

# Reference Guide

## Elected Officials / Senior Executives Quick Reference Guide

### Purpose

The purpose of this quick reference guide is to support elected officials and other senior executives understand their responsibilities in the initial response to an incident.

These key decision makers work cooperatively and in conjunction with emergency management officials according to the respective responsibilities described in the National Incident Management System (NIMS). Additional information on the role of elected officials / senior executives in incident management and multiagency coordination groups can be found on pages 40 and 41 of NIMS.

The reference guide is organized into overarching priorities that are applicable to every incident, followed essential responsibilities, what to expect, and public messaging examples. The guide is intentionally broad to apply to diverse organizations across the Nation. FEMA recommends that emergency managers customize this reference guide according to their Emergency Operation Plan (EOP), include organizational points of contact, relevant operational details (such as how often the Emergency Operations Center will provide situation reports), and review it with their leadership prior to an incident. This cover page can be removed prior to printing.

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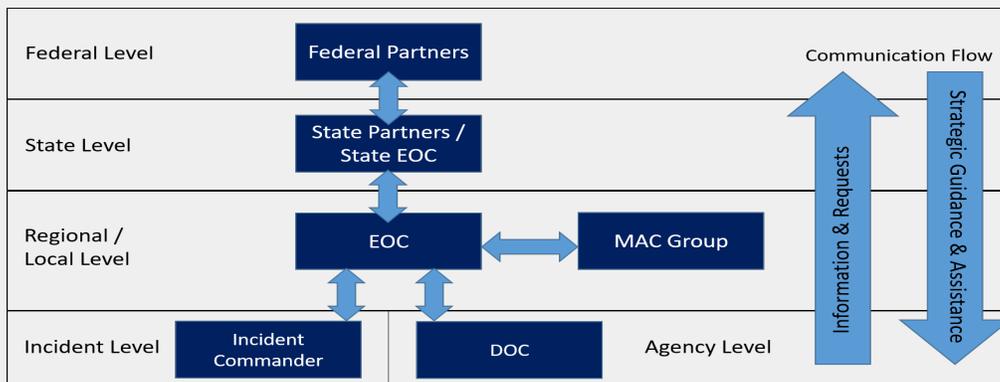
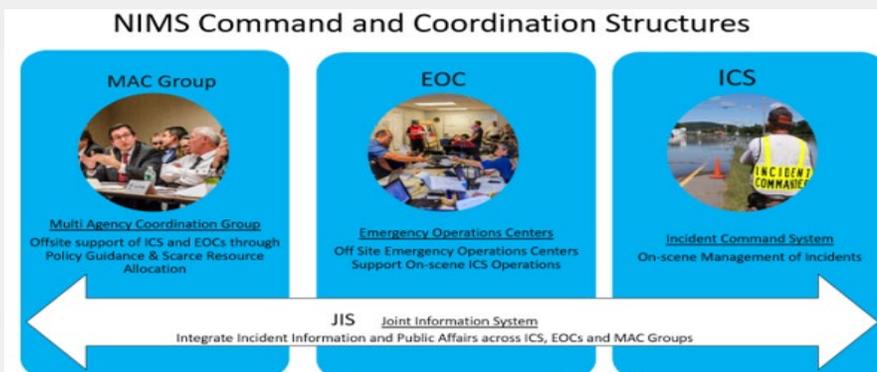
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### Incident Management Overview

As a senior leader, your primary responsibilities are to support the senior executive in establishing overall incident policy, providing guidance on incident priorities, and ensuring that your organization's resources are appropriately engaged in incident management. The overall incident management structure includes the following levels: the **Policy Group/Multiagency Coordination (MAC) Group** which is comprised of your fellow department heads and senior leaders in your organization; the **Emergency Operation Center (EOC) Director**, who oversees resource and planning support to the on-scene personnel and ancillary activities such as sheltering and donations management; the **Department Emergency Operation Centers (DOC) Manager**, who coordinates closely with the EOC and manages and coordinates incident activities specific to a single functional area; the **Public Information Officer (PIO)**, who ensures that the public receives accurate, timely and consistent information about the incident; and the **Incident Commander**, who directs on-scene incident personnel responsible for saving lives, stabilizing the incident, and protecting property and the environment.

### Incident Management and Coordination Examples

(select one of these graphics or insert an organization-specific one here)



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### 13 **Overarching Priorities**

- 14 • **Unity of Effort:** Unity of effort and  
15 coordination across all organizations  
16 involved in the response.
- 17 • **Life Safety:** Safety and security of the first  
18 responders, support personnel, and the  
19 general population.
- 20 • **Incident Stabilization:** Leadership is  
21 established to stabilize the incident and  
22 reduce any future impact.
- 23 • **Protect Property and Environment:**  
24 Protection of infrastructure assets,  
25 systems, and networks, whether physical  
26 or virtual.
- 27 • **Recovery:** Reestablishing services and  
28 assisting the community to return to a new  
29 normal.

### 30 **Senior Executive Essential** 31 **Responsibilities**

- 32 • Ensuring the continuity of government.
- 33 • Activating specific legal authorities  
34 (disaster declarations, evacuations, states  
35 of emergency or other protective actions).
- 36 • Coordinating with the PIO to keep the  
37 media and public informed.
- 38 • Requesting assistance through the  
39 Emergency Operations Center Director.
- 40 • Resolving any resource allocation conflicts.
- 41 • Coordinating with other elected officials /  
42 senior executives, including state and  
43 federal offices, legislative delegations and  
44 other dignitaries to implement protective  
45 actions and ensure the safety and welfare  
46 of constituents.
- 47 • Participating in a MAC Group, if required.

### 48 **What to Expect**

- 49 • The Emergency Operations Center will  
50 gather and analyze incident information.

- 51 • The Emergency Operations Center  
52 Director provide situational updates to  
53 you during an incident.
- 54 • Concerns and questions should be  
55 directed to the Emergency Operations  
56 Center Director.

### 57 **Example Public Messaging**

- 58 • We are aware that an incident (provide  
59 details) occurred (at time / location).
- 60 • At this time, (list agencies that are  
61 responding) and (the status). We are  
62 gathering additional information and will  
63 share it as it becomes available.
- 64 • At this time, we are asking that the public  
65 (what actions should be taken i.e.  
66 sheltering in place, evacuate).
- 67 • People, including schools and daycares  
68 that are impacted by the lock down will  
69 be released once the area is safe.
- 70 • Public transit is currently (provide status).
- 71 • Up-to-date information will be provided  
72 (list all outlets that the public could  
73 access i.e. local media outlets, Facebook,  
74 Twitter).

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- Emergency Operations Center Director: (xxx)xxx-xxxx
- EOC: (xxx) xxx-xxxx
- Public Information Officer: (xxx) xxx-xxxx
- Joint Information Center: (xxx) xxx-xxx