Marketing Outside the Highway Safety Arena: Iowa's ERIS project

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Presentation Objectives

• Emergency Response in the US
• The need for ERIS
• The system
• Analytical Capabilities
• Policy Implications
Post 9-11 perception
Day-to-day response
We Support Our Soldiers And Their Families

Kirksville Daily Express

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Six People Killed In Collision

BROOKFIELD, Mo. — A family returning from a Memorial Day trip was killed when their Mustang collided with a truck causing serious injuries to the husband and wife.

Bush Urges Tax Cuts Visits

KANSAS CITY, Mo. (AP) — President Bush is trying to parlay his popularity from military successes into momentum for hefty tax cuts, believing they will stimulate the economy and help win re-election.

Beginning a two-day swing through three states to promote his tax-cut proposal, the president was meeting Monday with small-business owners near Albuquerque, N.M., to speak to workers at a juice plant.

On Tuesday, he’ll stop in Indianapolis and then visit tornado damage in Missouri before returning to the White House.

Bush’s trip is timed to pressure moderate Republicans and Democrats to back a larger tax-relief package in the Senate, which was beginning debate Monday on a bill that calls for $350 billion in cuts through 2013.

Overturned cars, Sunday, are part of the debris resulting from the tornado that destroyed a portion of the trailer park in Canton, Mo., Saturday evening. Residents were searching for their belongings in the middle of the rubble and debris. (AP Photo/James A. Finley)

Canton Area Recovers From Tornado Damage

CANTON, Mo. (AP) — Damage Monday was widespread as residents cleaned up.

The administration says the tax cuts are needed to jump-start the economy, which Treasury Secretary John Snow on Sunday called "soggy."
Emergency Response in the US

• Fire, rescue, EMS, hazmat, law enforcement, emergency management
• Response goes to fire/rescue, EMS and law
• System is several systems
• Work adjacent, but not necessarily together
• 75% volunteer!
Need for ERIS

- 1,118 agencies in Iowa
- 99% local
- 87% volunteer
- 60% of budgets < $30,000
- 75% population < 5,000
- incomplete knowledge of areas and resources

... ERIS brings information together
Development Stages

• 1997: SMS (DOT) recognizes need
• 1998: Avenue of the Saints study
• 1998: ERIS Task Force
• 1999-2000: ERIS expands to 20 counties.
• 2002: Completion of pilot system

... Iowa SMS objective accomplished
- Conceptual Design
- Identify, Build Partnerships
- Field data collection
  - Contact Info
  - Attributes
  - Service Area Boundaries

- Database design
- Data entry
- Mapping
What is ERIS?

• Emergency Response Information System
• GIS-based information on services
• Other useful information
• Assessment and planning tool
• 20 county pilot
Current “system”
Data Entry (paper)
ERIS Data Manager: Attributes
ERIS GIS: Maps ... Fire districts
EMS: First Responder
EMS: Ambulance (and crashes)
Census and trauma care facilities
Emergency management agents and hazmat response areas
Statewide data: state lands, roads, rivers, lakes, rails, etc.
Overlay data with free GIS on the ERIS CD
Formatted Reports

Emergency Response Information

**EMS Level**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Percentage of Yearly Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Calls Within</td>
</tr>
<tr>
<td></td>
<td>% of Calls Outside</td>
</tr>
<tr>
<td></td>
<td>% Medical Emergencies</td>
</tr>
<tr>
<td></td>
<td>% Fire/Rescue Emergencies</td>
</tr>
</tbody>
</table>

**Unit Affiliation:** City

**Population of Service Area:** 2,000

**Population of City that Service is Based:** 0

**Selected Boundaries for Fire, DMB, or Request:** MO

**Personnel/Building**

<table>
<thead>
<tr>
<th>Total Personnel</th>
<th># of Certified 1st Responders</th>
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</thead>
<tbody>
<tr>
<td>24</td>
<td>1</td>
</tr>
</tbody>
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<tr>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>0</td>
</tr>
</tbody>
</table>

**General Information**

**Agency Name:** Golden Fire Department

**Region:** Golden

**County:** Carroll

**Address:**
- Address 1: 100 Main St
- Address 2: City: Golden, PO Box: IA, Zipcode: 5040

**Contact:**
- Name: [Name]
- Phone: [Phone]

**Services Provided**

<table>
<thead>
<tr>
<th>Services Provided</th>
<th>Service Name</th>
</tr>
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<tbody>
<tr>
<td>Yes</td>
<td>Golden Fire Department</td>
</tr>
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</tr>
<tr>
<td>Yes</td>
<td>Golden Fire Department</td>
</tr>
<tr>
<td>No</td>
<td>DMB</td>
</tr>
<tr>
<td>No</td>
<td>Hazardous Materials</td>
</tr>
<tr>
<td>No</td>
<td>Emergency Management</td>
</tr>
<tr>
<td>No</td>
<td>Parking Permit</td>
</tr>
</tbody>
</table>

**Service Description**

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</tbody>
</table>

**Update:** 07/00/00

**Address:**
- Address 1: 100 Main St
- Address 2: City: Golden, PO Box: IA, Zipcode: 5040

**Contact:**
- Name: [Name]
- Phone: [Phone]

**Services Provided:**
- Emergency Management
- Parking Permit

**Meeting Frequency:** Monthly

**Meeting Days/Time:** 1st and 3rd Monday evenin

**Building Size:** 1,200 square feet

**Condition of Building:** Good

**Emergency Management:**
- Yes
- No

**Parking Permit:**
- Yes
- No
Carroll County Example
Appropriate staffing level?
Appropriate staffing level?
Prototype Web App (Login Privileges)

*Sync - Updates the users ERIS Data Manager (ERISDM) database with information from the ERIS Web database.
Prototype Web App
(Local User Session)

Enter User Name, Password, County

View User Associated District Data
Prototype Web App (Local Admin Session)

View District Data

Edit District Data

Update District Data
Prototype Web App (State User Session – Geographic Query)

State View

County View
Prototype Web App
(State User Session
- Data Query)
Policy Implications

- Applications: State and Local
- Stakeholders
- Sustainability
- Iowa/Missouri – some observations
- ERIS for Missouri?
Local Applications

- Strategic Planning tool
- Emergency route evaluation
- Response time optimization
- Incident command reorganization
- Equipment/vehicle placement
- Service sharing
- Boundary evaluation
Statewide Applications

- Statewide system evaluation tool
- Disaster planning
- Information dissemination
- Transportation planning
- Research and assessment
Active Stakeholders

Iowa Department of Transportation

IOWA STATE PATROL

Division of State Fire Marshal
Iowa Department of Public Safety

Iowa Department of Public Safety
Excellence in Service and Protection All Ways

CTRE
Center for Transportation Research and Education

consultants

IOWA LEAGUE OF CITIES

ISACC
Iowa State Association of Counties

IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU

1204 East High Street
Davenport, Iowa 52803
(563) 323-6806

MEDIC
EMERGENCY MEDICAL SERVICES

DES MOINES FIRE DEPT.

Buckle up! Baby!

IOWA DEPARTMENT OF PUBLIC HEALTH
Protecting the Health of Iowans
Interest by others ...

Iowa Rural Water Association

Information About Biological, Chemical and Radiological Terrorism
Sustainability Issues

• Development
  - Pilot $ easiest
  - Full system development more difficult

• Maintenance most challenging
  - Ownership/champion(s)/institutional home
  - No mechanism for interdisciplinary, interagency sponsorship

• Barriers
  - Turf, lobby, local driven, volunteer services, low budgets, no state regulatory agency for fire/rescue, lack of mandate or legislation
Iowa/Missouri Observations

Iowa
• Locally funded
• Mainly volunteer
• Universal fire protection
• Nationally accredited training

Missouri
• Fire protection districts
• Mainly volunteer
• No universal fire
• Also accredited
ERIS and Missouri

- Missouri’s fire protection districts
- ERIS useful for
  - Where are resources?
  - Where are needs?
  - Form (reform?) districts to better meet local and regional needs
ERIS CDs & Documentation

• 10 copies available today
• or … leave business card to request copy
• put a star on your card if you’d like one right away!
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- Jackie Comito: jmarie64@isunet.net