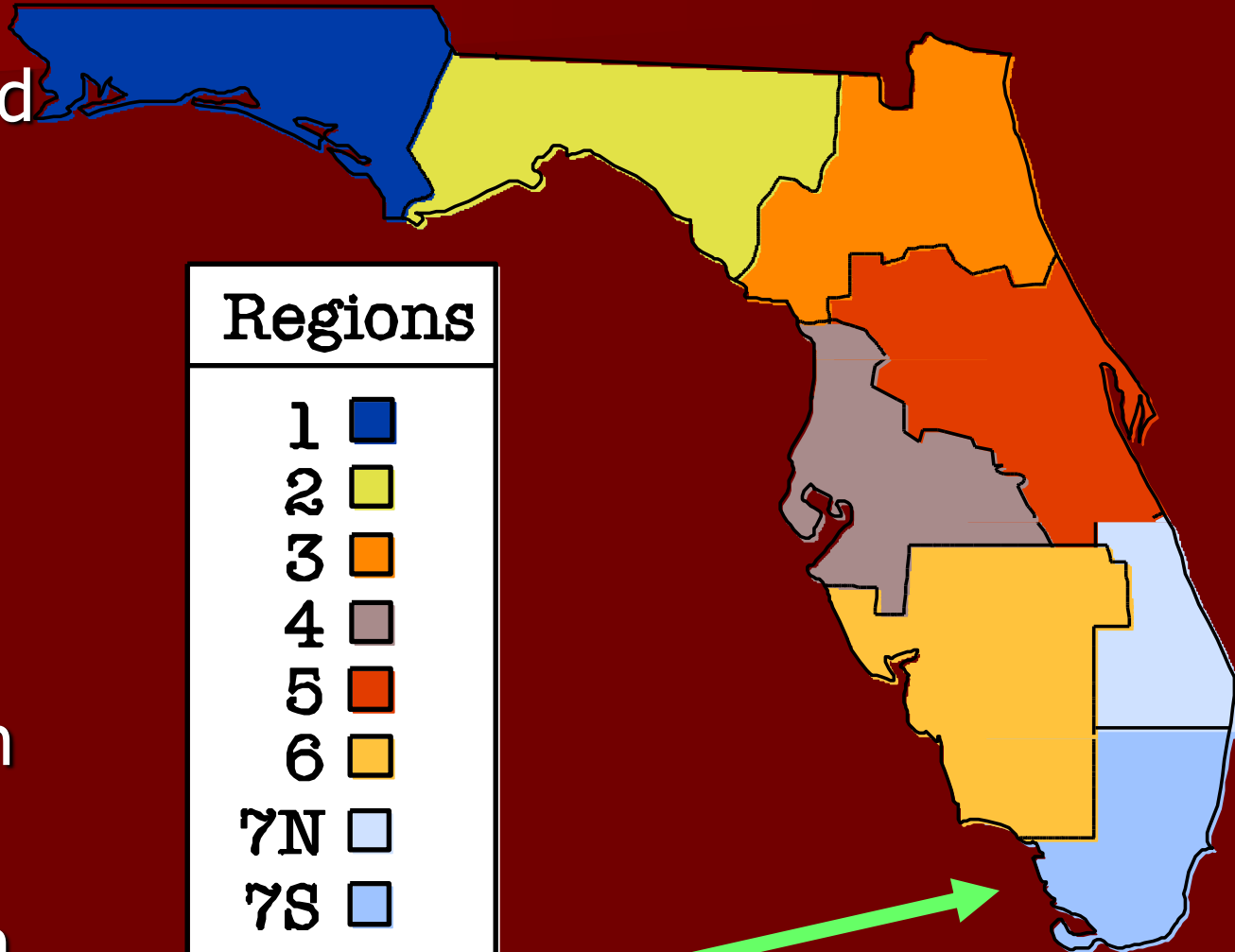




# How does the SERP Work?

- Florida is divided into seven regions, each with a pre-appointed regional coordinator
- The seventh region is broken into two sections: the north and south

Regions	
1	
2	
3	
4	
5	
6	
7N	
7S	



# How does the SERP Work?



Search and Rescue



EMS

- To activate SERP, the State Emergency Management Director works through
  - ESF 4 (Firefighting)
  - ESF 9 (Search and Rescue)
  - ESF 8 (EMS)
  - ESF 10 (Hazardous Materials)
  - ESF 14 (Public Information)



# How does the SERP Work?

- The SERP chair then contacts the seven regional coordinators, who contact county coordinators.
- The county coordinators keep updated and comprehensive lists of resources.



# How does the SERP Work?

- Every community can rely on and benefit from these resources, which promotes efficiency and significantly reduces response times to impacted areas.





# How does the SERP Work?

- The State EOC also assigns tasking numbers to specialty and relief teams who know their specific mission and destination even before leaving home.



# How does the SERP Work?



- These tasking numbers are assigned to all equipment, apparatus and personnel that are sent to impacted areas or staging locations.





# How does the SERP Work?

- Within a few hours the impacted community will prepare to receive resources, which minimizes confusion and prevents duplication of service.



# How does an agency request resources?

Message #:		Date:		Time:			County:		Agency:	
Requestor:	Name :		Tel #:			Fax #:		Net:		
Brief Description of Mission Requested :										
Resources Report:	Date:		Time:			Estimated Resource Release:	Date:		Time:	
On Scene Contact:		Tel #:			Fax #:		Net:			
Resources Report Location:						Staging Tel #:				
Equipment Estimated Daily Work Hrs:		Personnel Estimated Daily Work Hrs:		Mission #:						
Comments/Information/Notes:										

Complete the top portion of this form and include mission information such as:

- agency contact information
- description of the mission
- anticipated work hours and duration



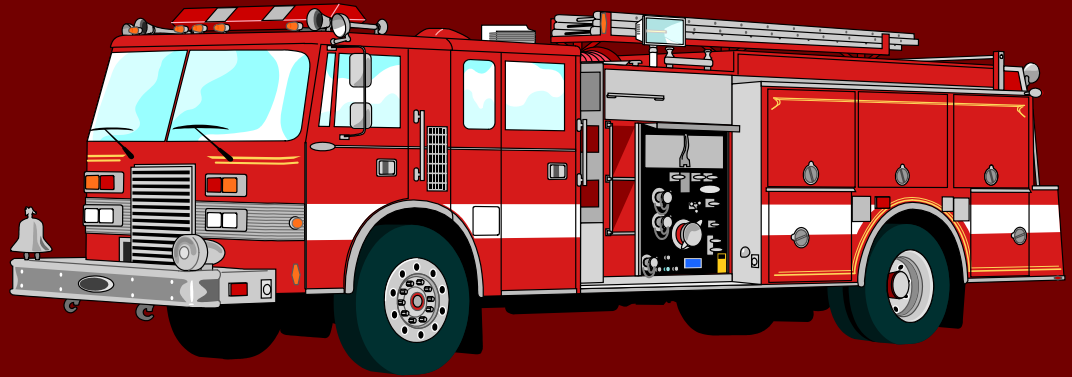
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Resources Report Location:						Staging Tel #:				
Equipment Estimated Daily Work Hrs:		Personnel Estimated Daily Work Hrs:		Mission #:						
Comments/Information/Notes:										

Complete the top portion of this form and include mission information such as:

- on-scene contact information
- mission description
- reporting location

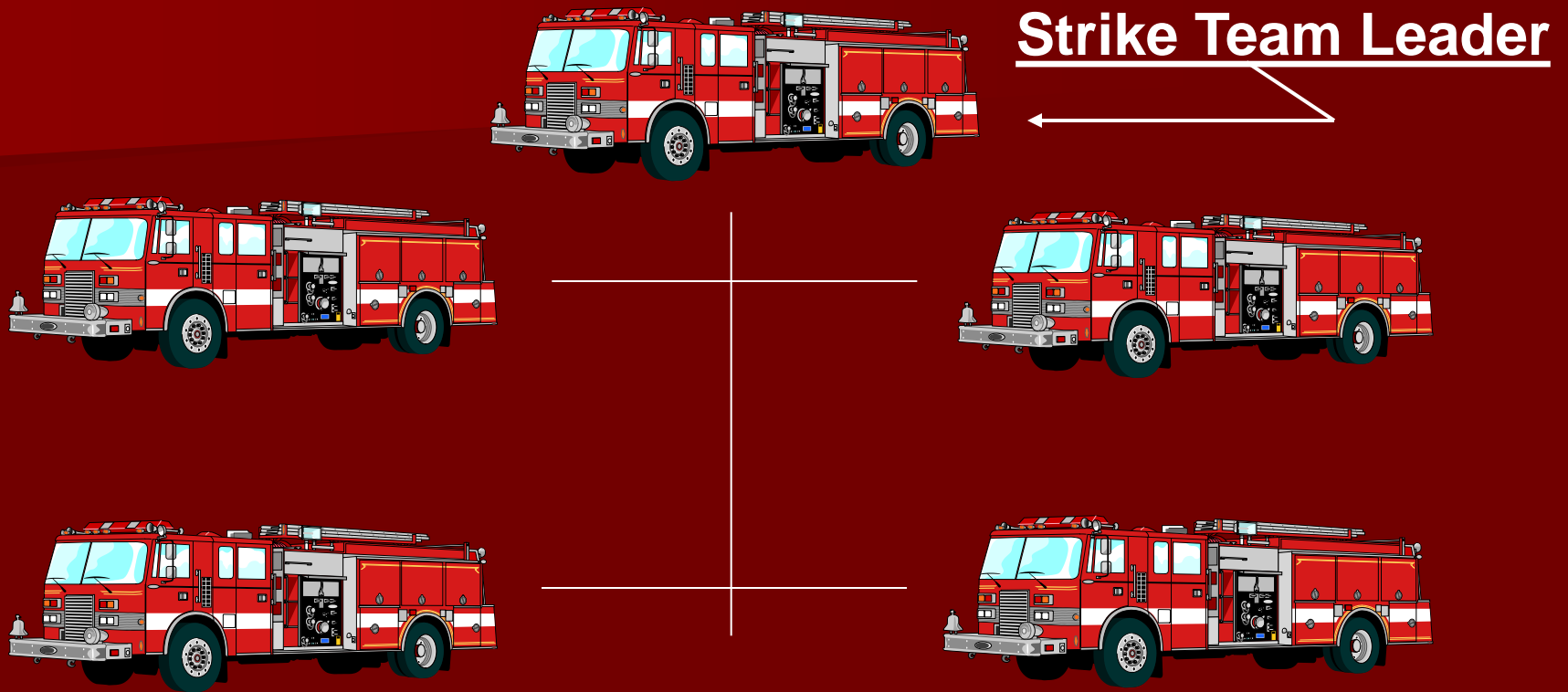
# SINGLE RESOURCE



The minimum number of personnel and equipment assigned to a task

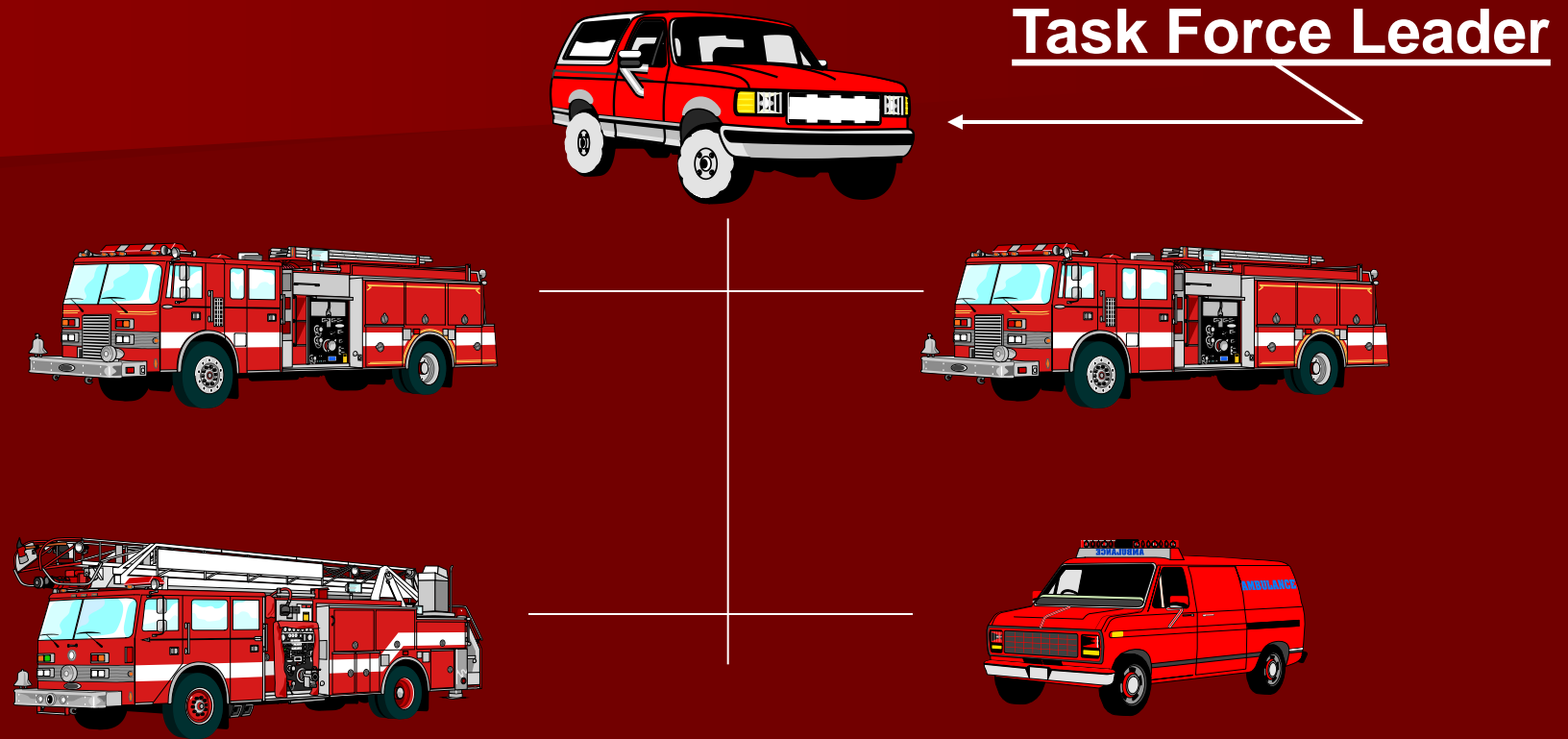


# STRIKE TEAM



Two or more similar single resources with common communications and a leader

# TASK FORCE



Two or more dissimilar single resources with common communications and a leader



# The SERP in Action Since 1993

- Taking an all hazards approach, fire chiefs from Florida's 67 counties spent nearly 5 years developing the SERP and the last decade refining and updating it.
  - organized
  - unified
  - paramilitary chain-of-command
  - proven record of success



# The SERP in Action Since 1993

- Tornadoes -- February, 1998

- Wildfires -- 1998, 2000, 2001

- Hurricane Georges – September, 1998

- 9/11 Terrorist Attacks – 2001

- Hurricane Season – 2004





# Hurricane Charley

## August 13, 2004

Ground Zero: Punta Gorda



# Hurricane Frances

## September 5, 2004

Ground Zero: Sewall's Point





# Hurricane Ivan

## September 16, 2004

Ground Zero: Florida Panhandle



# Hurricane Jeanne

## September 25, 2004

Ground Zero: Stuart





# Hurricane Season, 2004

- One in five homes were impacted



# Hurricane Season, 2004

- The State Emergency Operations Center stayed activated from August 9 – November 2





# Hurricane Season, 2004

■ 117 storm-related deaths



# Hurricane Season, 2004

- 9.4 million people evacuated their homes





# Hurricane Season, 2004

- 368,000 people sought safety in public shelters



# Hurricane Season, 2004

- 8.5 million people reported power outages





# FFCA's SERP Deployments



Approximately  
2,744 people  
deployed

# FFCA's SERP Deployments



23 Urban  
Search and  
Rescue Teams



# FFCA's SERP Deployments

## 7 Overhead Teams



# FFCA's SERP Deployments

## 22 Incident Management Teams





# FFCA's SERP Deployments

## 15 Logistics Officers



# FFCA's SERP Deployments

## 29 Liaisons





# FFCA's SERP Deployments

## 134 Fire Engines



# FFCA's SERP Deployments

- 136 Fire/ALS Rescues
- 23 Water Tenders
- 26 Assorted Vehicles
- 17 MAC Units





# FFCA's SERP Deployments

## 29 Dispatchers



# FFCA's SERP Deployments

17 Public  
Information  
Officers





# Lessons Learned

- Many emergency agencies and responders are not familiar with the SERP
- More SERP trained FFCA members are needed in leadership roles during extended operations (depth is critical)
- Continual plan updating is essential to an effective operation
- Early intervention of “SERP Liaisons” is highly desirable

# Lessons Learned

- SERP must be responsible for and control all EMS assets
- Discipline, discipline, discipline.....
- Strike teams are our strong suit
- USAR requires formal integration into the plan



# Lessons Learned

- Communications must be established immediately and continually maintained
- We must build additional capabilities to care for our own
- The FFCA has some highly skilled and dedicated members

# FEMA Reimbursement

- Emergency calls for hurricane related circumstances only
- No backfill reimbursement
- Timely and unacceptable changes
- Consistency of information



# The SERP in action in your community

- Get involved and learn about the plan before an emergency.
- Visit the Florida Fire Chiefs' Association web site at [www.ffca.org](http://www.ffca.org) .
- Contact your county and regional coordinators and introduce yourself.

# The SERP in action in your community

- Keep and routinely update a list of regional and county coordinators.
- Attend one of the SERP training classes routinely offered at Fire-Rescue EAST, the Governor's Hurricane Conference or other statewide events.
- Attend SERP committee meetings scheduled three to four times a year.





# **FLORIDA FIRE CHIEFS' ASSOCIATION**

**"Our mission is to serve our members and communities by providing leadership, influence, information and direct action in fire, life safety and emergency services."**



# **FLORIDA FIRE CHIEFS' ASSOCIATION**

**QUESTIONS?**