

## American Red Cross Tropical Storm and Hurricane Action Plan

### Introduction

Tropical storms and hurricanes, by their massive force and unpredictable nature, have the potential to cause injury, death and widespread destruction, and to displace many people.

Because these storms are a recurring threat to a substantial number of people in the United States, the American Red Cross has long held and frequently executed a special response plan specific to tropical storms and hurricanes. This plan has evolved over time and is based on operational experience and increasing development and resident population in at-risk areas. It is in accordance with changes to the structure of the Red Cross and its Disaster Services Program.

As in the past, the American people today expect the Red Cross to be at the site of such events quickly to render assistance for basic human needs. Reliance on the expertise and commitment of the Red Cross in times of major and sometimes catastrophic disasters is reaffirmed in the federal government's National Response Plan.

### Purpose and Results

This document outlines the systematic approach the Red Cross will undertake to prepare for and respond to tropical storms and hurricanes (hereafter described simply as hurricanes). The objective of this plan is to enable the Red Cross to be ready to deliver immediate services and assistance needed by those threatened and affected by such storms at an appropriate scope and scale. These actions will be executed in an integrated and coordinated manner by Red Cross chapters, service areas, disaster relief operations and national headquarters and enable the Red Cross to meet the needs and expectations of its five key constituents groups – clients, partners, volunteers and employees, donors and the American people.

### Assumptions

This response plan makes the following assumptions:

1. Hurricanes are a recurring threat to the United States mainland, territories and possessions.
2. While tropical storms are less intense than hurricanes, they can produce extensive damage (particularly flooding) and should not be considered a lesser threat.
3. The available technology used to predict the direction and intensity of these storms is limited; therefore the Red Cross must have an integrated approach of preparedness and readiness efforts followed by prompt, focused, flexible and prudent response actions.

4. Not all threatening storms make landfall in the United States, its territories or possessions. Yet, in order to ensure and conduct an effective response, the Red Cross must take action well in advance of each approaching storm.
5. Hurricanes, by their significant scope and force, have the potential to affect wide geographic areas and require special attention, unified direction, action, coordination and collaboration by the Red Cross.
6. The scope and magnitude of human needs produced by hurricanes triggers the deployment of Red Cross resources and technical support to the threatened or affected Red Cross chapters and their service areas.
7. Effective Red Cross service delivery following a hurricane requires the ongoing engagement of all affected Red Cross units.
8. Annual pre-hurricane season planning and targeted resource development by hurricane-prone chapters and service area jurisdictions enhances the ability of the Red Cross to effectively respond.
9. Response actions by Red Cross units must be conducted in concert with their local, state and federal government counterparts.
10. The success of the Red Cross response to a hurricane is defined by the key constituents of the organization – our clients, donors, volunteers and employees, partners and the American public.
11. A clear and visible Red Cross presence in the disaster-affected area, plus ready availability of and easy accessibility to Red Cross services and assistance, are essential factors in the satisfaction of our constituents.
12. Red Cross response actions during each hurricane season produce valuable lessons learned that facilitate more effective and efficient responses for future storms.
13. The pre-defined geographic risk of hurricanes supports the value of significant service delivery planning and preparedness, particularly in coastal areas.
14. The chapters serving the affected area provide the initial incident response in their respective communities, report their activities and assessments and are augmented by human and material resources and guidance, in a coordinated manner, from the service area or national headquarters.
15. The affected chapters are integrated into a service delivery system once the relief operation is established and retain their role as elements participating in service delivery throughout the life of the disaster relief operation.

### Annual Continuous Improvement Cycle

The frequency, intensity and location of threatening storms often vary from year to year, yet ongoing focused preparedness and performance enhancement activities are possible and warranted in all regions susceptible to such storms. Attachment 1 outlines the Annual Continuous Improvement Cycle, a critical component of this plan.

### Concept of Operations

The Red Cross response to hurricanes begins with the preparedness and readiness actions taken by its units as outlined in the Annual Continuous Improvement Cycle. Upon the development of each threatening storm, the Red Cross initiates a seamless two-phased (pre and post-landfall) set of actions.

During the pre-landfall phase, as it is not possible to determine the precise path of a storm, all chapters servicing threatened communities activate their respective response plans. At the same time, the jurisdictional service areas move into their Major Disaster Response Structure; see Attachment 2. The service areas establish direct communication with or staff Red Cross liaisons at the threatened states' emergency operations centers and with the federal Regional Response Coordination Center. The service area begins deploying resources from its jurisdiction to the threatened chapters as defined by the chapters' hurricane priority requirements (a deliverable of the Annual Continuous Improvement Cycle) and activates an anticipated disaster relief operations headquarters.

Red Cross national headquarters provides support to and consultation with the threatened service areas, establishes direct liaison with appropriate federal government agencies and determines the availability of additional human and material resources the potentially affected region may need.

In anticipation of a hurricane and the resulting Red Cross relief operation, service areas not at risk from the storm will alert and place on standby human and material resources within their respective jurisdictions.

If landfall does not occur, the service area coordinates the phase-down of chapter pre-landfall activities.

The second phase begins upon landfall; the service area promptly transfers operational oversight and direction of Red Cross relief activities to the established disaster relief operation headquarters. The relief operation headquarters provides guidance and direction to the affected chapters and coordinates additional available resources to enhance service delivery throughout the disaster-affected area. The relief operation headquarters reports to Red Cross national headquarters while continuing to engage the service areas in planning and consultation. If the post-landfall operation is more limited in scope than initially expected, the service area and the Disaster Operations Center will decide the level of ongoing support to the relief operation.

When the Disaster Operations Center supports the relief operation, a conference call that includes the disaster relief operation, the service area and the Disaster Operations Center will occur to define the scaling-up of operations management support activities.

Chapters in the disaster-affected area remain actively engaged throughout the course of the disaster relief operation by providing, within their capability and capacity, assistance to their affected communities. These chapters continue their community involvement after the disaster relief operation concludes its activities.

### **Pre-Landfall Roles and Actions Defined**

#### Chapters

When confronted with an approaching storm, the chapters servicing at-risk communities and hosting hurricane evacuation shelters activate their respective local response plans and prepare to receive the resources dispatched by the service area. Each chapter primarily focuses on five key activities (not a preferential order):

- Sheltering
- Feeding
- Government and Emergency Management Liaison
- Disaster Assessment
- Public Information and Fundraising

Chapters proactively establish and maintain these activities with knowledgeable staff in a timely manner prior to and after landfall. The chapters ensure the safekeeping of human and material resources received from their service area and deploy these resources, as needed, to ensure quality service delivery. Each chapter should identify a specific employee or volunteer to interact directly with the service area's response structure.

#### Service Area

The hurricane-threatened service area(s) shift their group configuration to the Major Disaster Response Structure detailed in Attachment 2. In this posture, the service area begins direct communications with the hurricane-prone chapters and deploys human and material resources identified by the service area to individual chapters based on their hurricane priority resource requirements.

The service area, in its Major Disaster Response Structure, deploys personnel in advance to establish a relief operation headquarters. The service area identifies the location and facility and secures facility agreements. The service area or national headquarters (in joint consultation) activates one or more pre-designated staging areas, if required.

#### Disaster Operations Center

Upon activation of one or more service areas for a threatening storm, the Disaster Operations Center immediately shifts to its hurricane response mode. The Disaster Operations Center is staffed by personnel from Preparedness and Response and other national headquarters departments. Liaisons are dispatched, as needed, to the various federal operations centers. The Disaster Operations Center contacts other service areas to place human and material resources on alert and dispatches these resources, as requested and needed, to the threatened or affected service area jurisdictions.

#### Disaster Relief Operation Headquarters

The relief operation headquarters does not have an active operational role before hurricane landfall. Based on the storm's projected path and logistical considerations, one or more forward headquarters cells are deployed by the planning cell of the service area's Major Disaster Response Structure. The task of the forward headquarters cell is to establish the headquarters site and receive human and material resources. Service delivery is not a component of their purpose.

#### **Post-Landfall Roles and Actions Defined**

During the post-landfall phase, the Red Cross rapidly expands its service delivery focus and resources in the affected area. This effort supplements the service delivery actions of chapters during the pre-landfall phase and occurs quickly, seamlessly and in a coordinated manner.

#### Chapters

The affected chapters continue to provide and conduct five key activities (not a preferential order):

- Sheltering
- Feeding
- Government Liaison
- Disaster Assessment
- Public Information and Fundraising

Using all available human and material resources, the chapters enhance activities where needed and expand service delivery as required, including bulk distribution, individual assistance and mental and physical health services. The chapters support the relief operation in developing and executing a comprehensive service delivery plan for the entire affected area. The chapters also redirect their reports of service delivery activity from the service area to the disaster relief operation headquarters.

#### Disaster Relief Operation Headquarters

The relief operation headquarters establishes direct communications with the affected chapters regarding the overall service delivery plan and resource requirements. The relief operation

distributes incoming resources in accordance with the service delivery plan and monitors performance actions and accomplishments. The relief operation headquarters also establishes direct communication with state emergency operations centers and various federal disaster field offices via Red Cross liaisons. The chapters continue to maintain liaison activities with local emergency management.

The relief operation headquarters reports to Red Cross national headquarters while continuing to engage the service area in planning and consultation. If the post-landfall operation is more limited in scope than initially expected, the service area and the Disaster Operations Center will discuss the level of ongoing operations management support to the relief operation.

#### Affected Service Area

As the disaster relief operation headquarters becomes operational, the service area reduces its chapter guidance activities. The service area continues to provide consultation and support to the relief operation headquarters and provides additional service area-based resources as available.

Information from the pre-landfall stage transfers to the disaster relief operation through the planning cell of the service area and the functionality of the service area's pre-landfall structure ceases.

#### Support Service Areas

Service areas not directly affected by the storm are designated support service areas. These units work directly with the Disaster Operations Center in channeling needed resources to the disaster relief operation(s) established for the hurricane. Chapters within support service areas may provide service to evacuees as well. Upon notification from national headquarters, support service areas will activate their Response units in the same configuration as the affected service areas.

Should the need arise, the support service areas stand ready to disseminate information and assist their chapters in providing Individual Client Services, particularly Welfare Information, and to meet any need for Community Services (i.e. assistance to stranded travelers at airports due to the storms). Any activities associated with the hurricane response will be reported to national headquarters, including volunteer and donation management information.

Material Support Services activities most likely to occur include assisting national headquarters with any requests to move supplies from the Disaster Field Supply Centers, shipping supplies directly to the event site from major vendors in the support service area's jurisdiction and alerting chapters housing national ERVs to respond to the disaster-affected area(s). This will involve the chapters providing the ERV teams and reporting when the ERVs can deploy.

Staff Services activities most likely to occur include recruiting, training and preparing disaster volunteers for deployment to the relief operation as requested by the Disaster Operations Center. The support service area's DSHR Senior Associate will receive a request from the Staff Deployment Center at national headquarters to begin communicating with chapters, ensuring DSHR availability is accurately recorded in the DSHR System, and placing available staff (supervisor and above) on alert as described in the Deployment Manual. Any assignment or

grouping of personnel for deployment will occur only at the request of the affected service area or by the relief operation.

Support service areas will continue to respond to disasters that affect their respective jurisdictions while supporting service area(s) affected by hurricanes. If staff or equipment from a support services area are committed to a hurricane response and there is a need for those resources in their home jurisdiction, the support service area would request assistance in replenishing their resources from neighboring service areas through the Disaster Operations Center.

#### National Headquarters

National headquarters continues consultation with the affected service area(s) while providing human and material resources and guidance to the relief operation. The Disaster Operations Center engages support service areas for additional resources needed by the relief operation. National headquarters will conduct national-level public relations and fundraising campaigns and activities. National headquarters will also maintain and leverage national agreements with partner groups and agencies. The Staff Deployment Center will activate and communicate with the Staff Services member of the planning cell and service area's DSHR Senior Associate. This activity will entail:

- Communication with unaffected service areas to request notification of available DSHR members (supervisors and above) of alert status.
- Notification, through the non-affected service area's DSHR Senior Associate, to place all Community Services, Partner Services (Government and Emergency Management Liaisons), and Information Management (Disaster Assessment) supervisors on standby status.
- Implementation of Deployment Manual notification procedures regarding staff support, including notifying Travel Office, BTI/World Travel and Corporate Lodging of preliminary needs and activation status.
- Implementation of Deployment Manual procedures for staff recruitment and deployment to the affected area.

Identification and Implementation of Lessons Learned

The Senior Vice President, Preparedness and Response, conducts a Lessons Learned Study of actions during the prior hurricane seasons by December 31. This study includes the development of recommendations for future performance enhancements and allied action plans that must be completed by June 30. Those resulting issues and actions involving systems improvements and program level guidance are assigned to the Preparedness and Response Department at national headquarters. Chapter development and human resource requirements are assigned to the respective service areas. Recommendations and allied actions related to individual chapters are assigned to the respective chapter manager. All units assigned Hurricane Response Lessons Learned action items report their completion to the Senior Vice President, Preparedness and Response, by June 30.

Chapter Priority Resource Requirements

The service areas at risk from hurricanes conduct a hurricane response assessment of the human, material and equipment resources needed by their chapters to deliver services and assistance before, during and after a threatening hurricane by May 31. This inquiry focuses on the five key activities (not a preferential order):

- Sheltering
- Feeding
- Government and Emergency Management Liaison
- Disaster Assessment
- Public Information and Fundraising

Upon completion of this assessment and in conjunction with the Lessons Learned study, the service areas work with their chapters to develop resources to fill these identified shortfalls and determine appropriate resource availability within their respective jurisdictions.

The service areas match chapter shortfalls against progress of resource development by July 1. These resource shortfalls are described as the chapter's hurricane priority requirements (the deliverable of the Annual Continuous Improvement Cycle) for the approaching hurricane season and are used to prioritize the provision of resources to each of these chapters when they are threatened by a hurricane.

A listing of each chapter's hurricane priority resource requirements is provided to Preparedness and Response at national headquarters and used by that department in providing resource support to each of the hurricane-prone service areas.

## Attachment 2

Hurricane Response  
Service Area Major Disaster Response Structure

Upon the approach of a tropical storm or hurricane, the threatened service area reconfigures its structure, priorities and actions to provide support, guidance and resource assistance to its threatened chapters. The service area augments its staff with pre-identified Red Cross volunteers and employees from throughout its service area jurisdiction. When required, the service area secures additional resources through the Disaster Operations Center at national headquarters.

Each service area reconfigures its internal staff in accordance with the charts in Attachment 3. This configuration consists of the following four interdependent elements working in concert, each with a specific focus: the Response Manager, the planning cell with its forward headquarters cell, the information and resource management Cell and service area response operations.

Response Manager

The mission of the response manager is to oversee the Red Cross response to the threatening and/or occurring disaster incident. In consultation with the service area executive, the Response Manager activates the service area hurricane action plan and so informs the Disaster Operations Center. The Response Manager or designee –

1. Ensures appropriate staffing of the individual activities.
2. Hosts conference calls with the hurricane risk chapters.
3. Conducts staff meeting with the members in the Major Disaster Response Structure.
4. Ensures appropriate and accurate reports are compiled and distributed to the Disaster Operations Center and Red Cross liaisons at the state emergency operations centers.
5. Participates in conference calls with the federal Regional Response Coordination Center.
6. Ensures appropriate Red Cross representation at activated state emergency operations centers and Red Cross representation for ESF 6 at the federal Regional Response Coordination Centers.
7. Participates in response strategy sessions hosted by the Disaster Operations Center.
8. Deploys personnel to the disaster relief operations headquarters and staging areas.
9. Approves the activation and movement of service area-based human and material resources to the hurricane-threatened chapters.
10. Consults with the Disaster Operations Center and disaster relief operation to determine the appropriate time to transfer personnel, data and authority to the disaster relief operation.

Planning Cell

The mission of the planning cell is strategic with a concentrated focus on service delivery and service delivery support, looking forward five to seven days. The planning cell develops an anticipated service delivery plan and deploys the forward headquarters cell, which enables the relief operation to begin service delivery immediately after the storm makes landfall. All planning cell information and communication beyond the major disaster response structure flows to and from the information and resource management cell.

The planning cell accomplishes its mission via cross-functional activities performed together by Operations Management, Community Services, Material Support Services and Staff Services members. The relief operation director is likely to be present in the planning cell; other members assigned must be managers (Administrators for Community Services) in their respective DSHR groups and be available for a three week assignment with the expectation of moving to the disaster relief operation.

General activities performed by the planning cell include:

1. Utilize subject matter experts (Community Services, Material Support Services, etc., which could include activity leads and national headquarters) to analyze plans, data and evaluate resource needs and shortfalls (human and material) provided by the information and resource management cell.
2. Initiate an anticipated service delivery plan (including recommended resource allocations, locations for service centers, aid stations, long-term shelters, etc.) and share it with the Response Manager and disaster relief operation headquarters.
3. In consultation with the Disaster Operations Center and Response Manager, determine potential budget implications and develop an estimated range of the evolving service delivery plan.
4. Deploy its forward cell(s) to establish the relief operation headquarters.
5. Maintain constant communication with the disaster relief operations headquarters to share updates of resource deployments, chapter requirements and information.
6. Ensure human and material resources have been identified and requested.
7. Establish initial requirements and make recommendations for resource requests to enable implementation of initial service delivery plan.
8. Develop a plan for time phased allocation of resources based on chapter shortfall analysis, projected needs and the final best estimate of affected geography. The plan should take into consideration existing chapter resources or vendor relationships in order to make best use of limited resources. For example, a chapter with multiple community partner kitchens and restaurant vendors may only need vehicles to initiate significant community feeding as opposed to a neighboring chapter which may need several days to establish a mobile kitchen before being able to deliver services.
9. Prepare a briefing for the forward headquarters cell providing all information and assessments available. The briefing should include:
  - a. The scope and extent of the disaster based on best available data at the time
  - b. Continuing service delivery
  - c. Issues and critical needs
  - d. Key contacts with Red Cross leadership (chapters, stations, service area, etc.), government (local and state) and other voluntary agencies
  - e. A plan and timetable for the scaling up to the relief operation
  - f. The preliminary budget range
10. At the time deemed appropriate by the Response Manager (in coordination with the Disaster Operations Center and the relief operation headquarters), transfer appropriate personnel, data and authority to the disaster relief operation.

Additional Community Services activities performed by the planning cell include:

1. Estimate immediate post landfall needs for feeding and non-evacuation host sheltering.
2. Develop recommendations for the service area to push heater meals, food handling equipment, sheltering equipment, emergency aid station supplies and bulk distribution product, which may be pre-deployed in advance of landfall, to safe locations. Chapters can then quickly access those resources following the storm in order to initiate the scaling up of service delivery.
3. The Community Services planner must interact with a Partner Services representative to –
  - a. Access situation reports and disaster data from emergency operations centers
  - b. Participate in framing resource requests for support from government entities in collaboration with Materials Support Services if appropriate

If the complexity of the event demands it and at the discretion of the Response Manager, initiate direct contact with ESF 6 lead agency at the state emergency operations center to confer about high level interagency planning of initial mass care response and coordination of voluntary response organization activities, including Salvation Army and Southern Baptist Convention.

4. Utilize projected feeding needs relative to chapter shortfall analysis to define needs for Southern Baptist Convention feeding resources and coordinate activation, staging (if appropriate) and deployment with the Community Services lead in the Disaster Operations Center.

Additional Material Support Services activities performed by the planning cell include:

1. Maintain records to track all proposed resource movements.
2. Address the physical or life safety and security of Red Cross workers, facilities and equipment.
3. Survey any potential headquarters sites for technology capacity and deficiencies.
4. Analyze Client Assistance System infrastructure requirements. Identify chapters in the pre-landfall area that currently use the Client Assistance System and review their technology plans for a supporting infrastructure in their chapter's jurisdiction.

Additional Staff Services activities performed by the planning cell include:

1. Analyze impact and potential impact information that may affect Staff Services including, but not limited to, the following:
  - a. Potential for unaffiliated and affiliated volunteers from the affected chapter participating in relief operation activities (short and long term)
  - b. Lodging effects and potential issues
  - c. Issues concerning or having the potential to concern staff wellness, health and safety
  - d. Issues related to hardship codes
  - e. Recommendations for training
  - f. Other languages the affected population speaks (for recruitment and training)

- g. Groups for unaffiliated volunteer recruitment (for example, colleges, "strong Southern Baptist area," six out of eight shelters are in Lutheran churches, etc.)
- 2. Track proposed human resource requests by chapter.
- 3. Participate in daily conference calls with the Staff Deployment Center and service area DSHR Senior Associate; report on the following:
  - a. Planning cell Staff Services activities
  - b. Known information regarding the service delivery plan and its development
  - c. Affected chapters and their human resource capacity status
  - d. Potential human resource needs and time frames
  - e. Statistics and demographics of expected impact areas
  - f. Known information from the disaster relief operation headquarters and their current and future human resource needs
  - g. Information above which may affect Staff Services and recommendations regarding the information (for example, based on X, recommend hardship code Y or based on A, recommend staff shelter initially, etc)
  - h. Any additional pertinent information

#### Forward Headquarters Cell

This is the deployed unit of the planning cell; its task is to establish a relief operation headquarters and receive human and material resources. Material Support Services representatives secure the facility using pre-disaster agreements and complete the Facility Agreement form, as well as initiating any utilities needed to operate the site and acquire and set-up any needed equipment and furniture.

At this point, service delivery is not a component of the cell's purpose. However, the Community Services representative ensures operational continuity during the transfer of staff and responsibility from the planning cell post-landfall and may direct resources to and coordinate with chapters during the initial response in accordance with the established service delivery plan.

During the transfer period, the forward headquarters cell will maintain regular communications with the planning cell, service area and the Disaster Operations Center to maintain information flow and stay up-to-date about resource movements.

The forward headquarters cell members will be fully briefed by the planning cell regarding existing and pending commitments and actions within their state. In the event of a multi-state impact where the planning cell leadership team is directed to the most heavily impacted state, the forward headquarters cells in the other states may be assigned as the interim relief operation leadership until others can be assigned.

Planning Cell Equipment and Resources:

- access to the DSHR System database
- DROMIS computer
- *Staff Request* forms
- e-mail capability
- phone
- deployment Manual
- Staff Services activity book

Information and Resource Management Cell

The American Red Cross makes decisions about mobilizing resources and responding to hurricanes and tropical storms based on numerous factors –

- The given risk to a geographic area and potential pre-landfall hazards.
- National Hurricane Center Watches, Warnings and other advisories as well as size, speed, intensity, projected storm track, forecasting errors and erratic or unusual storm characteristics.
- Information from emergency management officials such as evacuation orders and recommendations or spontaneous evacuations.
- Accurate assessment, availability and deployment time of resources and capabilities (people, equipment, vehicles, etc.).
- Identification of resource and capability shortfalls and a given method to monitor their ongoing status, such as Chapter Disaster Readiness Assessments, Exercises or other historical operational data.

The information and resource management cell will gather, receive, summarize, maintain and distribute information and allocate and deploy resources concerning these and other factors generated by the Red Cross response effort regarding a threatening or occurring disaster. The information and resource management cell mission is tactical with a concentrated focus on gathering information and supporting chapters in the immediate response to evacuations and the impending storm. All information and communication beyond the Major Disaster Response Structure flows to and from the information and resource management cell.

The information and resource management cell accomplishes its mission via cross-functional activities performed together by Community Services, Information Management Support Services, Material Support Services and Partner Services members and the chapter support section. To avoid duplication and streamline communication, the chapter support section will be the primary chapter information and interaction channel broker.

The members assigned to the information and resource management cell must be managers (supervisors for Community Services) in their respective DSHR groups and be available for a three week assignment with the expectation of moving to the disaster relief operation.

General activities performed by the information and resource management cell include:

1. Implement reporting requirements.
2. Receive or gather information from all units regarding actions and financial commitments.

3. Complete the Initial Hurricane Response Report and provide it to the Disaster Operations Center, per national headquarters requirement. The information and resource management cell gathers data for the Initial Hurricane Response Report as follows:
  - a. Each day shelter managers will report status and counts to their chapters at noon and midnight
  - b. Chapters will report their collective status and counts to the service area by 1 a.m. and 1 p.m. each day
  - c. The information and resource management cell will accomplish the Initial Hurricane Response Report and provide it to the Disaster Operations Center by 3 a.m. and 3 p.m. (all times are local to the shelter)

The Response Manager may institute additional reporting requirements as driven by the needs of partners or other constituencies.

4. Ensure the provision of timely Red Cross information to non-government organizations, partners and Red Cross liaisons in state and federal facilities.
5. Conduct data analysis and promptly inform the Response Manager of occurring or emerging problems.
6. Track resource requests from chapters and deployed resources to chapters.
7. Request additional resources (both human and equipment) from service area or the Disaster Operations Center to support the current needs and requirements of chapters or future needs identified in the service delivery plan.
8. Acquire any transportation resources required, including cars, trucks and national vehicles.
9. Maintain records to track resource movements.
10. Procure, secure and deploy or disperse requested expendable and non-expendable supplies, equipment and services through in-kind donations, loans or by renting, leasing or purchasing items with the approval of and within the financial authorities of the Response Manager or service area executive.
11. At the time deemed appropriate by the Response Manager (in coordination with the Disaster Operations Center and the relief operation headquarters), transfer appropriate personnel, data and authority to the disaster relief operation.

Additional Chapter Support activities performed by the information and resource management cell include:

1. Review resource requests for chapters and verify requests with appropriate chapter officials; ensure requests are completed and promptly inform the Response Manager of occurring or emerging problems. The chapter support section is not an approving authority.
2. Provide, through the Community Services Sheltering Manager assigned to the chapter support section, limited technical guidance and coaching for shelter/evacuation center operational issues as needed but not in a management capacity. Any significant incidents in shelters will be channeled to the Response Manager.

Additional Information Management Support Services activities performed by the information and resource management cell include:

1. Disseminate listings and contact information of team members and daily reports to participating units (affected chapters, service area and national headquarters).
2. Produce situation and status reports, as required, for internal and external audiences; at minimum the daily 5266, SitRep, DOIS, impact and disaster assessments and Initial Hurricane Response Reports will be sent to the Disaster Operations Center.
3. Provide critical information elements to the Online Resource Book ([ORB@usa.redcross.org](mailto:ORB@usa.redcross.org)) of the Response Center (1 (866) Get Info).
4. Monitor and display storm tracks, forecasts and current weather conditions, including river levels and flooding potential, and apprise all units of these conditions, as technology permits.
5. Gather and consolidate impact assessment information from chapters, government, utility companies and news media reports to allow the planning cell to define the priorities of the disaster relief operation. This assessment should be completed within a few hours following landfall and include the extent of damage to essential facilities, storm surge, visible housing damage and boundaries of the storm or at least the counties impacted. This is not a preliminary damage assessment.
6. Begin to gather and consolidate preliminary damage assessment from affected chapters as reported and consolidated on the Damage Assessment Summary Sheet (Form 5233).
7. Send bills and commitments to national headquarters for processing and payment.
8. Upon establishment of the disaster relief operation, reports, such as the 5266, will continue sequentially as the reports of the relief operation; all under the same DR number.

Additional Material Support Services activities performed by the information and resource management cell include:

1. Maintain accurate documentation of all sites used.
2. Receive, inspect, assign and maintain records of all vehicle, driver and transportation resources.
3. Open and maintain vendor accounts in support of the operation.
4. Oversee the warehousing of disaster relief supplies.
5. Track expenses by program service codes; process all invoices received for prompt payment.
6. Address the physical and life safety and security of Red Cross workers and clients along with the physical safety and security of Red Cross facilities and equipment.
7. Receive, track and maintain technology and communication equipment.
8. Establish a relationship with local amateur radio groups to assist with communications at pre-landfall sites. Depending on the effects of the storm on the local infrastructure, this may be the only reliable form of communications for the first 72 hours.

Additional Partner Services activities performed by the information and resource management cell include:

1. Establish and maintain liaison with non-government partner agencies and organizations.
2. Relay issues and problems conveyed by the Red Cross liaisons in the state emergency operations centers to the Response Manager and conduct follow-up actions to ensure issues and problems are addressed and resolved.
3. Conduct rumor investigation and control measures, as required, to address those problems.
4. Determine how many emergency operations centers will stand up; determine capacity to staff round the clock.
5. Determine ESF 6 staffing needs at all locations; coordinate with ESF 6 lead in the Disaster Operations Center for additional support.
6. Determine need for any additional liaison support at federal operations centers other than FEMA; coordinate with federal response unit in Disaster Operations Center for support.

Information and Resource Management Cell Equipment and Resources

- DROMIS computer
- printer
- e-mail or fax capability
- phone

Service Area Response Operations

This is the day-to-day operations staff of the service area which includes fundraising, communications, the DSHR Senior Associate and Chapter Solutions Managers. Service Area Response Operations will become an active response component at the point the service area moves to the Major Disaster Response Structure. They will interact and provide information to the information and resource management cell in the pre-landfall stage while continuing to provide ongoing day-to-day operational support.

The service area communicator or designee will –

1. Ask chapters to review and implement their communications plans.
2. Contact the Communication and Marketing activity lead at national headquarters to strategize and coordinate efforts.
3. Plan staffing for service area Public Affairs activity, as appropriate, with the service area's DSHR Senior Associate.
4. Monitor situation and continue to support chapters and communicate across various levels.
5. Transfer all records to Organizational Support on the relief operation when it is established.

The service area Development Director or designee will:

1. Assign fundraising staff from the service area (if members are needed from beyond the service area, Director, Managers, and Officer of Fund Raising positions will be approved by the activity lead at national headquarters).
2. Ask chapters to review and prepare to activate Disaster Fundraising Action Plans.

3. Contact Fund Raising activity lead at national headquarters to strategize and coordinate efforts.
4. Coordinate with the service area communicator for consistent messaging.
5. Plan staffing for service area fundraising activities as appropriate with the service area DSHR Sr. Associate.
6. Monitor situation and continue to support chapters and communicate across various levels.
7. Transfer all records to Organizational Support on the relief operation when it is established.

The DSHR Senior Associate recruits, assigns, deploys and provides human resource support in the form of transportation and lodging to affected chapters. Specifically, he or she will –

1. Review the chapter hurricane priority requirements and begin identifying and recruiting available DSHR members to fill identified staff shortfalls.
2. Notify the Response Manager of any shortfalls unable to be filled within the service area as soon as they are identified.
3. Fill staff requests received from affected chapters by recruiting, assigning and deploying qualified, available DSHR members from within the service area using procedures in the Deployment Manual.
4. Obtain lodging for deployed staff through Corporate Lodging by following the procedures in the Deployment Manual.
5. Obtain appropriate travel for deployed staff by following the procedures in the Deployment Manual.
6. Receive staff requests and information from the Staff Services member assigned to the planning cell.
7. Participate in daily conference calls with the Staff Deployment Center and Staff Services member assigned to the planning cell.
8. Activate service area procedures to expand recruitment capabilities as outlined in the Deployment Manual.
9. Be proactive in determining the number of potentially available staff and identifying shortfalls using the reports and recruitment tools found in the Deployment Manual.
10. Forward any unfilled requests to the Staff Deployment Center within four hours of receipt.
11. Communicate with unaffected chapters requesting DSHR member availability by following the procedures in the Deployment Manual.
12. Transfer all records to Staff Services on the relief operation when it is established.

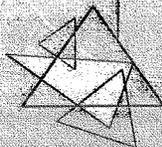
The capacity, role and influence of the Chapter Solutions Managers are built through non-disaster interaction and relationships with their chapters. Chapter Solutions Manager are within the response structure but are not assigned to the relief operation. They will play a primary role in keeping open communication channels between the service area, disaster relief operation and the chapters in their respective territory. The Chapter Solutions Managers may troubleshoot potential problems, provide resolution and, as needed, give management support for affected chapters.

## Hurricane Activity Quick Reference Sheet

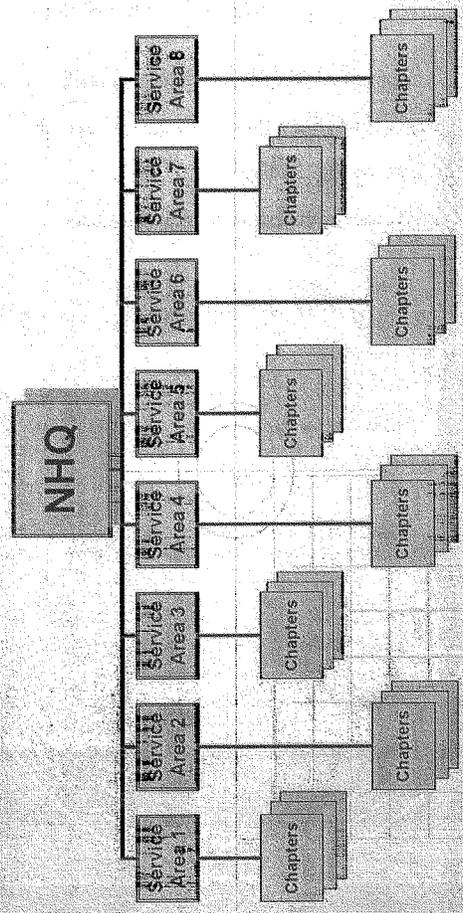
	Pre-landfall	Post-landfall
Chapter	<ul style="list-style-type: none"> <li>• Sheltering</li> <li>• Feeding</li> <li>• Government Liaison</li> <li>• Disaster Assessment</li> <li>• Public Information and Fundraising</li> <li>• Report service delivery activities to service area</li> </ul>	<ul style="list-style-type: none"> <li>• Sheltering</li> <li>• Feeding</li> <li>• Government Liaison</li> <li>• Disaster Assessment</li> <li>• Public Information and Fundraising</li> <li>• Report and coordinate service delivery activities with disaster relief operation</li> <li>• Integrate and remain a service delivery element</li> </ul>
Affected Service Area (includes those hosting evacuees)	<ul style="list-style-type: none"> <li>• Shift to major disaster response structure</li> <li>• Support chapters and deploy assets</li> <li>• Determine shortfalls of risk and host chapters</li> <li>• Provide information and resource management in support of impacted chapters and to partners and constituents</li> <li>• Deploy forward headquarters cell</li> <li>• Staff federal facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Major disaster response structure ceases when deemed appropriate to transfer personnel, data and authority to the disaster relief operation</li> <li>• Consult and support national headquarters and the relief operation</li> <li>• Staff federal facilities; when Joint Field Office is established, transfer responsibility to relief operation</li> </ul>
Support Service Areas	<ul style="list-style-type: none"> <li>• Assess staff and equipment availability</li> </ul>	<ul style="list-style-type: none"> <li>• Channel requested resources (coordinated by the DOC) to the relief operation</li> </ul>
Disaster Relief Operation	<ul style="list-style-type: none"> <li>• Forward headquarters cell of service area; establishes headquarters location and receives human and material resources</li> </ul>	<ul style="list-style-type: none"> <li>• Establish direct communications with affected chapters</li> <li>• Implement service delivery plan</li> <li>• Distribute incoming resources</li> <li>• Monitor performance actions and accomplishments</li> <li>• Establish direct communication with state emergency operation centers and federal disaster field offices</li> <li>• Reports directly to national headquarters</li> </ul>
National Headquarters	<ul style="list-style-type: none"> <li>• Activate DOC</li> <li>• Send liaisons to federal operation centers</li> <li>• Alert other service areas, coordinate human and material resources as requested</li> </ul>	<ul style="list-style-type: none"> <li>• Continue consultation with service areas</li> <li>• Support relief operation with human and material resources and guidance</li> <li>• Support federal requests</li> </ul>

### Hurricane Plan Response Models

- I. American Red Cross Routine Business Model Structure
- II. Service Area Major Disaster Response Structure
- III. Hurricane Pre-Landfall
- IV. Hurricane Relief Operation Response Model

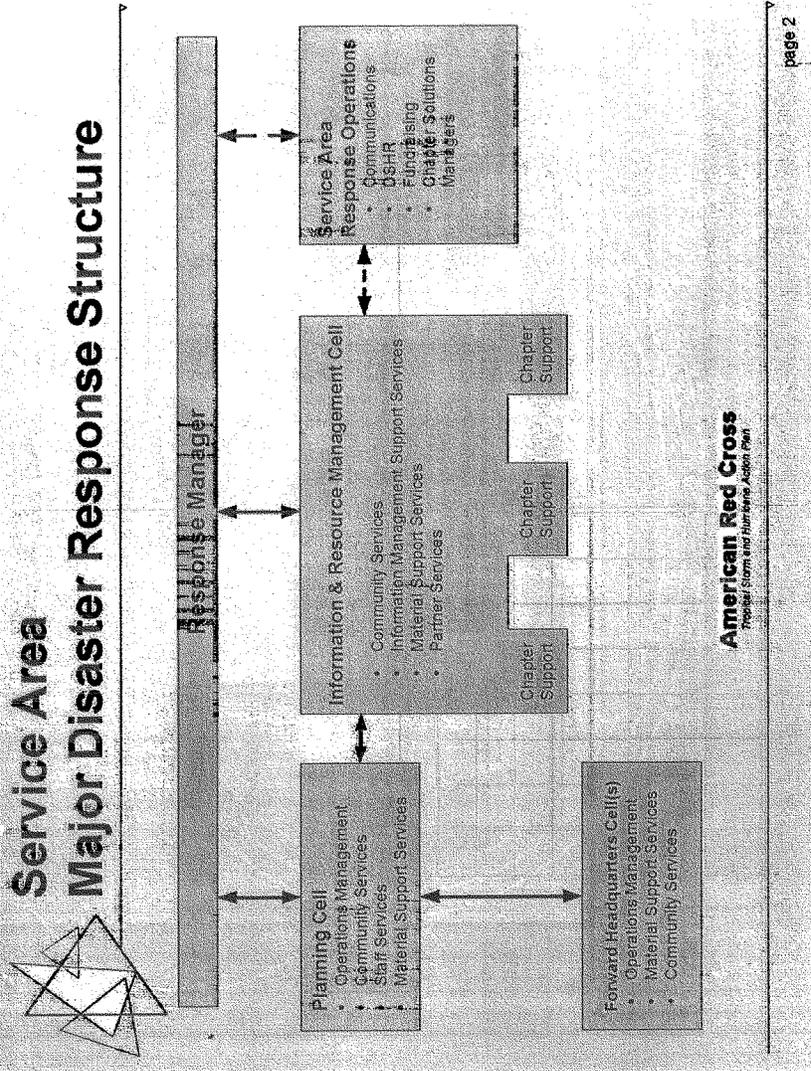


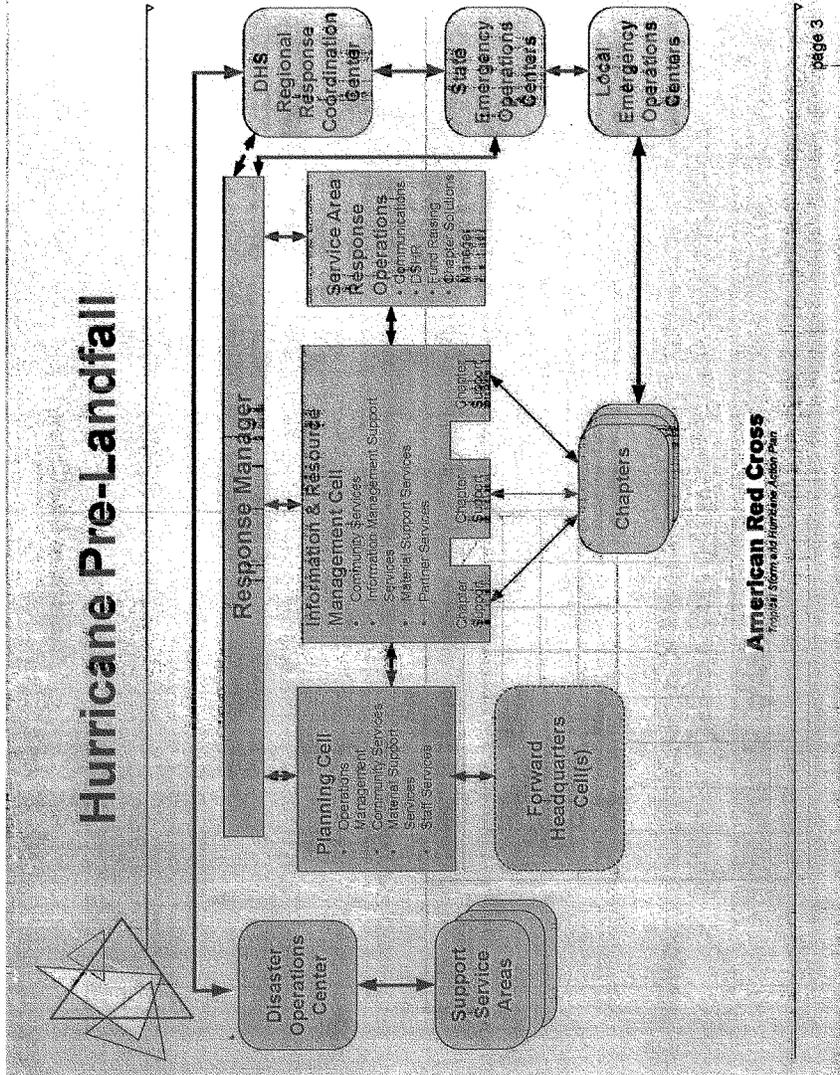
# Hurricane Response Plan Routine Business Model Structure



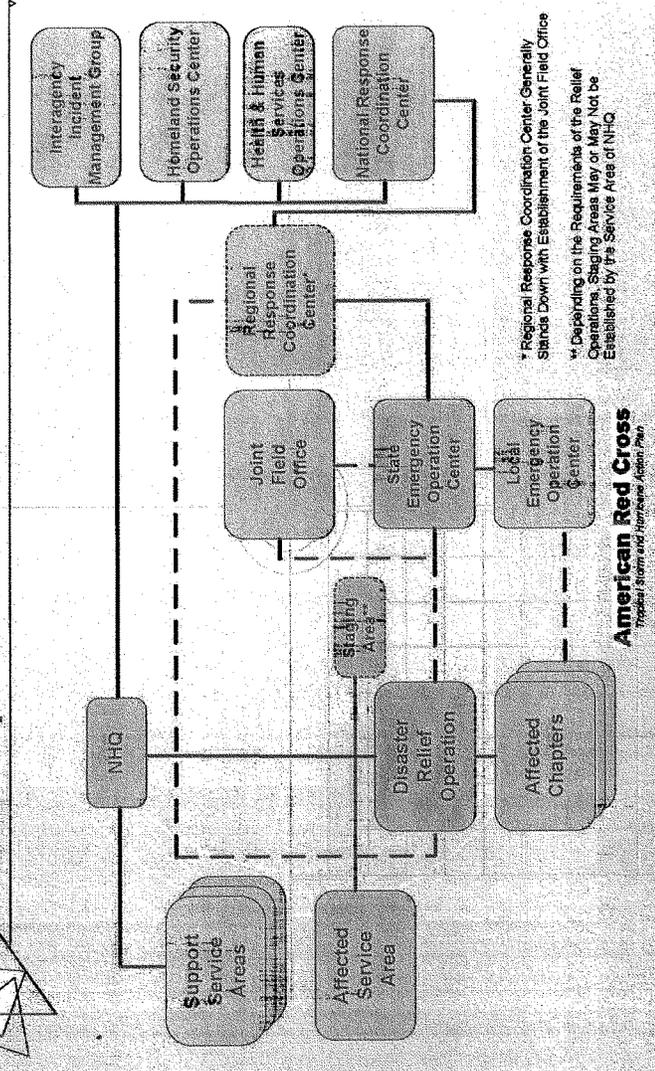
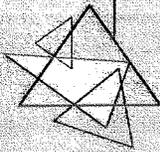
**American Red Cross**  
Tropical Storm and Hurricane Action Plan

# Service Area Major Disaster Response Structure





# American Red Cross Hurricane Relief Operation



\* Regional Response Coordination Center Generally Stands Down with Establishment of the Joint Field Office

† Depending on the Requirements of the Relief Operations, Staging Areas May or May Not be Established by the Service Area of NHQ

**American Red Cross**  
 Federal Government, Non-Profit, Relief Plan