



# Emergency Management Issues Special Interest Group Annual Meeting

## Create, Connect, Collaborate Google Technologies in Emergency Management

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May 2-5, 2011 Charleston Marriott • Charleston, South Carolina

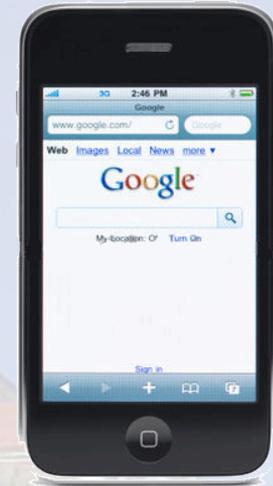
## Is this the past?

- Use a computer to surf the web
- Pick up the phone to call someone



# Is this the future?

- Pick up a phone to surf the web
- Use a computer to call someone



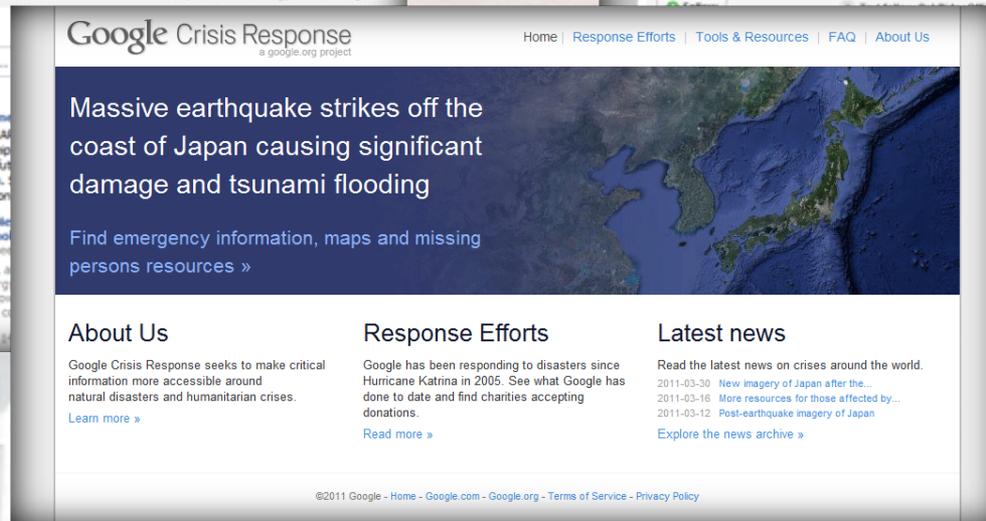
# Why are you here?

- Learn how the Internet is transforming the way emergency managers interact with the public before, during, and after emergencies with accurate, timely, relevant, and easily accessible information
- Find out what **Google** Apps benefit emergency awareness, preparedness, response, and recovery efforts
- See practical applications and examples of how emergency management is taking advantage of free **Google** Apps to increase efficiency and collaboration
- It is after breakfast but before lunch and a seat was open 😊

# Interact with your Public

Before or After Events

During Events



No longer ON the web... you are IN the web... it is immersive

But wait there's more...

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# Why Google Apps?

- A powerful suite of cloud based messaging and collaboration tools which empower its users by providing technology as a secure, reliable, scalable hosted service in the cloud
- Little or no software costs per user with minimal required programming expertise and low complexity applications
- NOT just for researching information, finding the local restaurants, or viewing the popularity of your own name (c'mon, we know you do it)
- Generate 3D models of facilities, create custom maps of incidents or evacuation routes, translate web pages, and much more...
- Takes traditional offline applications and brings them online (ex. A free collaborative alternative to purchasing MS Office)

# Google Apps in a nutshell

- Desktop Applications
- Online Mobile Products
- Downloadable Mobile Products
- Advertising Web Products
- Communication & Publishing Web Products
- Development Web Products
- Mapping Web Products
- Web Search Products
- Statistical Web Products

I encourage you  
to try as many  
as possible!



Now lets talk about a few specific apps to help with emergency mgmt...

# BEFORE and AFTER Events

- **Docs / Calendar**
- **Picasa / YouTube**
- Blogger / Alerts
- **Sites / iGoogle**
- **Maps / Earth / Builder**
- **Voice / Talk / Gmail**
- **SketchUp**
- Person Finder (Resource Finder)
- **Translate**



# DURING Events

- Docs / Calendar
- **Picasa / YouTube**
- **Blogger / Alerts**
- **Sites / iGoogle**
- **Maps / Earth / Builder**
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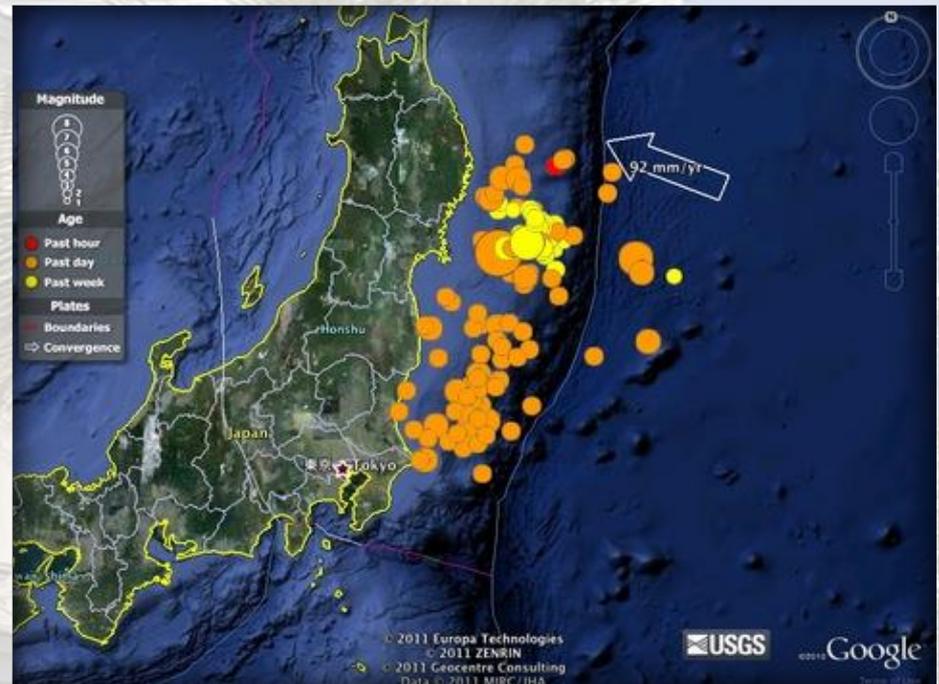
# Sites / iGoogle

- Is a free and easy way to create and share websites, integrate documents, calendars, and maps you create, and make your entire emergency management presence dynamic and easily accessible.
- Allows:
  - Creation: rich web pages with the click of the mouse
  - Collection: all your Google Apps integrated in one place
  - Control: all access is controlled from view to edit abilities



# Maps / Earth / Builder

- Uses are endless--from displaying the local evacuation route to the mass scale devastation from the earthquake and tsunami in Japan
  - <http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/04/20/businessinsider-google-opens-mapping-platform-to-big-companies-2011-4.DTL> (Builder)
  - <http://www.google.com/crisisresponse/resources.html> (Resources)
- Features:
  - Create custom maps
  - Add text (including HTML!)
  - Add photos, and video
  - Share with others
  - Collaborate
  - Embed into websites!



# Voice / Talk / Gmail



- Flexibility in an instant:
  - Forwarding of multiple phones to one Voice number
  - Text messages or emails to designated addresses
  - Transcribe voicemails to text
  - Call Widgets to be put on any web page
  - Online grouping of contacts for special greetings or rings
- What could this mean to emergency mgmt?
  - JIC, EOC, Telephone Team
  - Mobile command, etc



# SketchUp

- SketchUp is powerful:
  - 3D models can be saved online and published for anyone to use
  - Collaboration: Work with others on models or entire projects
  - Create from scratch or download what you need from a 3D Warehouse
  - Tutorials and extensive help center
  - Both free and Pro versions are available
  - Build an entire city or just your county buildings for use in Google Earth



# Person Finder (Resource Finder)

- A tool born of disaster:
  - A hub for information built completely open source
  - Collecting records and enabling people to search online for their loved ones who were either injured or missing
  - Anyone who wanted to help provide information could do so online
  - Resource Finder provides a map with up-to-date information on the availability of health services

Person Finder

[Person Finder: 2011 Japan Earthquake](#)  
[日本語](#) | [English](#) | [한국어](#) | [中文\(简体\)](#) | [中文\(繁體\)](#) | [Português \(Brasil\)](#) | [español](#) | [Tiếng Việt](#)

What is your situation?

[I'm looking for someone](#)      [I have information about someone](#)

Short URL : <http://goo.gl/sagas> (Mobile OK)  
[Additional Partners](#) (including NHK)  
[Other Resources](#)

PLEASE NOTE: All data entered by you will become publicly available, and viewable and usable by anyone. Data in the Person Finder includes data entered by users and data entered based upon publicly available information and certain other sources. Google does not review or verify the accuracy of the data.

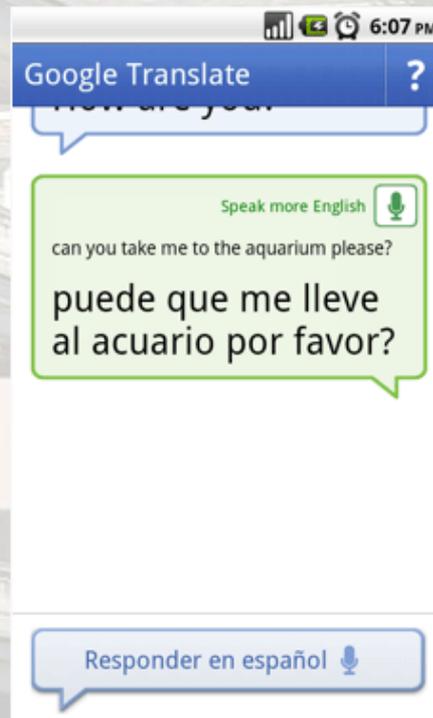
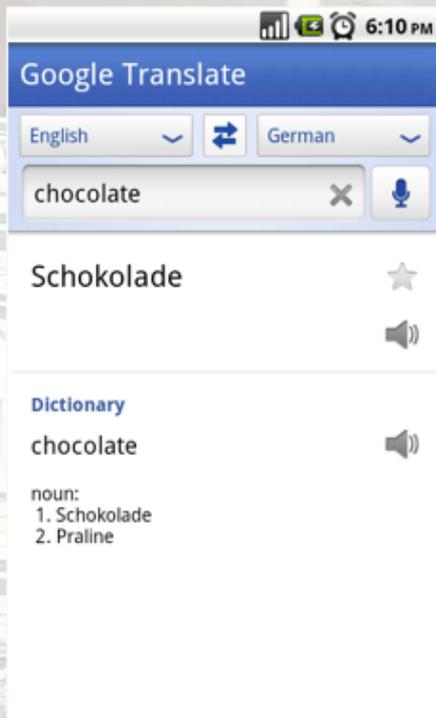
[Embed this tool on your site](#) - [Developers](#) - [Terms of Service](#)

powered by  


Access Person Finder on your phone: <http://goo.gl/sagas>

# Translate

- Harness the power within Google Products:
  - Instantly translate over 50 languages
  - Google's algorithm will translate it into English, Spanish, French, Chinese and more!



# Who is using Google?



- Colorado State:
  - <http://dola.colorado.gov/dem/exercise/exercise.htm> (Docs)
  - <http://www.coemergency.com> (Blogger)
  - <http://www.coemergency.com/p/preparedness.html> (Docs)
  - <http://www.coemergency.com/p/operations.html> (Calendar)
  - <http://www.blogger.com/profile/11850384415271750076> (Blogger)
  - <http://www.coloradoepc.org> (Blogger)
- Larimer County, CO
  - <http://googleenterprise.blogspot.com/2010/11/larimer-county-moves-to-google-apps-in.html> (Gmail, Docs, Sites, Talk)

# Who is using Google?

- Recent Tornadoes across the South
  - [http://maps.google.com/maps?ftr=crisisresponse.kmlpanel:src=southern us tornados 4 2011&cad=southern us tornadoes 4 2011](http://maps.google.com/maps?ftr=crisisresponse.kmlpanel:src=southern+us+tornados+4+2011&cad=southern+us+tornadoes+4+2011)
- Wyoming State:
  - <http://googleenterprise.blogspot.com/2010/10/wyoming-is-going-google.html>
  - <http://www.wyomingbusinessreport.com/article.asp?id=54156>
- Greenwood County, S.C. and Utah State:
  - <http://www.baselinemag.com/c/a/IT-Management/Saving-Taxpayer-Dollars-158639/1/>
- Others include NY University, LA City, etc.

# Thank you!

Would you like this presentation? Scan this  
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