



*Fighting Fires, Saving Lives, and Promoting Safety.*

MEMORANDUM

Jeffrey J. Winward  
Fire Chief

To: Eileen M. Donoghue, City Manager *EMD*  
From: George Rose, Deputy Director, Emergency Management  
Subject: Motion on 9/25/18 by Mayor Samaras

Req. City Mgr. Have Emergency Management Team Provide An Updated Report Regarding Their Practices And Procedures To The City Council.

The City of Lowell Office of Emergency Management is located at the Central Fire Station [JFK Civic Center] at 99 Moody Street. It is staffed by one full time and one part time employee. The Emergency Management Office answers directly to the Lowell Fire Chief who is designated as Emergency Management Director for the City of Lowell. The City of Lowell Emergency Management Team consists of all City Department Heads. They and/or their designee may be requested to staff the City of Lowell EOC (Emergency Operation Center).

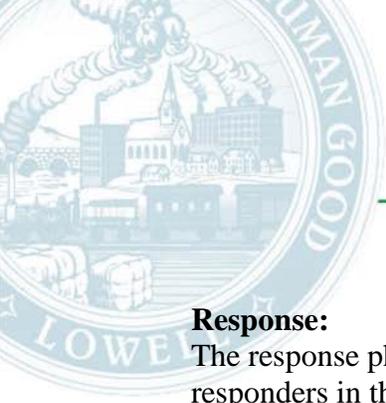
**There are Four Phases that guide Lowell Emergency Management Practices and Procedures:**

**Preparedness:**

Preparedness takes the form of plans or procedures designed to save lives and to minimize damage when an emergency occurs. This is a continuous cycle of planning, organizing, training, equipping, exercising, evaluation and improvement activities to ensure effective coordination and the enhancement of capabilities to prevent, protect against, respond to, recover from and mitigate the effects of natural disasters, acts of terrorism and other man-made disasters. These activities ensure that when a disaster strikes, Lowell Emergency Management will be able to provide the best response possible.

In the preparedness phase, emergency managers develop plans of action to manage and counter their risks and take action to build the necessary capabilities needed to implement such plans. Common preparedness measures include:

- Communication plans with easily understandable terminology and methods
- Proper maintenance and training of emergency services
- Development and exercise of emergency population warning methods
- Preparing shelters and evacuation plans
- Stockpiling, inventory, and maintain disaster supplies and equipment



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**Response:**

The response phase includes the mobilization of the necessary emergency services and first responders in the disaster area. This is likely to include a first wave of core emergency services, such as firefighters, police and ambulance crews. Response is defined as the actions taken to save lives and prevent further damage in a disaster or emergency situation. Response includes putting preparedness plans into action. Response activities may include damage assessment, search and rescue, firefighting and sheltering victims.

**Recovery:**

Recovery is defined as the actions taken to return the community to normal following a disaster. Repairing, replacing, or rebuilding property are examples of recovery.

The aim of the recovery phase is to restore the affected area to its previous state. It differs from the response phase in its focus; recovery efforts are concerned with issues and decisions that must be made after immediate needs are addressed. Recovery efforts are primarily concerned with actions that involve rebuilding destroyed property, re-employment, and the repair of other essential infrastructure. Efforts should be made to “build back better,” trying to reduce the pre-disaster risks inherent in the community and infrastructure.

**Mitigation:**

Mitigation is the cornerstone of emergency management. It’s the continuing effort to lessen the impact that disasters have on people and property. Mitigation is defined as “sustained action that reduces or eliminates long-term risk to people and property from natural hazards and their effects.”

Mitigation efforts attempt to prevent hazards from developing into disasters altogether or to reduce the effects of disasters. The mitigation phase of emergency management differs from the other phases in that it focuses on long-term measures for reducing or eliminating risk.

Mitigation measures can be structural or non-structural. Structural measures use technological solutions like flood levees, Stop –Log Wall and Porta Dam (used at Beaver Brook). Non-structural measures include legislation, land-use planning (e.g. the designation of nonessential land like parks to be used as flood zones), and insurance. Mitigation is the most cost-efficient method for reducing the effect of hazards, although not always the most suitable.

**EOC (Emergency Operations Center):**

The Lowell Fire Chief will make the determination to activate the EOC (Emergency Operation Center) as well as the staffing levels. The Fire Chief consults with City Leadership, Office of Emergency Management and Department Heads for their input. The City Manager, Assistant City Manager, Police Chief, Fire Chief and Emergency Management Office have established cellular group messaging to maintain “Situational Awareness.”

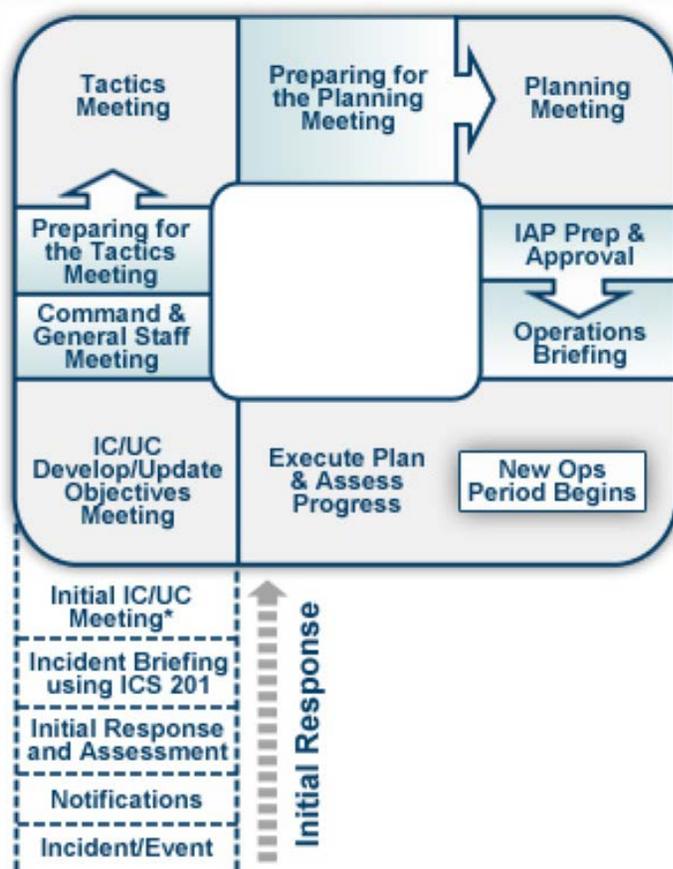


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### Incident Action Planning Guide:

Lowell EOC Team utilizes the FEMA IAP. All appropriate ICS forms are preloaded in the EOC Computer that include instructions.



The City of Lowell adopted NIMS (National Incident Management System) as the tool for crisis / disaster management. (See attached) dated March 1, 2006. ICS (Incident Command System) training is a crucial component of NIMS. Lowell Emergency Management schedules training and continuing education for appropriate Public Safety employees.



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The City of Lowell sponsors numerous events. Lowell Emergency Management works with many local and state agencies to produce “Protective Service Plans.”

### **Lowell Emergency Management and our City Residents:**

The highest priority is the health and safety of our residents! Communication plays a key role in both providing information as well as an open line of communication for public feedback in “real time.”

“Official” social media accounts are utilized to disseminate information. The Office of Emergency Management stays active on social media in order to build followers. Although not monitored 24 hours a day, questions are typically answered within 24 hours. During EOC Activation all social media is monitored. Official social media Facebook & Twitter accounts are managed by:

- City of Lowell
- Lowell Office of Emergency Management
- Lowell Police Department
- Lowell Fire Department

All important information is shared on all accounts. The following is in the tens of thousands of subscribers. Lowell also uses CodeRed for its Alert Notification System. The system requires residents to sign-up for notifications. During times of crisis, Lowell Emergency Management can request MEMA (Massachusetts Emergency Management Agency) send out a WEA (Wireless Emergency Alert) to ALL residents.

Please feel free to reach out for any additional information.

Kind regards,

George Rose  
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Lowell Emergency Management  
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