#### Eagle Creek Fire

Dec. 6, 2017



Chad Gaidos, Captain Multnomah County Sheriff's Office



## **Eagle Creek Fire**

- Started: Sept. 2, 2017
- Acres burned: 48,831
- % Contained: 50% (as of Nov. 3, 2017)
- Deaths/injuries reported: 1 sprained arm
- Days I-84 closed: 19
- Hazard trees removed by ODOT: 3000+





## **Early PIO Work**

- Friday before Labor Day:
  - Air advisory (other fires) and cooling centers message
- Sat., Sept. 2
  - Fireworks spark Eagle Creek Fire near Bonneville dam
- Sun., Sept. 3
  - MultCo PIO's, Emerg. Mgt., Sheriff, DCHS monitor fire
  - Prepare advisories in case fire expands
- Mon., Sept. 4 (Labor Day)
  - Staff co-locate, draft evacuation alerts
  - 7 pm: Wind shifts leads to evacuations
  - Hundreds of residents, livestock evacuated





#### **Fire Grows West**

- Night of Sept. 4: Fire spreads 12 miles west overnight
- 10,000 acres burned
- I-84 closed
- Evacuation levels 1, 2 and 3 announced
- County Emergency Declaration
- EOC & JIC Stood Up at Troutdale Sheriff's Office
  - PBEM and MultCo Sheriff PIO's launch JIC at night
- Tues., Sept. 5: JIC Ramps Up
  - Julie Sullivan, JIC Manager / Chad Gaidos, Lead PIO
  - 10 12 PIO's from MultCo, Portland Water, ODOT, USFS



## **Troutdale JIC within EOC**





# **News briefings**

Twice a day news briefings to start





## **News** briefings

#### Diverse speakers held media's interest



From law enforcement to elected leaders

Briefings broadcast on Facebook Live: Sept. 5 (the video reached 3,150 people and was viewed 1.7k times)



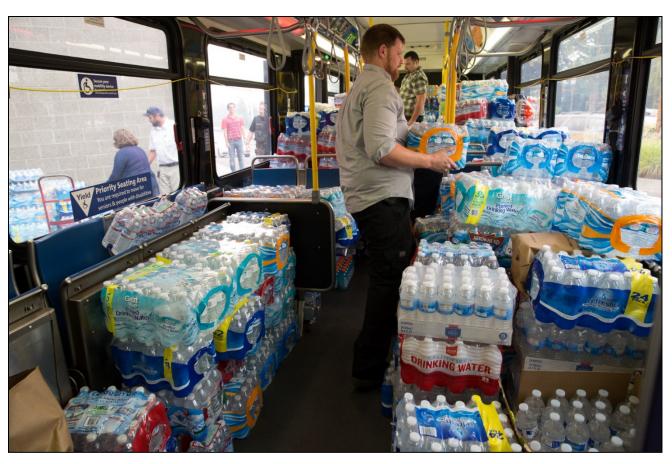


# Donation management issue





# **Donation Management**

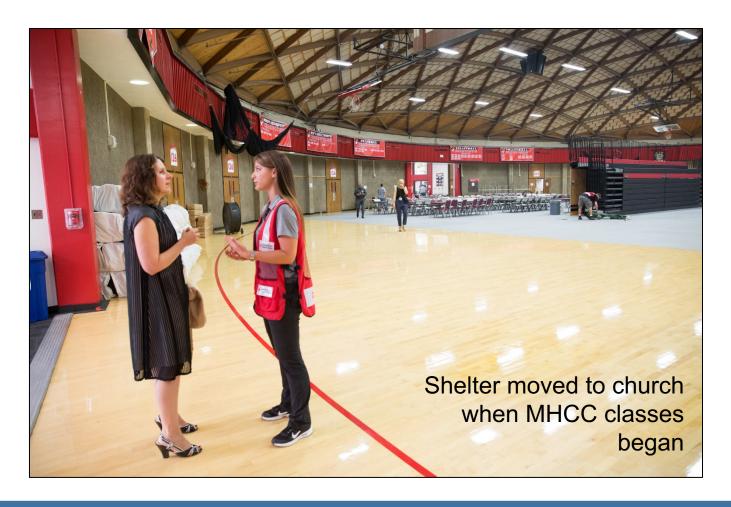


- Human nature to donate after a disaster
- Respond with donation instructions



## **Eagle Creek Fire**

Red Cross & County set up shelter at MHCC





### VIP & Media Tours of Fire Zone



- Coordinated with ODOT, Incident Command
- Provide images to show damage & saved areas



## **Media Tours Provided Visuals**



Multnomah Falls



# Visuals explained I-84 Closure



Closed 19 days

Pressure to reopen from freight users



## **VIP Visits to EOC & JIC**





# **Community Meeting - Corbett**



- 1 day after Type 1 team took command
- Evacuee community
- 300+ attendees
- Facebook Live

Sept. 10, 2017



## **Community Meeting - Edgefield**



- 2 days after Type I team take command
- Type I Team briefing
- Resource fair (25 orgs)
- Evacuation, fire updates
- 150 attendees





# **Re-Entry Center - Corbett**



Sept. 13, 2017



#### **JIC Statistics**

```
# days open = 10
# stories posted to MultCo website = 40+
# website hits = 500,000+
# JIC PIO's = Around 30 (up to 15 per shift)
```





## **Facebook**

In 4 weeks including fire:

- MCSO Facebook page becomes primary source of information.
- Used to Facebook Live press conferences, this video remained as a post.
- Users increase greatly over course of event.



#### **Twitter**



#### In 4 weeks including fire:

- Increased our tweet impressions (number times our posts were seen) to 914,000 (up 172.9%).
- Increased our Twitter profile visits to 20,700 visits (up 213.6%).
- Increased our followers to 11,960 from just over 3,500 at beginning of the fire.



## JIC Lessons Learned (+ side)

- Ex-journalists well-suited to JIC
- PIO's from outside volunteered
- Strong multi-agency collaboration, including JIS
- Diversity of news briefers held media interest
- Social media (Facebook, Twitter, Flickr) worked
- Staff photographer
- High traffic on county, other agency websites
- Important news reach public
- Minimal controversy and finger-pointing



# Where does ODMO fit in this type of event?

- The Columbia River Gorge is one of the most visited outdoor attractions in our area.
- We had visitors who were looking for alternative destinations after learning the gorge was not accessible.
- Press conferences could have included a piece on alternatives to those frustrated by the lack of access because of the fire.



# Life doesn't stop during an incident



Two MultCo PIO's spent their birthdays working at the JIC



#### **After Fire Risks & Actions**



- Flash flood risk
- Info in evacuee packets
- MCEM & Sheriff door-to-door visits before 1<sup>st</sup> post-fire storm
- PublicAlert sign-ups
- Roads/trails still closed



# **Questions?**

