

Emergency Management in the Private Sector

Lucas McDonald
Emergency Operations Manager



Why Walmart Has an Emergency Management Department

Three Priorities for Responding to Disasters

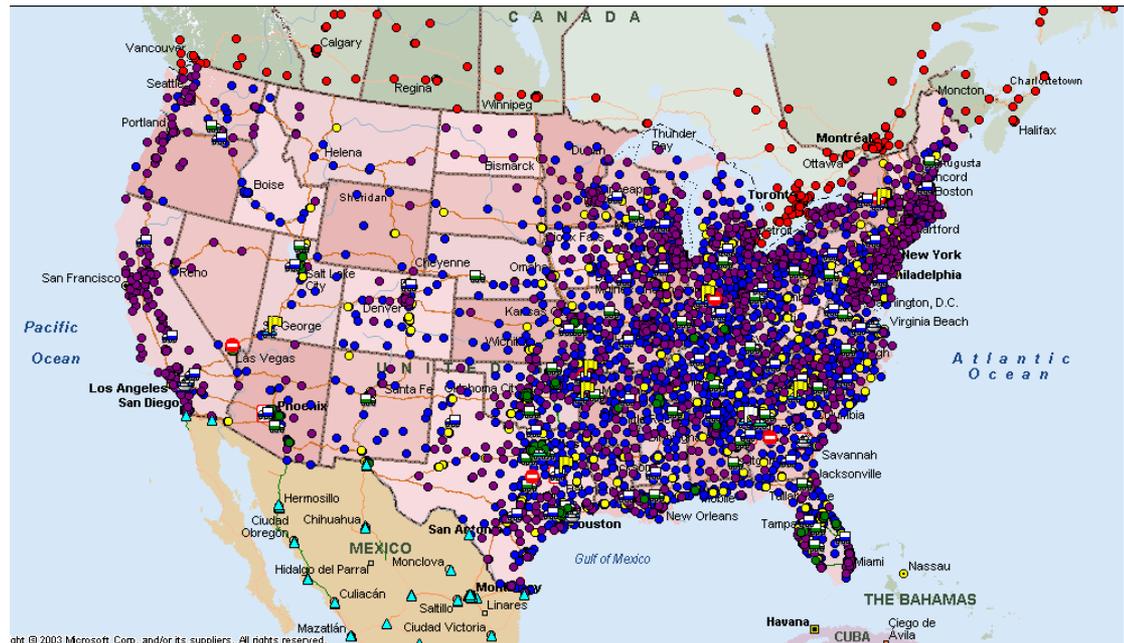
- Take care of our people
- Take care of our operations
- Take care of our communities



Where We Operate

United States

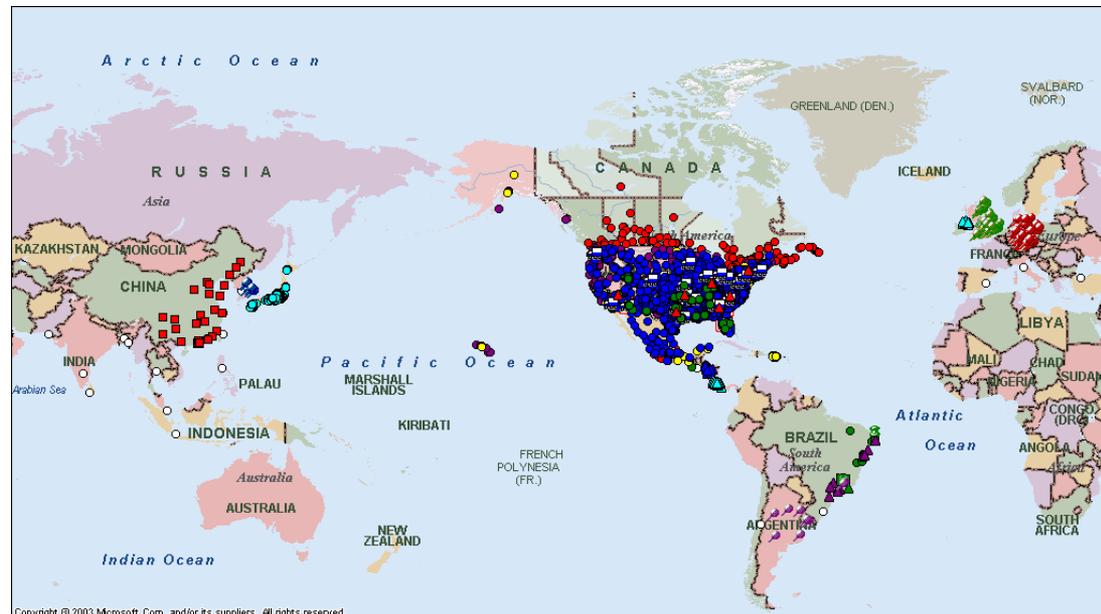
- 1.6+ Million associates in 50 States
- 4,200+ Retail Outlets
- 148 Distribution Centers
- 50+ Corporate Facilities



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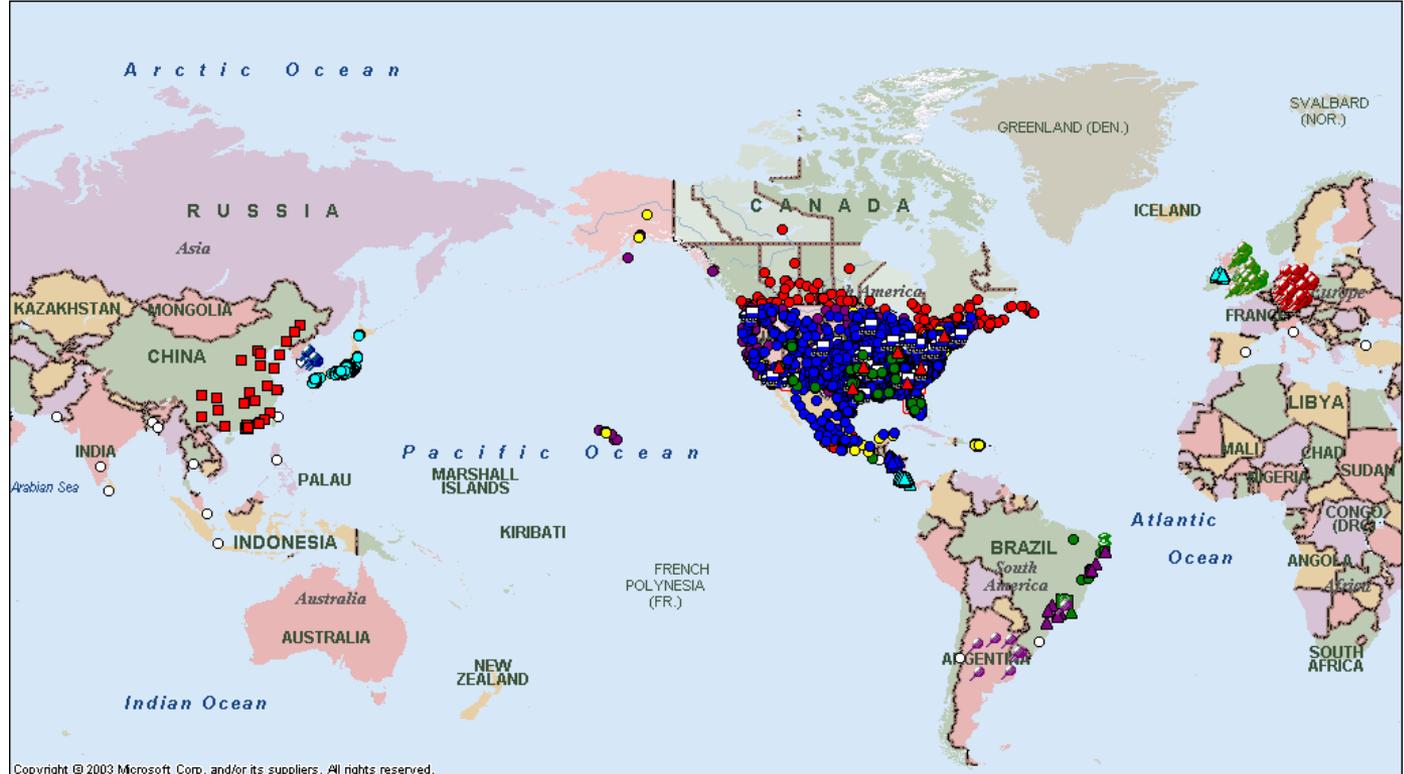
Where We Operate Internationally

- 694,000 associates in 25 Countries
- 3,800+ Retail Outlets in 15 Countries
- 40+ Corporate Facilities



Where We're Going 2012

- 2.5 Million associates
- 9,000+ Retail Outlets



What We Deal With Natural Disasters



What We Deal With Natural Disasters



What We Deal With

Natural Disasters



What We Deal With

Natural Disasters



What We Deal With Natural Disasters



What We Deal With Natural Disasters



What We Deal With Natural Disasters



What We Deal With

Man-Made Disasters / Terrorist Events



How the Department is Organized

Planning Section:

- Emergency Procedures, Flip Charts
- Corporate Business Continuity
- Pandemic Planning

Preparedness Section:

- Associate, Customer, and Member Preparedness
- Training and Exercises

Operations Section:

- Emergency Operations Center and Alarm Central

Recovery / Mitigation Section



What We're Doing

Preparedness / Awareness

- Initiated a major effort to educate associates in 2006
 - 1.6 million associates + family members = 1% of U.S.
- Continuous subtle messaging via:
 - Email
 - Posters
 - Internal Television and Radio Network
 - Intranet links / resources
 - Special events
- Targeted Merchandising
- Targeted / regional campaigns
 - Weather, geographical or other factors
- Recognition of efforts

- Business to Business through Sam's Club and in conjunction with DHS Private Sector Office

Ready 



September is...
National Preparedness Month

**Get a Kit, Make a Plan,
Be Informed**



What We're Doing

Alarm Central

- Monitors 5000+ facilities in U.S. and Puerto Rico
 - 450,000 Signals / year
 - 150,000 Phone Calls / year
- Dispatches Fire / Police / Ambulance
- Corporate 911 Emergency Line
- “Watch Dog” Early Warning

- 29-years as a proprietary station
 - Significant savings to outsourcing
- Underwriter Laboratory Certified
- Continually evolving role



What We're Doing

Emergency Operations Center

- 2,900 Square Foot Facility
 - In-place seating for 48, plus room for expansion
 - Four Activation Levels
 - Organized using ESF Structure
-
- ESF 1 - Transportation
 - ESF 2 – Communications and Information Systems
 - ESF 3 – Structure, Waste, and Energy
 - ESF 4 – Operations
 - ESF 5 – Emergency Management
 - ESF 6 – Associate Support
 - ESF 7 – Emergency Merchandise
 - ESF 8 - Donations Management
 - ESF 9 – Public Safety and Security
 - ESF 10 – External Affairs



What Tools We're Using

Associate Emergency Information Line

- Toll-free number for use by associates who have been displaced by a disaster
- Links to IM site to provide current information about their facility
- Ability for managers to provide detailed, specific messaging
- Associate data entered automatically into IM site
- 15% call-through rate

What Tools We're Using

From Swan Island Networks

The screenshot displays the TIES (Trends in Emergency Information Systems) web application. At the top, the TIES logo is visible on a yellow background. Below it is a navigation bar with several tabs: Mt. Redoubt, Snow Load Reports, International News, Wal-Mart News, SWN / Daily Brief Incidents, Missing Snow Reports, TIES Info, Winter Forecast Alerts (which is the active tab), and Disaster News. A search bar is located to the right of these tabs. Below the navigation bar, there is a 'Publish Alert' button and a user profile section showing 'Hello lucas.mcdonald@wal-mart.com' with a 'Logout' link. The main content area is titled 'Winter Forecast Alert Map' and features a map of the United States and parts of Canada. The map is overlaid with numerous yellow diamond-shaped alert markers, each containing a number representing the alert count for that specific geographic area. The map interface includes navigation controls such as 2D/3D/Road/Aerial views, a compass, and a scale bar indicating 700 miles. The map is powered by Microsoft Virtual Earth. At the bottom of the map area, a status bar reads: 'Change page: < > | Displaying 170 alerts from 4/4/2009 2:03 AM to 4/6/2009 11:03 AM'. The footer of the page contains the Walmart logo and a dark blue rectangular element.

What Tools We're Using From Swan Island Networks

https://www.tieslink.com/Modules/Alerts/ViewAlert.aspx?id=6228701 - Microsoft Internet Explorer provided by Wal-Mart Stores, In

Address: https://www.tieslink.com/Modules/Alerts/ViewAlert.aspx?id=6228701

Links: NHC, Weather.gov, NWS Rogers, AR, IM, EOC Sharepoint, Sharepoint Wx, Storm Prediction Center, NWS Bentonville, AR



Status: Actual	Certainty: Observed
Severity: Moderate	Category: Met
Urgency: Immediate	Response: Monitor
Latitude: 42.46096	Longitude: -92.33018

Walmart Emergency Management

Store Information

Store #: 1496

Address: WATERLOO, IA 50702

Phone: 3192323661

Opening Date: 10/11/2000

Project Type: NEW, EXP

Scuppers: No, No

Local NWS Forecast

Manager: [Redacted]

Manage Snow Load: [Redacted]

Roof Design Load: [Redacted]

Acreeage: [Redacted]

Internal Roof Drains: [Redacted]

Notes:

Snow Pack: inches

48 Hour Snow Forecast: 6.1 inches

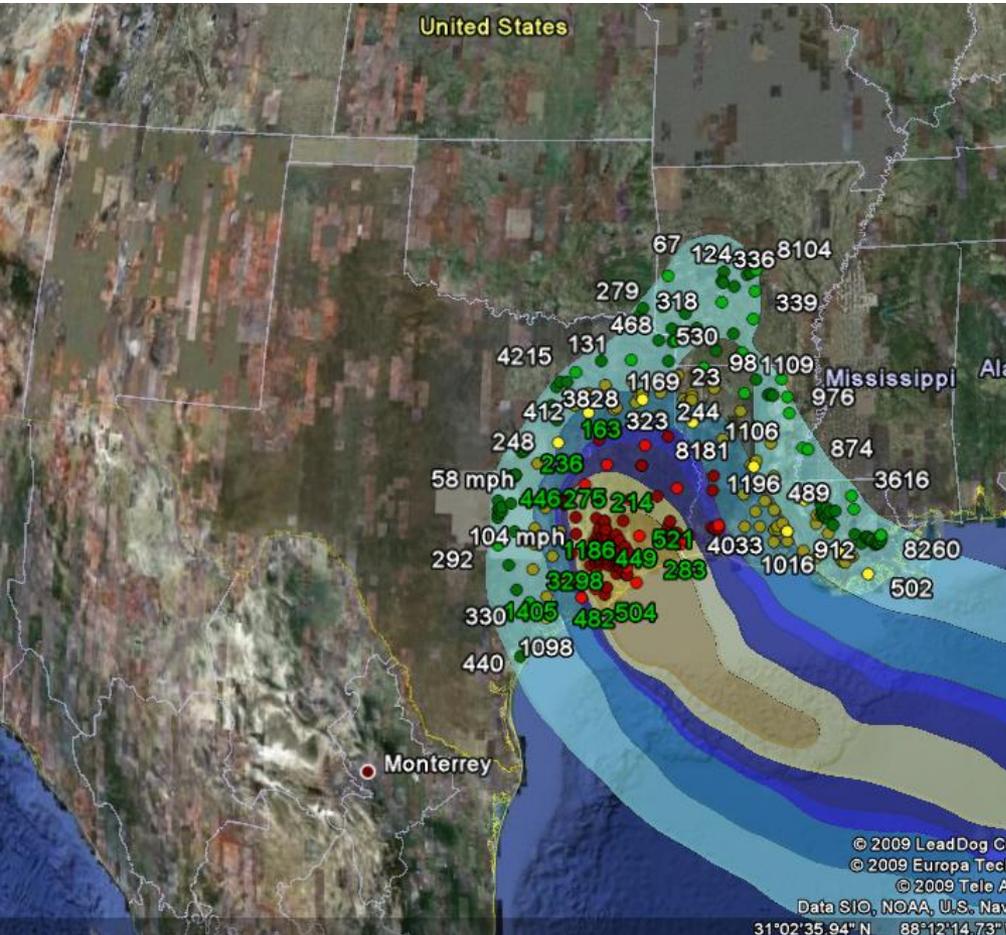
Max Expected Snow Depth: 6.1 inches

Local Forecast Information

Local Start Time	Local End Time	Snow Forecast	Min Temp	Max Temp	Liquid Precipitation
04/06/2009 05:00	04/06/2009 11:00	0 inches	N/A	N/A	0 inches
04/06/2009 11:00	04/06/2009 17:00	0 inches	36 °F	38 °F	0 inches
04/06/2009 17:00	04/06/2009 23:00	0 inches	31 °F	36 °F	0 inches
04/06/2009 23:00	04/07/2009 05:00	0 inches	27 °F	29 °F	0 inches
04/07/2009 05:00	04/07/2009 11:00	0 inches	26 °F	34 °F	0 inches
04/07/2009 11:00	04/07/2009 17:00	0 inches	41 °F	45 °F	0 inches
04/07/2009 17:00	04/07/2009 23:00	N/A	36 °F	43 °F	0 inches

What Tools We're Using

HurrTrak



504

504, SC Actual Impact Report generated for Tropical Depression IKE through Advisory 52A

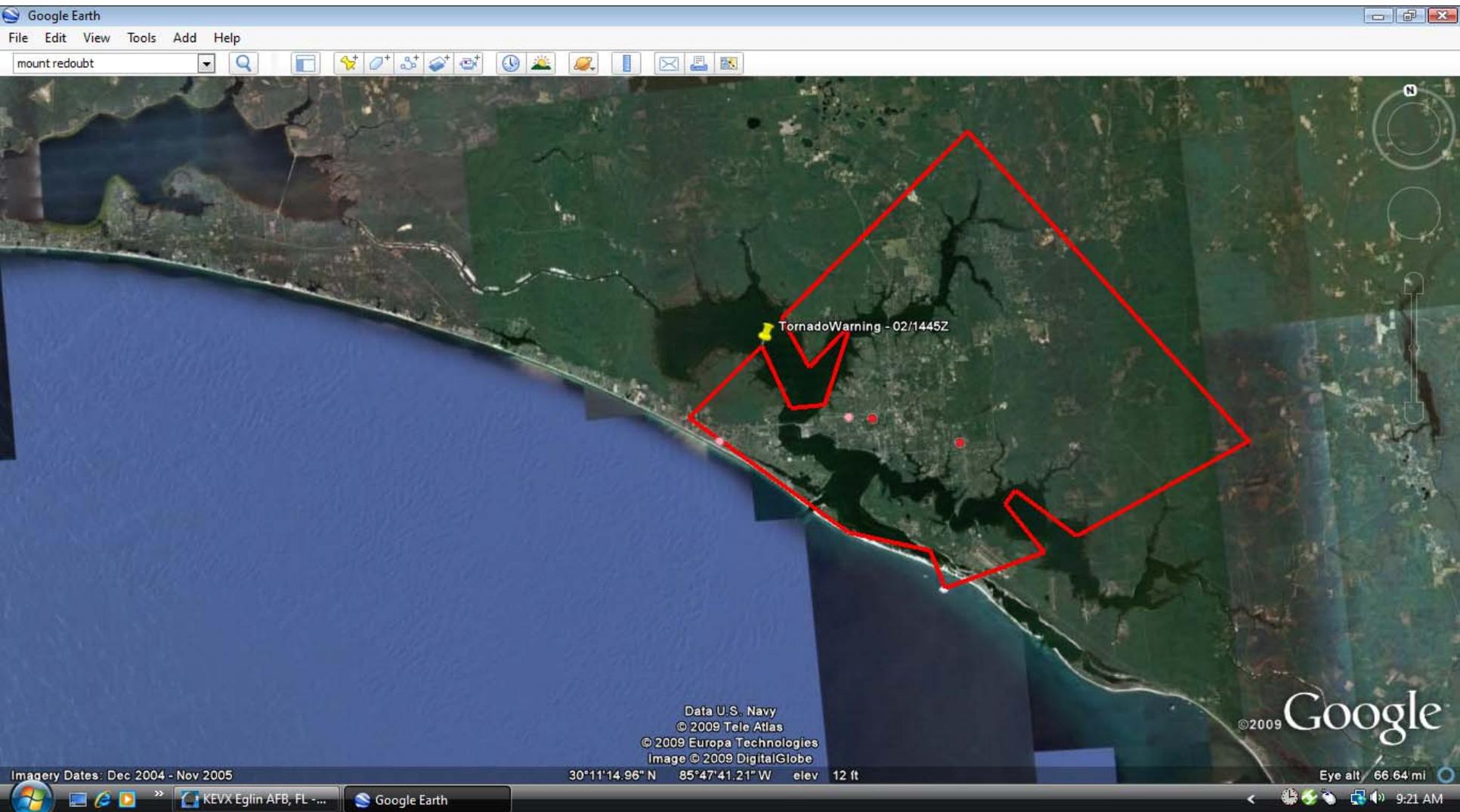
Max Wind Speed (mph) =	109
Max Wind Gust (mph) =	136
Date/Time of Max Wind =	Friday: 09/12/2008 23:00 CST
Closest Point of Approach (nm) =	5
Damage (Safir Simpson) =	Moderate

Wind Level	Time of Arrival	Time of Departure	Duration (hrs)
39 mph	09/12/2008 09:00 CST	09/13/2008 13:30 CST	29
58 mph	09/12/2008 17:30 CST	09/13/2008 09:00 CST	17
74 mph	09/12/2008 19:30 CST	09/13/2008 08:00 CST	14

[PC Weather Products web site](#)

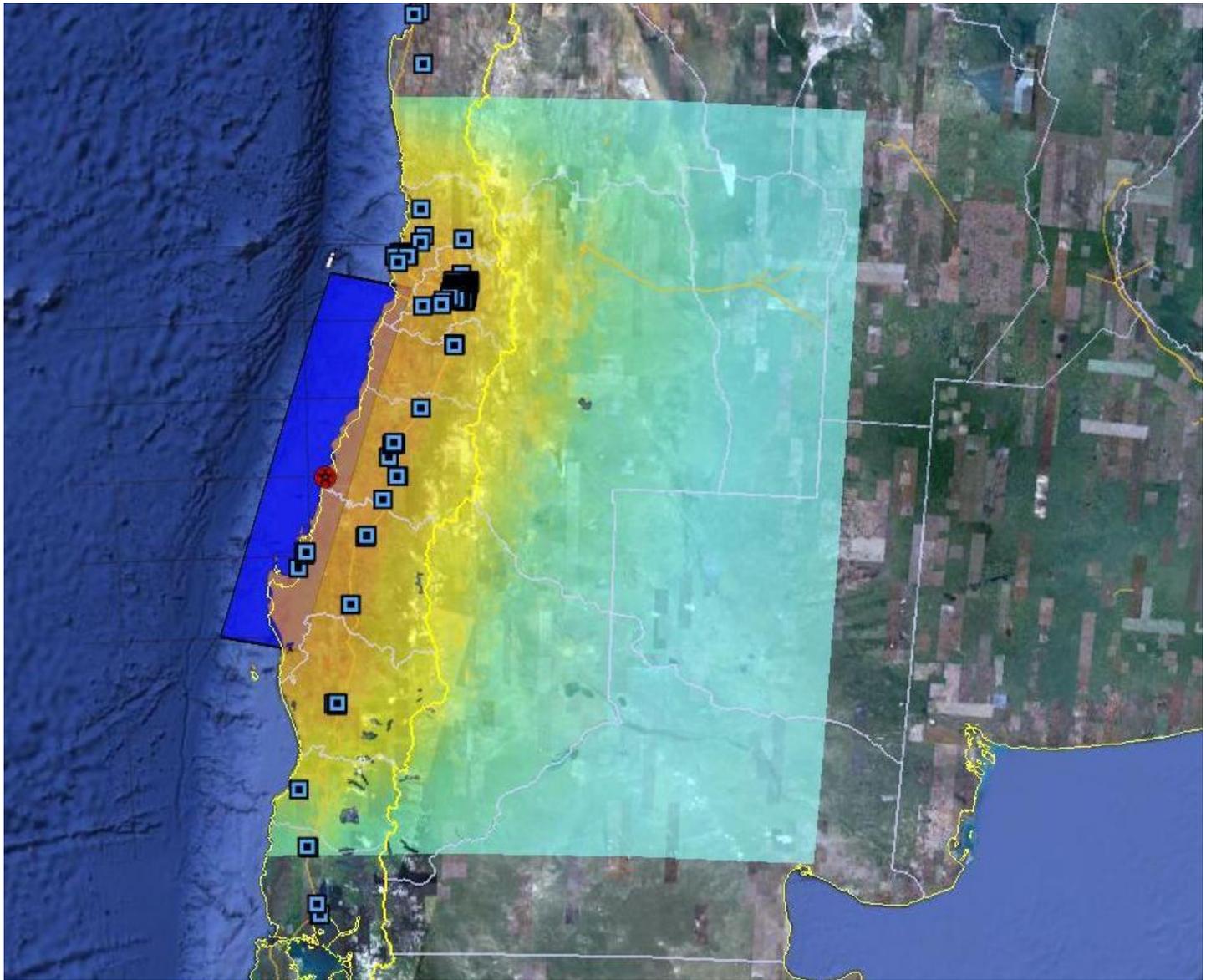
What Tools We're Using

Google Earth / Send Word Now



What Tools We're Using

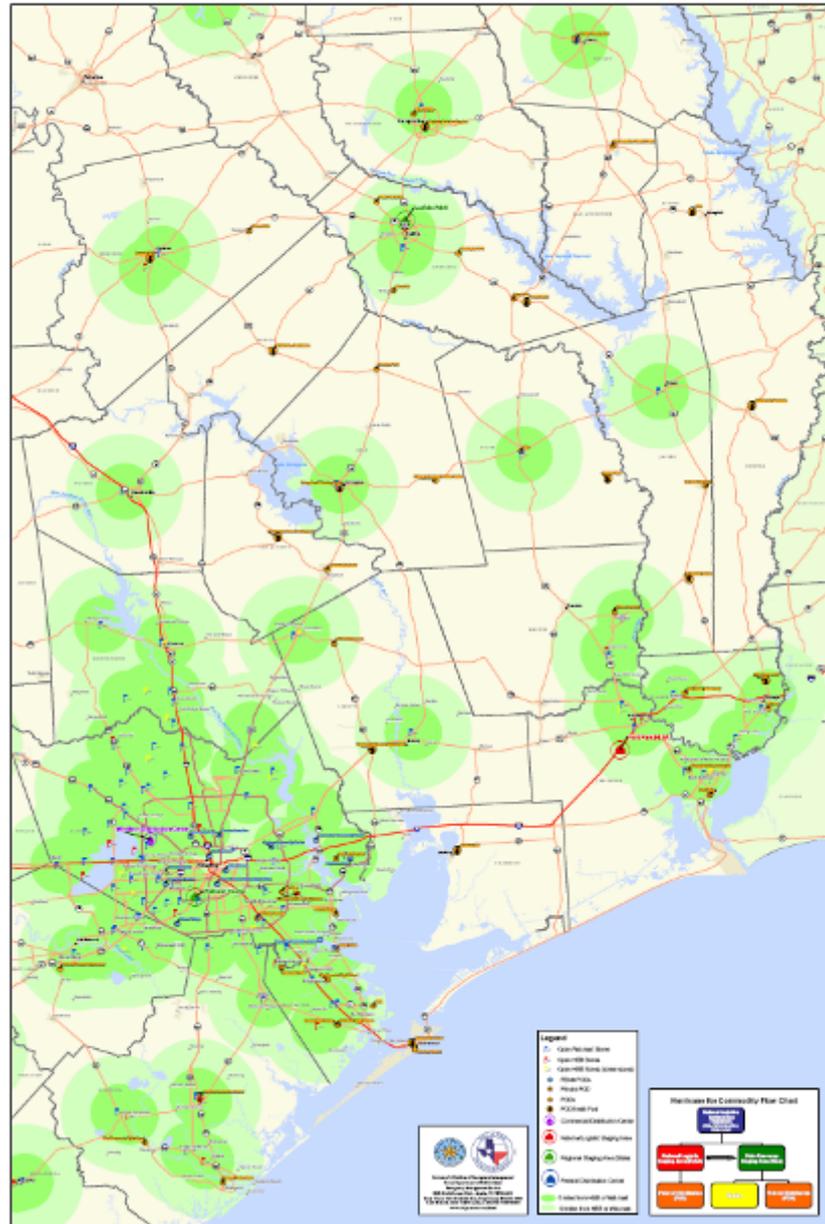
Google Earth / USGS



Progress

Hurricane Ike Commodities Distribution Network

September 16, 2005 2000 hrs





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