The One-Man Band
Emergency Management on a Shoestring Budget

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Introduction

- Restrooms / Emergency Exits
- Phones / Pagers
- Overview of Session
- Brief Bio
Summary

How to Survive on a Tight Budget

• Brownsville, Texas OEM - 2000 through 2014

• Finances (and Finance)

• Partnerships (Both Internal and External)

• Force Multipliers (Human and Non-Human)

• Final Thoughts
Brownsville, Texas
Brownsville, Texas
Brownsville OEM

• Year: 2000
• Population: 139,000
• Full-Time EM Staff: 0
• Budget: $0
Brownsville OEM

- Year: 2001
- Population: 143,000
- Full-Time EM Staff: 1
- Budget: $1,500
Brownsville OEM

• Year: 2003

• Population: 145,000

• Full-Time EM Staff: 1

• Budget: $5,500
Brownsville OEM

- Year: 2003
Brownsville OEM

- Year: 2007
- Population: 179,000
- Full-Time EM Staff: 2
- Budget: $70,500
Brownsville OEM

• Year: 2010
• Population: 180,000
• Full-Time EM Staff: 2
• Budget: $200,000
Brownsville OEM

- Year: 2014
- Population: 193,000
- Full-Time EM Staff: 8
- Budget: $640,000
Finances
Finances

• Rule #1: Be Patient
• Rule #2: Learn from a Winner
• Rule #3: Make Friends with Finance
• Rule #4: Don’t be Satisfied
• Rule #5: Never Give Up
• Rule #6: See Rule #1
Finances

- Some Options
- Hire a Temp?
- Get some Grants
- Get some Help from Others
- Learn “Cheap” – Do you really need that fancy stuff? Could someone give this to you?
Finances

• Attitude #1: Be Honest
• Attitude #2: Don’t EVER go Over Budget
• Attitude #3: Don’t EVER Cheat
• Attitude #4: Be Professional
• Attitude #5: Be Creative
• Attitude #6: See Rule #1
Partnerships
Partnerships

PARTNERSHIP

“You give me half the fish, and I tell my Mom to let you live.”
Partnerships

• Force Multiplier – Human Version
  — External (Other organizations, ISDs, Federal Agencies, etc.)
  — Internal (City Departments – especially the IMPORTANT ones)
    • most important folks to treat nice... finance, it, maintenance, secretaries
    • ex - never go over budget, data entry in exchange for lunch, PW staff working on our stuff first - Odee gets calls from other departments to get PW to come help, snacks for IT guys...
Partnerships

• Important Rule of Thumb

  – BE THE NICE GUY (OR GAL)
Partnerships

• Think about things like... Your EOC
  – Does it really need to be in that fortress?
  – Is there a better (cheaper) place that could be better?

  – Brownsville EOC in 2001 – Police Department GYM
  – Brownsville EOC in 2014 – Public Library!
Technology

- It’s a good idea to KNOW EVERYTHING
- Try to BE EVERYWHERE
Technology

- WeatherTAP.com
Technology

- National Weather Service
Technology

- Google Alerts - quick, free
- Google "anything"
Technology

Google Earth Pro - $500 per year, good stuff
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• Call center - good for community, good for EM

• Mobile app - leveraged internal mobile app for emergency management - possible to get specific cheap apps now days

• Be friends with your City Manager - it's lonely at the top - CMs always need someone to help them look good - they'll love you for that.
Tips & Tricks

- Call center - good for community, good for EM
Tips & Tricks

• Mobile app
Tips & Tricks

• Brag about what you do.
Tips & Tricks

• Be nice to the BOSS(es)
Tips & Tricks

• Use Technology to your advantage
  – Weather Alert Radio
  – Make Friends at the NWS
  – Have a GOOD Website
Tips & Tricks

• Use Technology to your advantage
  – Good Laptop (or iPad)
  – Wireless Card
  – Power Inverter (for the car)
  – VERY Comfy Office Chair
Final Thoughts

• If you don’t have a lot of MONEY
  – Join EMAT
  – Attend all the Training you can
  – Do a lot of EASY stuff
  – Make A LOT of Friends!
Questions?

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