

Wisconsin Emergency Management 2010 Annual Report

Wisconsin Emergency Management | 2010 Annual Report
Table of Contents

DMA Overview	2
WEM Overview	3
Financial Operations	4
State Duty Officer & Emergency Operations Center	7
2010 Disasters	8
Hazard Mitigation	11
EPCRA & HMEP	12
Radiological Emergency Preparedness	13
Planning, Training & Exercises	14
REACT Center	15
Regional Offices, Emergency Fire & Police Services	16
ReadyWisconsin	17

Wisconsin Department of Military Affairs Overview

The Department of Military Affairs (DMA) provides essential, effective and responsive military and emergency management capability for the citizens of our state and nation. DMA includes the Joint Force Headquarters-Wisconsin, the Wisconsin Army and Air National Guard, Wisconsin Homeland Security and the Wisconsin Division of Emergency Management.

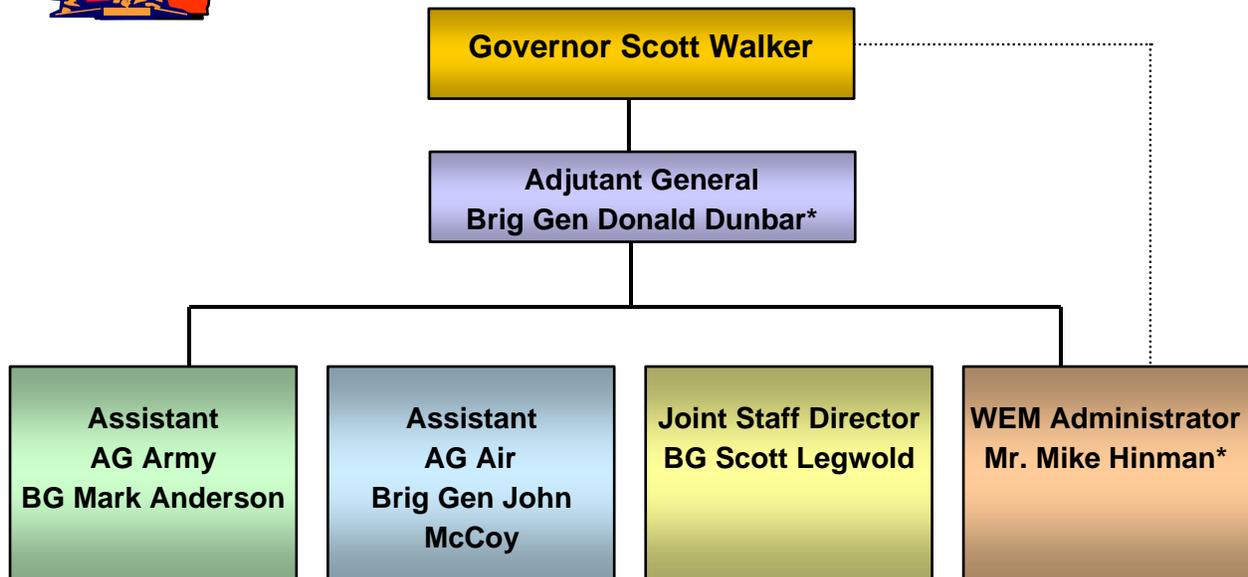
Vision

The Wisconsin Department of Military Affairs will be characterized by those we serve as Ready, Relevant and Respected for what we do for our Community, State and Nation



Department of Military Affairs

Organization



*Appointed by the Governor

Wisconsin Emergency Management Overview

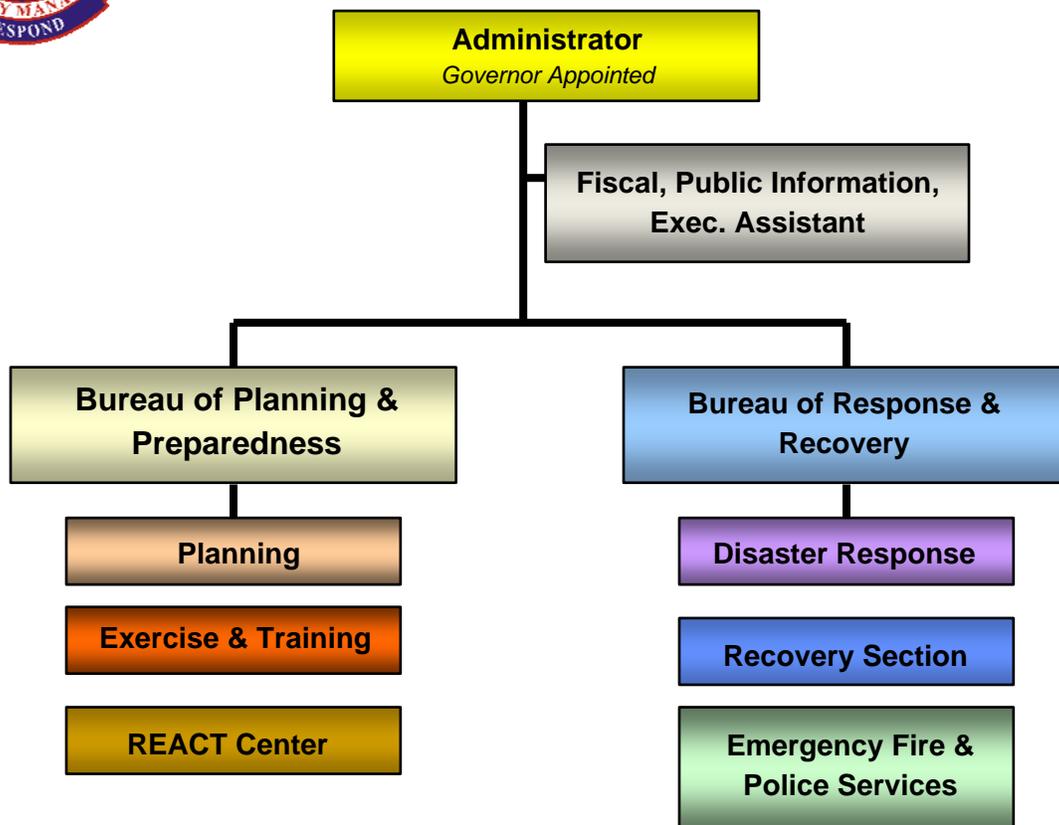
The Division of Emergency Management is part of the Department of Military Affairs. Wisconsin Emergency Management (WEM) supports 72 counties and 11 tribes to bring emergency management services to the state's 5.6 million citizens. WEM coordinates with local, state, tribal and federal agencies, as well as the volunteer and private sectors. The central office is located in Madison, and WEM has six regional offices, emergency police and fire services, and the Regional Emergency All-Climate Training Center (REACT) at Volk Field.

Mission Statement

Wisconsin Emergency Management coordinates effective disaster response and recovery efforts in support of local governments. Through planning, training and exercising we prepare ourselves, our citizens and response personnel to minimize the loss of lives and property.



Wisconsin Emergency Management Organization

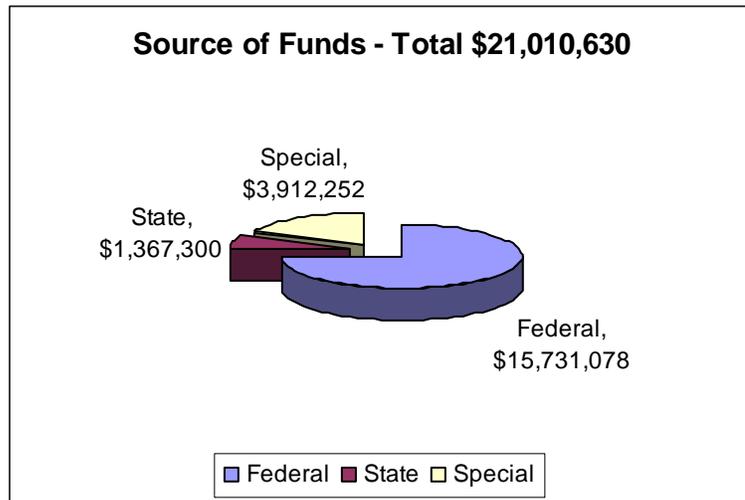


Financial Operations: Source of Funds

During FY 2010, Wisconsin Emergency Management (WEM) received grant funding from a variety of sources including the federal government, the state of Wisconsin and special funds or program revenues. Almost 58% of funds that come into WEM are sub-granted to local and tribal entities to help foster local planning, preparedness and mitigation programs.

WEM also receives pass-through preparedness funds through the Wisconsin Office of Justice Assistance (OJA) to support numerous U.S. Department of Homeland Security initiatives related to planning, public outreach, education and training. Preparedness funds were also allocated to local municipalities and tribal governments to assist with the completion of Basic Emergency Operations Plans.

The Radiological Emergency Preparedness Program is responsible for developing and maintaining Wisconsin's emergency response plans to a nuclear power plant incident. The program receives funding from four utility companies that run the nuclear power plants in or near Wisconsin.



WEM also administers the Hazardous Materials Emergency Planning Grant (HMEP) which offers an extensive array of training opportunities for emergency managers, law enforcement, fire, EMS, public health, local officials and volunteer organizations. The majority of these funds are passed along to local communities for training, planning and equipment purchases.

The Hazard Mitigation Assistance Program distributes funds to local municipalities to develop, implement or update feasible and cost-effective hazard mitigation activities.

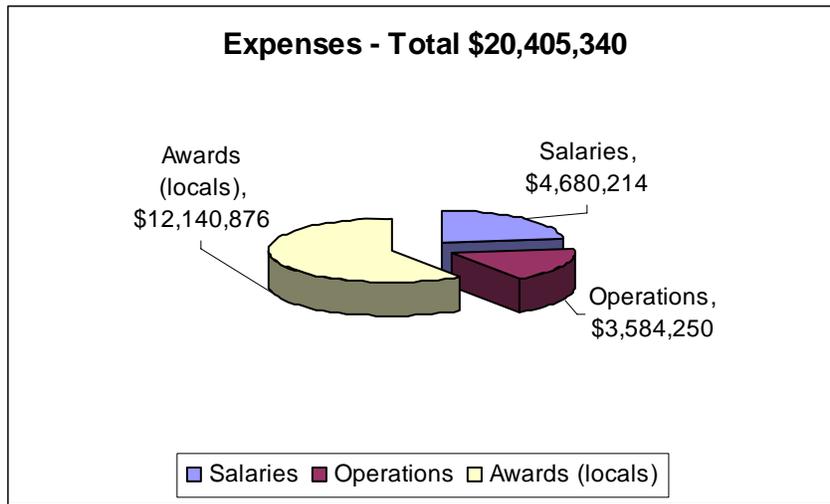
FEDERAL FUNDS—TOTAL \$15,731,078			
Homeland Security Grant Program	Emergency Management Performance Grant (FY10)	Hazardous Materials Emergency Planning Grant (HMEP)	Hazard Mitigation Assistance Program (PDM & FMAP Grants)
\$2,550,164	\$6,082,548	\$443,390	\$6,654,976

STATE FUNDS—TOTAL \$1,367,300	
General Purpose Revenue	Hazmat Training & Equipment
\$832,100	\$535,200

SPECIAL FUNDS—TOTAL \$3,912,252	
Radiological Emergency Preparedness Program	EPCRA/LEPC/PECFA
\$1,004,779	\$2,907,473

WEM is responsible for implementing the federal Emergency Planning and Community Right-to-Know Act (EPCRA). Fees collected from facilities are used to support the program, with most of the funding passed on to counties and tribes (based on a formula) for local planning and hazmat equipment purchases.

Financial Operations: Expenses



FEDERAL FUNDING				
<u>Expense Category</u>	Homeland Security Grant Program	Emergency Management Performance Grant	Hazard Mitigation Assistance Program	Hazardous Materials Emergency Planning
Salaries/ Benefits	\$530,918	\$1,134,886	\$661,178	\$28,958
Operations	\$2,019,246	\$981,830	\$205,750	\$81,890
Awards (locals)	0	\$3,965,832	\$5,926,057	\$332,543

STATE FUNDING		
<u>Expense Category</u>	General Purpose Revenue	Hazmat Training & Equipment
Salaries/ Benefits	\$757,400	0
Operations	\$74,700	0
Awards (locals)	0	\$535,200

SPECIAL FUNDING		
<u>Expense Category</u>	EPCRA	Radiological Emergency Preparedness
Salaries/Benefits	\$706,341	\$860,533
Operations	\$76,588	\$144,246
Awards (locals)	\$1,381,244	0

Emergency Management Performance Grant (EMPG) Funding

County Award Amounts for 2010 EMPG Funds			
Adams	\$29,555	Marathon	\$87,107
Ashland	\$33,129	Marinette	\$48,959
Barron	\$42,830	Marquette	\$24,424
Bayfield	\$38,749	Menominee	\$18,791
Brown	\$117,017	Milwaukee	\$388,376
Buffalo	\$27,085	Monroe	\$42,105
Burnett	\$30,003	Oconto	\$41,264
Calumet	\$34,785	Oneida	\$42,737
Chippewa	\$50,575	Outagamie	\$90,771
Clark	\$42,553	Ozaukee	\$49,747
Columbia	\$45,036	Pepin	\$18,254
Crawford	\$26,851	Pierce	\$36,137
Dane	\$218,691	Polk	\$42,866
Dodge	\$59,788	Portage	\$51,093
Door	\$30,489	Price	\$35,507
Douglas	\$47,714	Racine	\$95,226
Dunn	\$41,087	Richland	\$27,359
Eau Claire	\$60,238	Rock	\$85,886
Florence	\$20,785	Rusk	\$30,696
Fond du Lac	\$62,361	St. Croix	\$54,163
Forest	\$30,113	Sauk	\$47,722
Grant	\$48,168	Sawyer	\$36,381
Green	\$34,589	Shawano	\$41,151
Green Lake	\$24,651	Sheboygan	\$65,525
Iowa	\$32,155	Taylor	\$33,404
Iron	\$25,174	Trempealeau	\$33,439
Jackson	\$33,694	Vernon	\$34,807
Jefferson	\$52,044	Vilas	\$33,223
Juneau	\$33,569	Walworth	\$60,139
Kenosha	\$80,691	Washburn	\$30,149
Kewaunee	\$25,162	Washington	\$70,010
LaCrosse	\$63,364	Waukesha	\$171,993
Lafayette	\$27,285	Waupaca	\$43,735
Langlade	\$32,553	Waushara	\$30,704
Lincoln	\$36,297	Winnebago	\$83,678
Manitowoc	\$53,492	Wood	\$53,247

To help states, local and tribal governments enhance and sustain all-hazards emergency management capabilities, the Federal Emergency Management Agency awards each state annually the Emergency Management Performance Grant (EMPG). Wisconsin was awarded \$6,082,548 in 2010.

Wisconsin Emergency Management distributes 2/3 of the allocation in support of tribal and county programs with the remaining 1/3 to support the state emergency management program. To determine how much funding each county or tribal government receives, WEM has established a distribution formula based on population and area, with an initial base of \$12,000.

EMPG provides up to 50% salary and other budget expenses. Counties and tribes must agree to an annual plan of work to participate in the program.

Tribal Award Amounts for 2010 EMPG Funds	
Bad River	0
Ho-Chunk	\$14,737
Lac Courte	0
Oneida	\$19,516
Forest Potawatomi	\$12,525
Lac du Flambeau	0
Menominee	\$20,294
Red Cliff	0
St. Croix	\$12,488
Sokaogon	0
Stockbridge	\$13,134

State Duty Officer System & Emergency Operations Center (EOC)

Wisconsin Emergency Management operates a 24-hour duty officer system and Emergency Operations Center (EOC) based on four levels. This ranges from Level 4, a duty officer monitoring activities in the state; elevating to Level 1, full staffing of the EOC.

The State Duty Officer Emergency Hotline (**1-800-943-0003**) receives between 200-300 calls annually. Calls received on this line include hazardous materials spills, requests for state assistance in search and rescue missions, severe weather events, public health issues and other threats to public safety. When a disaster strikes, WEM is ready to provide assistance.

Following a natural or man-made disaster, local officials work through their county or tribal emergency management director to contact Wisconsin Emergency Management's 24-hour duty officer system. WEM contacts appropriate state and federal agencies and coordinates any requested state assistance such as Wisconsin National Guard or Wisconsin State Patrol resources. In addition, WEM Regional Directors and Emergency Police and Fire Service Coordinators may respond to the scene to serve as field liaisons for the State Emergency Operations Center in Madison or to coordinate state response efforts.

WEM manages and coordinates the State Emergency Operations Center which is located at 2400 Wright Street, Madison. The EOC is the physical location where agencies come together to coordinate response and recovery actions and resources.

In 2010, the State EOC elevated 13 times to Level 3 or higher for exercises and real events. This included the statewide blizzard in December, the June tornado in Eagle, major flooding in Milwaukee, Calumet and Grant counties in July and flooding in west central Wisconsin in September.



State Emergency Operations Center (EOC) Activation - 2010	
Winter Storm: 1/7	Point Beach Drill: 9/15
Eagle Tornado: 6/21	Flooding: 9/23-9/24
Tornadoes & Flooding: 7/14	Point Beach Exercise: 10/26
Flooding: 7/22-7/24	Wind & Tornado: 10/26
Prairie Island Drill: 7/27	Tornadoes: 11/22
Severe Storms: 8/14	Blizzard: 12/11-12/12
Prairie Island Exercise: 8/24	

2010 Federal and State Disaster Assistance

Severe weather once again pounded Wisconsin as tornadoes, severe storms and flooding impacted many areas of the state, causing millions of dollars in damages. 2010 was the 2nd busiest year on record for the number of tornadoes with 46. Several areas also broke records for rainfall amounts.

As a result of the severe storms and flooding, Wisconsin received two presidential disaster declarations and a U.S. Small Business declaration. More than 30,000 households in Milwaukee and Grant Counties applied with the Federal Emergency Management Agency for disaster assistance.

For storms that did not qualify for a federal declaration, Wisconsin's Disaster Fund was used. The purpose of the fund is to help county, local and tribal units of government recoup costs incurred in responding to and recovering from natural disasters. The state contributes 70% of the costs, with the local government applicant contributing the remaining 30%.

In 2009, 44 communities applied for disaster assistance and more than \$345,362 was distributed. As of December 2010, 66 communities had applied and \$93,700 had been issued.



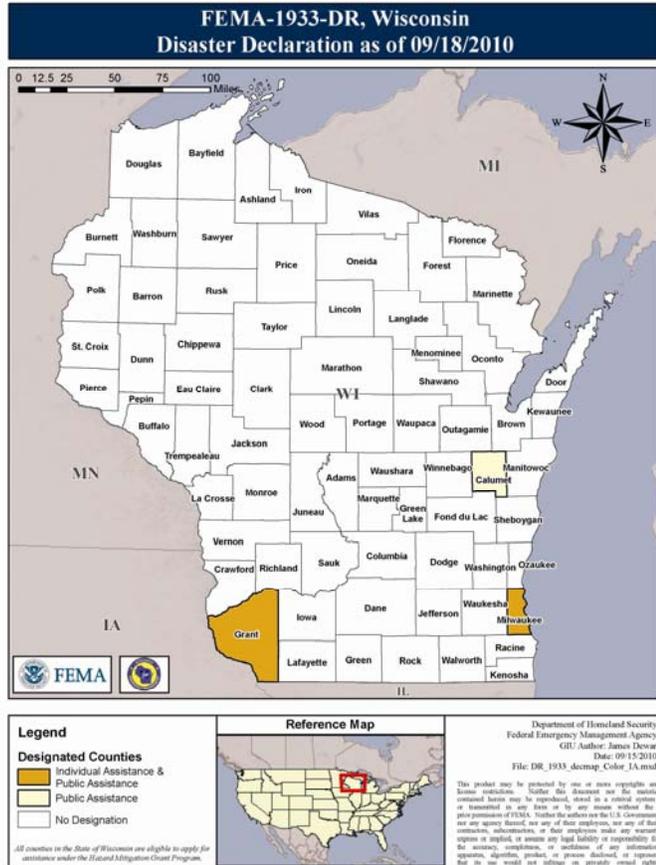
Wisconsin Disaster Fund				
COUNTY	DEBRIS REMOVAL	EMERGENCY PROTECTIVE MEASURES	ROAD SYSTEMS	TOTAL PAYMENTS 2009-2010
Ashland	\$7,648.30		\$4,489.73	\$8,496.61
Buffalo	\$2,536.00			\$1,775.20
Columbia			\$86,656.00	\$41,642.30
Dane		\$30,418.27		\$22,813.70
Grant	\$1,413.54		\$60,111.53	\$32,706.75
Iowa			\$9,062.35	\$6,343.65
Jefferson	\$6,482.90			\$4,538.03
Kenosha	\$46,957.77	\$8,411.68	\$150,142.99	\$150,858.69
Marinette	\$6,936.17			\$5,305.32
Pepin	\$2,654.40	\$1,806.00	\$38,258.80	\$29,903.43
Polk	\$3,077.73			\$3,077.73
Rock	\$915.85		\$54,953.85	\$39,108.78
St. Croix	\$24,855.10			\$17,398.57
Waukesha	\$127,927.26	\$463.07		\$78,171.96
TOTAL	\$231,405.02	\$51,099.02	\$403,675.25	\$439,062.99

DR-1933 — Wisconsin Severe Storms and Flooding

Parts of southwest and southeast Wisconsin experienced several rounds of record-setting heavy rains from July 22-24 causing flash flooding and damage. The Milwaukee Metro Area endured the brunt of the storms. Total rainfall amounts ranged from 5 to 9 inches in parts of Milwaukee County to 8-10 inches in Grant County. Calumet County also experienced damage. A Presidential Disaster Declaration was approved for both individual and public (public infrastructure) assistance for Grant and Milwaukee counties and for public assistance only in Calumet County. Under the public assistance program, FEMA provides 75% of eligible costs, while state and local agencies each contribute 12.5%. The Hazard Mitigation Grant Program was made eligible.

FEMA Individual Assistance	
Total Registrations	33,109
Individual & Households Program (IHP) Approved	23,384
IHP Amount	\$49,510,104.09
Housing Assistance (HA) Approved	16,039
HA Amount	\$36,859
Other Needs Assistance (ONA) Approved	14,728
ONA Amount	\$12,650,917.70

FEMA Public Assistance	
Total Applicants	90
Estimated Approved Damage Reimbursement	\$19,661,000
Funding Obligated as of 12/7/2010	\$6,179,000

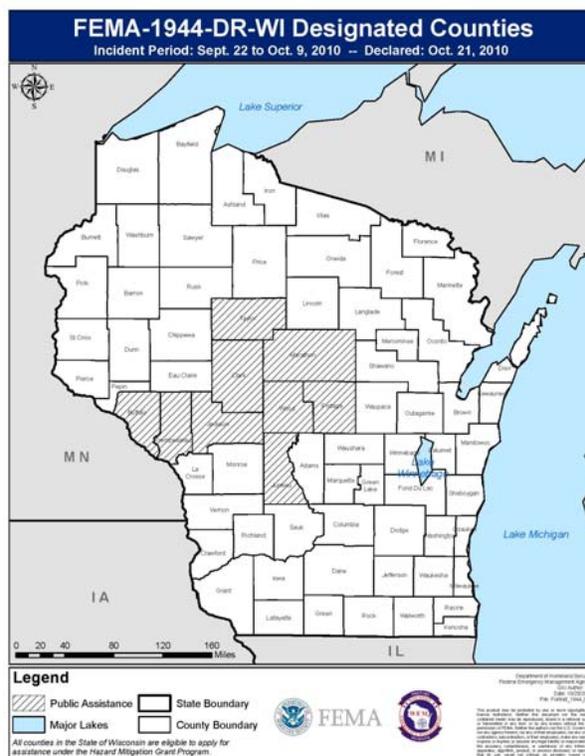


U.S. SMALL BUSINESS ADMINISTRATION (SBA) 12/06/10				
LOAN APPLICATIONS	HOME	BUSINESS	ECONOMIC INJURY (EIDL)	TOTAL
Applications Issued	12,806	3,415	3	16,224
Number Received	3,105	465	2	3,572
Number Declined	2,380	292	2	2,674
Number Withdrawn	138	62	0	200
Number Approved	505	74	0	579
Dollars Approved	\$7,615,200	\$1,619,300	0	\$9,234,500.00
Number Pending	82	37	0	119

DR-1944 — Wisconsin Flooding

In late September, heavy rain in west central Wisconsin caused significant flooding. Several areas reported 4-8 inches of rain and flash flooding (including the communities of Arcadia and Black River Falls). The floodwaters then caused river levels to rise to record or near record crests on the Wisconsin, Black and Trempealeau Rivers.

A Presidential Disaster Declaration was approved for the public assistance (PA) program for nine counties. Those counties listed in the declaration are Buffalo, Clark, Jackson, Juneau, Marathon, Portage, Taylor, Trempealeau and Wood. Under the PA program, FEMA provides 75% of eligible costs, while state and local agencies each contribute 12.5%. The Hazard Mitigation Grant Program was added.



FEMA Public Assistance	
Total Applicants	200
Estimated Approved Damage Reimbursement	\$7,428,000
Funding Obligated as of 12/7/2010	\$79,183

SBA # 12314 – Wisconsin (Severe Storms and Flooding)

Severe weather caused localized flooding and damages in the west central portion of Wisconsin from August 10-14, 2010. The U.S. Small Business Administration (SBA) approved disaster assistance for residents and businesses affected by severe storms. The SBA provides low-interest loans. The declaration covered St. Croix, Barron, Dunn, Pierce and Polk Counties.

U.S. SMALL BUSINESS ADMINISTRATION (SBA)				
LOAN APPLICATIONS	HOME	BUSINESS	ECONOMIC INJURY (EIDL)	TOTAL
Applications Issued	37	2	1	40
Number Received	27	0	1	28
Number Declined	11	0	1	12
Number Withdrawn	1	0	0	1
Number Approved	15	0	0	15
Dollars Approved	\$408,000	0	0	\$408,000
Number Pending	0	0	0	0

The SBA provides low-interest loans. The declaration covered St. Croix, Barron, Dunn, Pierce and Polk Counties.



Hazard Mitigation

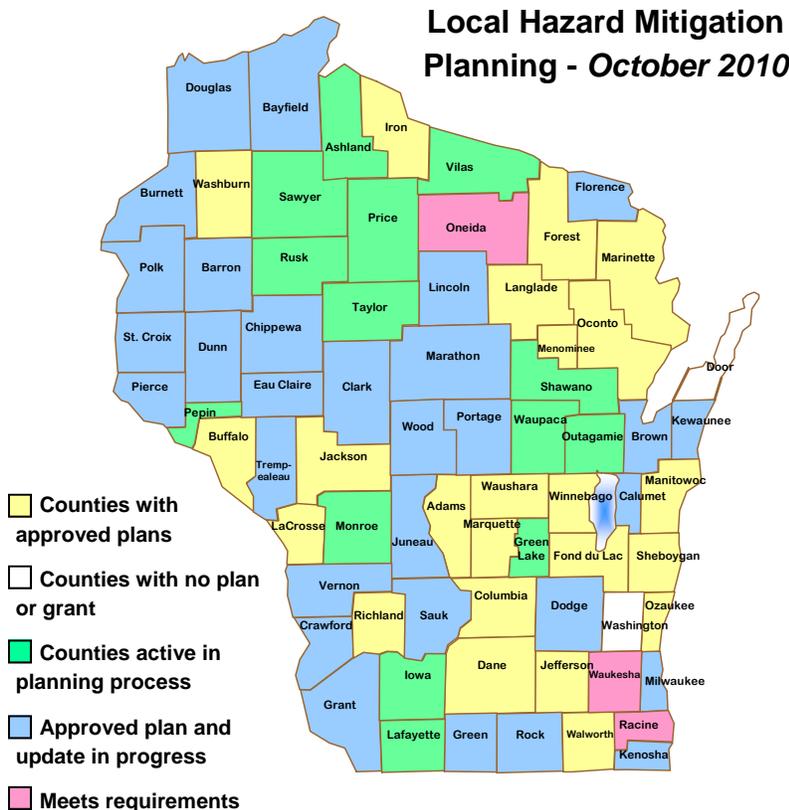
Wisconsin is vulnerable to a variety of disasters. The state has incurred disaster-related damages totaling nearly \$3 billion in the last three decades. Many of these losses can be reduced through mitigation activities. WEM is responsible for distributing hazard mitigation funding. The Hazard Mitigation Grant Program (HMGP) funds become available after a federal disaster declaration.

Since 2004, Wisconsin has received over \$66 million in HMGP funding. A majority of that funding has been used for acquisition and demolition of flood-prone or flood-damaged properties. Over 280 homes have been acquired under this program. Other projects have included flood proofing and elevating structures, storm water projects such as detention ponds, burying overhead power lines (electric cooperatives and public-owned utilities) and building tornado shelters.

To be eligible for federal mitigation funds, communities must have an approved all hazards mitigation plan that meets federal planning requirements. The plan must be updated, adopted and approved by FEMA every five years. The state provides funding for communities to develop the plan with the Pre-Disaster Mitigation Program. An update of the State of Wisconsin Hazard Mitigation Plan is slated for 2011 (plan expiration date is 12/9/2011).

Currently, 55 counties have approved hazard mitigation plans and 15 counties are active in the planning process. There are only two counties that do not have a plan or have not applied for a planning grant.

Wisconsin is one of only ten states with an approved enhanced state mitigation plan, making it eligible for additional mitigation dollars in a federally declared event.



**Hazard Mitigation Grant Program Funding
2004-2010
(\$66.6 million)**

HMGP: \$57.3 million

1526-DR (2004 Disaster):
\$1.7 million

1719-DR (2007 Disaster):
\$5.5 million

1768-DR (2008 Disaster;
largest HMGP program in
state history): \$31 million

1933-DR (2010 Disaster):
\$17.3 million estimate

1944-DR (2010 Disaster):
\$1.5 million estimate

**Pre-Disaster Mitigation Program (PDM):
\$9 million**

Flood Mitigation Assistance Program (FMA): \$505,000

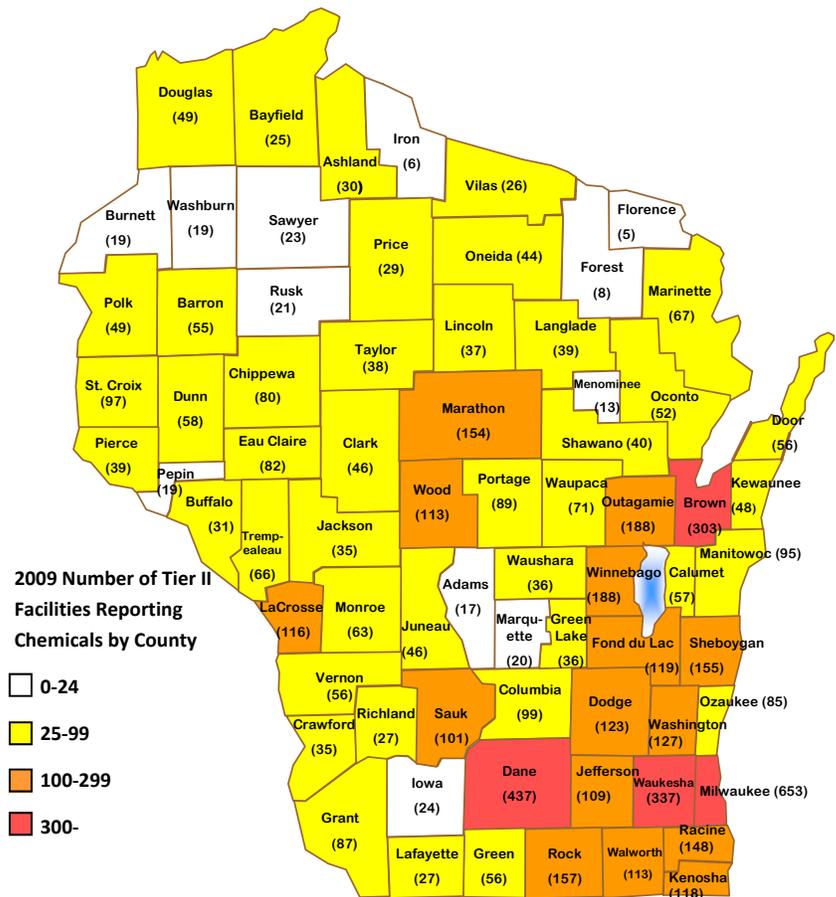
Emergency Planning and Community Right-To-Know Act (EPCRA)

The EPCRA Program requires businesses or facilities that store certain types or amounts of hazardous chemicals to report inventory levels to the state, Local Emergency Planning Committees (LEPC) and local fire departments. These facilities, known as “Tier II,” include private businesses, hospitals and government facilities.

The EPCRA Program receives over 6,000 Tier II forms annually from the reporting facilities. Approximately 1,800 of the Tier II facilities pay fees which are used to support the EPCRA Program, county LEPC’s and hazmat training.

The EPCRA Program received \$1,873,826 in FY 2010 from the facilities that reported.

This law is designed to help local communities protect public health and safety by requiring LEPC’s to maintain and exercise emergency plans for all facilities with extremely hazardous substances.



Hazardous Materials Emergency Planning Grant (HMEP) & Hazmat Teams

The HMEP grant program improves the ability of our communities to respond to hazmat incidents and minimize safety risks to responders, citizens, property and the environment. The HMEP Grant Program is a federal program funded by transporters of hazardous materials. Last year, the U.S. Department of Transportation awarded Wisconsin \$433,390 to support hazardous materials planning and training in the state.

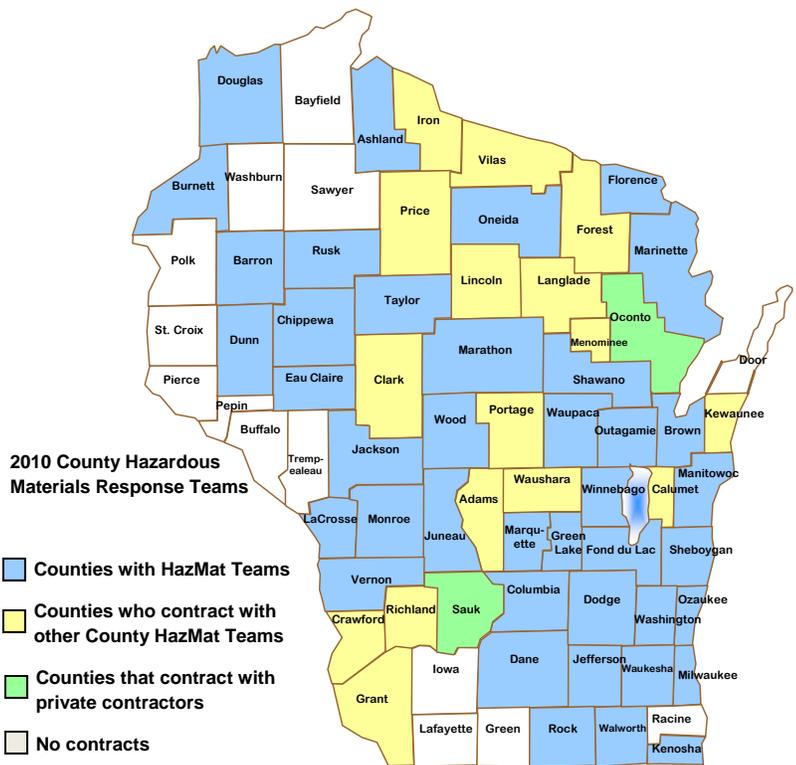
Under grant guidance, at least 75% of the HMEP training funds must be used for local training. Some of the courses offered include hazmat technician, confined space rescue and responding to ammonia incidents. In 2010, HMEP funds were used to train 2,204 first responders in hazardous materials.



To provide a high level of hazardous materials response capabilities to local communities, WEM contracts with eight Regional Hazardous Materials Response Teams. The teams are located at Superior, La Crosse, Madison, Milwaukee, Wausau, Racine, West Central (Chippewa/Eau Claire) and Northeast (Oshkosh/Appleton). The contract for the teams for FY10/11 was \$1.3 million.

The Regional Teams respond to the most serious of spills and releases requiring the highest level of skin and respiratory protective gear. This includes all chemical, biological or radiological emergencies.

County or Local Response Teams respond to chemical incidents which require a lower level of protective gear but still exceed the capabilities of standard fire departments. Currently, there are 40 counties that have a local team. Those teams may provide assistance to surrounding counties and are approved by the Local Emergency Planning Committees.



Radiological Emergency Preparedness (REP)

The Radiological Emergency Preparedness (REP) Program is responsible for developing and maintaining Wisconsin's emergency plans to a nuclear power plant incident. In addition, the state is required to exercise those plans with affected local communities and the utilities.

The nuclear power plants located in Wisconsin are Kewaunee and Point Beach. The Prairie Island plant is located across the Mississippi River near Red Wing, MN, and the Byron plant is located near Rockford, IL (putting a portion of Wisconsin in the plant's 50-mile ingestion zone). The Nuclear Regulatory Commission requires each utility operating a nuclear facility to exercise their emergency plans every two years. Some of the major accomplishments in 2010 include:

- Conducted two evaluated exercises (Prairie Island & Point Beach).
- Assisted in planning and participated in the Dane County nuclear response exercise.
- Enlisted the La Crosse and Appleton Regional Hazardous Materials teams to perform radiological field sampling (both for exercises and potential real events).



Planning, Training & Exercises

Wisconsin Emergency Management completed a review of the State Emergency Operations Plan, which is currently awaiting the Governor's approval. The draft Emergency Response Plan contains 15 Emergency Support Functions (ESF's) as well as eight incident specific annexes—cyber, interoperable communications, mass evacuation, pandemic influenza, radiological nuclear incident, terrorism, severe weather and catastrophic incident events. In addition, templates and guidance documents have been provided to county and tribal emergency management offices.

WEM continues to expand the use of the E-SPONDER software. The computerized program allows counties, tribes and state agencies to input and access emergency management related data. The program used by the State Emergency Operations Center and first responder community can now track response resources and assets.

WEM offers an extensive array of exercise and training opportunities for emergency managers, public officials, first responders, and members from the volunteer and private sectors. In 2010, WEM assisted with 52 exercises including two involving the Prairie Island Nuclear Power Plant and Point Beach Nuclear Power Plant and the multi-agency communications exercise SIMCOM '10. More than 20 federal, state, local and private agencies participated in the communications drill.

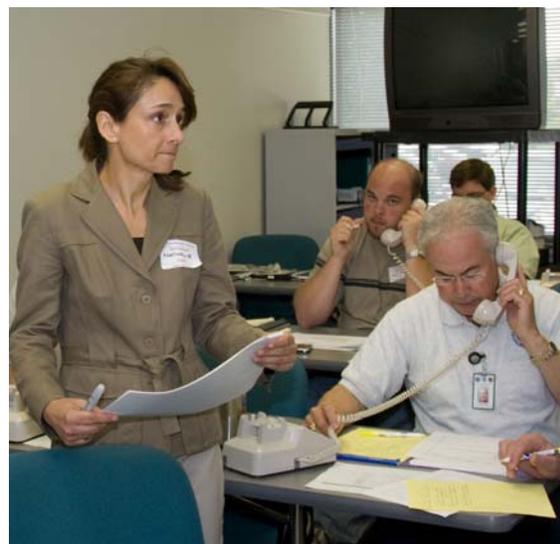
Training & Exercise FY 2010

- Provided 150 training courses
- 3,455 students attended training courses
- In 2010, WEM assisted with 39 tabletop, 6 functional and 7 full scale exercises



In 2010, WEM provided 150 training courses. Many of the classes WEM offers are taught at the local level, at Fort McCoy near Tomah or Volk Field at Camp Douglas. Both Fort McCoy and Volk Field provide training facilities and lodging on base.

Some of the courses taught include Emergency Operations Center Operations, Emergency Planning, Exercise Design and various Incident Command System level classes.



REACT Center

WEM operates a state-of-the-art first responder training center—the Regional Emergency All-Climate Training Center (REACT) at Volk Field. The 15-acre training grounds provide classroom as well as collapse structures and rubble piles for hands-on training.

The REACT Center opened in March 2007. The Office of Justice Assistance worked with the Department of Military Affairs to design and build a sophisticated first responder training facility at Volk Field. The training facility was built and operated with U.S. Homeland Security funding. It was created, based on a statewide gap analysis, to provide previously unavailable advanced training in collapsed structure rescue to Wisconsin first responders.



REACT Center is becoming a nationally recognized training facility. To date, over 450 Wisconsin fire services members have received basic and advanced training in high and low angle rope rescue, confined space rescue, trench rescue and structural collapse. Additionally, local law enforcement, the Wisconsin Department of Corrections and numerous Army and Air National Guard units have received training at REACT.

In 2010, four major training events were conducted at REACT (including the Patriot exercise in July for over 300 military personnel) that focused on a collapse structure. In addition, some of the REACT instructors have assisted with training and exercise support in Alaska, West Virginia and New York.

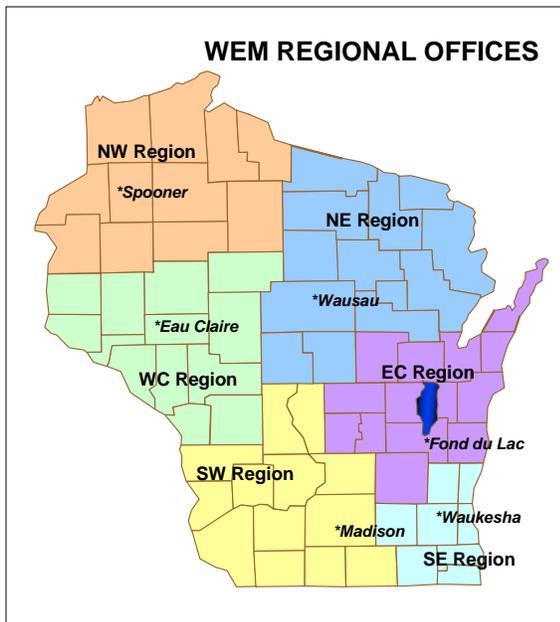


Regional Offices, Emergency Police & Fire Services

A key resource within WEM is its field staff. WEM has six regional offices located throughout the state and Fire Services and Emergency Police Services (EPS) coordinators. When disasters and emergencies strike, the Regional Directors are the division’s initial responders, serving as field liaisons for the State Emergency Operations Center.

In 2010, Regional Directors, EPS and Fire Services Coordinators responded to a variety of events including the Marinette school shooting, the Eagle tornado and multiple flooding events. They also provided communications trailers and equipment during the Experimental Aircraft Association in Oshkosh, Farm Technology Days and the PGA tournament at Whistling Straits.

The regional offices are co-located with the Wisconsin State Patrol district headquarters in Waukesha, Fond du Lac, Eau Claire, Spooner, Wausau and at the State Fusion Center in Madison. Each office is assigned to work with a group of surrounding counties ranging in number from 8 to 14. Regional Directors are knowledgeable in each of the division’s programs and support both municipal and county programs in planning, training, exercising, response and recovery activities, as well as the coordination of administrative activities between the division and local governments.



The Emergency Police Services (EPS) program provides support to law enforcement in times of crisis. The program coordinates state law enforcement response to emergencies, including coordination of mutual aid for law enforcement assistance in natural disasters, prison disturbances and other emergencies. In 2010, the EPS Coordinator updated all prison disturbance plans for the 44 prisons and correctional institutions in Wisconsin.

The Fire Services Coordinator enhances fire service emergency response throughout the state and coordinates intrastate mutual aid through the Mutual Aid Box Alarm System (MABAS). An “opt in” program, there are 34 divisions (mainly counties) that are members of MABAS and an additional eight counties that are developing MABAS Divisions. In Wisconsin, a MABAS activation occurs about once a week. It is used when local departments exhaust their capability to respond and need mutual aid.

ReadyWisconsin



ReadyWisconsin is an initiative of Wisconsin Emergency Management designed to educate and empower citizens to prepare for emergencies including natural disasters and man-made incidents. The project is funded by a U.S. Homeland Security grant. The program focuses on outreach to local and statewide civic groups and schools, and on encouraging people to visit the ReadyWisconsin website to learn more about preparedness.



In 2010, there were two major campaigns promoted by ReadyWisconsin. The first was September Preparedness Month. The ReadyWisconsin team kicked off the month with the annual Emergency Preparedness Day at Miller Park prior to a Milwaukee Brewers game. Several first responder groups participated in the event and handed out safety information. Other events were held across the state throughout the month, including more than 20 media interviews.

November's Winter Awareness was another major preparedness campaign for the program. ReadyWisconsin launched a statewide media

campaign encouraging every driver in the state to put an emergency winter survival kit in their vehicle and to visit the ReadyWisconsin website to learn more about preparedness. NASCAR Champion and Wisconsin native Matt

Kenseth was the spokesperson for television and radio spots that were broadcast across the state from November 1 to December 4. More than 3,000 people signed up on the ReadyWisconsin website to win an emergency kit or ice scraper. In addition, more than 50 people wrote about their own winter survival stories on the ReadyWisconsin Facebook page.



Other campaigns throughout the year include Flood Awareness Week in March, Tornado and Severe Weather Awareness Week (with the statewide tornado drill) in April, NOAA Weather Radio All Hazards Day in May and Heat Awareness Day in June. The ReadyWisconsin website is located at <http://readywisconsin.wi.gov> and the program also has a presence on Facebook (www.facebook.com/ReadyWisconsin) and Twitter (www.twitter.com/ReadyWisconsin).



To order additional copies of this publication,
please contact us by phone or on the web.

Wisconsin Emergency Management

2400 Wright Street

P.O. Box 7865

Madison, WI 53707-7865

608-242-3232

<http://emergencymanagement.wi.gov>

www.facebook.com/WisconsinEmergencyManagement

www.twitter.com/WI_EOC