

BROWN COUNTY EMERGENCY SUPPORT FUNCTION (ESF) 5 EMERGENCY MANAGEMENT

Lead Agency: Brown County Emergency Management Agency (BCEM)

Support Agencies: Brown County Information Technology (BCIT)
Brown County Land Services Office (GIS)
Brown County Public Safety Communications (BCPSC)
Brown County Public Information Officer Group
Brown County ARES/RACES
East Central Incident Management Team (ECIMT)
Brown County CERT (currently inactive)
Brown County VOAD (currently inactive)
Brown County United Way (2-1-1)
Wisconsin Emergency Management (WEM)
Wisconsin VOAD (WIVOAD)

I. INTRODUCTION

A. Purpose

The purpose of ESF-5 is to:

1. Coordinate the overall emergency response and recovery activities of the Brown County Government and provide the core management and administrative functions to support the Emergency Operations Center (EOC), and the response of mutual aid, state assistance, and other assets.

B. Scope

ESF-5 coordinates with all other Brown County ESFs.

Basic ESF-5 functions are:

1. Facilitate planning and collaboration among organizations before, during, and after emergencies.
2. Facilitate information collection, analysis, and dissemination.
3. Coordinate resource requests and deployments.

Activities within the scope of ESF-5 include:

1. Operate the Brown County EOC during emergencies as a centralized location for planning and coordination of response and recovery activities for all impacted government and non-government agencies.

2. Provide collaborative planning and preparedness guidance to municipal and county agencies to ensure coordinated response and recovery activities during major emergencies and disasters.
3. Utilize the EOC as the central information collection, analysis, and dissemination point during major emergencies and disasters.
4. Communicate and coordinate with Wisconsin Emergency Management (WEM) for situation status updates.
5. Coordinates requests for local and/or state assistance.

C. List of Changes from Previous Version

1. Section IV, para D4- added “assist local municipalities with applications”.
2. Section IX, Appendix 3A- added note to send a duplicate message via CodeRed.
3. Section IX, Appendix 4- updated contact info for various agencies

II. POLICIES

1. In accordance with Chapter 323 of the Wisconsin State Statutes, the Brown County Executive has authority to declare an emergency for Brown County, can make the services and resources of county agencies available, and can take any actions deemed necessary to protect lives, property, and the environment.
2. In accordance with Chapter 7 of the Brown County Code of Ordinances the Brown County Emergency Management Director, Coordinator, or designee is authorized to activate the Emergency Operations Plan (EOP) as requested or needed to protect lives, property, and the environment.
3. The Brown County Emergency Management Director is delegated the authority to implement the Brown County EOP during prevention, preparedness, mitigation, response, and recovery operations.

III. PLANNING ASSUMPTIONS

1. Brown County Emergency Management (BCEM) takes an all hazard and whole community approach to planning and preparation without focusing on any specific hazard unless required by statute or policy.
2. Large-scale incidents may rapidly deplete local resources and necessitate activation of mutual aid agreements or state resources.

3. Public safety, emergency response, and EOC staff that normally report to the EOC may be among those affected and unable to perform their duties.
4. Multiple incidents may occur simultaneously within non-contiguous areas dispersed over a large geographic area, each with little or no warning.
5. An accurate assessment of the scope or magnitude of an incident may not be available for several days. As a result, planning and coordination activities will need to begin without the benefit of a detailed or complete assessment of critical needs.
6. The need for on-going, consistent, and clear public information may overwhelm local resources, necessitating a request for resources from outside Brown County. Accurate and continuous information may be needed to mitigate mass confusion.
7. Mass care or evacuation of a large, displaced, and possibly contaminated population may be needed.
8. Special needs populations may not receive adequate warning or notification of an emergency and may require considerable additional and/or specialized resources.

IV. CONCEPT OF OPERATIONS

A. General

The Brown County EOP utilizes Emergency Support Functions (ESFs) which identify sources for direct assistance and operational support, and identifies coordination needed to support county preparedness, mitigation, response, and recovery activities.

1. During an emergency or disaster, the ESF-5 Lead Coordinating Agency will assign primary and backup personnel to the Brown County EOC as needed.
2. ESF-5 is activated at the Brown County EOC in anticipation of, or response to, a significant incident that affects the county.
3. Brown County Emergency Management (BCEM) is responsible for maintaining a 24-hour emergency notification capability using the Outdoor Warning System, CodeRED, the Integrated Public Alert & Warning System (IPAWS), social media outlets, and local media.

4. BCEM serves as the single point of coordination between local jurisdictions, Wisconsin Emergency Management (WEM), BC EOC operations, and Incident Command during response and recovery operations.
5. BCEM coordinates state and federal assets to support local jurisdictions in need of supplemental emergency or disaster assistance.

B. Organization

The general organizational structure is described in the County Basic Plan under Introduction, Section IID.

1. The Emergency Management Director or designee is delegated the authority by the County Executive under Chapter 7 of the Brown County Code of Ordinances to implement the Brown County EOP as needed.
2. The Brown County EOC is the primary location for coordinating county emergency response and recovery activities and has 24-hour communications and support capabilities through Public Safety Communications. In the event the County EOC is inoperable for an extended period, emergency operations will be relocated to the Alternate EOC.

C. Activation Triggers

See Appendix 2

D. Mitigation Activities

1. Identify potential mitigation opportunities from damage assessments.
2. Coordinate the development, implementation, and maintenance of the County Hazard Mitigation Plan.
3. Coordinate with local jurisdictions to ensure that they are aware of federal and state mitigation grant opportunities.
4. Apply for funding through federal and state pre- and post-disaster mitigation grant programs, and/or assist local municipalities with applications.
5. Provide mitigation education to local jurisdictions and the public sector including businesses, private non-profit groups, and the public.

E. Preparedness Activities

1. Develop and maintain SOPs and other procedures necessary to support agencies that operate in the EOC.
2. Provide EOC operations training and exercises for agency staff members to support local and/or county emergency operations.
3. Establish and maintain contact with municipal and county chief elected officials and emergency management representatives.
4. Develop and maintain memorandums of understanding (MOUs) and mutual aid agreements.
5. Identify planning gaps and determine appropriate corrective action recommendations.

F. Response Activities

1. Activate County EOC and notify agencies to staff ESFs as necessary.
2. Collect, verify, analyze, and disseminate incident information as needed.
3. Coordinate with municipal, county, and state agencies to identify requirements and request supporting resources.
4. Request, deploy, and track appropriate resources supporting response operations.
5. Compile and verify preliminary damage assessment information from Uniform Disaster Situation Report (UDSR).
6. Coordinate and assist public information activities.
7. Establish and maintain contact information and resources lists.
8. Disseminate situation reports and assist with operational plan development.
9. Initiate recovery activities with appropriate agencies.

G. Recovery Activities

1. Request, deploy, and track appropriate resources supporting recovery operations.

2. Assist local and county officials with short- and long-term recovery planning and operations.
3. Coordinate with state and federal agencies for supplemental emergency or disaster assistance for local jurisdictions.
4. Assist local and county agencies with cost tracking and reporting requirements.
5. Coordinate and assist public information activities.
6. Disseminate recovery information, plans, and reports as needed.

V. RESPONSIBILITIES

A. Primary Agency: Brown County Emergency Management

1. Coordinate ESF support for protection, prevention, mitigation, response, and recovery activities.
2. Gather, analyze, and disseminate incident information to assist with emergency or disaster declaration decisions.
3. Implement and administer federal and state disaster mitigation programs.
4. Provide training, exercise programs, and support to county, local agencies, and private organizations to support emergency management activities.
5. Review plans and identify deficiencies to determine appropriate corrective actions.
6. Coordinate and support local and county emergency planning efforts.
7. Coordinate and implement the priorities of the Chief Elected Official in local emergency response operations.
8. Monitor, coordinate, and support emergency recovery operations.

B. Support Agencies

1. Brown County Information Technology (BCIT)
 - a. Provide and maintain internet connectivity for computer systems, VOIP telephone systems, and related equipment to sustain operations at the primary and alternate EOC locations.

- b. Monitor and maintain internet and telephone capability for county-issued cell phones.
 - c. Support methods and platforms for disseminating information to government agencies and the public.
- 2. Brown County Land Services Department (GIS)
 - a. Maintain current GIS-related software and systems and ensure access to systems and data during EOC operations.
 - b. Maintain GIS data with layers relevant to emergency response and recovery.
 - c. Provide data collection, data analysis, incident mapping, and information to EOC staff.
 - d. Assist with situation tracking and analysis, damage assessment, and operational planning.
- 3. Brown County Public Information Officer Group
 - a. Complete checklist items in ESF-15.
 - b. Obtain, monitor, and analyze information from government, public, and media sources.
 - c. Analyze and disseminate information to government agencies, news media platforms, and the public in coordination with agency leadership and joint PIO agencies.
- 4. Brown County ARES/RACES
 - a. Maintain radio equipment in the EOC for use during emergencies and disasters.
 - b. Provide supplemental emergency radio communications to assist the EOC and field agencies.
 - c. Communicate with district-, state-, and national-level ARES/RACES organizations as required.
- 5. Brown County CERT (currently inactive)
 - a. Assist with Brown County emergency operations in accordance with established guidelines, training, and qualifications.

6. Brown County United Way (2-1-1)
 - a. Establish and maintain a database of private resources.
 - b. Provide BCEM with situational information gained from calls from the public.
 - c. Collect and disseminate damage reports from citizens and businesses.

VI. RESOURCE REQUIREMENTS

- A. Brown County ESF-5 may require support from other ESFs, or from neighboring counties, the state, or federal agencies in the form of personnel, equipment, operating space, or expertise.

VII. REFERENCES

Homeland Security Presidential Directive 5 (HSPD-5), *Management of Domestic Incidents*
 Comprehensive Preparedness Guide 101 (CPG-101), *Developing and Maintaining Emergency Operations Plans*
 Comprehensive Preparedness Guide 201 (CPG-201), *Threat and Hazard Identification and Risk Assessment (THIRA) and Stakeholder Preparedness Review (SPR) Guide*
 Wisconsin Statute Chapter 323, *Emergency Management*
 Brown County Code of Ordinances, Chapter 7, *Emergency Management*

VII. ACRONYMS and GLOSSARY

A. Acronyms

AAR	After Action Review/Report
AC	Area Command/Commander
ARC	American Red Cross
ARES	Amateur Radio Emergency Services
BC	Brown County
BCEMA/BCEM	Brown County Emergency Management Agency
BCPH	Brown County Public Health
BCPSC	Brown County Public Safety Communications
BCSO	Brown County Sheriff Office
CERT	Community Emergency Response Team
DHHS	Department of Health and Human Services
DNR	Department of Natural Resources
DoTS	Department of Technology Services
DPW	Department of Public Works
EAS	Emergency Alert System

EC	East-Central
EM	Emergency Management
EMA	Emergency Management Agency
EMS	Emergency Medical Service
EOC	Emergency Operations Center
EOP	Emergency Operation Plan
ESF	Emergency Support Function
ETA	Estimated Time of Arrival
FBO	Faith Based Organization
FD	Fire Department
FEMA	Federal Emergency Management Agency
GB	Green Bay
GBMFD	Green Bay Metro Fire Department
GBPD	Green Bay Police Department
GBPS	Green Bay Public Schools
GIS	Geographic Information System
GRB	Green Bay Austin Straubel Airport
HHS	Health and Human Services
IAP	Incident Action Plan
IC	Incident Command/Commander
ICP	Incident Command Post
ICS	Incident Command System
IMT	Incident Management Team
IPAWS	Integrated Public Alert and Warning System
LE	Law Enforcement
LEPC	Local Emergency Planning Committee
MABAS	Mutual Aid Box Alarm System
NCP	National Contingency Plan
NEW	North East Wisconsin
NGO	Nongovernmental Organization
NIMS	National Incident Management System
NOAA	National Oceanic and Atmospheric Administration
NWS	National Weather Service
PIO	Public Information Officer
PL	Public Law
POD	Point of Distribution
PSAP	Public Safety Answering Point
PSC	Public Safety Communications
PW	Public Works
RACES	Radio Amateur Civil Emergency Service
SITREP	Situation Report
SOP	Standard Operating Procedure
U.S.C.	United States Code
UC	Unified Command
UDSR	Uniform Disaster Situation Report

VOAD	Volunteer Organizations Active in Disasters
VOIP	Voice Over Internet Protocol
WEA	Wireless Emergency Alerts
WEM	Wisconsin Emergency Management
WI	Wisconsin
WING	Wisconsin National Guard
WisDOT	Wisconsin Department of Transportation
WIVOAD	Wisconsin Volunteer Organizations Active in Disasters
WSP	Wisconsin State Patrol

B. Glossary

See the glossary in the BC EOP

IX. APPENDICES

Appendix 1: Brown County EOC Locations and Access

Appendix 2: Brown County EOC Activation Levels

Appendix 3: Brown County EOC Activation and Operations Checklist

Appendix 4: EOC Notification Contact List

Appendix 5: Brown County EOC De-activation Checklist

Appendix 6: Long-Duration EOC Operations

Appendix 7: Damage Report Hotline and Forms (under development)

Appendix 1
Brown County Emergency Operations Center
Location and Access

Alternate EOC

Appendix 2
Brown County Emergency Operations Center
Activation Levels

Brown County operates under a graduated program of four response levels depending on the situation with each level corresponding to the disaster situation and reflecting State response levels. These levels are based on increasing levels of impact from minor to massive however, during “fast-breaking” events, the initial activation levels may be time-compressed and concurrent.

The activities listed under each level of activation are suggested guidelines for actions and staffing at that level. Actual activities and staffing will be determined by the Chief Elected Official or designee at the time of activation.

Level 4 Minimal (Enhanced Monitoring)

Conditions:

- Report of actual or potential threat received by County Emergency Management
- Report(s) indicating potential for scope or severity of threat to increase.

Level 3 Minor (Initial Activation)

Conditions:

- Significant event in a single municipality, or multiple smaller events in several areas of the county
- Scope or severity of the event(s) have, or are expected to, escalate beyond the capability of the initial response resources
- Reports indicate potential or actual multiple injuries or deaths; evacuation of multiple residential or business units; sheltering of moderate numbers of people; or significant damage or other impact to the county
- Event(s) expected to be resolved within a single operational period
- Event(s) in neighboring county(s) that require resources from Brown County or have potential for other impact to the county
- Event(s) present significant actual or potential impact on, or limitation of, essential services within the county.

Level 2 Moderate (Partial Activation)

Conditions:

- Significant complex event involving joint incident command
- Event(s) involving state resource request(s)
- Event(s) expected to continue for multiple operational periods
- Potential or actual significant numbers of injuries or deaths; evacuation of significant numbers of residential or business units; sheltering of large numbers of people; or major damage or other impact to the county
- Emergency or disaster declaration at municipal or county level
- Significant amount of municipal or county resources deployed outside Brown County

- Event(s) present major actual or potential impact on, or limitation of, essential services within the county.

Level 1 Severe (Full Activation)

Conditions:

- Event(s) involving federal resource request(s)
- State emergency or disaster declaration for any portion of Brown County
- Multiple major events within Brown County
- Event(s) expected to continue for multiple weeks or months
- Essential services within the county severely impacted or limited
- Evacuation of large numbers of residential or business units with relocation of large numbers of people
- Potential or actual large numbers of injuries or deaths
- Catastrophic damage in parts of the county
- Significant damage to critical infrastructure
- Potential for major long-term recovery operations.

Appendix 3

Brown County Emergency Operations Center Activation Checklist and Tasks

The Brown County EOC Manager is responsible for ensuring all EOC systems are operational and ready for use during an emergency or disaster, as well as sending messages through the CodeRED and ReadyOp systems. The EOC Manager is also responsible for updating information in the WebEOC system and coordinating with WEM officials as needed.

Initial EOC Activation

- Transmit EOC activation notification(s) via ReadyOp
 - Activation level
 - Reason for activation
 - Location of incident(s)
 - Specific ESF(s) activated or other agency(s) requested to report to the EOC
- Log on to Green Bay computer at the EOC Manager's desk
 - Load the NWS 7-Day Forecast website
- Log on to main EOC computer at the EOC Manager's desk
 - Log into CodeRED (see Appendix 3A/B)
 - Log into ReadyOp (see Appendix 3C)
 - Log into WebEOC (see Appendix 3D)
 - Log into Facebook account
 - Log into Twitter account
- Turn on overhead projectors
- Turn on West and East TVs
- Turn on Crown audio control box (in cabinet under the Green Bay computer, second unit up from the bottom) **Blue** light on, **green** light off
- Print and set out Sign-In sheet(s)
- Print and set out EOC-214 forms
- "Wake up" ESF computers (turn on monitors)
- Turn on ESF computer mice and keyboards
- Check ESF phones for server connection

- Make coffee
- Make hot water
- Begin EOC-214 for EOC Manager position
- Prepare digital versions of other EOC forms as needed (enter incident date/time, incident name, etc.)
- Conduct Notifications (as needed; record notifications on EOC-214), provide information regarding:
 - Activation level
 - Reason for activation
 - Location of incident(s)
 - Specific ESF(s) activated or other agency(s) requested to report to the EOC
- Notify these agencies (as needed):
 - WEM Regional Director
 - WEM Duty Officer
 - Adjacent County(s)
 - PIO Group
 - VOAD/VOAD Group
- Establish initial and follow-on operational periods, duty schedules, and telephone lists
- Post incident information on white board, chart, or shared document:
 - Incident name and type
 - Incident location/impacted area
 - Incident start date/time
 - Initial operational period date/times
 - Follow-on operational period times

EOC Operations

- Obtain situation status briefings from Incident Command Staff every 2 hours or as needed
- Coordinate with Incident Command Staff and municipal representatives for actual and expected needs

- Complete EOC Forms, post/share as needed (white board, chart, shared file):
 - Incident Briefing and Objectives (EOC-201/202)
 - Resource information (EOC-201/203/204)
 - Committed-Status
 - Requested
 - Source
 - ETA
 - Notes
 - Needed but unavailable or requested (ICS/EOC-213)
 - EOC Organization Chart (EOC-207)
 - Incident Status (EOC-209)
- Complete Safety Analysis (EOC-215A) and Safety Plan (EOC-208) *for EOC only*
- Provide EOC forms to BCPSC at beginning of each operational period for situational awareness:
 - EOC-201
 - EOC-202
 - EOC-203
 - EOC-204
 - EOC-207
- Obtain ICS forms from ICS staff (ICS-201/202, 203/204, 207, 209);
- Facilitate regular situation update and planning meetings to develop Incident Action Plans and Situation Reports as needed (see Planning-P);
- Conduct regular briefings for Policy Group staff
- Coordinate with Policy Group Staff for emergency declaration(s)
- Complete emergency declaration notifications:
 - WEM Regional Director
 - WEM Duty Officer
 - Adjacent County(s)
 - PIO Group
 - WebEOC status update
- Coordinate with WEM and/or adjacent counties for requested resources
- Provide regular status updates to BCPSC (EOC-209) (as needed)
- Disseminate situation reports (EOC-209) as needed:
 - BCPSC
 - WEM Regional Director
 - WI SEOC/WEM Duty Officer
 - Incident Commander (if needed)
 - Adjacent counties (if needed)

- Compile and verify preliminary damage assessment information from Uniform Disaster Situation Report (UDSR)
- Enter UDSR information into WebEOC if not automatically entered
- Provide info to PIO group for message coordination and development
- Process requests from local jurisdictions for specific emergency and disaster related assets and services:
 - Log resource requests on EOC-213
 - Log resource status on EOC-203/204
- Update status of all resources (EOC-204, EOC-209);
- Track expenses for reimbursement
- Coordinate resource demobilization plan
- Coordinate with WEM and/or adjacent counties for released/available resources

Recovery Operations

- Coordinate with local and county officials on short-term and long-term recovery operations and recovery planning. Assist with plan development as needed
- Obtain situation status briefings from Incident Command Staff as needed
- Coordinate with Incident Command Staff and municipal representatives for actual and expected needs
- Activate county and/or municipal recovery plan
- Request Brown County and/or Wisconsin Voluntary Organizations Active in Disaster (VOAD) as appropriate
- Complete EOC Forms, post/share as needed (white board, chart, shared file):
 - Incident Briefing and Objectives (EOC-201/202)
 - Resource information (EOC-201/203/204)
 - Committed-Status
 - Requested
 - Source
 - ETA
 - Needed but unavailable or requested (ICS/EOC-213)
 - EOC Organization Chart (EOC-207)
 - Incident Status (EOC-209)

- Complete Safety Analysis (EOC-215A) and Safety Plan (EOC-208) *for EOC only*
- Provide EOC forms to BCPSC at the beginning of each operational period for situational awareness:
 - EOC-201
 - EOC-202
 - EOC-203
 - EOC-204
 - EOC-207
- Obtain ICS forms from ICS staff (ICS-201/202, 203/204, 207, 209);
- Facilitate regular situation update and planning meetings to develop Incident Action Plans and Situation Reports as needed (see Planning-P)
- Conduct regular briefings for Policy Group staff
- Coordinate with WEM and/or adjacent counties for requested resources
- Provide regular status updates to BCPSC (EOC-209)
- Disseminate situation reports (EOC-209) as needed:
 - BCPSC
 - Policy Group
 - WEM Regional Director
 - WI SEOC/WEM Duty Officer
 - Incident Commander (if needed)
 - Adjacent counties (if needed)

Event Termination

- Coordinate resource demobilization plan
- Conduct after-action critique of the overall response and recovery efforts. Topics to cover:
 - County EOC activation, BC notifications, and ESF staff reporting
 - Alternate EOC activation (as needed)
 - Notifications to outside agencies
 - Communication and coordination with municipal representatives

- EOC and ESF communication, coordination, and resource support for Incident Command Staff
 - EOC and ESF communication, coordination, and resource support for municipality(s)
 - EOC and ESF communication, coordination, and resource support for Brown County agencies
 - EOC and ESF communication and coordination with outside county, state, and federal agencies
 - EOC and ESF communication and coordination with allied NGOs, FBOs, and other organizations
 - Public information and warning
 - Mutual aid coordination, deployment, support, and demobilization
 - EOC internal meetings, briefings, and reports
 - Policy group meetings, briefings, and reports
 - Briefings and reports to outside agencies
 - Emergency declaration process
 - Completion and submission of EOC forms and reports
 - Completion of WebEOC documents and status updates
 - Coordination and completion of Preliminary Damage Assessments
 - Demobilization planning and process
 - EOC Deactivation planning and process
- Collect AAR inputs and critiques

Deactivation

See Appendix 5, EOC Deactivation Checklist

Appendix 3A
Brown County Emergency Operations Center
CodeRED Instructions (**IPAWS Message**)

CodeRED is the system used by Brown County to send emergency alerts and notifications via text, cell phone, landline phone, and/or email to the public who subscribe to the service. IPAWS is the system used to send critical information to all cell phones, landline phones, and Emergency Alert System media outlets in a chosen area regardless of subscription. IPAWS is also used by the state and federal governments to send critical information to a larger public audience.

Note: IPAWS alerts cannot be sent using the CodeRed Launcher app on phones.

Login to CodeRED website

For IPAWS Notifications:

- Click the “IPAWS” icon on the left side of the screen
- For real emergency notifications click the red “Live Environment” icon
- Click the large blue “Build New Alert” icon
- Click the gray “Create Targeted Map” icon to create a specific message target area
- Load or create a geographic area for the notification, then click “Save and Return” icon in the bottom right corner
- In the light blue “Select Alerts” box in the right-middle part of the page, click the “EAS” and “WEA” boxes
- Select the appropriate choices from the pull-down options below the “Select Alerts” box
- Enter the required Alert Duration parameters (click the 24-hour time button);
- In the “Messages” section near the bottom of the page, compose the EAS message for English and Spanish (1600 characters max.); include initials at the end of the message
- Copy and paste the EAS message into the WEA English (90) message box; edit to maximum of 90 characters, or click the blue “Copy From” icon below the WEA message box
- Optional: Copy and paste the EAS message into the WEA English (360) box
- Compose or paste the Spanish messages into the appropriate WEA boxes
- Click the blue “Create a New Text to Speech Message” or import a pre-recorded message, then click the red “Save” icon
- Click the red “Preview” icon
- Highlight and copy the COG ID at the top of the page
- Review message target area, contents, spelling, and duration settings
- Click the red “Continue to Launch” icon
- Paste or type the COG ID in the white box at the bottom of the page

- Click the red “Confirm Launch” icon
- Click the red “Launch” icon
- Save a screenshot of the confirmation information

CRITICAL- Send a duplicate message out using the standard CodeRed system (Appendix 3B)

- Send a message to the “IPAWS Notify” group in ReadOp with more detailed information about the situation. Do not include Personally Identifiable Information (PII) or Law Enforcement Sensitive (LES) information.

IPAWS Limitations:

- EAS alerts
 - 99-hour expiration
 - 1600 characters
 - May be transmitted outside boundary of Brown County depending on the coverage area of broadcast companies
- WEA alerts
 - 24-hour expiration
 - 90 characters (360 characters for some wireless systems)
 - Cannot be sent outside boundary of Brown County except as provided in MOUs with neighboring counties
- Voice
 - No time limits

Appendix 3B
Brown County Emergency Operations Center
CodeRED Instructions (**Non-IPAWS Message**)

For non-IPAWS messages

- Open the CodeRED Launcher app on the smartphone
- Tap “Record My Voice” icon (50 seconds maximum when possible)
- After recording, save the file and note the IVR code for that file
- Login to CodeRED website
- In the red “Quick Launch” box, click the “Build” icon
- In the window that pops up, select either “Emergency” or “General”, then click “Continue”
- In the “Select Audience” box, click the “Map” icon
- To use a pre-established geographic area:
 - Click “Load Areas” icon
 - Use the pull-down menu to select a pre-established area
 - Click “Load Selected Shape” icon
 - Click “Save and Return” icon in bottom right corner
- To create a new shape and geographic area:
 - Click “Find Location” icon at the top left
 - Enter the address of the incident
 - Click the “Map To” icon
 - Select the type of shape, then create the shape
 - Click “Save and Return” icon in bottom right corner
- Click green “Continue to Messages” icon in bottom right corner
- Either select a saved message using the pull-down menu, or click “Create New Message” icon
- Select the message method (typically “Primary Voice”, “Email”, “Mobile App”, and “Text”) DO NOT select “Tweet”, “RSS”, or “IPAWS”
- Click “Create My New Message” icon
 - Click the “Email” tab in the Message Builder box, then type the desired message (include initials at the end of the message)
 - Save email then attach photo file if needed
 - Click the “Text” tab, then copy and paste the same message from the email message
 - Click the “Primary Voice” tab, then select the method of use a voice message
- Click green “Continue to Launch Options” icon
- Click black “Launch Now” icon to launch the notification
- Save a screenshot of the confirmation information.

CodeRED (non-IPAWS) Limitations

- Messages cannot be sent beyond the boundary of Brown County
- TDD- No character limits
- Email
 - No character limits
 - Attachments can be standard photo and document formats
- Voice- No time limit
- Text
 - 640 Character limit
- Mobile app
 - 24-hour expiration limit

Appendix 3C
Brown County Emergency Operations Center
ReadyOp Instructions

- Login to ReadyOp website
- Click the yellow “Brown County EM” tab
- Determine the group to be notified (“EOC Activation” for all ESF staff; “East Central IMT” for IMT staff; or “EM Staff” for BC EMA staff only)
- Swipe the pointer (or finger if using smartphone) across the desired box to make the box turn yellow Left click just outside the desired box, hold, and drag the pointer into the box, then release. The box should turn yellow, and a tiny “Antenna Tower” icon should appear beside the box
- Click the small “Antenna Tower” icon near the upper right corner of the highlighted box (if no “Antenna Tower” is visible, make sure to swipe from outside the box across into the box)
- Use the bottom left pull-down menu to select “Unified Notification”
- Click “Continue” icon
- Select the notification method by clicking the appropriate boxes near the top of the box (“SMS”, “Voice”, and/or “Email”)
- Type the message into the “Message” box (480 characters max); include initials at the end of the message
- Click “Send Notification” icon in bottom right corner.

Appendix 3D
Brown County Emergency Operations Center
WebEOC Instructions

Most information for WebEOC is contained in the “WebEOC Training for Counties and Tribes” document; however, some specific information is listed below:

1. County/Tribe Status Update

- Select “County/Tribe Status” tab or from pulldown menu in upper left corner of page
- Select “East Central” in the “Region” pulldown menu
- Optional- Select “Brown County” in the “County/Tribe” pulldown menu
- Click the “Edit” button on the far-right end of the Brown County line
- Enter the contact name and phone number in the “EM Contact” section
- Enter the appropriate information in the “EOC Status” section
- Select Yes/No for a county emergency declaration in the “County/Tribe Declaration” section. Attach a copy of the declaration document if available
- In the “Municipality Declarations” section, add applicable municipalities using the green “Add Municipality” icon on the right side
- In the “Current Situation” section:
 - Enter then number of known fatalities, injuries, and evacuations
 - Select the severity levels for each of the pertinent infrastructure types using the color-coded key just above the “Current Situation” section
- Enter clarifying information in the “Summary” section
- Click the blue “Save” icon in the lower right corner of the page.

2. Damage Assessment

Under Development

Appendix 3E
Brown County Emergency Operations Center
EOC Start/End of Operational Period Checklist

Start of Operational Period

- Log into WebEOC and sign in
- Start activity log (EOC-214) for current operational period
- Close out and save EOC-214 from previous operational period
- Log into REDIOP
- Send EOC activation message via REDIOP
- Make coffee
- Start new EOC sign-in sheet
- Retrieve PSC radio from charger, tune to appropriate frequency/channel
- Review weather forecast
- Log into video conference system
- Begin pass down notes
- Log into pertinent web sites (weather etc.) and display on screen(s)

End of Operational Period

- Compile information for daily SITREP
- Send SITREP out via REDIOP
- Turn off projectors
- Turn off video conference system
- Return PSC radio to charger
- Check paper level in printers
- Print blank EOC-214s (as needed)
- Print more EOC sign-in sheets (as needed)
- Print and post (if needed):
 - EOC schedule for next day
 - BC SITREP
 - EOC-208 (if needed due to changes)
 - Updates to Comm Plan (ICS-205)
 - Incident Action Plan for operational period

- Disinfect all surfaces
 - Desktops
 - Dining table
 - Worktables
 - Phones (including conference phone)
 - Keyboards and mice
 - Coffee/sink area
 - Handrails
 - Door handles
 - Expo markers
 - Chairs
 - Personal offices (if used for meetings)
 - Red EOC binder
 - Back-room surfaces
- Turn off and clean coffee maker(s)
- Dump trash (as needed)
- Vacuum floors (weekly)
- Call off-duty EM, pass over pertinent information
- Sign out of Web EOC
- Log out of REDIOP
- Log out of computers
- Call Dispatch, change on-call primary (as needed)
- Verify glass door by EM offices is secured

Appendix 3F
Brown County Emergency Operations Center
WISCOM Radio System

The WISCOM radio system provides radio communication between a variety of federal, state, and county agencies within Wisconsin, including the State Emergency Operations Center (SEOC), county Emergency Operations Centers (EOC), local agencies and hospitals, and dispatch centers in the East Central (EC) Region.

The following channels are used within Brown County. See below for tuning instructions.

EC Region (EC EOCs, dispatch centers)	RCALL31	Zone 2, Channel 1
SEOC (statewide communication)	SCALL1	Zone 1, Channel 1
GB NWS Weather Report (continual recording)	LOCAL NOAA	Zone 4, Channel 16 Zone 7, Channel 16
GB Airport Public Safety	GRB PS	Zone 7, Channel 8
BC Emergency Government	BC EMG GVT	Zone 7, Channel 11
Local Channels (BC and Muni) including hospitals		Zone 7

Operation

The Main Power switch is used to turn the unit on or off rather than using the volume knob.

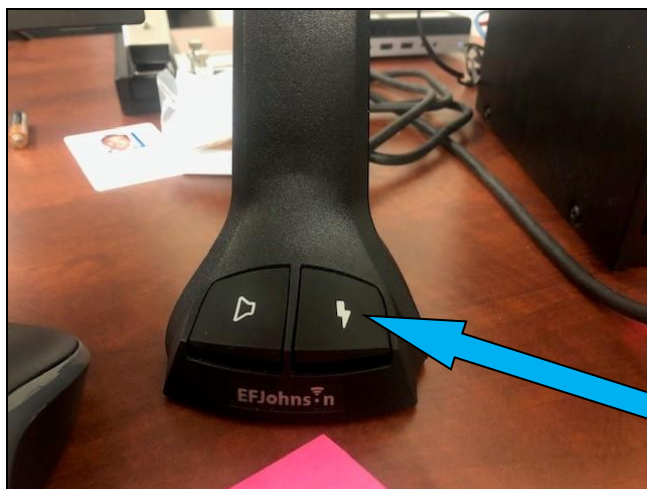
Volume Control

Zone/Channel Control



Main Power Switch

Press the lightning icon button on the microphone to transmit. Due to the repeater network utilized for this system it is important to pause for 1-2 seconds after pressing the transmit button before speaking (Press-Pause-Speak).



Microphone Transmit Button

Changing Channels

- Press the Zone/Channel knob like a button to select the Zone function (“Zone” will show on upper right portion of the screen)
- Turn the knob to change Zones



- Press the Zone/Channel knob like a button again to select the Channel function (“Chan” will show on the upper right portion of the screen)
- Turn the knob to change channels



RCALL31 Used for communicating with agencies in the WI East-Central Region



SCALL1 Used for communicating with WI statewide agencies



Appendix 4
Brown County Emergency Operations Center
EOC Notification Contact List

Brown County Emergency Management will notify the appropriate entity(s) depending on the nature and severity of the incident. Notifications are made via the ReadyOp system, direct phone calls/email, through a third party, or a combination of these methods.

EOC activation notifications are conducted via the ReadyOp system to provide situational awareness and/or notification of ESF activation to stakeholder agencies.

This list is a living document and is not intended to be comprehensive. Contact information for notifications may be maintained in a database at a future date.

Brown County Offices and Departments

Administration

Office

Cell

Troy Streckenbach, County Executive
Troy.Streckenbach@browncountywi.gov

Jeff Flynt, Deputy Executive
Jeffrey.Flynt@browncountywi.gov

Chad Weininger, Director of Administration
Chad.Weininger@browncountywi.gov

Austin-Straubel Airport

Chet Bruette, Chief of Public Safety
Chester.Bruette@browncountywi.gov

Airport Public Safety Dispatch

Emergency Management

Lauri Maki, Director
Lauri.Maki@browncountywi.gov

Sam Martin, Coordinator
Dennis.martin@browncountywi.gov

Parks and Recreation

Matt Kriese, Parks Director
Matt.Kriese@browncountywi.gov

PIO Group

Jeff Flynt, BC Deputy Executive
Jeffrey.Flynt@browncountywi.gov

Anna Destree, BC Public Health Officer
Anna.Destree@browncountywi.gov

Public Health

(vacnt) Human Services Director

Anna Destree, Public Health Officer
Anna.Destree@browncountywi.gov

Office and After Hours Contact

Public Safety Communications

Cullen Peltier, Director
Cullen.Peltier@browncountywi.gov

Amy Shannon, Deputy Director
amy.shannon@browncountywi.gov

On-Duty Dispatch Supervisor

(vacant), Department Assistant

Public Works/Facility Maintenance

Paul Fontecchio, Public Works Director
Paul.Fontecchio@browncountywi.gov

Michael Piacenti, Operations Manager
Michael.Piacenti@browncountywi.gov

Office- Regular Hours
Office- After Hours Emergency

Sheriff's Office

Todd Delain, Sheriff
Todd.Delain@browncountywi.gov

Dan Sandberg, Patrol Captain
Daniel.Sandberg@browncountywi.gov

Information Technology

Kirsten Holland, Director

kirsten.holland@browncountywi.gov

Josh Grimes, Cyber Security Technician

joshua.grimes@browncountywi.gov

Help Desk

Zoning/GIS

Jeff Dumez, BC GIS Coordinator

Jeff.DuMez@browncountywi.gov

Volunteer Groups

American Red Cross

Bob Mayer, Disaster Program Manager

robert.mayer@redcross.org

ARES/RACES

Chris Lehner, BC ARES/RACES Coordinator

Salvation Army

Jessica Turner

Jessica.Turner@usc.salvationarmy.org

Team Rubicon

Adam Lemons

lemons@teamrubiconusa.org

Neil Kowalkowski

neil.kowalkowski@teamrubiconusa.org

Robert Phillips

Bob.Phillips@teamrubiconusa.org

United Way/2-1-1

Holly Ladwig, Program Investment and
211 Manager

holly@browncountyunitedway.org

City of Green Bay Offices and Departments

Administration

Eric Genrich, Mayor

Celestine Jeffreys, Chief of Staff

celestineje@greenbaywi.gov

Fire Department

David Litton, Fire Chief

davidli@greenbaywi.gov

Rob Goplin, Assistant Chief

robertgo@greenbaywi.gov

Police Department

Christopher Davis, Police Chief

chris.davis@greenbaywi.gov

Public Works

Steven Grenier, Director

stevengr@greenbaywi.gov

State of Wisconsin Offices and Departments

Emergency Management (WEM)

State Duty Officer

Steve Fenske, Regional Director

Steve.Fenske@wisconsin.gov

Utilities

WE Energies

Gas Emergency

Electricity Emergency

Appendix 5
Brown County Emergency Operations Center
De-Activation Checklist and Tasks

The Brown County EOC Manager will coordinate with the ESF lead agencies, elected officials of impacted municipalities, and representatives from Non-governmental organizations (NGOs) and faith-based organizations (FBOs) to plan for phased deactivation of the BC EOC. Consideration will be given to the needs of short- and long-term recovery operations, available staffing, and expectations or forecasts for ongoing and future emergencies or disasters.

The EOC Manager will ensure all documentation has been completed and collected, notifications have been transmitted, status reports updated, and EOC systems returned to pre-activation conditions after deactivation.

EOC Deactivation Tasks

- Turn off, empty, and clean coffee pots
- Collect and scan EOC-214s, sign-in sheets, and other documentation
- Collect and scan all AAR documentation
- Turn off Crown audio control box (in cabinet under the Green Bay computer, second unit up from the bottom)
- Turn off West and East TVs
- Turn off overhead projectors
- Send out final CodeRED notifications (if needed)
- Send out EOC deactivation notifications via ReadyOp
- Update status in WebEOC
- Screenshot and save pertinent postings on Facebook and/or Twitter pages
- Log off Green Bay computer (do not turn off)
- Log off main EOC computer (do not turn off)
- Log off ESF computers (do not turn off)
- Turn off ESF mice, keyboards, and monitors
- Create EOC Improvement Plan

Appendix 6
Brown County Emergency Operations Center
Long-Duration EOC Operations

EOC operations with multiple operational periods in each 24-hour cycle for several days, or daily operational periods of 12 hours for more than seven days will require planning for long-duration operations. Below are issues that must be considered for this planning.

Staffing

Due to limited BCEM staffing any long-duration operations will require supplemental staffing consisting of personnel who have been adequately trained to operate in the BC EOC. Sources of trained personnel (*in development*):
East Central Incident Management Team (ECIMT)
WEM
BC VOAD/CERT teams

Mental health support for all EOC staff members may be required and can be requested through the BC Public Health or Human Resources departments.

Supplies

A limited stock of office-related supplies is kept in the EOC, however long-duration operations may require ongoing resupply during the activation, or restocking post incident.

The EOC has coffee, potable water, limited dining equipment, a coffee maker, microwave, sink, and small refrigerator are available for use by the EOC staff, however there are limited food sources near the EOC. Food may need to be catered or otherwise coordinated if funding is available.

Cleaning and Disinfecting

Custodial and disinfection service is generally not provided for the EOC and must be completed by EOC staff. Cleaning and disinfecting supplies are available through the BC supply system, and the EOC owns a vacuum cleaner. Restrooms are cleaned by the facility janitorial staff.

Daily Activities

See Appendix 3E for details, but at a minimum all surfaces, keyboards, mice, etc. must be disinfected and all trash removed at the end of each operational period.

Weekly Activities

Vacuum floor of EOC and any other spaces used by EOC staff.

Records Management

Long-duration operations will generate large amounts of paper and digital records that must be properly collected, managed, and preserved. Planning for records management must begin early in an operation that is expected to continue for more than 2-3 operational periods.