Agenda

• Introduction
• Overview of the NISC
• G&H International Services: Practical Tools for Better Decision-Making
• Q&A
• Quiz for those seeking Continuing Education Units (CEUs)
Today’s Speakers

- **Sean McSpaden**, NISC Executive Director
- **Bob Greenberg**, CEO, G&H International Services, Inc
- **Jonathon Fisk**, Senior Technologist, G&H International Services, Inc.
- **Jeff Sopel**, Senior Technologist, G&H International Services, Inc.
Continuing Education Units (CEUs)

- CEUs will be awarded to participants that watch the webinar and complete the quiz following the webinar
- 0.1 CEUs for this hour-long event
Learning Objectives

1. Understand the natural and man-made hazard challenges that communities face in the “new normal.”

2. Understand the components necessary to develop enhanced information sharing and interoperability capabilities.

If you have questions during the webinar, please submit using the question feature in GoToWebinar.
NISC Mission-Focused Job Aids Webinar Series

• In-depth discussion of tools, techniques, and standard operating procedures used for information sharing

• Webinar content applicable to multiple fields, including:
  • Homeland security,
  • Emergency management,
  • Public safety,
  • First responder, and
  • Healthcare preparedness.
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- **February 21, 2018**: Practical Tools for Better Decision-Making (Co-hosted by the NISC and G&H International Services)

- **March 14, 2018**: FirstNet – OnRamp for First Responder Apps (Co-hosted by the NISC and CA Technologies)

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- **June 21, 2018**: Rich Data: Increasing Situational Awareness for First Responders (Co-hosted by the NISC and RapidSOS)
National Information Sharing Consortium

The NISC is a non-profit organization devoted to improving information sharing at all levels of government and for all homeland security, emergency management, first responder, healthcare, and public safety stakeholders.
NISC Members Span Multiple Domains & Disciplines

Communications  Information Technology
Critical Infrastructure  Law Enforcement
Emergency Management  Military
EMS  Private Industry
Fire  Public Health
GIS  & More!
Homeland Security

Public Sector – Private Sector – Non-profits
Member Benefits & Application

• Guidance and technical assistance
• Knowledge exchange and networking opportunities
• Access to the NISC Member Portal


Or click ‘Join’ at the top of any webpage on [www.nisconsortium.org](http://www.nisconsortium.org)
G&H International Services

PRIVATE COMPANY, PUBLIC MISSION
Agenda

1. Introductions
2. Who We Are
3. What We Do
4. Where We’re Going
5. Discussion
About G&H

Since 1997, we have been...

• Trusted advisors to government, non-profit and private sector
• Building interoperable situational awareness & decision support capabilities
• Configuring tools & information to suit our clients’ missions
• Building sustainable solutions by leveraging what you use today

DOMAIN EXPERTISE

• Connected communities
• Resilience strategies
• Emergency management
• Public safety
• Homeland security
• Exercises
• Policy planning
• Tool development
The New Normal

We face a “new normal” of challenges including increased frequency and intensity of man-made and natural disasters. Resilient, engaged communities are essential for a successful future.

According to the National Oceanic and Atmospheric Administration (NOAA), there were 16 U.S. natural disasters in 2017 that caused more than $1 billion in damage each. Hurricanes caused a total of $265 billion in damage, including $125 billion from Hurricane Harvey, $90 billion for Hurricane Maria and $50 billion from Hurricane Irma.

- Knowledge @Wharton, Jan 19, 2018
“If I had an hour to solve a problem . . . I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

- Albert Einstein
G&H is a highly motivated team of thinkers, researchers, subject matter experts, and technologists joining forces to **design solutions** for engaged, resilient communities that address the pressing problems and challenges through **maximization of opportunities** and building on what’s already there.

1. Reduce customization
2. Increase interoperability and data re-use
3. Make Public Feeds redundant and independent
4. Foundation for next generation applications/tools
5. Responsive solutions-Mobile and Web
6. Solutions that are FirstNET ready
The Greatest Challenge: We Know The Technology is The Easy Part

- Understand what is needed, build it
- Identify barriers to adoption
- Work with inspired leaders
- Develop the correct implementation strategy
- Implement a sustainment plan

We start by leveraging what you already have. From there we look to maximize efficiency, interoperability, and collaboration. Ultimately solutions need to meet these four criteria to be successful.
Designing Solutions

- Governance and management parameters & partnerships that address every decision point
- Build, document, and deploy processes for every mission & task
- Technology serves operational needs & processes
- Sustainability through training

Comprehensive Solution
CUSEC: Sharing Across 18 States
BYOS: Selective Sharing, Selective Consumption

States want to use their own systems. They want to share some things, but not others. They also want to see what they want to see, and not a lot of other stuff.

Not all platforms make this easy. So what to do?

Turns out, 90% of state and local governments own Esri ArcGIS licenses, and THAT does make it easy.

By leveraging the Esri platform and defining what people wanted to see we were able to build a Regional Common Operating Picture that states contribute to and draw from – on their terms.
Understanding the Need for EEIs: Essential Elements of Information

The project started by defining what information was needed and where it might be found.

The list represents the CUSEC most critical EEIs according to the state directors.

The first one completed was power.

Power is the most basic interdependency, without it we are quite literally in dark physically, functionally, and emotionally.

<table>
<thead>
<tr>
<th>EEI Name</th>
<th>ESF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Status</td>
<td>ESF-12</td>
</tr>
<tr>
<td>Transportation</td>
<td>ESF-1</td>
</tr>
<tr>
<td>Communications</td>
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<tr>
<td>Fuel</td>
<td>ESF-12</td>
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<td>Shelters</td>
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<td>Hospital Status</td>
<td>ESF-8</td>
</tr>
<tr>
<td>Water Status</td>
<td>ESF-3</td>
</tr>
</tbody>
</table>

EEI Templates Available in the NISC Member Portal: https://www.nisconsortium.org/portal/login/
The Town of Cary partnered with G&H to help them implement the Cary 2040 Plan.
Cary Challenges

A work in progress

Breaking down information and service-delivery silos

Goal: seamless information sharing across platforms

Goal: working across platforms—no wrong door

By using systems they already owned (Salesforce, Box, and Esri) we created a collaboration environment that allows for real-time conversation, commonality of terms, and data visualization.
Creating an environment to foster communication
We created a collaboration environment that allows for real time conversation, commonality of terms, and data visualization.
Special Event Planning

Every community has special events

Events require strong coordination between event sponsors, vendors, local government, public safety and utilities for a safe and successful event

Many events, such as major conventions and major sporting events bring many affiliated and unaffiliated related events

Managing the coordination between entities and the sheer volume of activity is sometimes nearly impossible

Every year in the US:

- 13,000 Trade shows & conventions
- 36 NASCAR races a year, up to 100k+ attendance
- 4860 MLB games
- 150M people attend county fairs
- 267 NFL games
- 24.6 Million pounds of fireworks used in organized displays every July 4th
The DNC
G&H Tools and Innovation
Questions?

Building interoperable situational awareness & decision support capabilities

Trusted advisors to government, non-profit and private sector
Thank you

Contact us:

https://www.ghinternational.com

CEO Bob Greenberg

rgreenberg@ghinternational.com

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• Complete the quiz to receive your continuing education units (CEUs) for this session