

Event Communications Report



Cupertino
ARES/RACES

1. Overview

Description: Lunar New Year Parade and International Fair
Event Date: 28-February 2004
Plan Date: 2 February 2004
CARES Event: CUP-04-03E
RACES Event: n/a
Control: Cupertino ARES
Plan Revision: 1.0

2. Event Planning

Reference Documentation: • Refer to the Event Communications Plan, Identifier: CUP-04-03E-Plan.doc, dated 2-Feb-2004

3. Preparation

Training: • CARES Orientation Training, "Event Review", 5-February-2004

4. Results

Participants: Eighteen CARES members participated in the Drill:

<u>CARES Member</u>	<u>Field Assignment</u>
• Ken KR6CO	NCS
• John KD6DNB	Staging West
• Dave KG6JOL	Med-Jollyman Park
• Ian KG6JWG	Rover 3
• Phil WA2KDX	Memorial Park
• Kris KG6KPB	Rover 2
• Ryan KG6NVS	Med-Jollyman
• Bill N6OPA	Stevens Creek
• Jim KN6PE	Rover 3
• Chris KC6PJJ	Unit 33
• Mike K6QFO	Reviewing Stand
• Allan KD6QPP	Lisa Shadow
• Eric KG6QPT	Reviewing Stand
• Dan KA5TAA	Staging East
• Carolyn KG6TLG	Staging West
• Bill KD6TQJ	Disband Point
• Bob KD6US	Med-McClellan
• Brian KE6ZOY	Med-Reviewing Stand

Narrative: At 8:30am, Ken KR6CO blocked off and reserved parking spaces for CARES members at the St Jude's Episcopal Church parking lot.

At 9:00am, all participating CARES members were present and checked in, and the event briefing session was held. All members completed a radio check to verify that they can access the K6FUZ repeater.

By 9:30am, all assignments were made and members began moving toward their

position. Ken established an Open Net and called radio checks with all members. The Parade Net was secured at 1:00pm, and a debrief was immediately held at St. Jude's parking lot.

The following traffic was passed by CARES members:

1. Assisted County Fire in identifying the right parade official to contact. Passed on the cell phone number of the appropriate parade official.
2. Communicated general parade progress – kick-offs, periodic unit departures from the starting point, unit progress.
3. Passed parade logistics traffic to the Reviewing Stand.
4. Helped identify the location for a parade unit when it was changed in the order of the march.
5. Tracked down parade officials, relayed messages to have them contact others.
6. Passed information on an item lost by a parade observer to the Information Booth at Memorial Park.
7. Answered questions for parents, who were concerned with the whereabouts of their children, at the De-staging area as to the progress of the parade.
8. Performed general CARES team health and welfare checks.

At 1:30pm, CARES secured operations.

What went well: The following comments were made by several CARES members on their observations of what went well:

- County Fire was very happy to get the phone number (they had questions on the permit for the fireworks).
- We passed a request to a parade official to answer their cell phone (noisy environment).
- We received lots of inquiries from anxious parents looking for where their kid's unit was in the parade.
- Other parade volunteers were asking us what was going on elsewhere on the parade route.
- Good interaction with the community. Responded to a lot of general orientation questions, such as which direction is the parade going, on which side of the street (Stelling in front of DeAnza College) will the parade be, where are the restrooms, etc. The morning briefing was very useful.
- We appeared to be a good general volunteer resource, answered a lot of questions for the community.
- Passed good traffic for Lisa to have other CARES units help her find people.
- Concluded Lisa and Kris really needed shadows.
- Responded to a request to support CERT medical teams; FRS was not providing good coverage along the parade route.
- Good learning and application from last year's event.

Regarding the K6FUZ Repeater:

- CARES members reported the coverage was good from all areas.
- I had no issues with hearing all communication. The repeater worked well.
- This was an excellent exercise to practice field-to-field activities.

What did you observe that didn't go well, or could use improvement:

- The following comments were made by several CARES members on their observations of what didn't go well, or could use improvement:
- Needed a copy of the order of the march... lots of questions around that.
 - On the parade route beyond the reviewing stand, there were huge gaps between units... people were losing interest.
 - Parade kick-off pacing was too fast (all units were out of Jollyman within 45

minutes of parade start), resulting in a back-up in front of the Reviewing Stand.

- Given the support we provided to Lisa, how did the other parade officials make out?
- When trying to relay information about someone's lost possession, I was concerned that the Information booth personnel did not know they were also the Lost and Found. I needed to go there several times and only once was I able to find someone who really knew they were the Lost and Found station as well as Information.
- One CARES member asked to make a cell call to an organizer. However, the cell phone was apparently left at home.
- Suggestion: Pick up lead coordinators earlier in the day.

5. Conclusions

Summary The LNY Parade allowed CARES to further refine where we think we add value during an event like this. It was clear that providing information to parents at the pick-up point was important to help reduce their anxiety. Our visibility (Orange vests with COMM lettering), along with an understanding of the event, allowed us to be good general information resources for the community. And, our support of key event organizers appeared to contribute to their ability to successfully manage a very challenging event.

Comments:

The K6FUZ repeater had good to excellent coverage along the entire parade route. While our usual drills primarily involve communications between the EOC and Field units, events like the LNY Parade provide an excellent opportunity to operate in an Open Net environment using field-to-field communications. K6FUZ was a solid performer for us today. CARES will look at how this capability can be integrated into our overall response plans.

Between the field positions we staffed and the use of the K6FUZ repeater, CARES maintained a solid understanding of the parade's tactical situation along the entire parade route. We collected, shared, and relayed information for the event organizers, the community, and ourselves. We also developed a better understanding on how we could manage and respond to a declared emergency that requires a significant field engagement.

- Recommendations:**
1. Look at integrating K6FUZ into our response plans.
 2. Work with Event Organizers earlier in the planning phase on next year's event.