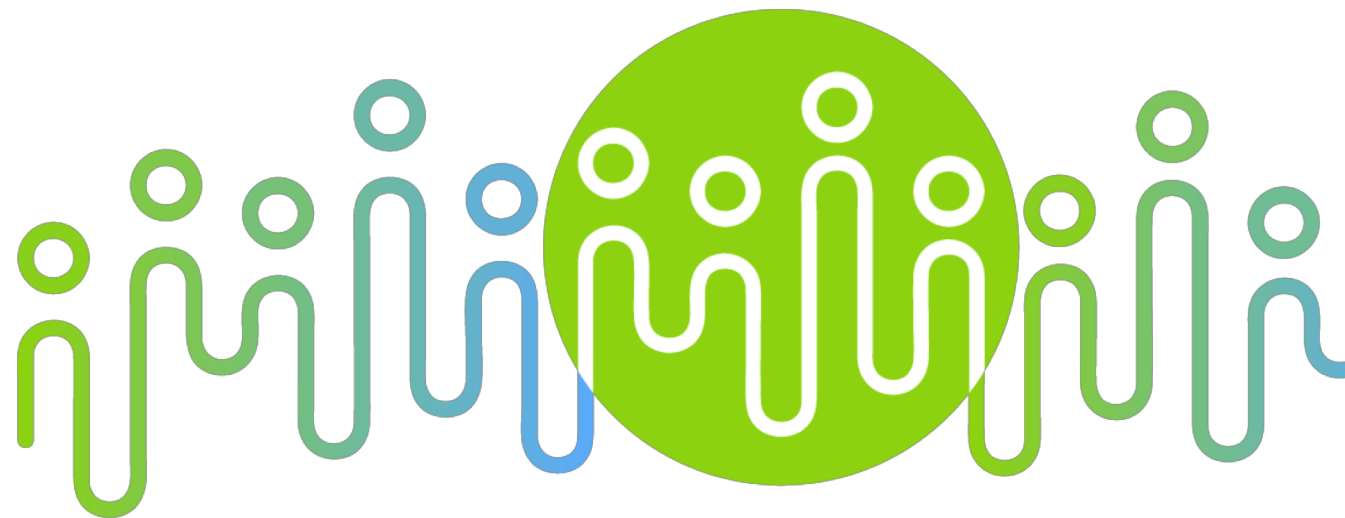
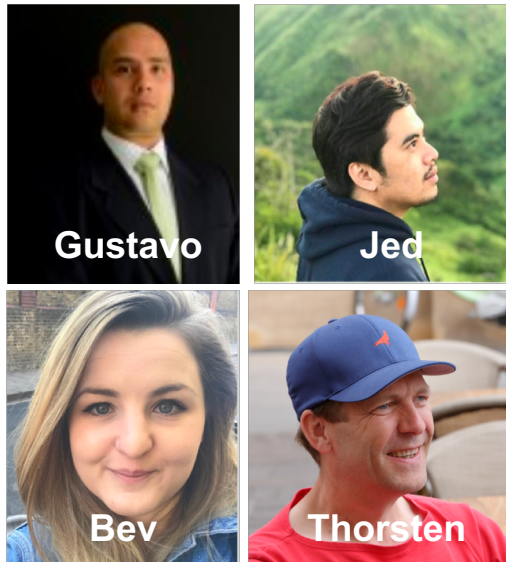
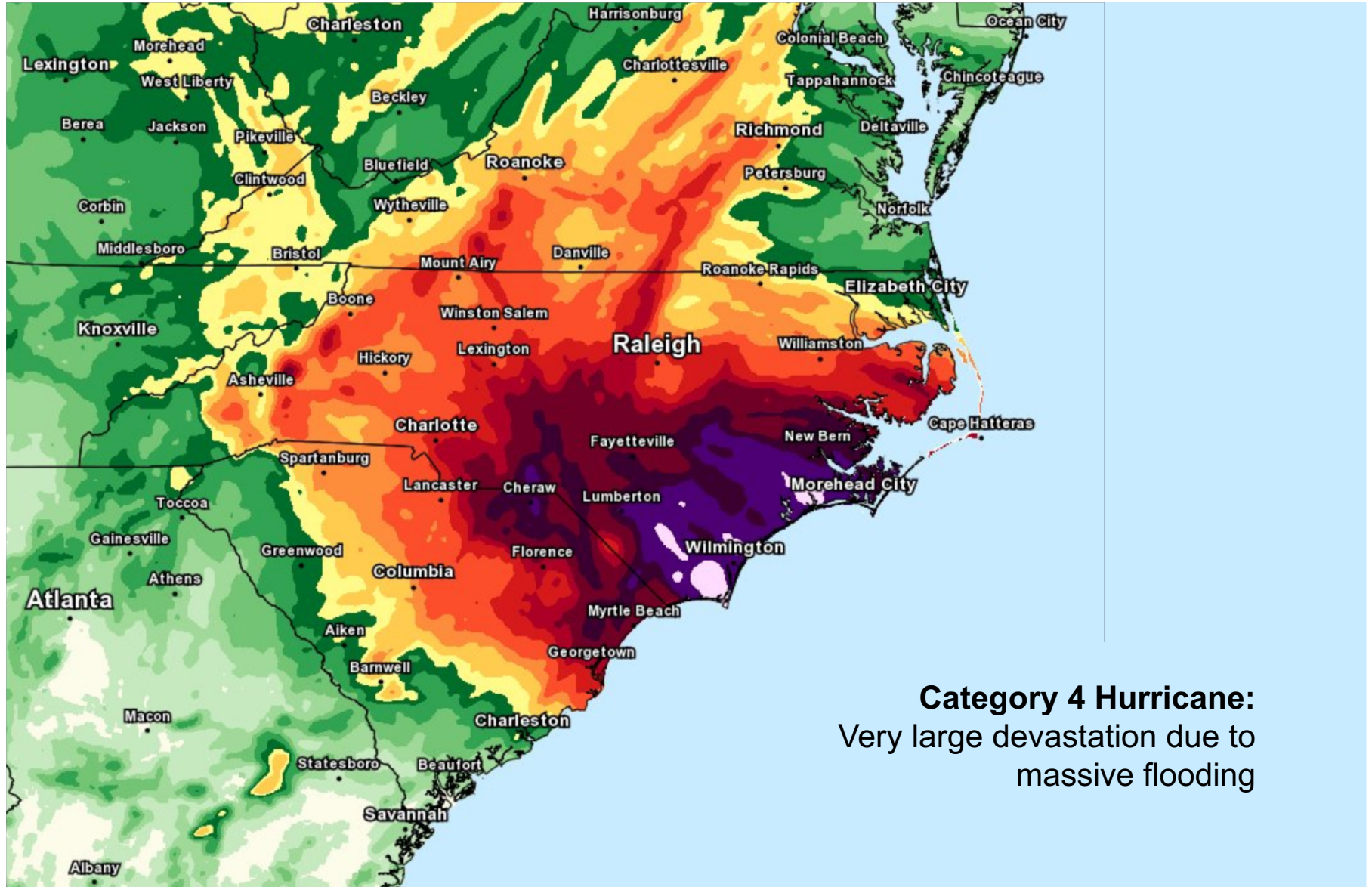


IBM Corporate Service Corps CSC USA 4 – North Carolina

Project 1: Better Coordination of the Disaster Response Ecosystem







Category 4 Hurricane:
Very large devastation due to massive flooding

What happened to Claire?



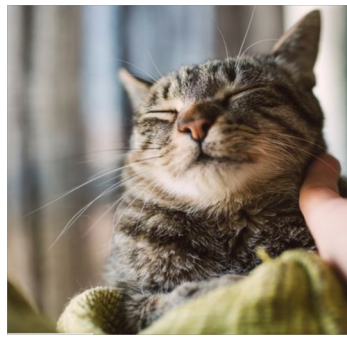
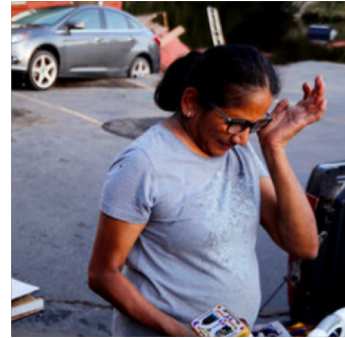
Shelter



Looting



Returning

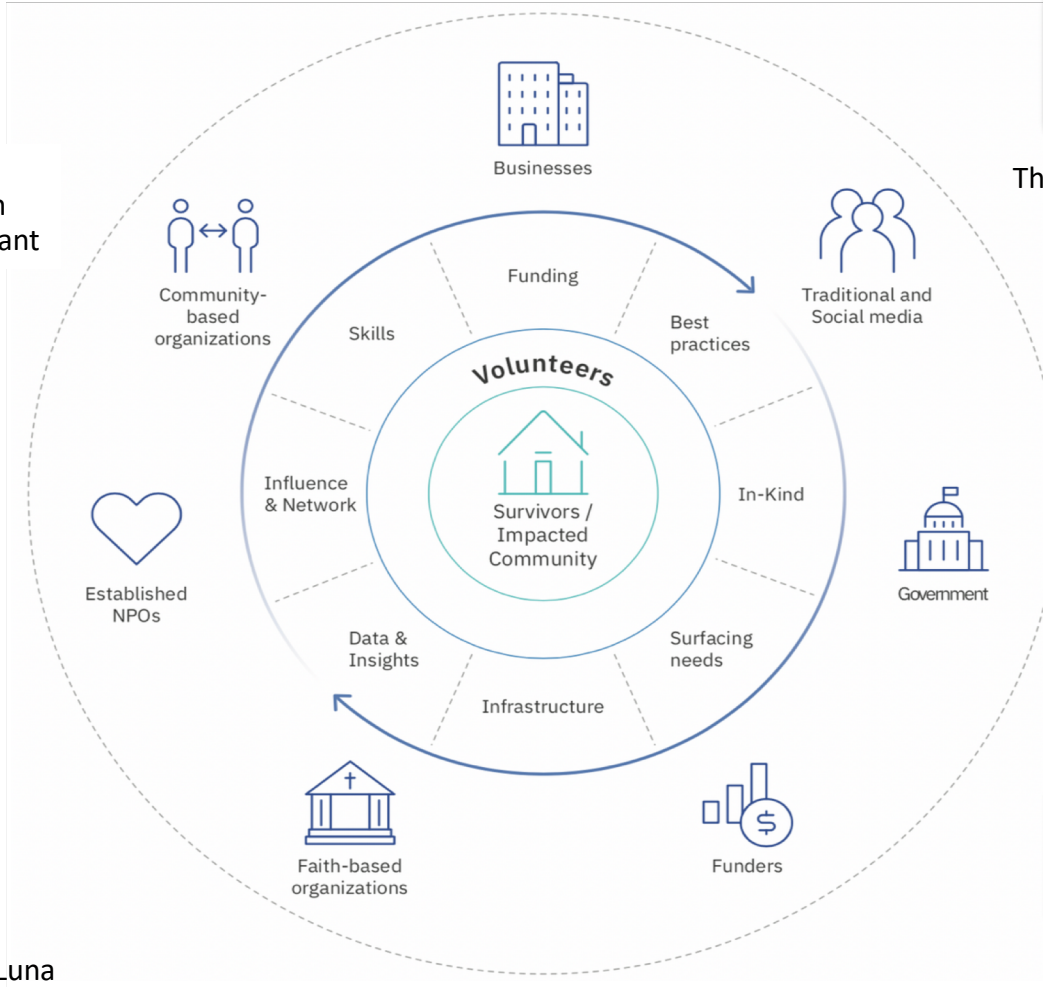




Bev Dyke,
United Kingdom
Managing Consultant



Thorsten Muehge,
Germany
PhD Physicist



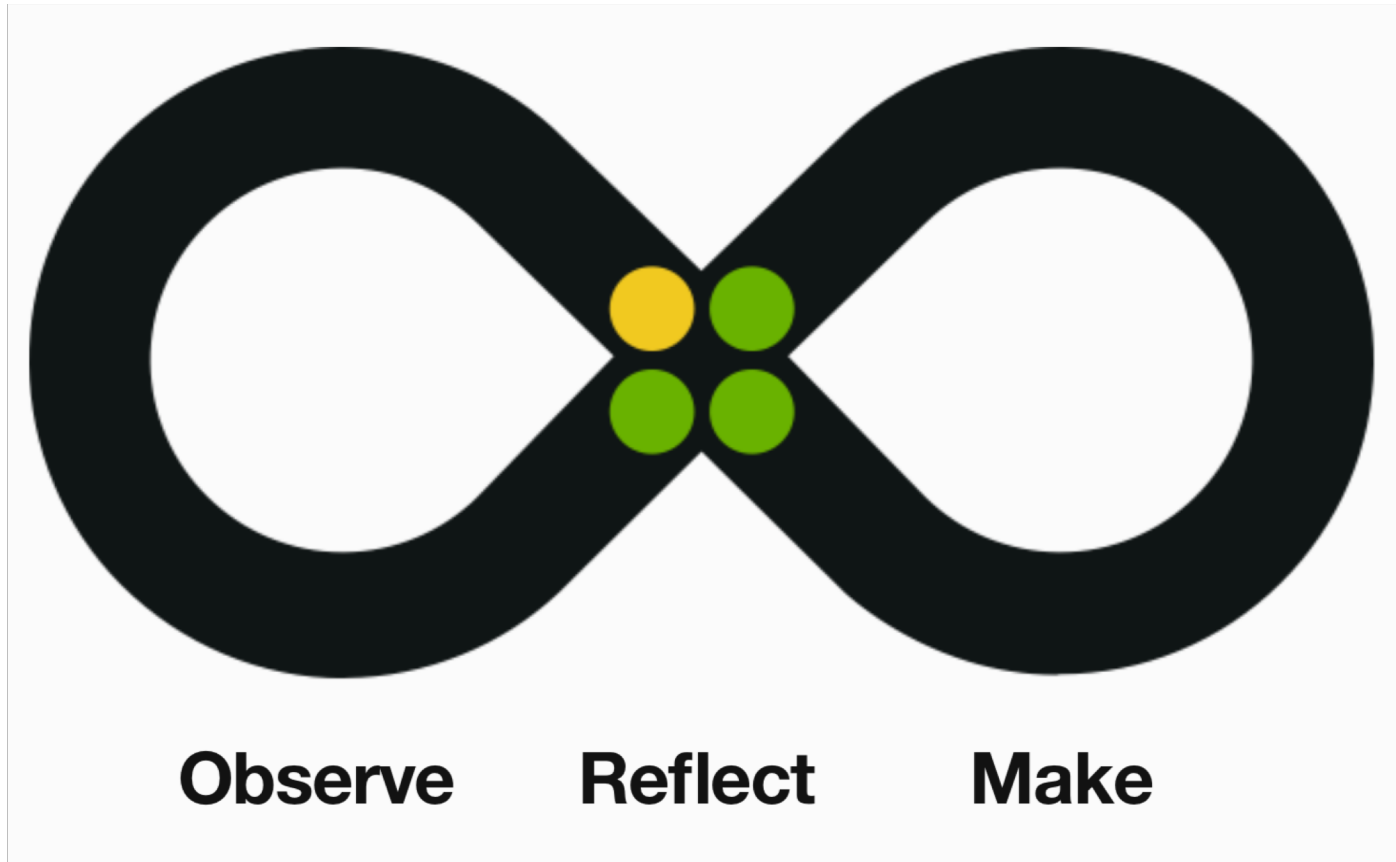
Gustavo Villalobos Luna
Costa Rica
Engineer



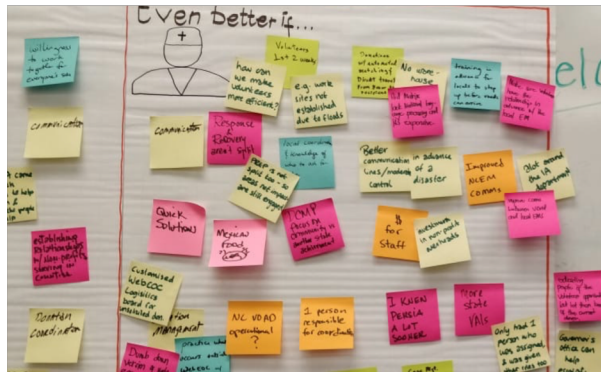
Jed Vidallon,
Phillipines
Delivery Manager

We can't solve problems using the same thinking as we did to create them...

Fall in love with the problem, not the solution...



Reflect



Observe

From our observations, analysis and reflections, we co-created recommendations for the NC disaster management eco-system, that will ultimately mean a better experience for people like Claire.

These can be categorized into four themes, **Roles**, Procedures, **Communication** and Technology.

- **Roles**

Pain point: There is not a common understanding of who has responsibility in the disaster lifecycle.

Recommendation: Therefore, we have recommended using a Component Business Model and ultimately deciding who is taking ownership.

What this means for Claire: Ultimately, this will enable her to know what to do and who can assist her when in need.





Make



- **Communications**

Pain point: Without a disaster to prepare or immediately respond to, the stakeholders do not have the same compelling need to engage

Recommendation: Therefore, we have recommended that the Governor's office takes the lead on Establishing Collaborative Relationships, with an engagement plan throughout the Disaster lifecycle.

What this means for Claire: Ultimately, this will provide her with a greater awareness throughout the disaster lifecycle, as messaging and communications will become further streamlined and consistent.

Recommendation Timeline

Key Stakeholder Groups refers to: NC Governor’s Office, DPS Emergency Management, NC VOADs, County Emergency Managers.

REC	Theme	30 Day	60 Day	90 Day
1	Roles	All key stakeholders to independently review the Disaster Management Component Business Model and descriptions, to map their roles and responsibilities.	All key stakeholders to ultimately decide and document their role and responsibility throughout the disaster management lifecycle. For approval of the Governor.	Governor’s office to organize a Committee to validate roles and responsibilities quarterly with stakeholder groups, and provide as input into Emergency Management planning.
2	Procedures	Create a report which highlights who has attended Web EOC training. Inclusion of a leaderboard, to highlight the top counties / VOADs who have participated. Gather feedback from County Emergency Managers.	Design scenarios for disaster simulations which include a broader set of stakeholders, i.e. DPS, County Emergency Managers, VOADs, Governor’s Office.	Invite NC VOADS and wider stakeholder groups to review and provide feedback on the NC State Emergency Management plans and other relevant deliverables.
3	Communications	Validate NC State Disaster Management engagement channels and frequency with key stakeholders groups.	Close communication gaps by trialling communication channels recommended, and stakeholders to feed back on preference.	Validate Disaster Management stakeholder engagement channels and contact details between March – May each year, in advance of hurricane season.
4	Technology	Review proposed technology architecture models to support information flow and donation & volunteer process improvements.	Identify an analyst to gather requirements, in order to begin development and evaluation of a first prototype.	Appoint an owner to develop and maintain a NC Disaster management technology strategy.

