

After FEMA: The SpotOnResponse Playbook for Local Emergency Management

*Empowering the Whole Community with
Technology to Fill the FEMA Gap*

All disasters are local. This guide defines 750-plus concrete actions coordinated across more than 60 types of local organizations — each using SpotOnResponse to build smarter, stronger, more economical emergency management from the ground up.

Built for a world after FEMA, the whole community finally knows what to do and has the technology to do it.



Introduction: Filling the FEMA Gap

Dismantling federal support for disaster assistance breaks with 222 years of national responsibility for its citizens. People will die in catastrophic disasters as a result. Reforming, improving, even redirecting FEMA is understandable. But eliminating the federal presence entirely is profoundly dangerous.

This Playbook doesn't dwell on those changes. It prepares to overcome them.

We accept the inevitable: federal support is shrinking. That means it's time to rebuild emergency management from the ground up — with local tools, local leadership, and local connections that work.

We've always said that all emergencies are local. But too often, the Whole Community contribution remained theory. In practice, governments, businesses, nonprofits, faith groups, volunteers, and many others assumed someone else would fill in. FEMA.

Now, that illusion is gone. The gap must be filled by us. And it can be — if we change how we plan, connect, and act together.

A Playbook for What Comes Next

This guide offers 750+ real-world actions your community can take using SpotOnResponse — the mobile app and web application that puts the full power of community emergency management in your hands.

But it's not just about tools. It's about teams.

We've identified more than 60 types of organizations that make up your whole community emergency management network. Divide the actions across these groups and you'll find most only need to take a handful of steps, just using their phones, to be ready for the next event. A few tasks per organization — small moves that, together, can save a business, a building, or a life.

That's not overwhelming. That's doable.

A New Model for Local Readiness

SpotOnResponse isn't about pushing data up the chain. It's about pulling people together — right where they are — using technology they already have.

With SpotOnResponse and this Playbook, your community learns to:

- **Coordinate in advance.** Identify risks, share local knowledge, prepare plans, and practice mutual awareness.
- **Communicate during events.** Let dozens of diverse local groups instantly share status, needs, and offers of help to keep everyone aligned.
- **Cooperate to rebuild.** Reopen businesses, restore services, and recover faster together.

What It Looks Like in Practice

Here's how you start:

1. **Connect the right partners.** This Playbook shows you which organizations should be involved and what each can do to fill FEMA's absence.
2. **Equip them with SpotOnResponse.** Use ready-made templates for plans, rosters, road closures, shelter maps, and more — or build custom forms in minutes. It's fast and intuitive. (If you have a problem, you can always ask a 12-year-old.)
3. **Practice like it matters.** SpotOnResponse is always with you. Push notifications let you run mini-drills. Responders and organizations check in, share updates, and coordinate actions anytime, even over morning coffee.

The result? A constantly learning, always-ready local network. No delay. No confusion. Just clear coordination.

What You Need

A smartphone, tablet, or computer—whatever your people already have.

And just one sponsor.

For \$1,000/year, any business, nonprofit, chamber, or civic group can join the **SpotOnResponse Business-Community Partnership** and unlock 100 free user licenses to equip your community.

This Playbook shows you how to build your team, divide the work, and strengthen your community's ability to respond when it matters most.

Let's get started.

Jim Morentz

Founder, SpotOnResponse LLC

Contents

Introduction: Filling the FEMA Gap	2
 Business & Commerce	7
 Organization Type: Chambers of Commerce / Main Street Associations ..	7
 Organization Type: Grocery Stores.....	8
 Organization Type: Convenience Stores & Gas Stations	11
 Organization Type: Home Improvement Stores	12
 Organization Type: Multi-Tenant Office Buildings & Business Parks	14
 Organization Type: Industrial & Manufacturing Facilities	15
 Organization Type: Shopping Malls & Retail Centers	18
 Organization Type: Hotel & Motel Operators	19
 Organization Type: Banks & Credit Unions.....	21
 Organization Type: Pharmacies (Chain or Independent)	23
 Organization Type: Logistics & Delivery Companies	24
 Organization Type: Restaurants & Food Service Providers	26
 Organization Type: Construction & Trade Contractors	28
 Organization Type: Insurance Agencies.....	29
 Organization Type: Real Estate & Property Management.....	31
 Organization Type: Private Security & Facility Management Firms	33
 Organization Type: Water & Sewer Authorities (Independent/Regional) .	34
 Infrastructure & Services.....	37
 Organization Type: Utility Companies (Water, Electric, Telecom).....	37
 Organization Type: Waste Management Companies	38
 Organization Type: IT / Telecom Providers.....	40
 Organization Type: Airports & Aviation Services	41
 Organization Type: Military Installations (Active Duty or Reserve Bases)	43

✓ Organization Type: Transportation Providers (Transit, Rail, Taxi, Rideshare)	45
✓ Organization Type: Rural Electric Cooperatives.....	46
✓ Organization Type: Cooperative Telephone & Broadband Providers	48
✓ Organization Type: Public Transit Authorities	50
 Healthcare & Human Services.....	52
✓ Organization Type: Hospitals & Clinics.....	52
✓ Organization Type: Behavioral Health Providers	54
✓ Organization Type: Home Health & Hospice Agencies.....	56
✓ Organization Type: Food Banks / Meal Providers	58
✓ Organization Type: Disability Services Organizations	59
✓ Organization Type: Animal Services (Shelters, Rescues, Veterinarians) .	61
 Civic & Public Services.....	63
✓ Organization Type: K–12 Schools or School Districts	63
✓ Organization Type: Faith-Based Organizations.....	64
✓ Organization Type: Colleges & Universities.....	66
✓ Organization Type: Childcare Centers & Early Learning Providers.....	68
✓ Organization Type: Community / Homeowner Associations (HOAs)	69
✓ Organization Type: Public Housing Authorities / Affordable Housing Providers	71
✓ Organization Type: Neighboring Towns or Jurisdictions.....	72
✓ Organization Type: Cultural Centers / Libraries / Museums.....	74
✓ Organization Type: Parks & Recreation Departments	76
✓ Organization Type: Courts & Legal Aid Providers	77
✓ Organization Type: Jails & Correctional Facilities	79
✓ Organization Type: Public Works / Engineering Departments	80
✓ Organization Type: Local News Outlets & Radio Stations.....	82
✓ Organization Type: Community Influencers / Social Media Admins	83

 Nonprofits & Volunteer Organizations	86
<input checked="" type="checkbox"/> Organization Type: Voluntary Organizations Active in Disaster (VOADs) .	86
<input checked="" type="checkbox"/> Organization Type: Amateur Radio Operators and Emergency Radio Networks	87
<input checked="" type="checkbox"/> Organization Type: Fraternal & Civic Associations (e.g., Rotary, Elks, Lions)	89
<input checked="" type="checkbox"/> Organization Type: Immigrant & Refugee Organizations.....	91
<input checked="" type="checkbox"/> Organization Type: Youth Organizations (e.g., Scouts, 4-H, Youth Sports Leagues).....	92
<input checked="" type="checkbox"/> Organization Type: Food Rescue & Recovery Organizations (e.g., gleaning networks, nonprofit grocery delivery)	94
<input checked="" type="checkbox"/> Organization Type: Arts & Cultural Nonprofits (e.g., theater groups, community arts councils)	96
 Agricultural & Rural.....	98
<input checked="" type="checkbox"/> Organization Type: Farmers & Agricultural Cooperatives	98
<input checked="" type="checkbox"/> Organization Type: Rural Postal and Delivery Services.....	99
<input checked="" type="checkbox"/> Organization Type: Agricultural Irrigation Districts / Water User Associations	101
<input checked="" type="checkbox"/> Organization Type: Rural Housing Authorities or Nonprofit Housing Trusts	102
<input checked="" type="checkbox"/> Organization Type: Tribal Governments / Tribal Emergency Management	104
<input checked="" type="checkbox"/> Organization Type: Agricultural Extension Services	106
<input checked="" type="checkbox"/> Organization Type: Regional Food Hubs / Farmers Markets.....	107
<input checked="" type="checkbox"/> Organization Type: Agricultural Equipment Dealers, Repair Services & Feed Suppliers	109
<input checked="" type="checkbox"/> Organization Type: Rural Postal Services.....	110
<input checked="" type="checkbox"/> Organization Type: Rural Health Clinics & Federally Qualified Health Centers (FQHCs).....	112
<input checked="" type="checkbox"/> Organization Type: Local Fairs / Rodeo Grounds / Ag Event Venues	114

Business & Commerce

Organization Type: Chambers of Commerce / Main Street Associations

Chambers of Commerce and Main Street Associations serve as the connective tissue of local economies. They represent a wide range of small businesses and are positioned to coordinate economic resilience, mobilize communication, and support recovery initiatives. During a disaster, these organizations help assess impact, disseminate critical information, and facilitate business continuity.

Mitigation: Strengthen local economic resilience before disasters

What They Can Do:

- Promote hazard mitigation improvements among member businesses (e.g., structural upgrades, insurance coverage).
- Host business continuity planning workshops and distribute preparedness guidance.
- Advocate for local investments in resilient infrastructure and emergency planning.

What They Can Do Better With SpotOnResponse:

- Map business locations and identify those with mitigation needs or recent upgrades.
- Share survey data or vulnerability findings with local planners and emergency managers.
- Coordinate pre-disaster communication among business networks through the shared platform.

Preparedness: Coordinate business readiness and emergency communication

What They Can Do:

- Compile emergency contact lists and share business continuity templates with members.
- Organize drills, training sessions, and business resilience forums.
- Partner with emergency managers to distribute alerts and preparedness resources.

What They Can Do Better With SpotOnResponse:

- Maintain a shared directory of business readiness status and emergency contacts.
- Track participation in preparedness programs and upload continuity plan templates.

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- Post readiness messaging and training schedules to the broader Whole community map.

Response: Share business impacts and support rapid situational awareness

What They Can Do:

- Communicate business closures, damage, and supply chain issues across the network.
- Support resource matching between businesses, volunteers, and government partners.
- Activate emergency contact protocols and serve as information relay to members.

What They Can Do Better With SpotOnResponse:

- Log open/closed status of businesses, unmet needs, and operating hours.
- Share real-time status updates with local emergency coordination groups.
- Coordinate supply requests or offers (e.g., generators, volunteers, staging space).

Recovery: Accelerate economic restoration and business aid

What They Can Do:

- Connect businesses with grant and loan programs, legal aid, and recovery planning.
- Host reopening events, resource fairs, and public communications to encourage return to commerce.
- Gather data on recovery barriers, lessons learned, and opportunities for improvement.

What They Can Do Better With SpotOnResponse:

- Track business reopening and support needs over time.
- Share updates on funding availability, recovery milestones, and outreach success.
- Coordinate with local governments and nonprofits to align economic recovery strategy.

Organization Type: Grocery Stores

Grocery stores serve as vital supply hubs before, during, and after disasters providing food, water, hygiene items, and everyday essentials. Their ability to reopen quickly helps stabilize both community morale and economic continuity.

Mitigation: Reduce disruption risk to food supply and operations

What They Can Do:

- Invest in generator power to maintain cold storage and checkout systems during grid failures.
- Coordinate with multiple suppliers to reduce dependency on any single distributor.
- Implement structural improvements to withstand local hazards (e.g., reinforced roofing, flood barriers).

What They Can Do Better With SpotOnResponse:

- Map store locations and flag those with limited backup power or at-risk supply chains.
- Share mitigation plans with emergency managers to prioritize support during infrastructure outages.
- Coordinate with logistics partners to prepare alternate delivery routes in high-risk zones.

Preparedness: Ensure staff, stock, and systems are ready for crisis demand

What They Can Do:

- Pre-stock high-demand items like bottled water, canned food, batteries, and baby supplies.
- Train employees in emergency roles, customer management during surges, and safety procedures.
- Partner with local government to support emergency planning and public preparedness campaigns.

What They Can Do Better With SpotOnResponse:

- Log readiness levels across store branches, including staffing status and surge inventory.
- Post emergency availability of critical items in real time to support community access and response planning.
- Coordinate with emergency managers and nonprofits for bulk purchase planning or donation programs.

Response: Maintain or resume service to support community stability

What They Can Do:

- Reopen quickly after disasters to provide critical goods and stabilize neighborhood access.
- Offer special hours or entry policies for vulnerable populations (e.g., seniors, responders).
- Adapt to conditions by modifying hours, staffing, or service models (e.g., curbside pickup).

What They Can Do Better With SpotOnResponse:

- Post real-time updates on store status, hours, and supply availability for emergency planners and the public.
- Track supply chain bottlenecks, store-level inventory, and urgent resupply requests.
- Share volunteer needs or community outreach activity through field updates.

Recovery: Resume full operations and support long-term economic and food security

What They Can Do:

- Restock fully, repair infrastructure, and stabilize vendor relationships post-disaster.
- Offer discount programs, donation drives, and recovery vouchers in partnership with nonprofits.
- Contribute data and feedback to local recovery planning and community resilience efforts.

What They Can Do Better With SpotOnResponse:

- Log recovery status store-by-store, including restoration progress and community impact.
- Track long-term inventory patterns to support supply chain assessments.
- Coordinate with food banks, recovery task forces, and economic aid providers for integrated support.

Organization Type: Convenience Stores & Gas Stations

Convenience stores and gas stations serve as 24/7 access points for fuel, food, charging, and supplies—particularly critical in the first hours and days after disaster. They are often the only operating services in disrupted neighborhoods and play a frontline role in mobility and public morale.

Mitigation: Safeguard fuel and refrigeration systems against outages

What They Can Do:

- Install or maintain generator backup systems to power pumps, refrigeration, and lighting.
- Secure above- and below-ground fuel tanks against contamination or storm surge.
- Partner with suppliers for emergency fuel deliveries during declared disasters.

What They Can Do Better With SpotOnResponse:

- Log generator readiness, storage tank status, and power contingency plans.
- Share fuel availability status with emergency services and transportation providers.
- Coordinate fuel priority access zones with local public safety and infrastructure partners.

Preparedness: Train staff and stock critical supplies for surge needs

What They Can Do:

- Stock essential items like bottled water, snacks, over-the-counter medicine, and flashlights.
- Train shift managers in emergency procedures, including shelter-in-place and customer surge handling.
- Identify alternate delivery routes and suppliers for essential goods.

What They Can Do Better With SpotOnResponse:

- Register locations and emergency contact protocols in shared map view.
- Post store readiness status, fuel levels, and supply reserves.
- Share hours of operation and accessible services during blue-sky and gray-sky events.

Response: Stay open and serve as rapid-access resource points

What They Can Do:

- Continue operations during blackouts, storms, or supply chain delays where safely possible.
- Provide fuel for vehicles, generators, and emergency responders.
- Serve as gathering points for neighborhood information exchange and aid access.

What They Can Do Better With SpotOnResponse:

- Report store/fuel station status in real time, including hours and resource availability.
- Track lines, shortages, and crowd management needs.
- Coordinate drop sites for donated goods or aid kit distribution with NGOs.

Recovery: Reestablish economic activity and access to essentials

What They Can Do:

- Offer reliable refueling and restocking as infrastructure stabilizes.
- Extend credit or delivery services to affected neighborhoods or partners.
- Support local recovery through donations, recovery hiring, or public information campaigns.

What They Can Do Better With SpotOnResponse:

- Map store recovery status, delivery resumption, and restoration benchmarks.
- Coordinate outreach with small businesses and aid groups on neighborhood needs.
- Track service resumption data and share insights with regional recovery planners.

Organization Type: Home Improvement Stores

Home improvement stores provide critical tools, building materials, and repair supplies essential for household and business recovery. They support both immediate needs (e.g., tarps, generators) and long-term rebuilding, helping communities return to safe, livable conditions.

Mitigation: Promote property resilience through accessible materials and education

What They Can Do:

- Stock fire-resistant materials, flood barriers, and storm-proofing hardware.
- Offer workshops or how-to events on home hardening and emergency prep projects.
- Provide DIY kits and rebates for mitigation investments by homeowners.

What They Can Do Better With SpotOnResponse:

- List available mitigation supplies and bulk discounts for preparedness season.
- Map store locations and highlight those serving high-risk hazard zones.
- Coordinate outreach events or installation services with emergency managers.

Preparedness: Equip households and responders for field conditions

What They Can Do:

- Pre-stage generators, sandbags, chain saws, water pumps, and power tools.
- Maintain backup inventory plans for emergency purchasing by public agencies.
- Train staff in safety roles, forklift operation, and customer traffic control under surge conditions.

What They Can Do Better With SpotOnResponse:

- Upload readiness supply lists and staffing plans by store location.
- Share location-based availability of high-demand response items.
- Flag surge capacity or donation inventory for disaster declarations.

Response: Remain open and enable emergency repairs

What They Can Do:

- Provide access to critical materials like plywood, nails, plastic sheeting, and duct tape.
- Rent tools and equipment needed for debris removal, shelter setup, or utility restoration.
- Extend contractor services and partnerships to agencies and volunteer groups.

What They Can Do Better With SpotOnResponse:

- Post store status and hours of operation as conditions shift.
- Track high-demand inventory in real time for coordination with emergency agencies.
- Share vehicle availability and delivery assistance status for field support.

Recovery: Support rebuilding and stabilization of homes and businesses

What They Can Do:

- Host clinics on safe rebuilding techniques and code-compliant repairs.
- Offer financing, discounts, or donations to support recovery for low-income families.
- Collaborate with VOADs and housing agencies on community restoration projects.

What They Can Do Better With SpotOnResponse:

- Map donation deliveries, recovery rebuilds, and aid voucher usage by zip code.
- Track restocking and delivery timelines to inform local economic assessments.
- Coordinate shared resources and staffing support with rebuilding coalitions.

Organization Type: Multi-Tenant Office Buildings & Business Parks

Multi-tenant office buildings and business parks house hundreds of employers and workers — from law firms and clinics to logistics providers and data centers. Their status affects economic continuity, professional services, and operational networks across the region.

Mitigation: Strengthen building resilience and internal systems

What They Can Do:

- Upgrade structural safety (e.g., seismic retrofits, stormproof windows, flood barriers).
- Install generator backups for shared systems such as elevators, HVAC, and access control.
- Develop risk reduction protocols with tenants and facility managers.

What They Can Do Better With SpotOnResponse:

- Log building readiness status and tenant hazard profiles in shared plans.
- Share emergency exit routes, floor plans, and safe zones with fire/rescue.
- Map mitigation investments for shared review with insurers or regulators.

Preparedness: Develop unified emergency procedures across tenants

What They Can Do:

- Assign tenant safety officers and building-wide emergency coordinators.
- Conduct shared evacuation drills and emergency procedure education.
- Pre-stage supplies like AEDs, first aid kits, and water for shelter-in-place scenarios.

What They Can Do Better With SpotOnResponse:

- Upload tenant rosters, building EOPs, and coordination trees.
- Post facility-level drill schedules and compliance updates.
- Track emergency contacts and tenant roles across organizations.

Response: Coordinate tenant safety and infrastructure continuity

What They Can Do:

- Implement lockdowns, partial evacuations, or critical service continuance plans.
- Secure physical access and prioritize reentry for essential functions.
- Enable real-time communication among tenants, responders, and property management.

What They Can Do Better With SpotOnResponse:

- Report facility status, service availability, and entry restrictions in real time.
- Track people remaining in the building and known hazards (e.g., gas leak, flooding).
- Coordinate help requests and field checks with local responders.

Recovery: Restore full services and enable tenant business continuity

What They Can Do:

- Oversee damage assessments, utility restoration, and phased reentry.
- Support tenant recovery needs — insurance coordination, records access, or IT restoration.
- Communicate updates and assist in staff or customer messaging.

What They Can Do Better With SpotOnResponse:

- Log tenant-by-tenant recovery benchmarks (e.g., reentry, service resumption).
- Track shared building recovery plans and infrastructure repair status.
- Coordinate messaging and occupancy planning across tenants and partners.

Organization Type: Industrial & Manufacturing Facilities

Serve as regional economic anchors, logistical hubs, and potential hazard sites. Their operations, supply chains, and workforce stability are essential to community recovery and business continuity. Major employers and regional economic anchors, often with hazardous materials, large workforces, and complex infrastructure that must be safely shut down or restarted.

Mitigation: Avoid hazardous conditions and manage risk

What They Can Do:

- Identify vulnerabilities in power, chemical, or process systems and reinforce for severe weather or seismic risk.
- Secure backup energy and containment protocols to avoid catastrophic failures.
- Work with local emergency planning committees (LEPCs) to align hazard disclosures and response plans.
- Identify onsite chemical, structural, and process-related risks; invest in protective infrastructure and backup power systems.
- Retrofit critical production lines or warehouses to withstand seismic, flood, or fire events.
- Register Tier II hazardous materials data and real-time sensor feeds in coordination with public safety.

What They Can Do Better With SpotOnResponse:

- Share structural risk maps and backup energy capacity across facilities.
- Upload mitigation documentation for mutual risk assessment with government and partners.
- Map location-specific risks (e.g., flammable storage, pressure vessels) and mitigation efforts for EOC visibility.
- Upload engineering reports, response protocols, and containment plans for rapid responder access.
- Flag assets that require prioritized protection or controlled shutdown during emergencies.

Preparedness: Plan for unexpected accident or release with community

What They Can Do:

- Train industrial safety teams and continuity staff in emergency shutdown, PPE, and incident command.
- Develop internal emergency response teams, conduct safety drills, and coordinate continuity-of-operations planning.
- Pre-position recovery materials (e.g., spare parts, PPE, cleanup tools) for disruption scenarios.
- Coordinate response plans with local fire, EMS, and industrial mutual aid partners to conduct joint drills and site visits.

What They Can Do Better With SpotOnResponse:

- Pre-load digital copies of emergency operating procedures (EOPs) and vendor/service agreements.
- Maintain shift rosters, responder access points, and key facility maps securely on SOR.
- Push readiness updates to local emergency managers including drill schedules and contact changes.
- Mark hazardous zones and upload internal response playbooks into shared response templates.
- Load inspection schedules, inventory lists, and utility dependencies for rapid planning reference.

Response: Provide unique resources to assure safety of responders

What They Can Do:

- Conduct controlled shutdowns, protect essential systems, and safeguard employees or shelter-in-place.
- Assist emergency managers with equipment, drone footage, and logistics if incident affects broader area.
- Communicate with workers, unions, and government public safety and regulatory agencies on workforce status and risks.

What They Can Do Better With SpotOnResponse:

- Push real-time updates on facility operations, sheltering, or incident severity to public and private partners.
- Track field crews, building entry, critical equipment deployment (e.g., HVAC, containment, emergency power).
- Coordinate inter-facility support or worker relocation across multiple campuses.
- Use mobile forms to document damages, safety checks, and regulatory compliance.

Recovery: Return to operation according to regulations

What They Can Do:

- Restart phased production, inspect systems, conduct structural inspections, and ensure regulatory clearance for reopening.
- Support worker assistance programs (wages, housing, family support).
- Contribute data to community-level economic damage assessments and after-action reviews.
- Coordinate with insurers, vendors, and government partners to rebuild faster.

What They Can Do Better With SpotOnResponse:

- Log restart milestones (e.g., production restart, compliance clearance and safety inspections by production line or location).
- Share workforce recovery needs and coordinate resources with workforce boards or NGOs.
- Track workforce availability, repairs progress, and reopening timelines.
- Contribute economic impact estimates and reopening forecasts to local recovery dashboards.

Organization Type: Shopping Malls & Retail Centers

Shopping malls and retail centers are major public spaces that combine shelter potential, communication channels, and logistical infrastructure. Their centralized management and diverse tenant base make them powerful assets in mass care and recovery.

Mitigation: Strengthen facility safety and emergency readiness

What They Can Do:

- Upgrade structural elements and install redundant power, lighting, and HVAC systems.
- Evaluate vulnerabilities in parking structures, food courts, and public gathering spaces.
- Create hazard response plans for weather, violence, or infrastructure disruptions.

What They Can Do Better With SpotOnResponse:

- Map key facility assets and vulnerabilities, including backup utilities and shelter zones.
- Share mitigation updates and readiness plans with public safety agencies.
- Track multi-tenant mitigation investments and community access points.

Preparedness: Coordinate emergency planning with all tenants

What They Can Do:

- Develop shared evacuation, shelter-in-place, and lockdown procedures across stores.
- Pre-stage medical kits, signage, and response equipment.
- Host drills and provide emergency communication training to store managers and staff.

What They Can Do Better With SpotOnResponse:

- Upload shared safety plans, tenant emergency roles, and training rosters.
- Log facility-level readiness activities and access control protocols.

- Share emergency signage locations, rally points, and assembly zones with public safety partners.

Response: Provide safe haven and mass coordination capability

What They Can Do:

- Activate as shelter, staging site, or information hub during crisis events.
- Provide centralized communications, Wi-Fi, and resource distribution.
- Implement crowd management, security, and care for stranded individuals.

What They Can Do Better With SpotOnResponse:

- Post real-time building access status and crowd management alerts.
- Track resources (cots, food, charging stations) and public service delivery.
- Coordinate field actions with first responders and community volunteers.

Recovery: Resume operations and support local economic reactivation

What They Can Do:

- Assist tenants in phased reopening and repairs.
- Host community outreach events, job fairs, or relief services.
- Offer discounts, donation drives, and shared infrastructure for long-term recovery.

What They Can Do Better With SpotOnResponse:

- Map reopening schedules, tenant readiness, and mall-wide recovery benchmarks.
- Track service coverage for economic recovery and wellness services.
- Coordinate mall-based programs with local government and nonprofits.

Organization Type: Hotel & Motel Operators

Hotels and motels serve as flexible housing options for displaced families, emergency responders, and recovery personnel. With their infrastructure and staffing, they support lodging, meals, logistics, and critical services during crisis and recovery.

Mitigation: Prepare buildings for safe occupancy under hazard conditions

What They Can Do:

- Install backup generators, reinforce windows, and assess flood/fire vulnerabilities.
- Train maintenance staff to conduct facility risk checks and mitigation activities.
- Develop emergency lockdown and evacuation procedures.

What They Can Do Better With SpotOnResponse:

- Log hazard assessments, generator readiness, and emergency protocols.
- Share availability of ADA-accessible rooms, backup utilities, and shelter-in-place features.
- Coordinate pre-disaster upgrades and safety checks with emergency partners.

Preparedness: Designate capacity and support emergency planning

What They Can Do:

- Pre-allocate rooms for evacuees, medical workers, or agency staff under MOUs.
- Train front desk and security personnel in emergency response procedures.
- Stock extra food, linen, hygiene kits, and first aid supplies.

What They Can Do Better With SpotOnResponse:

- Register emergency lodging capacity and special features (e.g., kitchenettes, pet-friendly).
- Upload shift plans, access policies, and emergency communications roles.
- Track readiness status and timeline to activate rooms or facilities.

Response: Shelter displaced persons and support response logistics

What They Can Do:

- Offer temporary lodging for disaster survivors, responders, and relief workers.
- Serve as logistics bases for agencies or support partners (e.g., Red Cross, FEMA, VOADs).
- Adapt policies to accept last-minute check-ins or expand capacity where needed.

What They Can Do Better With SpotOnResponse:

- Post room availability, guest status, and shelter eligibility requirements in real time.
- Track occupancy rates and associated support needs (meals, transport, security).
- Coordinate with agencies to prioritize vulnerable individuals and manage safety updates.

Recovery: Support housing continuity and economic stabilization

What They Can Do:

- Continue housing programs for families transitioning out of shelters.
- Host community meetings, job fairs, or wraparound recovery services on-site.
- Reconnect with tourism channels and rehire local staff.

What They Can Do Better With SpotOnResponse:

- Track long-term guest stays and related support services delivered.
- Log facility recovery updates, repair needs, and staff capacity.
- Coordinate with housing authorities and case managers on transition planning.

Organization Type: Banks & Credit Unions

Banks and credit unions are critical to community stability and recovery. They maintain financial access, process emergency loans, and support both households and small businesses in regaining stability after disruption.

Mitigation: Protect critical financial infrastructure and customer data

What They Can Do:

- Harden branch facilities, secure vaults, and implement flood/fire protections.
- Ensure data backup, redundant networks, and secure access to online services.
- Establish cybersecurity protocols for fraud prevention during disasters.

What They Can Do Better With SpotOnResponse:

- Map physical and digital infrastructure risk zones across branches.
- Log facility mitigation efforts and power/internet contingency plans.
- Coordinate continuity planning with emergency managers and economic recovery partners.

Preparedness: Ensure operational continuity and community readiness

What They Can Do:

- Train staff in emergency roles and communication protocols.
- Establish mobile banking units and ATM backup systems.
- Educate customers on financial preparedness and emergency planning (e.g., go-bags, auto-pay setup).

What They Can Do Better With SpotOnResponse:

- Register branches and ATM locations with operational status tracking.
- Post staff rosters and emergency contact lists for coordination.
- Share customer education event calendars and readiness program status.

Response: Provide access to cash, loans, and account support during crisis

What They Can Do:

- Keep branches or mobile units open to facilitate withdrawals, check cashing, or aid disbursement.
- Extend emergency lines of credit to households and small businesses.
- Support donation processing and coordination of community relief funds.

What They Can Do Better With SpotOnResponse:

- Log open branches, ATM availability, and updated operating hours.
- Coordinate aid fund flows and support status with relief partners.
- Track high-need areas and flag service delays or risks.

Recovery: Facilitate long-term financial recovery and stability

What They Can Do:

- Help customers file claims, refinance, or rebuild savings and credit.
- Work with small businesses on loan restructuring and economic restart support.
- Partner with governments and nonprofits on financial counseling or subsidy programs.

What They Can Do Better With SpotOnResponse:

- Post recovery loan status and service delivery milestones.
- Track community demand for financial services and aid support programs.

- Coordinate grantmaking or economic development partnerships with civic and nonprofit sectors.

Organization Type: Pharmacies (Chain or Independent)

Pharmacies provide ongoing access to critical medications, health advice, and public health services. During emergencies, they are a vital bridge to continuity of care, especially for chronic illnesses and emergency prescriptions.

Mitigation: Safeguard medicine inventory and cold chain requirements

What They Can Do:

- Install generators for refrigeration and data systems to preserve medications.
- Secure access control to protect prescription drugs from theft or disruption.
- Assess flood, fire, or supply risks to store infrastructure.

What They Can Do Better With SpotOnResponse:

- Map cold chain vulnerability by location and medication types.
- Share facility mitigation status and generator coverage with local responders.
- Coordinate priority pharmacy access for EMS and hospital systems.

Preparedness: Maintain essential inventories and train staff for crisis delivery

What They Can Do:

- Stockpile emergency medications and key over-the-counter items.
- Train pharmacy techs in emergency refills, controlled distribution, and triage intake.
- Develop surge staffing and mobile medication unit protocols.

What They Can Do Better With SpotOnResponse:

- Log supply caches and pre-disaster medication stocks by store.
- Track staffing capacity and certification levels in readiness dashboards.
- Coordinate pre-event mobile pharmacy assignments with public health agencies.

Response: Distribute medications and serve as community health points

What They Can Do:

- Continue regular prescriptions and fill emergency or short-term supplies.
- Support telehealth prescriptions and mental health medication access.
- Act as distribution or referral point for public health campaigns (e.g., flu shots, Narcan kits).

What They Can Do Better With SpotOnResponse:

- Share store hours, pharmacist availability, and refill protocols in real time.
- Flag shortages, surge demand, or delivery needs from distribution centers.
- Post outreach locations, health alerts, or triage guidance for community distribution.

Recovery: Support long-term medication access and public health continuity

What They Can Do:

- Resume regular service for long-term prescription management and care continuity.
- Host outreach clinics and support mobile health events.
- Assist residents with insurance reactivation and chronic condition care access.

What They Can Do Better With SpotOnResponse:

- Track recovery of pharmaceutical access and mobile services by zip code.
- Log partner clinic outreach and patient encounter summaries.
- Share referral and voucher usage patterns with community health stakeholders.

Organization Type: Logistics & Delivery

Companies

Logistics and delivery companies play a critical role in ensuring the flow of goods, equipment, and essential supplies before, during, and after disasters. From local couriers to regional freight carriers and national delivery networks, their ability to operate under pressure enables timely response efforts, medical deliveries, and supply chain continuity.

Mitigation: Reduce transportation vulnerabilities and secure supply networks

What They Can Do:

- Assess delivery routes for hazard exposure and develop alternate routing strategies.
- Reinforce distribution facilities with backup power, structural upgrades, and flood protection.
- Participate in supply chain resilience planning with key commercial and public sector partners.

What They Can Do Better With SpotOnResponse:

- Map vulnerable routes and facilities, flag backup logistics centers.
- Share mitigation projects and fleet readiness with emergency coordination centers.
- Coordinate contingency plans with partners reliant on time-sensitive delivery services.

Preparedness: Ready fleets, personnel, and systems for crisis logistics

What They Can Do:

- Train drivers and dispatchers on emergency delivery protocols and field safety.
- Maintain inventory of critical supplies (e.g., PPE, fuel, parts) and pre-stage equipment.
- Develop MOUs with hospitals, emergency services, and nonprofits for prioritized deliveries.

What They Can Do Better With SpotOnResponse:

- Register fleets, drivers, and warehouse locations in a shared operational map.
- Upload emergency response procedures and route clearance plans.
- Coordinate surge delivery capacity with other Whole community partners.

Response: Ensure flow of medical, relief, and operational supplies

What They Can Do:

- Deliver food, medicine, fuel, and emergency goods to public agencies and vulnerable populations.
- Deploy field personnel to assist with rapid transport and staging operations.
- Maintain service continuity for businesses and residents where access permits.

What They Can Do Better With SpotOnResponse:

- Track delivery movements, staging points, and arrival confirmations in real time.

- Log route blockages, delays, or resupply needs for rapid response coordination.
- Post open/closed status of facilities and driver availability.

Recovery: Rebuild commercial logistics and support long-term delivery needs

What They Can Do:

- Resume full service and repair damaged distribution facilities or fleets.
- Support recovery supply chains with regular delivery of building materials, food, and medications.
- Contribute to after-action reviews to improve logistics response for future emergencies.

What They Can Do Better With SpotOnResponse:

- Track supply trends and regional logistics gaps post-disaster.
- Share recovery milestones, including vehicle availability and reopened routes.
- Coordinate with local governments and businesses for economic reactivation.

Organization Type: Restaurants & Food Service Providers

Restaurants and food service providers—including local diners, chain restaurants, caterers, and food trucks—serve as flexible food access points during disasters. They support meal distribution to shelters, feed responders, and provide hot meals to affected residents. Their existing facilities, staff, and community connections make them uniquely positioned to contribute across all phases of emergency management.

Mitigation: Enhance food safety and facility resilience before disasters

What They Can Do:

- Upgrade refrigeration units with backup power systems to protect perishable inventory.
- Implement structural improvements to kitchens and dining areas to withstand local hazards.
- Develop vendor diversification strategies to mitigate supply disruptions.

What They Can Do Better With SpotOnResponse:

- Map restaurant locations with mitigation features like generators and food-safe storage.
- Share kitchen capacity and food safety protocols with local responders.
- Coordinate with emergency planners to include restaurant infrastructure in food resilience strategies.

Preparedness: Train staff and plan for meal surge or repurposing

What They Can Do:

- Train staff on emergency meal preparation, sanitation, and delivery protocols.
- Identify emergency partners (e.g., shelters, schools, government) to support feeding programs.
- Pre-stock non-perishable goods and to-go packaging materials.

What They Can Do Better With SpotOnResponse:

- Register kitchens as available surge capacity and log volunteer-trained staff.
- Upload meal distribution plans and stockpiled items.
- Coordinate preparedness campaigns with local emergency food providers.

Response: Prepare and distribute meals to community and responders

What They Can Do:

- Cook and distribute meals for shelters, mobile feeding sites, and first responders.
- Adapt service models (e.g., drive-thru only, delivery, curbside) to match emergency conditions.
- Serve as information points or warming/cooling shelters if permitted.

What They Can Do Better With SpotOnResponse:

- Post availability of meals, staff, and equipment (e.g., food trucks, warming stations).
- Track deliveries, meal counts, and unmet food needs.
- Share real-time site conditions, hours of operation, and safety notices.

Recovery: Support sustained food access and economic reengagement

What They Can Do:

- Offer discounted meals, bulk donations, and catering for community events.

- Rehire and retrain staff, repair damaged facilities, and restock supplies.
- Participate in food voucher or community kitchen programs post-disaster.

What They Can Do Better With SpotOnResponse:

- Track reopening status, meal service totals, and ongoing food assistance levels.
- Coordinate with food banks and recovery agencies on meal support initiatives.
- Document contributions to recovery planning and economic reactivation.

Organization Type: Construction & Trade

Contractors

Construction and trade contractors—including electricians, plumbers, roofers, HVAC technicians, and general contractors—are essential to both immediate disaster response and long-term recovery. They restore homes, public buildings, and infrastructure, and often serve as early partners in mitigation projects that increase resilience across the community.

Mitigation: Strengthen community infrastructure and reduce risk

What They Can Do:

- Retrofit homes and buildings to meet updated hazard-resistant codes (e.g., wind, flood, seismic).
- Install fire-resistant materials, storm shutters, and reinforced roofing.
- Advise residents and businesses on mitigation upgrades through consultations and public workshops.

What They Can Do Better With SpotOnResponse:

- Map completed mitigation projects and at-risk structures.
- Coordinate with local agencies to identify building clusters requiring upgrades.
- Log mitigation services offered and align with public hazard reduction programs.

Preparedness: Pre-position resources and align with response partners

What They Can Do:

- Stockpile critical materials and tools (e.g., tarps, generators, plywood) for emergency use.
- Train staff in safety procedures for operating in disaster zones.
- Establish standby agreements with emergency managers and housing departments.

What They Can Do Better With SpotOnResponse:

- Upload contractor availability and pre-staged supply caches.
- Log team training status and emergency response qualifications.
- Coordinate drill participation and rapid deployment protocols with city and nonprofit partners.

Response: Repair structural damage and restore habitability

What They Can Do:

- Conduct emergency repairs to roofs, plumbing, wiring, and access points.
- Clear debris from entrances, utility systems, and structural hazards.
- Assist in rapid assessments of damaged properties for safe reentry or temporary shelter conversion.

What They Can Do Better With SpotOnResponse:

- Share site-specific repair status and safety assessments.
- Post availability of crews, equipment, and services in the field.
- Coordinate task assignments and updates with government inspectors and nonprofit partners.

Recovery: Rebuild homes, infrastructure, and community resilience

What They Can Do:

- Restore homes, businesses, and public spaces to pre-disaster standards or better.
- Offer technical guidance and discounted services for low-income or high-need residents.
- Participate in public recovery efforts, building back safer and more resilient communities.

What They Can Do Better With SpotOnResponse:

- Track recovery construction progress across neighborhoods.
- Log material availability and deployment of contractor teams.
- Contribute data to shared recovery dashboards and resilience metrics.

Organization Type: Insurance Agencies

Insurance agencies—including national carriers and local brokers—are essential partners in disaster recovery. They help households and businesses understand coverage, navigate claims processes, and access funds to repair and rebuild. Their

involvement in preparedness education and damage assessment also supports community-wide resilience.

Mitigation: Encourage proactive risk reduction and financial preparedness

What They Can Do:

- Educate clients on risk exposure and promote mitigation investments tied to lower premiums.
- Provide incentives for floodproofing, seismic retrofitting, and defensible space in wildfire zones.
- Partner with local government to integrate insurance data into hazard mitigation planning.

What They Can Do Better With SpotOnResponse:

- Map insured asset concentrations and underinsured zones for planning purposes.
- Share community-level trends in mitigation adoption to inform outreach.
- Coordinate with emergency managers to align mitigation campaigns with financial incentives.

Preparedness: Equip clients and agents to handle post-disaster claims

What They Can Do:

- Host preparedness workshops and provide checklists for documentation and coverage review.
- Train staff in surge protocols and remote claims processing.
- Pre-stage mobile claims centers and prepare client notification templates.

What They Can Do Better With SpotOnResponse:

- Upload agency locations and identify emergency claims support services.
- Share office status and staff availability during preparedness drills.
- Log coverage types and service areas for coordination with response partners.

Response: Support rapid damage verification and emergency claims

What They Can Do:

- Mobilize adjusters to assess damage and initiate early payments.
- Provide immediate guidance on claim initiation and documentation.

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- Offer claim-related relief such as rent advances or repair stipends.

What They Can Do Better With SpotOnResponse:

- Post operational status and adjuster deployment locations.
- Track volume and type of claims reported by area.
- Coordinate with government and nonprofits on overlapping assistance channels.

Recovery: Facilitate long-term rebuilding and financial stabilization

What They Can Do:

- Process final claims and payouts to support rebuilding efforts.
- Assist clients with appeals, policy reviews, and gap financing options.
- Participate in local recovery task forces and after-action financial planning.

What They Can Do Better With SpotOnResponse:

- Share aggregate claims data to support community recovery assessments.
- Log updates on claim processing timelines and client engagement rates.
- Coordinate with contractors and recovery agencies on rebuilding progress.

Organization Type: Real Estate & Property Management

Real estate agencies and property management companies play a critical role in emergency management by maintaining access to housing, tracking occupancy and building conditions, and facilitating relocations during crises. They are also key partners in communicating with residents, coordinating repairs, and supporting the safe reentry of displaced populations.

Mitigation: Reduce property risks and support resilient housing

What They Can Do:

- Promote resilient construction and retrofitting in rental and for-sale properties.
- Assess hazard vulnerabilities (e.g., flood zones, wildfire-prone areas) across portfolios.
- Install infrastructure such as sump pumps, shutters, or defensible landscaping to mitigate risk.

What They Can Do Better With SpotOnResponse:

- Map at-risk properties and their hazard mitigation upgrades.
- Share property-level data with emergency managers to prioritize inspections.

- Coordinate risk alerts and resident notifications through the shared platform.

Preparedness: Ready buildings, staff, and residents for emergencies

What They Can Do:

- Maintain emergency plans for multi-unit dwellings and commercial properties.
- Conduct tenant education sessions and building-wide preparedness drills.
- Train staff on emergency operations, evacuation support, and systems management.

What They Can Do Better With SpotOnResponse:

- Upload emergency contacts, evacuation procedures, and maintenance team rosters.
- Register buildings with special access needs or vulnerable tenant populations.
- Post readiness status for each managed property and coordinate drill participation.

Response: Manage access, support safety, and coordinate reentry

What They Can Do:

- Assess damage to properties and coordinate emergency repairs or shelter options.
- Provide residents with status updates, relocation resources, and emergency contact points.
- Coordinate with fire, police, or building inspectors to manage access and ensure habitability.

What They Can Do Better With SpotOnResponse:

- Post building-by-building status updates including damage assessments.
- Track tenant relocation support and maintenance dispatches.
- Share hazards (e.g., gas leaks, electrical issues) and coordinate reentry with first responders.

Recovery: Rebuild, communicate, and restore long-term housing stability

What They Can Do:

- Facilitate long-term repairs and tenant return schedules.
- Assist with insurance documentation and applications for rental aid or rebuilding grants.
- Support community recovery through messaging, shared space, and temporary relocation management.

What They Can Do Better With SpotOnResponse:

- Log property reopening status and projected timelines.
- Track building-level needs for supplies, inspections, or labor.
- Coordinate with nonprofits and housing authorities on recovery resource availability.

Organization Type: Private Security & Facility Management Firms

Secure people and property across critical infrastructure, business campuses, and public facilities. Serve as force multipliers for emergency coordination and site control.

Mitigation: Work with clients to reduce risk and vulnerability

What They Can Do:

- Conduct threat assessments and implement physical upgrades (e.g., surveillance, lighting, access controls).
- Train security teams in incident detection, reporting, and early intervention.
- Coordinate hazard-specific planning with tenants and facility owners.

What They Can Do Better With SpotOnResponse:

- Post risk maps and inspection data per facility, including camera, alarm, and access control locations.
- Share mitigation progress (e.g., newly hardened perimeters) with emergency managers.
- Register internal teams as field-capable for use in hazard detection and reporting roles.

Preparedness: Ensure staff and systems are ready to respond quickly and effectively

What They Can Do:

- Develop site-specific emergency action plans and conduct regular drills.
- Train security and maintenance staff in evacuation, fire suppression, and de-escalation tactics.
- Maintain resource caches for response (barricades, first aid, comms gear).

What They Can Do Better With SpotOnResponse:

- Store floorplans, staff roles, and emergency plans in an instantly accessible profile.
- Register available personnel and shifts for regional coordination.

- Map all critical access points and internal routes for shared planning.

Response: Manage security operations and assist emergency personnel during incidents

What They Can Do:

- Manage building lockdowns, evacuations, and traffic control.
- Support EMS or fire personnel with real-time intel and safe access.
- Provide crowd control and monitor threats at field shelters or distribution sites.

What They Can Do Better With SpotOnResponse:

- Share building status, entry points, and incident alerts with public responders.
- Track locations of deployed staff and their field updates during incidents.
- Use mobile tools to confirm facility sweeps, damage reports, and responder arrivals.

Recovery: Support secure reoccupation and coordinate restoration efforts

What They Can Do:

- Secure damaged facilities, verify infrastructure safety, and enable phased reoccupation.
- Support cleanup contractors and restoration teams with secure access.
- Resume tenant services while maintaining situational awareness..

What They Can Do Better With SpotOnResponse:

- Log post-event safety certifications, infrastructure repairs, and access conditions.
- Track security coverage and coordinate phased re-entry schedules.
- Document any recurring vulnerabilities to feed into long-term planning.

Organization Type: Water & Sewer Authorities (Independent/Regional)

Provide essential lifeline services. Public health, business operations, and overall recovery depend on reliable water supply and wastewater treatment.

Mitigation: Work with clients to reduce risk and vulnerability

What They Can Do:

- Harden treatment plants and pumping stations against flooding, wind, or earthquake.

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- Invest in redundant power, remote monitoring, and infrastructure retrofits.
- Develop emergency shutoff, containment, and rerouting procedures.

What They Can Do Better With SpotOnResponse:

- Map facility assets, vulnerabilities, and mitigation upgrades across the region.
- Register emergency water supplies and alternate pipeline routes.
- Upload emergency shutdown protocols and environmental hazard responses.

Preparedness: Train and drill employees to support public agency response

What They Can Do:

- Train staff in emergency response, contamination protocols, and hazardous material safety.
- Develop inter-agency mutual aid and water-sharing agreements.
- Pre-position equipment for bypass pumping, filtration, and repairs.

What They Can Do Better With SpotOnResponse:

- Upload staff credentials, ICS roles, and facility access points.
- Register emergency water supplies, backup generators, and portable pumps.
- Maintain operational status dashboards with surge capacity indicators.

Response: Secure facilities and assure delivery of services

What They Can Do:

- Deploy crews to isolate breaks, restore service, or deliver emergency water.
- Coordinate closely with health departments and public agencies.
- Maintain communications with customers on boil orders, outages, or hazards.

What They Can Do Better With SpotOnResponse:

- Post outage maps, service status, and restoration progress in real time.
- Track crew deployments, damage zones, and on-site assessments.
- Push alerts to partner agencies about contamination risk or infrastructure failures.

Recovery: Provide timeline for restoration and delivery of temporary services as needed

What They Can Do:

- Reopen water access, conduct quality testing, and restore wastewater operations.
- Document damage, claim assistance, and plan long-term upgrades.

- Contribute to post-incident public communications and resilience efforts.

What They Can Do Better With SpotOnResponse:

- Log compliance testing results and recovery status per facility.
- Coordinate restoration timelines with schools, businesses, and public services.
- Map future project needs and distribute after-action reporting to key partners.



Infrastructure & Services

Organization Type: Utility Companies (Water, Electric, Telecom)

Utility providers ensure the continuity of life-sustaining services during and after disasters. Their restoration timelines influence every other sector's ability to respond and recover effectively.

Mitigation: Strengthen infrastructure to withstand emergencies

What They Can Do:

- Retrofit substations, power lines, and water infrastructure for resilience.
- Secure telecom networks with redundant systems and backup power.
- Conduct risk assessments and joint planning with local agencies.

What They Can Do Better With SpotOnResponse:

- Map critical nodes and risk zones for water, power, and telecom systems.
- Log mitigation investments and vulnerability reports.
- Coordinate asset-level data with emergency planners and regulators.

Preparedness: Train teams and align restoration plans with community needs

What They Can Do:

- Pre-stage repair crews, supplies, and mobile command units.
- Develop emergency restoration protocols and staff rotation plans.
- Engage in tabletop exercises with local emergency operations centers.

What They Can Do Better With SpotOnResponse:

- Track staging site readiness and supply inventories.
- Register interagency contacts, mutual aid agreements, and response zones.
- Visualize repair priorities based on critical facility dependencies.

Response: Restore essential services and communicate status updates

What They Can Do:

- Rapidly assess damage and deploy crews to restore power, water, or telecom.
- Maintain contact with emergency responders for infrastructure needs.
- Provide real-time service status to the public and institutions.

What They Can Do Better With SpotOnResponse:

- Share outage maps, restoration timelines, and crew locations.
- Log repair updates by asset or grid section.
- Coordinate with EOCs and hospitals to prioritize restoration zones.

Recovery: Evaluate performance, restore service equity, and invest in resilience

What They Can Do:

- Repair long-term service disruptions and assist with system upgrades.
- Participate in public debriefs and infrastructure planning.
- Support underserved neighborhoods in recovering reliable utilities.

What They Can Do Better With SpotOnResponse:

- Log service restoration data and long-term infrastructure needs.
- Coordinate rebuilding timelines with other sectors.
- Support future mitigation planning through shared analytics.

Organization Type: Waste Management Companies

Waste management services preserve public health by continuing essential sanitation, debris removal, and hazardous material disposal before, during, and after emergencies.

Mitigation: Reduce environmental and operational risk

What They Can Do:

- Secure hazardous waste storage areas and improve site containment features.
- Plan alternative routes to bypass flood-prone or landslide-risk zones.
- Conduct risk assessments for transfer stations and landfills.

What They Can Do Better With SpotOnResponse:

- Map hazardous material storage locations and associated risk zones.
- Log mitigation upgrades at key facilities and transit routes.
- Coordinate facility safety reviews with local emergency planners.

Preparedness: Build resilience into routes, staffing, and equipment

What They Can Do:

- Train drivers and handlers in emergency protocols and incident reporting.
- Pre-identify alternate service routes and customer prioritization tiers.
- Develop mutual aid arrangements with backup providers.

What They Can Do Better With SpotOnResponse:

- Register primary and alternate routes with regional maps.
- Log equipment availability and maintenance schedules.
- Share coordination plans with emergency managers and public works.

Response: Maintain critical services and handle disaster debris

What They Can Do:

- Continue residential and commercial waste collection, prioritizing health-sensitive zones.
- Remove debris from roadways and support hazard containment.
- Coordinate with shelters and healthcare sites on special disposal needs.

What They Can Do Better With SpotOnResponse:

- Post real-time service status by neighborhood or route.
- Log debris collection zones and hazardous material pickups.
- Track access blockages and rerouting needs in coordination maps.

Recovery: Support cleanup and environmental restoration

What They Can Do:

- Conduct post-event debris sweeps and hazardous material collection.
- Work with local governments on demolition and cleanup contracts.
- Report volumes, types, and timelines for waste processed.

What They Can Do Better With SpotOnResponse:

- Track waste removal metrics and environmental impact areas.
- Coordinate landfill and transfer station reopening schedules.
- Log service restorations and cleanup completions.

Organization Type: IT / Telecom Providers

IT and telecom providers maintain vital communications networks, data security, and system continuity, serving as backbone infrastructure for emergency operations and public safety alerts.

Mitigation: Harden networks and reduce service vulnerabilities

What They Can Do:

- Implement physical protections for data centers and cell towers.
- Secure cyber infrastructure against outages and attacks.
- Develop site-specific continuity-of-operations plans (COOPs).

What They Can Do Better With SpotOnResponse:

- Map critical assets and backup systems with redundancy plans.
- Log mitigation project timelines and emergency points of contact.
- Coordinate protection strategies with utilities and emergency services.

Preparedness: Stage resources and train continuity teams

What They Can Do:

- Train IT response teams on disaster recovery operations.
- Pre-stage mobile towers and satellite uplinks for emergency deployment.
- Test system redundancies and failover protocols regularly.

What They Can Do Better With SpotOnResponse:

- Post network status dashboards and resource staging locations.
- Track readiness levels for digital and voice service restoration.

- Share emergency service contact trees with public safety agencies.

Response: Maintain connectivity for first responders and the public

What They Can Do:

- Repair downed lines, replace damaged routers, and reroute signal flows.
- Support emergency operations centers (EOCs) and healthcare systems.
- Provide technical support for shelters and remote aid centers.

What They Can Do Better With SpotOnResponse:

- Track repair team movements and current service status per zone.
- Log outages, service interruptions, and resupply needs.
- Coordinate system restoration efforts with local and state officials.

Recovery: Evaluate infrastructure performance and restore public access

What They Can Do:

- Assist with digital access for recovery sites, small businesses, and schools.
- Support data and call system continuity for insurance and aid claims.
- Conduct after-action reviews and recommend long-term upgrades.

What They Can Do Better With SpotOnResponse:

- Document full-service restoration timelines and milestones.
- Log customer recovery support metrics and network gaps.
- Share performance data with recovery planners and resilience coalitions.

Organization Type: Airports & Aviation Services

Airports play a strategic role in disaster operations, serving as hubs for medical evacuations, supply delivery, and personnel movement. They provide essential infrastructure for aerial response and recovery logistics and often support continuity of operations for regional supply chains and emergency services.

Mitigation: Strengthen airport infrastructure and operational resilience

What They Can Do:

- Upgrade runways, terminals, and hangars to withstand severe weather and seismic activity.
- Install redundant communication and power systems to maintain continuous airfield operations.
- Coordinate with public safety and transportation departments on hazard risk reduction strategies.

What They Can Do Better With SpotOnResponse:

- Map critical airport infrastructure and flag vulnerabilities for response planning.
- Log mitigation upgrades and emergency response capabilities on site.
- Share plans for emergency access routes and staging zones with local agencies.

Preparedness: Maintain readiness for aerial response and rapid deployment

What They Can Do:

- Conduct drills on mass casualty, hazardous material, and air evacuation scenarios.
- Train airport personnel in emergency management protocols and airfield safety.
- Pre-identify staging areas for FEMA, military, and NGO aircraft during disasters.

What They Can Do Better With SpotOnResponse:

- Upload preparedness drills, personnel rosters, and emergency action plans.
- Map staging zones and logistics areas for incoming aircraft or cargo.
- Coordinate with public health, fire, and EMS for joint operational planning.

Response: Facilitate evacuation, supply delivery, and emergency operations

What They Can Do:

- Support aeromedical evacuations, disaster supply deliveries, and personnel airlift.
- Maintain air traffic control and ground operations for surge response traffic.
- Provide staging areas for helicopters, drones, and fixed-wing operations.

What They Can Do Better With SpotOnResponse:

- Post real-time updates on airfield status, flight availability, and crew locations.
- Log landing zones, fuel needs, and coordination with airlift partners.
- Track mission assignments, cargo drops, and aircraft movements during response.

Recovery: Restore airport services and support regional mobility

What They Can Do:

- Repair damaged infrastructure and reestablish commercial and cargo operations.
- Assist stranded travelers and facilitate return of displaced individuals.
- Participate in regional economic recovery through air transport resumption.

What They Can Do Better With SpotOnResponse:

- Log recovery milestones, terminal reopening status, and infrastructure repairs.
- Coordinate logistics for recovery supplies or repatriation flights.
- Track ongoing service capacity and share airfield availability with partners.

Organization Type: Military Installations (Active Duty or Reserve Bases)

Military installations often serve as vital logistical and support hubs in large-scale emergencies. They provide trained personnel, secure facilities, transport assets, and engineering capacity. Whether active duty or reserve, their ability to mobilize rapidly, operate in austere environments, and coordinate with civilian agencies makes them essential partners in disaster operations.

Mitigation: Secure base infrastructure and align risk planning with local agencies

What They Can Do:

- Harden facilities, communications systems, and transport corridors against hazards.
- Conduct security risk assessments and continuity-of-operations planning.
- Collaborate with local governments on regional hazard mitigation strategies.

What They Can Do Better With SpotOnResponse:

- Share facility mitigation data, base boundary maps, and access protocols.
- Coordinate seasonal threat monitoring and cross-agency mitigation projects.
- Flag infrastructure dependencies (e.g., power, telecom, transport) tied to civilian grids.

Preparedness: Maintain rapid deployment and support capability

What They Can Do:

- Train response units in emergency logistics, engineering, communications, and medical roles.

- Stock supplies and stage vehicles, generators, and shelters.
- Coordinate joint preparedness exercises with civilian emergency managers.

What They Can Do Better With SpotOnResponse:

- Upload force readiness data, facility staging zones, and emergency contact points.
- Share mutual aid agreements and deployment triggers with regional partners.
- Register shared-use infrastructure and joint training schedules.

Response: Deploy personnel, logistics, and field support for regional disasters

What They Can Do:

- Activate medical, transportation, or engineering teams in support of civilian response.
- Operate as field hospitals, logistics hubs, or evacuation centers as needed.
- Provide security support, airlift, water purification, or debris removal.

What They Can Do Better With SpotOnResponse:

- Track unit locations, mission assignments, and equipment status.
- Share base access updates, fuel availability, and medical capability with partners.
- Coordinate live deployments and logistics movements with civilian responders.

Recovery: Support long-term rebuilding and community reintegration

What They Can Do:

- Assist with infrastructure repair, temporary housing, and power restoration.
- Help clear debris, assess damage, and restore regional transportation routes.
- Participate in recovery task forces and transition support to civilian agencies.

What They Can Do Better With SpotOnResponse:

- Log mission closeouts, asset demobilization, and base service restoration.
- Coordinate transition planning with recovery coordinators and NGOs.
- Map contributions to regional rebuilding timelines and cost assessments.

Organization Type: Transportation Providers (Transit, Rail, Taxi, Rideshare)

Transportation providers ensure community mobility and logistics before, during, and after disasters. They enable evacuation, aid delivery, workforce mobility, and access to shelters or medical care—making them indispensable to effective response and recovery.

Mitigation: Reduce disruptions to transportation routes and infrastructure

What They Can Do:

- Retrofit transit hubs and key vehicle infrastructure for hazard resistance.
- Map alternate routes and harden high-risk roadways or rail lines.
- Coordinate maintenance schedules to reduce breakdown risks during peak season.

What They Can Do Better With SpotOnResponse:

- Map hazard-prone transit infrastructure and rerouting options.
- Log repair backlogs, facility risk levels, and pre-event mitigation investments.
- Share vulnerability data with city planners and emergency operations centers.

Preparedness: Position fleets and drivers to support emergency mobility

What They Can Do:

- Train operators in emergency response, evacuation protocols, and route clearing.
- Pre-stage buses, trains, vans, or rideshare fleets near at-risk zones or shelters.
- Collaborate with EOCs and community partners on mobility coordination plans.

What They Can Do Better With SpotOnResponse:

- Register fleet assets, staging areas, and primary vs alternate routes.
- Log driver readiness and role assignments by shift or region.
- Post accessible transit service status for public and agency use.

Response: Move people, goods, and responders where they're needed most

What They Can Do:

- Evacuate residents, transport responders, and deliver critical supplies.
- Support continuity for essential workers (e.g., hospital staff, shelter teams).
- Bridge mobility gaps for those with no personal vehicle access.

What They Can Do Better With SpotOnResponse:

- Track vehicle movements, transport missions, and service delays in real time.
- Coordinate pickup and drop-off points with aid agencies and local responders.
- Share route closures, transit hubs status, and driver communications needs.

Recovery: Reestablish routes and assist with return-to-normal mobility

What They Can Do:

- Restore fixed-route and on-demand services for jobs, schools, and care access.
- Support transitional housing and case management transportation needs.
- Coordinate with regional planners on infrastructure repairs and service updates.

What They Can Do Better With SpotOnResponse:

- Log phased recovery of routes and customer access points by neighborhood.
- Track ridership trends, mobility barriers, and service requests post-disaster.
- Coordinate with social services and schools to align transport access with recovery timelines.

Organization Type: Rural Electric Cooperatives

Rural electric cooperatives (RECs) deliver essential power to homes, farms, and businesses across vast, often remote regions. In emergencies, their ability to restore service quickly and safely is critical not only for individual households but also for water systems, hospitals, and agricultural operations. As community-owned utilities, RECs play a central role in both response and long-term resilience.

Mitigation: Strengthen electrical infrastructure against natural hazards

What They Can Do:

- Harden power lines, substations, and transformers against wind, ice, wildfire, and flood threats.
- Clear vegetation near transmission corridors and replace vulnerable poles or conductors.
- Collaborate with regional planners to reduce system redundancies and create microgrid options.

What They Can Do Better With SpotOnResponse:

- Map areas of electrical infrastructure most exposed to hazard risks.
- Share mitigation project data (e.g., line upgrades, undergrounding plans) with local governments.
- Coordinate seasonal risk alerts (e.g., fire weather, storm corridors) with public safety partners.

Preparedness: Build capacity for fast deployment and communication

What They Can Do:

- Train line crews for rapid restoration, mutual aid protocols, and safe hazard zone entry.
- Pre-stage poles, transformers, and backup power equipment at rural depots.
- Conduct public education on electrical safety, generator use, and outage procedures.

What They Can Do Better With SpotOnResponse:

- Upload readiness plans, crew rosters, and equipment caches on the shared platform.
- Register critical customers (e.g., home dialysis, elder care) with consent for outage priority tracking.
- Coordinate outage messaging with emergency managers and regional power providers.

Response: Restore service and ensure electrical safety under pressure

What They Can Do:

- Dispatch field teams to repair downed lines, replace poles, and reenergize grid sections.
- Prioritize hospitals, shelters, and water systems for first-wave restoration.

- Coordinate with emergency responders to clear access and ensure safety in energized areas.

What They Can Do Better With SpotOnResponse:

- Post real-time outage maps, repair crew locations, and estimated restoration timelines.
- Share field status (e.g., area reenergized, safety inspection complete) with other agencies.
- Track mutual aid deployments and mobile assets in cross-jurisdictional response.

Recovery: Resume full grid service and assess long-term system needs

What They Can Do:

- Complete repairs, conduct inspections, and transition from temporary fixes to permanent upgrades.
- Assist customers in filing claims or accessing utility-specific disaster credits.
- Evaluate system performance and pursue grants or rate support for resilience improvements.

What They Can Do Better With SpotOnResponse:

- Log restoration progress by circuit, facility, or customer segment.
- Track long-term needs for backup power, critical loads, or infrastructure upgrades.
- Coordinate recovery reports and interagency planning with community recovery teams.

Organization Type: Cooperative Telephone & Broadband Providers

Cooperative telephone and broadband providers play a vital role in connecting rural communities to emergency alerts, telehealth, remote education, and critical coordination platforms. As member-owned utilities, they often serve the most isolated areas and can rapidly deploy or repair communications infrastructure after disasters. Their role ensures that even low-density regions remain connected in times of crisis.

Mitigation: Protect communication infrastructure from disruption

What They Can Do:

- Harden data centers, towers, and underground cables against wildfire, storm, and flood threats.

- Secure backup power at switching hubs and repeater sites.
- Participate in regional continuity planning to identify critical communication corridors.

What They Can Do Better With SpotOnResponse:

- Map physical infrastructure locations and share hazard vulnerabilities.
- Post resilience metrics such as battery backup duration and tower coverage zones.
- Coordinate hazard alerts with emergency services and regional utilities.

Preparedness: Build restoration capacity and connect with partners

What They Can Do:

- Train technicians in emergency response, remote diagnostics, and safe access protocols.
- Maintain inventories of replacement equipment and pre-stage mobile routers or switches.
- Coordinate with schools, clinics, and public safety to ensure coverage in key service areas.

What They Can Do Better With SpotOnResponse:

- Upload technician contact rosters, site-specific response plans, and spare parts stock levels.
- Register coverage zones and priority restoration lists on the shared coordination map.
- Track readiness checklists for critical customer support and communications continuity.

Response: Restore communications and enable emergency connectivity

What They Can Do:

- Repair downed lines, restore data flows, and deploy mobile hotspots as needed.
- Prioritize service restoration to hospitals, emergency managers, and public alert systems.
- Assist households and small businesses with interim communication options.

What They Can Do Better With SpotOnResponse:

- Post outage locations, technician deployment, and restoration status updates.
- Coordinate with local partners for equipment sharing and priority alerts.
- Track customer assistance needs and share maps of interim service options.

Recovery: Reconnect rural communities and improve future resilience

What They Can Do:

- Upgrade infrastructure damaged in disasters and improve resilience to future events.
- Expand broadband access as part of regional rebuilding efforts.
- Support long-term service continuity for remote education, telehealth, and commerce.

What They Can Do Better With SpotOnResponse:

- Log completed upgrades, access changes, and infrastructure recovery status.
- Map service restoration by community and identify persistent gaps.
- Share reports with grant providers and rural development agencies.

Organization Type: Public Transit Authorities

Provide essential mobility for residents and workforce during and after emergencies. They are also key players in evacuation, reunification, and continuity.

Mitigation: Protect infrastructure and minimize risk

What They Can Do:

- Reinforce depots, bridges, and tunnels against hazard threats.
- Elevate or floodproof transit signal systems and backup communication nodes.
- Develop alternate route maps and hazard-triggered service modifications.

What They Can Do Better With SpotOnResponse:

- Map hazard-prone infrastructure and flag current resilience projects.
- Upload route-level risk data and alternate evacuation plans.
- Register emergency shelter-in-place protocols for terminals and buses.

Preparedness: Identify staging areas, available staffing, alternative operations

What They Can Do:

- Train operators on evacuation scenarios, shelter protocols, and radio communication.
- Pre-stage buses and railcars for potential redeployment.
- Partner with schools, elder care, and government agencies for transport continuity.

What They Can Do Better With SpotOnResponse:

- Log operator roles, licenses, and real-time availability.
- Upload emergency transport plans and coordinated movement rosters.
- Use SOR forms for daily fleet checks and shelter facility support checklists.

Response: Communicate deployment and response plans to authorities

What They Can Do:

- Deploy buses for evacuations, medical transport, and shelter shuttles.
- Maintain reduced routes or priority corridors for essential services.
- Adapt dynamically to closures, detours, or responder needs.

What They Can Do Better With SpotOnResponse:

- Track vehicle locations, passenger counts, and real-time route conditions.
- Push announcements about service changes or safety instructions.
- Coordinate staging and deployment with partner agencies using shared mapping.

Recovery: Reconstruct and repair expeditiously to restore client base

What They Can Do:

- Resume full service, repair damage, and support returning residents.
- Analyze service patterns to prioritize restoration.
- Support community events or supply delivery post-disaster.

What They Can Do Better With SpotOnResponse:

- Log recovery phase fleet deployments and coverage levels.
- Track infrastructure repairs by line or corridor.
- Contribute data to regional transportation resilience planning.



Healthcare & Human Services

Organization Type: Hospitals & Clinics

Hospitals and clinics are essential to disaster response and community survival. They provide emergency medical care, triage for mass casualty events, continuity for critical health needs, and coordination with EMS, public health, and behavioral health partners. Their physical and operational resilience is central to saving lives and sustaining Whole community efforts.

Mitigation: Protect critical medical infrastructure and life-sustaining systems

What They Can Do:

- Retrofit buildings to withstand wind, flood, or seismic hazards and maintain safe access routes.
- Secure backup systems for power, water, oxygen, communications, and medical refrigeration.
- Harden IT networks and patient data systems to withstand cyber or physical disruptions.

What They Can Do Better With SpotOnResponse:

- Map facility vulnerabilities and critical systems locations (e.g., generators, fuel stores).
- Share facility-level mitigation status with public health, emergency managers, and utilities.
- Coordinate risk assessments and access planning with transportation and public works.

Preparedness: Build capacity to handle surge care and continuity needs

What They Can Do:

- Maintain surge beds, mobile treatment units, and emergency supply stockpiles (e.g., PPE, ventilators, trauma kits).
- Train staff in mass casualty, infectious disease, evacuation, and shelter-in-place protocols.
- Run drills in coordination with EMS, fire, police, and public health departments.

What They Can Do Better With SpotOnResponse:

- Upload emergency operations plans, triage site maps, and mutual aid agreements.
- Track medical surge capacity, facility readiness scores, and staff training status.
- Register alternate care sites or field hospitals in the shared coordination platform.

Response: Deliver lifesaving care under extreme conditions

What They Can Do:

- Operate emergency departments, trauma units, and urgent care centers — often at surge levels.
- Prioritize treatment of injuries, chronic condition exacerbations, and vulnerable populations.
- Coordinate with EMS, air medical, and shelters to manage patient flow and triage protocols.

What They Can Do Better With SpotOnResponse:

- Post real-time bed availability, ER status, and facility open/closed conditions.
- Track ambulance arrivals, staffing levels, and critical supply shortages.
- Share key information with public safety partners for medical transport, shelter triage, and field stabilization.

Recovery: Reestablish full medical services and support long-term health needs

What They Can Do:

- Restore elective procedures, specialty services, and continuity of care for displaced patients.
- Provide medical support for recovery operations (e.g., debris injuries, respiratory care, immunizations).
- Contribute to regional health assessments, data analysis, and future emergency planning.

What They Can Do Better With SpotOnResponse:

- Map phased service restorations and hours of operation by department or location.
- Track population health trends post-disaster, including behavioral health, chronic care, and maternal care needs.
- Coordinate with behavioral health, housing, and public health to connect patients to wraparound recovery services.

Organization Type: Behavioral Health Providers

Behavioral health providers deliver critical support to individuals and communities coping with the emotional, psychological, and trauma-related impacts of disaster. They assist first responders, displaced residents, children, and vulnerable populations with immediate and long-term mental health services — helping restore emotional safety, social stability, and functional recovery.

Mitigation: Identify behavioral risk factors and build mental health resilience

What They Can Do:

- Assess community mental health vulnerabilities — such as isolation, poverty, substance use, and past trauma.
- Promote psychological preparedness strategies (e.g., stress management, community connection).
- Support at-risk populations (e.g., veterans, unhoused, youth) through proactive outreach and awareness campaigns.

What They Can Do Better With SpotOnResponse:

- Map behavioral health service areas, resource deserts, and high-risk community zones.
- Share mitigation-focused outreach plans and resilience-building programming calendars.
- Coordinate messaging campaigns with public health and local influencers on emotional readiness.

Preparedness: Build surge capacity and train staff for crisis support

What They Can Do:

- Train clinicians and peer support teams in psychological first aid, trauma-informed care, and disaster response protocols.
- Stock trauma kits and mobile outreach materials for deployment to shelters and impacted areas.
- Formalize mutual aid agreements with hospitals, schools, and emergency responders.

What They Can Do Better With SpotOnResponse:

- Upload rosters of trained personnel, certifications, and specialty skills (e.g., youth, addiction, grief).
- Register mobile units, therapy sites, and surge resources for use in coordination.

- Schedule preparedness drills or interagency tabletop exercises for mental health deployment.

Response: Deliver emotional support and mental health triage during crisis

What They Can Do:

- Provide on-site psychological first aid at shelters, clinics, reunification centers, or community hubs.
- Offer crisis hotlines, mobile response teams, and trauma support to both public and responder populations.
- Address mental health emergencies such as panic attacks, grief, suicidal ideation, or relapse risk.

What They Can Do Better With SpotOnResponse:

- Post real-time availability of mobile counselors and walk-in clinic status.
- Track response activities, case types, and referrals to inpatient or specialty care.
- Share observed needs (e.g., language barriers, underserved groups) with Whole community partners.

Recovery: Support long-term healing and community mental wellness

What They Can Do:

- Provide ongoing therapy, grief counseling, and group support sessions for individuals and families.
- Train community leaders in trauma-informed approaches and resilience building.
- Partner with housing, education, and faith-based groups to support whole-family recovery.

What They Can Do Better With SpotOnResponse:

- Map support group schedules, clinical recovery site availability, and referral pipelines.
- Track behavioral health needs and service delivery trends by neighborhood or population type.
- Coordinate with local health coalitions, recovery task forces, and government partners to align mental health efforts.

Organization Type: Home Health & Hospice

Agencies

Home health and hospice agencies serve medically fragile individuals who often cannot evacuate, shelter in mass care facilities, or access centralized services. They provide in-home nursing, therapy, palliative care, and essential equipment — making them critical to continuity of care, life safety, and Whole community coordination for vulnerable populations.

Mitigation: Identify risks and strengthen continuity of in-home care

What They Can Do:

- Map client locations in hazard-prone areas (e.g., floodplains, wildfire zones) and assess evacuation barriers.
- Maintain secure, redundant access to critical medical records, care plans, and communication systems.
- Educate patients and families on risk reduction, emergency contacts, and medical supply stockpiling.

What They Can Do Better With SpotOnResponse:

- Upload anonymized risk maps showing service density, home oxygen dependencies, and mobility barriers.
- Flag facilities or home-based clients needing infrastructure mitigation (e.g., power support, ramp access).
- Share continuity strategies and household-level resilience indicators with emergency planners.

Preparedness: Train staff and clients for emergency care continuity

What They Can Do:

- Train home health aides, nurses, and hospice workers in evacuation planning, emergency medication access, and triage.
- Create backup staffing plans and identify alternate providers in the event of workforce shortages.
- Preposition mobile kits — oxygen tanks, medications, PPE, wound care supplies — for immediate use.

What They Can Do Better With SpotOnResponse:

- Register agency assets (e.g., oxygen units, mobile supply vehicles) for visibility in local coordination.

- Upload patient census maps (de-identified) showing anticipated surge care needs.
- Coordinate client outreach, wellness check scheduling, and resource drop-off routes before disasters strike.

Response: Sustain critical in-home care and medical safety

What They Can Do:

- Continue visits to high-need patients when roads are passable and safety permits.
- Assist in patient relocation to shelters, hospitals, or partner agencies if care cannot be delivered at home.
- Monitor patients for deterioration, medication shortages, or equipment failure during prolonged outages.

What They Can Do Better With SpotOnResponse:

- Track staff location, visit completions, and missed contacts requiring follow-up.
- Report real-time client needs, such as medication access, transport assistance, or power-dependent care.
- Coordinate with EMS, shelters, and clinics to locate and serve patients unable to self-report.

Recovery: Reestablish long-term care routines and emotional support

What They Can Do:

- Revisit all patients to assess post-disaster health, stress, and environment.
- Reconnect medical records, refill prescriptions, and restart therapy or hospice pathways.
- Refer families to mental health, housing repair, or utility assistance as part of comprehensive recovery.

What They Can Do Better With SpotOnResponse:

- Log recovery milestones — such as first return visit, medication restart, or safety upgrades — by address cluster.
- Share unmet needs with local health coalitions and disaster case management teams.
- Coordinate with other Whole community providers to stabilize home-based recovery environments.

Organization Type: Food Banks / Meal Providers

Food banks and meal providers are the last line of defense against hunger in disaster. They offer critical nutritional aid to residents experiencing disruption, displacement, or economic hardship — coordinating donations, volunteers, and logistics across the community.

Mitigation: Reduce vulnerabilities in the food supply chain

What They Can Do:

- Identify infrastructure risks such as refrigeration dependency and single-source suppliers.
- Strengthen sourcing diversity and logistics with multiple transportation partners.
- Participate in local hazard mitigation planning related to food access and security.

What They Can Do Better With SpotOnResponse:

- Map food storage and distribution locations and their mitigation status.
- Flag power and supply vulnerabilities for prioritization by local government.
- Coordinate infrastructure upgrades and emergency plans with community partners.

Preparedness: Ensure rapid food delivery capabilities are in place

What They Can Do:

- Preposition shelf-stable meals and nutrition kits at partner sites.
- Train volunteers in food safety, intake tracking, and mobile operations.
- Coordinate with schools, shelters, and public facilities for distribution planning.

What They Can Do Better With SpotOnResponse:

- Register supply sites and readiness status in the shared operating picture.
- Track inventory, surge capacity, and staffing availability.
- Share response protocols and volunteer deployment plans.

Response: Provide immediate nutritional support to those in need

What They Can Do:

- Distribute food boxes, hot meals, and mobile aid throughout affected areas.
- Prioritize seniors, medically fragile individuals, and underserved neighborhoods.
- Collaborate with public safety and NGOs to avoid service duplication and fill gaps.

What They Can Do Better With SpotOnResponse:

- Post meal site locations, hours, and supply availability in real time.
- Track delivery routes, out-of-stock items, and volunteer activity.
- Share service gaps and unmet needs directly to the response map.

Recovery: Stabilize food access and support long-term nutritional equity

What They Can Do:

- Shift to sustainable food aid (e.g., SNAP outreach, farmers market partnerships).
- Reopen partner sites and support community kitchens in recovery zones.
- Contribute to recovery planning through needs data and client engagement.

What They Can Do Better With SpotOnResponse:

- Log capacity recovery by location, type, and volume of service.
- Track trends in demand and distribution to spot equity gaps.
- Coordinate with housing, economic aid, and health providers for integrated recovery.

Organization Type: Disability Services Organizations

Disability service organizations advocate for and support people with physical, sensory, intellectual, and developmental disabilities—ensuring inclusive access to emergency communications, shelter, transportation, and recovery services.

Mitigation: Identify and eliminate barriers to safety and access

What They Can Do:

- Survey facilities and infrastructure for physical accessibility gaps.
- Document assistive technology needs for evacuation and shelter access.
- Advocate for accessible public warning systems and resilient care support.

What They Can Do Better With SpotOnResponse:

- Map accessibility issues and facility-level risk reports.
- Log community member needs (voluntarily shared) and associated support plans.
- Coordinate with planners on mitigation investments for accessible infrastructure.

Preparedness: Train partners and clients for inclusive emergency readiness

What They Can Do:

- Develop personalized emergency plans with clients and caregivers.
- Train shelter staff and responders on accessibility protocols and disability etiquette.
- Stock mobility devices, communication aids, and backup care tools.

What They Can Do Better With SpotOnResponse:

- Track plan completion rates, staff certifications, and supply inventories.
- Register client assistance preferences (opt-in) and care priorities.
- Coordinate with shelter partners on staffing and equipment distribution.

Response: Support evacuation, sheltering, and care continuity

What They Can Do:

- Provide accessible transport and support services at shelters or in homes.
- Deploy trained staff to help with mobility, hygiene, and communication tasks.
- Advocate for inclusive access to food, medicine, and public information.

What They Can Do Better With SpotOnResponse:

- Log deployment locations, client services, and urgent access needs.
- Share resource gaps and shelter accessibility status in real time.
- Coordinate placements and transport with public health and transit partners.

Recovery: Restore independence and support rebuilding for people with disabilities

What They Can Do:

- Replace lost equipment, adapt housing, and restore in-home support services.
- Coordinate mental health, employment, and legal support for clients with disabilities.
- Support participation in public meetings and planning processes.

What They Can Do Better With SpotOnResponse:

- Map adaptive housing repairs and equipment replacement deliveries.
- Track client case status, referrals, and service continuity gaps.
- Log advocacy engagements and access improvements post-disaster.

Organization Type: Animal Services (Shelters, Rescues, Veterinarians)

Animal services — including shelters, rescue groups, and veterinary providers — support household evacuation, sheltering, and recovery by ensuring that pets and service animals are safely housed and cared for. They also reduce public health risks and improve compliance with evacuation orders by addressing a key barrier: people’s unwillingness to leave pets behind.

Mitigation: Reduce risks to animal facilities and community pet welfare

What They Can Do:

- Retrofit shelters with ventilation, drainage, and secure containment to withstand local hazards.
- Promote pet ID, microchipping, and community vaccination to prevent disease outbreaks.
- Educate the public on pet emergency kits and evacuation planning.

What They Can Do Better With SpotOnResponse:

- Map animal shelter locations and flag at-risk facilities (e.g., flood zones, limited power).
- Log mitigation investments and safety upgrades in animal housing facilities.
- Share outreach metrics and education efforts targeting pet-owning households.

Preparedness: Ensure capability to house and treat animals during disasters

What They Can Do:

- Stock food, crates, medication, and PPE to prepare for animal intake surges.
- Train volunteers and staff in pet handling, intake, triage, and zoonotic disease safety.
- Partner with human shelters to support co-sheltering or pet fostering plans.

What They Can Do Better With SpotOnResponse:

- Register shelter capacities, specialty services, and contact protocols.
- Upload intake protocols, staff/volunteer roles, and public messaging templates.
- Track inventory levels for critical supplies across partner organizations.

Response: Provide care and shelter for animals affected by the emergency

What They Can Do:

- Rescue and shelter pets from evacuation zones or abandoned homes.
- Reunite families with lost pets and support co-sheltering needs for evacuees.
- Provide emergency veterinary care and transport coordination.

What They Can Do Better With SpotOnResponse:

- Post shelter status, intake numbers, and open hours in real time.
- Track animal locations, medical needs, and reunification cases.
- Share urgent supply needs and volunteer requests with coordination partners.

Recovery: Support animal reunification, wellness, and long-term sheltering

What They Can Do:

- Rehome unclaimed animals and support long-term fosters or adoptions.
- Help low-income pet owners recover with vet care, food aid, or supplies.
- Provide community healing through pet-assisted outreach and events.

What They Can Do Better With SpotOnResponse:

- Track recovery caseloads, adoption outcomes, and unmet service needs.
- Coordinate donation drives, grant support, and mobile service routes.
- Log community recovery events and wellness outreach metrics.



Civic & Public Services

Organization Type: K–12 Schools or School Districts

Schools and districts are trusted institutions with critical responsibility for student safety and continuity. In emergencies, they serve as care providers, communication hubs, shelter sites, and recovery anchors for families. Their staff, campuses, and transportation systems are integral to community response.

Mitigation: Strengthen campus safety and facility resilience

What They Can Do:

- Retrofit school buildings to withstand hazards such as earthquakes, hurricanes, or severe weather.
- Identify and reduce environmental risks on playgrounds, athletic fields, and access roads.
- Integrate hazard mitigation into long-range capital improvement and maintenance plans.

What They Can Do Better With SpotOnResponse:

- Map safe zones, facility upgrades, and hazard-prone structures across the district.
- Share facility assessments and shelter designations with emergency managers.
- Log mitigation projects and timelines for district-wide tracking.

Preparedness: Train students, staff, and families for emergencies

What They Can Do:

- Conduct regular lockdown, fire, earthquake, and evacuation drills with all campuses.
- Educate parents on safety procedures, reunification plans, and communication channels.
- Train staff in emergency roles, trauma-informed care, and student support during disruptions.

What They Can Do Better With SpotOnResponse:

- Upload emergency operations plans and drill schedules for coordination with public safety.
- Track staff training completion and school safety role assignments.

- Post readiness status and key preparedness events across schools.

Response: Protect students and manage facilities during crisis

What They Can Do:

- Implement lockdown, evacuation, or shelter-in-place as required by threat type.
- Serve as emergency reunification centers or host community shelters.
- Provide meals, emotional support, and continuity for children and families during disruption.

What They Can Do Better With SpotOnResponse:

- Report real-time campus status, student and staff accountability, and capacity for shelter use.
- Track school bus and transportation coordination with field responders.
- Share updates with parents and emergency managers through shared communication channels.

Recovery: Restore learning environments and support families

What They Can Do:

- Reopen schools in phases with mental health support and academic bridging programs.
- Host community meetings, resource fairs, or mobile service events on school grounds.
- Support families with housing referrals, case management, and long-term recovery updates.

What They Can Do Better With SpotOnResponse:

- Log reopening milestones and building inspection statuses.
- Track student support needs and service referrals at school or district level.
- Coordinate with public health and nonprofit partners on co-located recovery programming.

Organization Type: Faith-Based Organizations

Faith-based organizations provide trusted local presence, volunteer manpower, culturally competent support, and often physical facilities for shelter or aid delivery. Their social cohesion, moral leadership, and communication networks make them essential for inclusive, community-based response.

Mitigation: Safeguard facilities and support at-risk populations

What They Can Do:

- Retrofit places of worship to serve as safe havens or resilience hubs during extreme weather.
- Identify and support vulnerable congregants (e.g., elderly, low-income, immigrant families).
- Host outreach to promote neighborhood risk awareness and home preparedness.

What They Can Do Better With SpotOnResponse:

- Map building readiness and available shelter assets.
- Share backup power status, accessibility features, and mitigation projects with emergency partners.
- Track community mitigation education efforts and participation.

Preparedness: Build readiness within congregations and communities

What They Can Do:

- Train volunteers in first aid, CERT, shelter operations, and emotional support.
- Preposition emergency supplies (e.g., cots, hygiene kits, food) in sanctuaries or fellowship halls.
- Partner with local emergency managers on inclusive preparedness outreach and drills.

What They Can Do Better With SpotOnResponse:

- Upload volunteer rosters, supply inventories, and training schedules.
- Register shelter sites and response roles in the coordination platform.
- Post congregation-wide preparedness plans and event information.

Response: Provide shelter, services, and moral support

What They Can Do:

- Open buildings as temporary shelters, charging stations, or distribution centers.
- Dispatch volunteers for wellness checks, supply delivery, and emotional care.
- Communicate critical updates and offer spiritual or cultural support during hardship.

What They Can Do Better With SpotOnResponse:

- Post open/closed shelter status, hours, and available services in real time.
- Track outreach activities, volunteer deployment, and needs met or unmet.

- Share conditions on the ground and special population needs with emergency managers.

Recovery: Support healing and rebuilding at the community level

What They Can Do:

- Organize recovery events, counseling services, and donation drives.
- Help connect families to housing, food, employment, and case management resources.
- Offer long-term spiritual care, trauma healing, and community rebuilding efforts.

What They Can Do Better With SpotOnResponse:

- Map recovery services and referrals made by location and population group.
- Coordinate ongoing support efforts with nonprofit coalitions and government partners.
- Track stories, needs, and outcomes to improve future resilience.

Organization Type: Colleges & Universities

Colleges and universities contribute shelter, medical, and logistical support, and activate large networks of students, faculty, and infrastructure for emergency response and recovery. They also provide research, communications, and convening power.

Mitigation: Reduce risks to campus infrastructure and residential populations

What They Can Do:

- Retrofit dorms, classrooms, and research labs for fire, flood, and seismic hazards.
- Assess hazard vulnerability across utility systems, access routes, and critical research assets.
- Develop risk communication systems and policy guidance for campus resilience.

What They Can Do Better With SpotOnResponse:

- Map hazard mitigation projects across buildings and dorms.
- Log infrastructure risks and mitigation investments with campus facilities.
- Share hazard assessments and mitigation timelines with local government partners.

Preparedness: Train staff and students, pre-stage resources, and support planning

What They Can Do:

- Conduct shelter-in-place, evacuation, and lockdown drills for students and faculty.
- Train student leaders, safety staff, and resident assistants in emergency roles.
- Stockpile shelter supplies and food in dining and residential facilities.

What They Can Do Better With SpotOnResponse:

- Log training completion, drill results, and supply cache readiness levels.
- Track residence hall readiness and dorm-by-dorm emergency roles.
- Coordinate planning documents and readiness status across departments and partners.

Response: Activate campus shelters, medical services, and volunteer networks

What They Can Do:

- Open dorms or gyms as shelters for students, faculty, or the public.
- Deploy trained student volunteers for logistics, translation, or community outreach.
- Operate campus medical clinics and emergency communications systems.

What They Can Do Better With SpotOnResponse:

- Post shelter status, medical capacity, and campus-wide operating hours.
- Log volunteer deployment, location status, and service delivery in real time.
- Share safety announcements and public updates with local responders.

Recovery: Support local recovery efforts and resume academic operations

What They Can Do:

- Host legal, medical, and counseling recovery services on campus.
- Reopen academic services, resume classes, and support displaced students and faculty.
- Contribute research, data, and convenings to community recovery planning.

What They Can Do Better With SpotOnResponse:

- Map recovery services hosted on campus and their usage metrics.
- Track reopening timelines, student housing needs, and workforce reengagement.

- Share academic or research findings relevant to recovery programs.

Organization Type: Childcare Centers & Early Learning Providers

Childcare centers and early learning providers are essential for maintaining continuity for families during emergencies. They protect children’s safety, support emergency worker availability, and provide a trusted space for communication, reunification, and recovery routines.

Mitigation: Safeguard facilities and reduce hazard exposure for children

What They Can Do:

- Retrofit buildings for fire, flood, and severe weather safety (e.g., storm shutters, elevated HVAC systems).
- Maintain safe outdoor play areas, fencing, and emergency exits.
- Work with public agencies to assess site vulnerabilities and receive mitigation support.

What They Can Do Better With SpotOnResponse:

- Map childcare facility safety features and hazard risks.
- Share mitigation plans with local emergency planners and regulators.
- Coordinate facility assessments with public health, fire, and public works departments.

Preparedness: Equip staff, families, and children for crisis scenarios

What They Can Do:

- Train staff in emergency protocols including evacuation, sheltering, and reunification.
- Conduct drills for fire, lockdown, and severe weather events tailored to young children.
- Maintain updated emergency contact forms and parent communication channels.

What They Can Do Better With SpotOnResponse:

- Upload site readiness checklists, staff rosters, and drill participation.
- Register emergency contact information and protocols for family reunification.
- Post real-time readiness status to share with parents and public agencies.

Response: Ensure safety and reunite families under duress

What They Can Do:

- Activate lockdown, evacuation, or shelter-in-place procedures as needed.
- Provide care for children of essential workers or displaced families.
- Communicate consistently with parents and guardians during unfolding events.

What They Can Do Better With SpotOnResponse:

- Post live updates on facility status, child safety, and emergency actions taken.
- Coordinate pickup or shelter transfer with first responders and family contacts.
- Track children present, reunified, or relocated through secure coordination features.

Recovery: Restore stable care and help children reestablish normalcy

What They Can Do:

- Resume full services to help families return to work and routine.
- Offer age-appropriate mental health support, play-based healing activities, and stability routines.
- Support community-wide recovery by offering flexible scheduling, meals, or parent resources.

What They Can Do Better With SpotOnResponse:

- Share reopening schedules and service availability by site.
- Coordinate child-centered recovery programming with health and education agencies.
- Log recovery progress and ongoing needs to support resource allocation and planning.

Organization Type: Community / Homeowner Associations (HOAs)

Community and homeowners associations provide hyper-local coordination, communication, and volunteer resources. They are often the first to spot hazards and mobilize resident response efforts.

Mitigation: Reduce community-level risk from hazards

What They Can Do:

- Promote home hardening and risk reduction practices like brush clearing and gutter maintenance.

- Coordinate group investments in flood barriers, fire breaks, or infrastructure upgrades.
- Maintain neighborhood watch or hazard monitoring systems.

What They Can Do Better With SpotOnResponse:

- Map neighborhood infrastructure and risk-prone zones.
- Log collective mitigation projects and participation levels.
- Share data with city planners and emergency managers for broader hazard planning.

Preparedness: Share critical information and engage residents in planning

What They Can Do:

- Host safety briefings, block drills, and emergency preparedness fairs.
- Distribute evacuation route maps, neighbor check-in rosters, and emergency contacts.
- Maintain rosters of vulnerable residents or key resources (e.g., generators, nurse volunteers).

What They Can Do Better With SpotOnResponse:

- Post community readiness plans and drill results.
- Track contact info and check-in teams by household or block.
- Coordinate with local responders on neighborhood-level readiness tracking.

Response: Act as a neighborhood node for updates, volunteers, and resources

What They Can Do:

- Activate communication trees or group chats to share hazard and status info.
- Deploy volunteers to check on neighbors or support shelter-in-place activities.
- Coordinate supply distribution or household-based assistance.

What They Can Do Better With SpotOnResponse:

- Track household statuses and volunteer patrol routes.
- Post real-time neighborhood updates and incident reports.
- Flag urgent needs (medical, safety, utilities) to city agencies.

Recovery: Help residents restore property and routines

What They Can Do:

- Support cleanup efforts, organize shared contractor hiring, and assist with insurance coordination.

- Help seniors and others with transportation or recovery-related paperwork.
- Connect residents with local, nonprofit, or government recovery aid.

What They Can Do Better With SpotOnResponse:

- Map recovery progress by block or area.
- Log damage reports, contractor coordination, and unmet needs.
- Contribute data to neighborhood-wide after-action reviews.

Organization Type: Public Housing Authorities / Affordable Housing Providers

Public housing authorities and affordable housing providers serve some of the community's most vulnerable residents, including seniors, people with disabilities, and low-income families. In an emergency, they are key partners in ensuring safe shelter-in-place, evacuation, and long-term housing stability for populations with limited mobility or access to resources.

Mitigation: Reduce structural risk and enhance resident safety

What They Can Do:

- Retrofit housing units and common areas to resist flood, fire, and wind damage.
- Improve infrastructure for backup power, smoke/fire detection, and water supply.
- Identify building-specific vulnerabilities and high-risk resident populations.

What They Can Do Better With SpotOnResponse:

- Map housing sites and log building mitigation upgrades or needs.
- Share risk assessments and hazard overlays with emergency planners.
- Register critical infrastructure dependencies (e.g., elevators, HVAC) for support planning.

Preparedness: Ready facilities and residents for safe emergency action

What They Can Do:

- Train staff and residents in evacuation, shelter-in-place, and emergency alert procedures.
- Maintain emergency supply caches (food, water, medical kits) in shared spaces.
- Coordinate with social services and emergency management on individual resident needs.

What They Can Do Better With SpotOnResponse:

- Upload evacuation maps, tenant readiness materials, and response roles.
- Track outreach efforts and event participation by location.
- Register special needs units or residents for coordination during drills or activation.

Response: Protect and assist residents during crises

What They Can Do:

- Activate staff to assist residents, distribute supplies, and report damages.
- Monitor shelter needs, power outages, and emergency service access for buildings.
- Communicate regularly with residents and public agencies throughout the event.

What They Can Do Better With SpotOnResponse:

- Report real-time building status and resident needs.
- Log support requests and service interruptions (e.g., elevators, water).
- Coordinate response actions and check-ins with local emergency operations centers.

Recovery: Restore safe housing and support long-term resident recovery

What They Can Do:

- Repair units, rehouse displaced residents, and support recovery benefit access.
- Document damage and unmet needs for aid applications.
- Partner with case managers, legal aid, and social service agencies for resident support.

What They Can Do Better With SpotOnResponse:

- Track recovery status by building or unit.
- Coordinate with other agencies to deliver wraparound services (e.g., mental health, food).
- Share trends in housing gaps and needs to guide future funding and policy.

Organization Type: Neighboring Towns or Jurisdictions

Neighboring towns serve as mutual aid partners, providing personnel, equipment, facilities, and coordination during large-scale or regional disasters. They bolster capacity and ensure continuity when a single jurisdiction is overwhelmed.

Mitigation: Align regional planning to reduce shared risk

What They Can Do:

- Develop regional hazard mitigation plans for shared infrastructure, watersheds, or evacuation zones.
- Conduct joint vulnerability assessments and emergency planning exercises.
- Coordinate hazard-specific investments like flood control, seismic retrofits, or fire breaks.

What They Can Do Better With SpotOnResponse:

- Share cross-jurisdictional risk maps, facility inventories, and project timelines.
- Track interlocal agreements and mitigation grant usage.
- Log joint mitigation priorities for public review or shared funding pursuit.

Preparedness: Pre-arrange resource sharing and coordination

What They Can Do:

- Sign mutual aid agreements for EMS, fire, law enforcement, public works, and logistics.
- Participate in regional exercises and coordination events.
- Designate staging areas and interoperable communications protocols.

What They Can Do Better With SpotOnResponse:

- Post mutual aid partner rosters, resource registries, and training plans.
- Track readiness status for shared shelters, generators, and evacuation routes.
- Share coordination calendars and regional drill participation.

Response: Deliver backup resources and staffing to overwhelmed areas

What They Can Do:

- Deploy emergency responders, public works crews, or vehicles to neighboring jurisdictions.
- Activate shared infrastructure (e.g., water supply, comms towers) for continuity.
- Support incident command with liaison officers or co-located operations.

What They Can Do Better With SpotOnResponse:

- Track mutual aid deployments in real time — units, missions, personnel.
- Share operational updates across jurisdictional lines with unified situational awareness.
- Coordinate resource requests and fill rates on the shared map.

Recovery: Collaborate on rebuilding and shared restoration efforts

What They Can Do:

- Provide backup staff, contractors, or assessments to speed recovery in affected zones.
- Align debris removal, infrastructure repair, and public communications regionally.
- Support intergovernmental planning for long-term economic and resilience goals.

What They Can Do Better With SpotOnResponse:

- Log recovery staffing assignments and shared equipment deployments.
- Post infrastructure status and jurisdiction-wide restoration timelines.
- Coordinate planning documents, surveys, and grant reporting across agencies.

Organization Type: Cultural Centers / Libraries / Museums

Cultural centers, libraries, and museums serve as trusted, inclusive spaces for learning, gathering, and access to information. During disasters, they often function as community shelters, charging stations, or public information hubs — playing a crucial role in both immediate relief and long-term recovery by fostering connection, stability, and access to services.

Mitigation: Protect public cultural assets and enhance facility resilience

What They Can Do:

- Upgrade physical infrastructure to resist fire, flood, or seismic hazards.
- Secure irreplaceable collections and electronics from environmental damage.
- Coordinate with local governments to integrate facilities into emergency planning maps.

What They Can Do Better With SpotOnResponse:

- Log mitigation status of facilities, including backup power and hazard exposure.
- Share floor plans, safe zones, and generator access with emergency responders.
- Track structural improvements and vulnerability assessments by location.

Preparedness: Ready facilities and staff for support during emergencies

What They Can Do:

- Train staff in shelter operations, first aid, and community communication.
- Stock emergency supplies and prepare charging or communication stations.
- Partner with emergency management to designate facilities for public use.

What They Can Do Better With SpotOnResponse:

- Register buildings as backup shelter or information points in shared coordination maps.
- Upload preparedness plans, staff assignments, and hours of readiness.
- Track community education events and preparedness programming outreach.

Response: Provide safe space, power access, and public communication

What They Can Do:

- Open doors to provide shelter, phone charging, and Wi-Fi access.
- Distribute reliable information, local updates, and mental health resources.
- Create calm, welcoming environments for displaced or distressed residents.

What They Can Do Better With SpotOnResponse:

- Share operating status, availability of power, Wi-Fi, and space.
- Post updates about scheduled services or public meetings.
- Track visitor traffic, supply usage, and special needs observed in the field.

Recovery: Support community healing and restore inclusive programming

What They Can Do:

- Resume educational, cultural, and recreational services that promote wellbeing.
- Host recovery resource fairs, job boards, and community support events.
- Provide access to technology, printing, forms, and aid navigation.

What They Can Do Better With SpotOnResponse:

- Log reopening status, community events, and outreach efforts.
- Track resource usage trends to guide recovery needs.

- Coordinate with local recovery task forces to align public access support with broader efforts.

Organization Type: Parks & Recreation

Departments

Parks and recreation departments manage open spaces, community facilities, and wellness programming. In disasters, they offer flexible shelter locations, host outreach events, and support recovery through mental health and engagement services.

Mitigation: Reduce environmental and facility risks in public spaces

What They Can Do:

- Trim vegetation, reinforce shelters, and manage drainage in flood/fire-prone parks.
- Assess risks to restrooms, playgrounds, and sports fields used as staging areas.
- Retrofit key buildings and trails for emergency accessibility and safety.

What They Can Do Better With SpotOnResponse:

- Map park hazard zones and mitigation activities.
- Share risk assessments and facility safety features with emergency planners.
- Coordinate project timelines and hazard clearance updates with local agencies.

Preparedness: Ready public facilities and train staff for emergency response

What They Can Do:

- Pre-designate park buildings as temporary shelters or supply hubs.
- Train staff in sheltering protocols, volunteer management, and public safety roles.
- Host drills and public preparedness events (e.g., CERT training, family safety days).

What They Can Do Better With SpotOnResponse:

- Register emergency-ready facilities and track staff certification levels.
- Upload event calendars and training participation data.
- Share community preparedness scores and drill performance metrics.

Response: Operate public spaces as shelters, supply points, or care hubs

What They Can Do:

- Open outdoor shelters, distribute emergency supplies, or offer respite space.
- Support community mental health with structured activities or calming zones.
- Assist with coordination of volunteers, logistics, and access for response teams.

What They Can Do Better With SpotOnResponse:

- Log open facilities, service usage, and community activity levels.
- Post announcements, volunteer rosters, and resource inventory in real time.
- Coordinate public messaging and responder access through shared situational maps.

Recovery: Restore facilities, host healing events, and sustain wellness programs

What They Can Do:

- Clean and reopen parks and recreation centers used in response.
- Host recovery services, wellness activities, and memorial events.
- Support youth, seniors, and displaced families with adaptive programming.

What They Can Do Better With SpotOnResponse:

- Track facility status, restoration milestones, and activity resumption.
- Map events, service availability, and community feedback across neighborhoods.
- Coordinate with health and recovery providers for integrated outreach.

Organization Type: Courts & Legal Aid Providers

Courts and legal aid providers ensure access to justice during and after emergencies. They help residents secure documentation, navigate aid programs, and resolve disputes that arise in the wake of disaster.

Mitigation: Prepare legal systems and protect critical case records

What They Can Do:

- Digitize court records and secure off-site backups to prevent data loss.
- Develop continuity plans for emergency operations and hearings.
- Identify high-risk populations needing pre-disaster legal guidance.

What They Can Do Better With SpotOnResponse:

- Map alternate court sites and track document protection plans.
- Log staff assignments, facility risk data, and emergency operations centers.
- Coordinate mitigation strategies with emergency management and bar associations.

Preparedness: Build legal readiness and community access

What They Can Do:

- Train staff in emergency legal procedures and aid navigation (e.g., FEMA appeals).
- Prepare intake sites and mobile legal units for deployment.
- Develop resources for tenants, workers, and families ahead of expected hazards.

What They Can Do Better With SpotOnResponse:

- Post legal clinic schedules, pre-disaster education events, and intake tools.
- Register attorney rosters, specialty areas, and mutual aid agreements.
- Coordinate with shelters, housing, and aid partners for readiness planning.

Response: Maintain urgent legal services and connect clients with aid

What They Can Do:

- Help with emergency filings, custody disputes, or restraining orders during disaster periods.
- Provide support for displaced individuals navigating identification or aid processes.
- Operate mobile or virtual legal clinics to reach affected areas.

What They Can Do Better With SpotOnResponse:

- Share active clinic sites, caseloads, and service needs with EOCs.
- Track legal issue trends and coordinate with shelters or aid agencies.
- Log service interactions and referral outcomes.

Recovery: Assist with long-term recovery claims and legal barriers

What They Can Do:

- Support FEMA appeals, landlord-tenant disputes, insurance issues, and benefits access.
- Host legal recovery events and participate in recovery task forces.
- Track patterns in recovery-related legal needs to inform future planning.

What They Can Do Better With SpotOnResponse:

- Map recovery legal services by region or issue type.
- Log case resolution metrics, community requests, and service referrals.
- Coordinate updates with housing, employment, and nonprofit partners.

Organization Type: Jails & Correctional Facilities

Correctional institutions play a critical role in disaster management by ensuring the safety of incarcerated individuals and staff, maintaining continuity of operations, and coordinating with public health and law enforcement.

Mitigation: Secure buildings and plans for emergency containment or evacuation

What They Can Do:

- Retrofit facilities to withstand local hazards like fire, wind, or flood.
- Develop backup communications and control system protocols.
- Identify high-risk population groups and health vulnerabilities within facilities.

What They Can Do Better With SpotOnResponse:

- Log infrastructure vulnerabilities and mitigation improvements.
- Register evacuation routes, alternate facilities, and command protocols.
- Coordinate with public safety and emergency managers for continuity planning.

Preparedness: Train staff and align with public safety agencies

What They Can Do:

- Run scenario-based drills for facility lockdown, evacuation, and sheltering.
- Cross-train correctional officers with emergency medical and response teams.
- Maintain backup food, water, medical, and hygiene supplies for all populations.

What They Can Do Better With SpotOnResponse:

- Upload preparedness checklists, drill records, and interagency plans.
- Track personnel roles, availability, and credentialing.
- Coordinate communication protocols with EOCs and healthcare providers.

Response: Ensure safety, accountability, and continuity during incidents

What They Can Do:

- Protect incarcerated people and staff, evacuate if needed, or shelter in place.
- Support medical needs and maintain public safety in custody operations.
- Communicate with families, public defenders, and health partners.

What They Can Do Better With SpotOnResponse:

- Log facility status, population tracking, and staff deployment.
- Share urgent needs and response decisions with local partners.
- Coordinate with transport and medical teams for continuity of care.

Recovery: Resume standard operations and improve resilience

What They Can Do:

- Assess infrastructure damage and update emergency protocols.
- Reopen visitation, rehabilitation, and court appearance processes.
- Report lessons learned and contribute to after-action reviews.

What They Can Do Better With SpotOnResponse:

- Track recovery status, staffing levels, and program restoration.
- Coordinate facility reports with oversight bodies and justice partners.
- Log resilience upgrades and community reintegration efforts.

Organization Type: Public Works / Engineering Departments

Public works and engineering departments maintain the infrastructure that enables emergency response — including roads, bridges, flood control systems, and utilities. They are among the first deployed to restore access and assess damage after a disaster.

Mitigation: Reduce infrastructure vulnerability to hazards

What They Can Do:

- Upgrade culverts, storm drains, and levees to withstand extreme weather.
- Inspect bridges and roads for structural weaknesses.
- Develop hazard-specific retrofitting plans and investment priorities.

What They Can Do Better With SpotOnResponse:

- Map critical infrastructure and document mitigation investments.
- Share project timelines and at-risk sites with emergency planners.
- Coordinate with utilities and contractors for hazard prevention initiatives.

Preparedness: Ensure readiness of personnel and equipment

What They Can Do:

- Maintain emergency debris clearance plans and pre-position heavy equipment.
- Train crews on response safety and coordination with public safety teams.
- Develop GIS layers and response protocols for key assets and routes.

What They Can Do Better With SpotOnResponse:

- Log equipment status, staff rosters, and staging sites.
- Track readiness drills, mutual aid contacts, and priority routes.
- Coordinate with other agencies on joint response preparation.

Response: Clear access routes and restore critical services

What They Can Do:

- Deploy crews to remove debris, secure hazardous areas, and enable rescue access.
- Inspect and stabilize damaged infrastructure to prevent further harm.
- Provide situational awareness to emergency managers and responders.

What They Can Do Better With SpotOnResponse:

- Post real-time status of roads, bridges, and barriers.
- Log active work zones and crew locations.
- Coordinate repairs and hazard flags with emergency operations centers (EOCs).

Recovery: Rebuild and enhance resilience of community infrastructure

What They Can Do:

- Assess long-term repair needs and develop funding proposals.
- Coordinate reconstruction of roads, utilities, and public buildings.
- Lead after-action reviews and infrastructure improvement planning.

What They Can Do Better With SpotOnResponse:

- Track repair progress, funding status, and site inspections.

- Share infrastructure recovery maps and timelines.
- Contribute data to regional planning and resilience efforts.

Organization Type: Local News Outlets & Radio Stations

Local media are vital conduits for emergency information, offering trusted, real-time updates and countering misinformation in the community.

Mitigation: Safeguard broadcast continuity and message clarity

What They Can Do:

- Install backup generators and signal repeaters at broadcast facilities.
- Develop standard templates for emergency warnings and advisories.
- Establish protocols to vet and clarify emerging public safety rumors.

What They Can Do Better With SpotOnResponse:

- Log facility backup systems and technical vulnerabilities.
- Register emergency messaging contacts and media plans.
- Coordinate with EOCs to verify messaging and track rumor control.

Preparedness: Prepare messaging and align with public safety agencies

What They Can Do:

- Preload templates for boil water alerts, shelter openings, or evacuation orders.
- Train staff in crisis communication and media ethics under pressure.
- Develop interview protocols with emergency officials and community leaders.

What They Can Do Better With SpotOnResponse:

- Track readiness of staff and message libraries.
- Post content schedules and coordination links for joint updates.
- Coordinate radio testing or messaging drills with public agencies.

Response: Deliver real-time information and public safety alerts

What They Can Do:

- Broadcast emergency information, including alerts, closures, and instructions.
- Conduct live interviews with officials and experts.

- Serve as a trusted platform to counter rumors and direct residents to services.

What They Can Do Better With SpotOnResponse:

- Receive verified updates from local agencies and post them to community channels.
- Log messaging reach and feedback from the public.
- Coordinate timing and content with shelter, hospital, and public health communications.

Recovery: Cover community rebuilding efforts and resource availability

What They Can Do:

- Report on reopening of services, donation drives, and volunteer opportunities.
- Highlight personal stories and recovery resources to foster connection and healing.
- Support accountability by reporting gaps or delays in recovery services.

What They Can Do Better With SpotOnResponse:

- Map ongoing services and promote public recovery events.
- Log outreach campaigns and news features by topic and geography.
- Coordinate feature coverage with recovery task forces and nonprofits.

Organization Type: Community Influencers / Social Media Admins

Influencers, bloggers, and social media admins engage hyperlocal networks and can mobilize response, share official guidance, and identify unmet needs quickly through grassroots communication.

Mitigation: Use local networks to promote awareness and risk reduction

What They Can Do:

- Educate audiences on hazard risks and preparedness actions.
- Promote mitigation investments (e.g., smoke detectors, home insurance, safe storage).
- Encourage neighborhood actions to reduce vulnerabilities.

What They Can Do Better With SpotOnResponse:

- Share community-generated mitigation ideas and locations.

- Track post engagement and risk awareness metrics.
- Coordinate with emergency managers on audience coverage and access gaps.

Preparedness: Build trusted digital pathways to official information

What They Can Do:

- Translate emergency preparedness messages into local context and language.
- Share alerts, checklists, and event information through popular platforms.
- Recruit volunteers and crowdsource needs or resource offers.

What They Can Do Better With SpotOnResponse:

- Post emergency prep content from official sources to shared dashboards.
- Track follower trends, key posts, and volunteer coordination.
- Alert EOCs to gaps in information access or emerging misinformation.

Response: Amplify real-time updates and community support needs

What They Can Do:

- Provide accurate updates on shelter availability, safety threats, or service closures.
- Amplify requests for help, volunteer needs, or supply shortages.
- Build bridges between agencies and residents through human-centered stories.

What They Can Do Better With SpotOnResponse:

- Relay agency updates to local digital networks.
- Post resource requests and community observations.
- Track digital feedback loops and high-need areas for agency attention.

Recovery: Rebuild trust, share updates, and connect people with resources

What They Can Do:

- Promote recovery programs, events, and success stories.
- Share information about long-term services, grants, and support groups.
- Maintain momentum and visibility for overlooked communities.

What They Can Do Better With SpotOnResponse:

- Post recovery timelines and resources on community maps.
- Track event participation and feedback on service access.
- Coordinate messaging with official partners to reinforce equitable recovery.

Nonprofits & Volunteer Organizations

Organization Type: Voluntary Organizations Active in Disaster (VOADs)

VOADs deliver essential services such as food, shelter, cleanup, and emotional support, and act as critical connectors between professional response agencies and community needs. They specialize in grassroots logistics and long-term assistance.

Mitigation: Reduce community vulnerability through outreach and education

What They Can Do:

- Conduct risk awareness campaigns and distribute mitigation materials.
- Support marginalized communities in accessing preparedness resources.
- Advocate for inclusive planning at the community and regional levels.

What They Can Do Better With SpotOnResponse:

- Map areas served and outreach events completed.
- Share target population data and mitigation needs by region.
- Track pre-disaster risk reduction engagement across partners.

Preparedness: Build capacity to respond quickly and equitably

What They Can Do:

- Recruit and train volunteers in shelter setup, mass feeding, and emotional care.
- Stage supplies and mobile units in coordination with local governments.
- Develop response playbooks with partner agencies for scalable mobilization.

What They Can Do Better With SpotOnResponse:

- Upload volunteer credentials, deployment roles, and training records.
- Map supply caches and mobile response assets by location and readiness status.
- Coordinate deployment agreements and role assignments with public agencies.

Response: Deliver essential services and connect unmet needs

What They Can Do:

- Set up and operate shelters, distribute food, hygiene kits, and clothing.
- Provide emotional and spiritual care, legal navigation, and case management.
- Act as a liaison between underserved populations and public systems.

What They Can Do Better With SpotOnResponse:

- Track shelter status, inventory use, and intake numbers in real time.
- Share unmet needs and priority requests with EOCs and NGOs.
- Log staff/volunteer movements, site capacity, and coordination zones.

Recovery: Support community stabilization and rebuilding

What They Can Do:

- Assist families with recovery planning, grants, and rebuilding projects.
- Maintain long-term case management systems and partner with housing services.
- Conduct community listening sessions to shape equitable recovery investments.

What They Can Do Better With SpotOnResponse:

- Map recovery support services, project locations, and caseloads by region.
- Track rebuilding outcomes, referrals made, and gaps identified.
- Coordinate shared recovery dashboards with cross-sector partners.

Organization Type: Amateur Radio Operators and Emergency Radio Networks

Amateur radio organizations provide resilient communications during and after disasters—especially when traditional networks are down. Volunteer operators connect shelters, EOCs, hospitals, and field units across the region, often serving as the last line of communication.

Mitigation: Preserve communication capability across all hazard types

What They Can Do:

- Maintain independent radio infrastructure (repeaters, antennas, base stations) to function off-grid.
- Conduct regular tests of emergency power sources (batteries, solar, generators).
- Identify and document key communication nodes and relay locations.

What They Can Do Better With SpotOnResponse:

- Map active radio sites, relay points, and operator coverage zones.
- Share backup power status and system readiness with emergency managers.
- Coordinate maintenance needs and site access with local authorities.

Preparedness: Integrate into community emergency communication plans

What They Can Do:

- Train operators in emergency traffic handling and ICS/NIMS protocols.
- Conduct regular drills and participate in community preparedness events.
- Build relationships with EOCs, hospitals, shelters, and NGOs for pre-disaster coordination.

What They Can Do Better With SpotOnResponse:

- Upload operator rosters and coverage plans by area and function.
- Join shared maps to coordinate with EOCs and partner organizations.
- Post planned activation roles and service commitments in the network.

Response: Restore and extend communications in disrupted areas

What They Can Do:

- Relay emergency traffic for hospitals, shelters, and field teams.
- Support situational reporting when digital systems are offline.
- Connect isolated populations and relay welfare traffic.

What They Can Do Better With SpotOnResponse:

- Post operator status, location, and assigned communications tasks in real time.

- Share priority traffic routing and relay schedules with partners.
- Enable visibility into radio-assisted coordination across the whole community.

Recovery: Support sustained information flow and systems restoration

What They Can Do:

- Provide extended support as commercial systems come back online.
- Document communication gaps and lessons learned.
- Mentor new operators and expand coverage based on disaster experience.

What They Can Do Better With SpotOnResponse:

- Archive activity logs, service maps, and traffic metrics.
- Coordinate post-event reviews with public safety and emergency partners.
- Track the reinstatement of regular systems and phase-out of temporary radio relays.

Organization Type: Fraternal & Civic Associations (e.g., Rotary, Elks, Lions)

These trusted networks of community leaders and volunteers provide fundraising power, local knowledge, and manpower for preparedness, response, and recovery efforts. They activate quickly for service projects, provide essential local knowledge, and build trust with underserved or overlooked communities.

Mitigation: Fund and organize local hazard reduction projects

What They Can Do:

- Promote community-wide campaigns for insurance coverage and readiness.
- Fund projects like AEDs in public spaces, improved lighting, or school safety upgrades.
- Support fire breaks, defensible space, and home resilience workshops.

What They Can Do Better With SpotOnResponse:

- Log volunteer-led improvements and outreach event data.
- Track locations and beneficiaries of funded mitigation projects.
- Map club service zones and outreach records with partner agencies.

Preparedness: Train volunteers and support supply readiness

What They Can Do:

- Host CPR, CERT, and first aid training events.
- Run preparedness fairs and emergency kit distribution drives.
- Assign emergency roles to members and maintain contact trees.

What They Can Do Better With SpotOnResponse:

- Track volunteer skills, training status, and deployment availability.
- Coordinate with local agencies for drill participation and outreach metrics.
- Track locations and beneficiaries of funded mitigation projects.

Response: Mobilize aid, manpower, and local connections

What They Can Do:

- Deploy trained member volunteers to support shelters, distribute supplies, or assist cleanup efforts.
- Fund mini-grants for urgent needs for responders, displaced families, or local nonprofits.
- Act as a communication bridge to isolated or underserved groups and help manage donations.

What They Can Do Better With SpotOnResponse:

- Mark available volunteers and their skills or language abilities, hours served, and site assignments.
- Post announcements for unmet needs or coordination requests.
- Log financial contributions and impact across partner efforts by type, quantity, and location.

Recovery: Assist with long-term rebuilding and resilience efforts

What They Can Do:

- Organize recovery fairs and volunteer cleanup teams.
- Sponsor community events, recovery fairs, and resilience conversations and document lessons learned.
- Offer scholarships, business restart mini-grants, or housing stabilization and repairs.

What They Can Do Better With SpotOnResponse:

- Map funded recovery projects and timelines.
- Track.
- Share recovery trends data with civic leaders and partner organizations.
- Map funded recovery projects, grant distribution and beneficiary details hosted by civic partners.
- Share post-event volunteer hours and recovery service statistics with local partners.

Organization Type: Immigrant & Refugee Organizations

These organizations ensure language access, legal aid, and culturally competent services for immigrants, refugees, and undocumented individuals who may otherwise be excluded from or fearful of emergency systems.

Mitigation: Identify service gaps and reduce vulnerability

What They Can Do:

- Map underserved communities and legal barriers to access.
- Advocate for inclusive mitigation investments and non-discriminatory aid policies.
- Prepare translated public safety information and signage in advance.

What They Can Do Better With SpotOnResponse:

- Highlight areas of limited language access and community presence.
- Upload multilingual risk materials and community mitigation activities.
- Coordinate outreach events and safe reporting practices.

Preparedness: Build trusted relationships and prepare inclusive plans

What They Can Do:

- Educate community members on rights, procedures, and resources.
- Distribute translated materials and preparedness supplies.
- Train staff and volunteers on emergency response roles.

What They Can Do Better With SpotOnResponse:

- Post training and outreach calendars by language and neighborhood.
- Log staff readiness and key volunteer contacts.

- Coordinate planning sessions with government and VOAD partners.

Response: Support safe access to emergency resources and information

What They Can Do:

- Provide interpreters, documentation guidance, and shelter support.
- Maintain communication lines with community leaders.
- Assist with family reunification and legal referral needs.

What They Can Do Better With SpotOnResponse:

- Flag language and cultural needs at shelters or aid sites.
- Track service requests and interpreter assignments.
- Log gaps in access or emerging community concerns.

Recovery: Help navigate systems, restore trust, and support reintegration

What They Can Do:

- Guide community members through recovery assistance applications and legal issues.
- Host legal clinics and community forums.
- Support mental health and economic resilience programs.

What They Can Do Better With SpotOnResponse:

- Track casework milestones and resource use.
- Coordinate clinic locations and schedules.
- Share service data with funders and government agencies to improve equity.

Organization Type: Youth Organizations (e.g., Scouts, 4-H, Youth Sports Leagues)

Youth organizations foster leadership, civic responsibility, and service in young people—making them vital contributors to Whole community emergency efforts. Whether formally trained or simply well-organized, these groups can provide volunteers, communication support, and safe gathering options during all disaster phases.

Mitigation: Build youth-led resilience and community risk awareness

What They Can Do:

- Educate members about local hazards and promote risk reduction activities (e.g., fire prevention, storm drains clearing).
- Participate in public works and safety improvement projects as service efforts.
- Partner with schools, parks, and city leaders to promote hazard mitigation awareness.

What They Can Do Better With SpotOnResponse:

- Document youth-led projects on the shared map (e.g., trail clearing, flood signage).
- Share risk reduction reports and readiness campaigns with community partners.
- Coordinate with local government on preparedness challenges tied to youth needs.

Preparedness: Train and mobilize youth for readiness roles

What They Can Do:

- Train in first aid, CERT basics, emergency communications, and shelter support.
- Participate in drills and preparedness fairs as community ambassadors.
- Maintain contact trees and readiness plans for sports leagues and troop-based programs.

What They Can Do Better With SpotOnResponse:

- Upload youth training completions and event schedules.
- Register points of contact for readiness coordination.
- Track volunteer surge capacity and skill certifications in advance.

Response: Provide non-technical volunteers and family-focused support

What They Can Do:

- Assist at shelters, food banks, or distribution points with non-specialized roles.
- Provide childcare activities or support family communications at disaster hubs.
- Help relay safety messages and social media updates to younger audiences.

What They Can Do Better With SpotOnResponse:

- Track deployed youth volunteers and their roles at specific locations.
- Post availability for assignments by neighborhood or skill type.
- Coordinate needs and offers in real time with local VOADs and city responders.

Recovery: Rebuild connection, community service, and youth routines

What They Can Do:

- Resume programs to restore structure and support emotional recovery for youth.
- Organize cleanup events, tree plantings, and peer support activities.
- Host community healing events that bring families and young people back together.

What They Can Do Better With SpotOnResponse:

- Map service events and recovery projects by location and goal.
- Track youth participation rates and partner coordination.
- Document long-term community engagement and resilience-building outcomes.

Organization Type: Food Rescue & Recovery Organizations (e.g., gleaning networks, nonprofit grocery delivery)

These organizations bridge the gap between surplus food and food insecurity—recovering groceries, prepared meals, or farm produce that would otherwise go to waste. In emergencies, they act quickly to reroute food supplies to shelters, pantries, and impacted households, often serving hard-to-reach or high-risk populations.

Mitigation: Reduce food waste and protect access before emergencies strike

What They Can Do:

- Build networks with grocers, restaurants, and farms to collect surplus food routinely.
- Maintain cold storage and food-safe transport systems to prevent spoilage.
- Identify neighborhoods with limited food access or recurring needs.

What They Can Do Better With SpotOnResponse:

- Map partner donors, storage hubs, and vulnerable zones.
- Share logistics capacities and access constraints with emergency planners.
- Coordinate risk-aware donation plans (e.g., heatwaves, supply disruptions).

Preparedness: Position food assets and train for fast deployment

What They Can Do:

- Pre-arrange emergency agreements with grocers, food producers, and kitchens.
- Train volunteers in safe handling, routing, and delivery.
- Store shelf-stable items and identify emergency meal kits.

What They Can Do Better With SpotOnResponse:

- Log food depots, refrigerated transport, and staging points.
- Upload volunteer availability and training records.
- Coordinate pickup/delivery routes in advance of forecasted events.

Response: Deliver rescued food rapidly to where it's needed most

What They Can Do:

- Collect still-safe food from commercial partners and route to shelters or homes.
- Prioritize delivery to areas affected by evacuation, power outages, or transport gaps.
- Communicate with community orgs and EOCs to align with feeding plans.

What They Can Do Better With SpotOnResponse:

- Track drop-off points, delivery runs, and driver movements in real time.
- Share alerts when food types (e.g., baby formula, proteins) are in short supply.
- Coordinate requests from food banks, pantries, and community kitchens.

Recovery: Restore nutrition access and reduce long-term food insecurity

What They Can Do:

- Expand recovery zones as stores reopen and partners reestablish supply chains.
- Help connect households with long-term food security programs.
- Evaluate gaps in coverage and logistics exposed by the emergency.

What They Can Do Better With SpotOnResponse:

- Document food delivery volumes and service areas by day or week.
- Log household-level trends and coordination with public health teams.
- Share data for post-disaster food security mapping and planning.

Organization Type: Arts & Cultural Nonprofits (e.g., theater groups, community arts councils)

Arts and cultural nonprofits provide trusted gathering spaces, foster social connection, and contribute to mental health and healing during times of crisis. Their venues, networks, and creative capacities help communicate risk, restore morale, and mobilize volunteers throughout all phases of disaster management.

Mitigation: Build emotional and cultural resilience through creative engagement

What They Can Do:

- Promote preparedness and risk awareness through art exhibits, performances, or public installations.
- Strengthen buildings and stage equipment against hazard impacts.
- Partner with schools and emergency planners to raise disaster literacy in underserved communities.

What They Can Do Better With SpotOnResponse:

- Map arts venues and community centers available for use in emergencies.
- Share facility retrofitting projects and safety asset availability.
- Coordinate educational campaigns with timing of high-risk seasons or drills.

Preparedness: Ready facilities, staff, and community audiences for emergency use

What They Can Do:

- Train staff in emergency procedures and event-based public information messaging.
- Prepare indoor and outdoor spaces to serve as safe gathering points.
- Organize community art projects focused on preparedness themes and inclusion.

What They Can Do Better With SpotOnResponse:

- Upload preparedness plans, including sheltering or distribution readiness.
- Share planned educational events or campaigns with local responders.
- Register venue availability and safety capacity for potential response activation.

Response: Support mass care, outreach, and wellness through creative means

What They Can Do:

- Offer space for shelters, distribution hubs, or family reunification.
- Provide performances or participatory art to support emotional recovery during displacement.
- Mobilize artists and volunteers to support child care, information delivery, or crowd engagement.

What They Can Do Better With SpotOnResponse:

- Report open facilities and events designed to support displaced populations.
- Track creative volunteers and their roles at response sites.
- Share real-time updates on crowd needs, status, and morale-related feedback.

Recovery: Rebuild community connections and foster post-disaster healing

What They Can Do:

- Host community gatherings, memorials, and storytelling events to process loss and recovery.
- Offer classes or exhibitions that support mental health and cultural reflection.
- Partner with schools, nonprofits, and faith-based groups for community-wide rebuilding events.

What They Can Do Better With SpotOnResponse:

- Schedule and promote healing-focused events and projects.
- Track attendance and demographic reach to support inclusive recovery.
- Share qualitative feedback from community members for recovery reporting.



Agricultural & Rural

Organization Type: Farmers & Agricultural Cooperatives

Farmers and ag co-ops protect food security, livestock, and livelihoods in rural areas. They are often isolated but essential players in both immediate response and long-term recovery.

Mitigation: Safeguard crops, equipment, and infrastructure

What They Can Do:

- Construct firebreaks, wind barriers, and irrigation protections.
- Develop animal evacuation and feed storage plans.
- Harden farm equipment and storage facilities against weather extremes.

What They Can Do Better With SpotOnResponse:

- Map vulnerable farm sites and mitigation upgrades.
- Log livestock locations, shelter areas, and feed stocks.
- Coordinate with county officials on hazard mitigation planning.

Preparedness: Plan seasonal response strategies and protect operations

What They Can Do:

- Stockpile seed, fuel, and emergency supplies before hazard seasons.
- Train on equipment handling and livestock sheltering during disasters.
- Partner with neighbors for mutual aid and evacuation support.

What They Can Do Better With SpotOnResponse:

- Post seasonal preparedness checklists and task logs.
- Register response equipment and shared resources.
- Coordinate timelines and points of contact with local responders.

Response: Sustain food production and protect rural life safety

What They Can Do:

- Continue harvesting or animal care even during disasters when safe.

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- Distribute surplus produce or livestock to affected communities.
- Assist with transport and shelter for displaced people or animals.

What They Can Do Better With SpotOnResponse:

- Track available agricultural products and aid offers.
- Log delivery routes and service interruptions.
- Coordinate with food banks, animal shelters, and logistics partners.

Recovery: Replant, rebuild, and restore economic stability

What They Can Do:

- Replace equipment and reseed lost crops.
- Apply for federal and state aid, loans, or insurance support.
- Assist with rural economic and food security assessments.

What They Can Do Better With SpotOnResponse:

- Map agricultural damage, replanting schedules, and loan applications.
- Track recovery milestones and livestock health metrics.
- Share long-term impact data with planning agencies and co-op networks.

Organization Type: Rural Postal and Delivery

Services

Postal workers and delivery drivers serve as lifelines to rural and isolated communities — providing critical communications, medication, legal notices, and supplies. In emergencies, they are often the first to identify blocked routes, check on residents, and deliver aid where others cannot reach.

Mitigation: Safeguard routes and protect logistical continuity

What They Can Do:

- Map and monitor hazard-prone delivery routes (e.g., flood zones, fire corridors).
- Retrofit vehicles and facilities to withstand severe weather and keep mail moving.
- Collaborate with emergency managers to integrate route knowledge into mitigation plans.

What They Can Do Better With SpotOnResponse:

- Log at-risk delivery zones and alternative access routes.
- Register facility hardening projects and fleet resilience upgrades.

- Share community vulnerability maps based on delivery interruptions.

Preparedness: Train staff and maintain delivery readiness

What They Can Do:

- Train postal workers on emergency communications, basic wellness checks, and delivery protocols under crisis.
- Pre-stage emergency supplies and establish protocols for essential medication or document delivery.
- Coordinate with public health, emergency management, and community leaders on continuity plans.

What They Can Do Better With SpotOnResponse:

- Track readiness of postal routes and alternate delivery teams.
- Register high-priority clients and locations for emergency delivery (e.g., elder care, legal deadlines).
- Post pre-disaster delivery plans and agency coordination protocols.

Response: Maintain delivery routes and aid local communication

What They Can Do:

- Continue mail and package delivery to the extent safely possible, prioritizing medical and legal essentials.
- Report road blockages, resident status, and infrastructure damage observed along routes.
- Distribute public safety information, recovery forms, and essential supplies as authorized.

What They Can Do Better With SpotOnResponse:

- Share real-time delivery route conditions and service interruptions.
- Track delivery to high-risk households or remote zones.
- Coordinate field updates with emergency managers and community responders.

Recovery: Support community reconnection and information access

What They Can Do:

- Resume full delivery services and support application processing (e.g., disaster claims, voter registrations).
- Assist in delivery of rebuilt infrastructure components or business restarts.

- Serve as trusted points of contact for returning residents or rural customers.

What They Can Do Better With SpotOnResponse:

- Log service resumption by route or zip code.
- Coordinate delivery of recovery documents, kits, or small infrastructure parts.
- Share neighborhood-level insights on needs, access, and population return trends.

Organization Type: Agricultural Irrigation Districts / Water User Associations

Irrigation districts and water user associations are essential to rural food production, water conservation, and drought mitigation. In emergencies, they control water flows that impact both agriculture and local populations, and serve as vital partners in managing infrastructure and access during crisis conditions.

Mitigation: Protect water infrastructure and availability

What They Can Do:

- Reinforce canals, levees, and pumping stations against flood, fire, and erosion risks.
- Implement water-saving techniques and backup supply systems to reduce drought vulnerability.
- Monitor and map at-risk infrastructure for inclusion in regional hazard mitigation plans.

What They Can Do Better With SpotOnResponse:

- Share critical water control infrastructure locations and conditions with emergency managers.
- Post mitigation project status (e.g., canal lining, pump house upgrades).
- Track weather-related risks to delivery systems in real time.

Preparedness: Ensure continued water delivery under stress

What They Can Do:

- Develop drought plans and emergency water allocation protocols.
- Train field crews and board members on emergency response roles.
- Partner with agricultural producers to prepare for temporary cutoffs or damage scenarios.

What They Can Do Better With SpotOnResponse:

- Log infrastructure status, staffing rosters, and emergency contact points.

- Track equipment caches and supply stockpiles for emergency repairs.
- Coordinate interagency briefings and public notifications.

Response: Maintain and protect rural water systems

What They Can Do:

- Dispatch crews to inspect, repair, or shut down affected systems.
- Support fire suppression or livestock protection with emergency water access.
- Communicate water delivery updates and expected downtimes to farmers and residents.

What They Can Do Better With SpotOnResponse:

- Post system status, hazards, and access alerts for partners.
- Track field crew locations and safety status.
- Share updates with local fire, ag, and public health partners.

Recovery: Restore full water access and plan future resilience

What They Can Do:

- Repair infrastructure, recalibrate flow systems, and restore damaged delivery schedules.
- Coordinate with insurance and USDA recovery programs.
- Evaluate system performance to reduce future disaster impacts.

What They Can Do Better With SpotOnResponse:

- Log restoration progress and water flow resumption by region.
- Share recovery reports with member farms and government agencies.
- Coordinate grant applications and upgrades tied to disaster lessons learned.

Organization Type: Rural Housing Authorities or Nonprofit Housing Trusts

These organizations provide affordable housing in rural communities and are often responsible for managing vulnerable housing stock. In a disaster, they play a vital role in ensuring displaced residents have shelter options and that buildings are safe, accessible, and prioritized for recovery assistance.

Mitigation: Strengthen housing stability and resilience

What They Can Do:

- Retrofit vulnerable housing units against severe weather, flooding, and fire.
- Identify at-risk residents (e.g., elderly, disabled) and conduct hazard assessments.
- Advocate for disaster-resistant affordable housing design in rural planning.

What They Can Do Better With SpotOnResponse:

- Map public and low-income housing units in hazard zones.
- Share building mitigation project status with local government partners.
- Track tenant vulnerability indicators to support risk-based planning.

Preparedness: Prepare properties and residents for emergencies

What They Can Do:

- Educate tenants on evacuation procedures and emergency contact methods.
- Maintain emergency supply caches and check generator or HVAC backup systems.
- Develop continuity-of-operations plans for housing programs and resident services.

What They Can Do Better With SpotOnResponse:

- Post housing site readiness status and staffing availability.
- Register pre-disaster inspection records and resident needs surveys.
- Share neighborhood-level preparedness summaries with public safety officials.

Response: Protect residents and stabilize housing access

What They Can Do:

- Conduct resident accountability checks and assess unit safety.
- Open community rooms as temporary aid distribution points or shelters.
- Coordinate with Red Cross, VOADs, and local responders for relocation support.

What They Can Do Better With SpotOnResponse:

- Post real-time unit access, damage status, and known resident needs.
- Track shelter referrals, aid deliveries, and relocation cases.
- Share neighborhood-level housing availability with local partners.

Recovery: Rebuild housing and restore community stability

What They Can Do:

- Oversee repairs or reconstruction of damaged units and buildings.
- Support tenants with FEMA claims, insurance paperwork, or relocation aid.
- Assess and report recovery needs to funding agencies and elected officials.

What They Can Do Better With SpotOnResponse:

- Document housing restoration progress and service reinstatement timelines.
- Share aggregated damage data and unmet needs by housing type.
- Coordinate with regional housing and disaster recovery working groups.

Organization Type: Tribal Governments / Tribal Emergency Management

Tribal governments exercise sovereign authority and often manage their own emergency services, healthcare systems, housing, and infrastructure. In disasters, they lead response and recovery within tribal lands, while also coordinating with surrounding jurisdictions. Their cultural knowledge and governance are essential to inclusive, community-based preparedness.

Mitigation: Protect tribal lands, resources, and infrastructure

What They Can Do:

- Conduct hazard assessments specific to tribal lands and cultural resources.
- Invest in flood control, fire resilience, and infrastructure upgrades tailored to remote or rural conditions.
- Integrate traditional ecological knowledge into environmental planning and risk reduction.

What They Can Do Better With SpotOnResponse:

- Map hazard zones, mitigation projects, and culturally significant areas.
- Share cross-boundary risk data with county, state, and federal partners.
- Track infrastructure vulnerabilities to support tribal emergency planning.

Preparedness: Build readiness aligned with sovereignty and cultural priorities

What They Can Do:

- Develop tribal emergency operations plans and continuity-of-governance procedures.
- Train emergency management staff and volunteers in culturally appropriate protocols.
- Coordinate with tribal clinics, schools, and housing to ensure whole-of-government readiness.

What They Can Do Better With SpotOnResponse:

- Log emergency plans, training schedules, and points of contact.
- Register critical infrastructure and services (clinics, shelters, transport hubs).
- Maintain secure communication and coordination with other tribal or county partners.

Response: Lead coordinated efforts to protect tribal members and resources

What They Can Do:

- Activate tribal EOCs and implement jurisdiction-specific response protocols.
- Deploy medical, public works, or social service teams based on needs.
- Support mutual aid coordination with neighboring counties, states, and federal agencies.

What They Can Do Better With SpotOnResponse:

- Report status of tribal facilities, responders, and unmet needs.
- Track missions and assignments across agencies on a shared coordination map.
- Post alerts, hazard updates, and resource availability securely with partners.

Recovery: Guide long-term rebuilding and cultural resilience

What They Can Do:

- Oversee housing repairs, infrastructure restoration, and community services resumption.
- Manage tribal-specific disaster aid programs and coordinate federal recovery requests.
- Incorporate cultural values and traditional knowledge into recovery planning.

What They Can Do Better With SpotOnResponse:

- Log project progress, community needs, and external support requests.
- Coordinate recovery efforts with tribal, regional, and federal recovery teams.

- Share long-term recovery indicators while maintaining tribal data sovereignty.

Organization Type: Agricultural Extension Services

Agricultural extension services provide critical research, training, and technical support to farmers, ranchers, and rural communities. During disasters, they act as trusted conduits for accurate information, resource coordination, and agricultural recovery support, particularly in areas where public services are limited.

Mitigation: Reduce risks to rural agriculture and infrastructure

What They Can Do:

- Educate producers on drought, pest, flood, and fire risk mitigation techniques.
- Promote crop diversification, erosion control, and water management strategies.
- Help document and plan for vulnerabilities in ag-based infrastructure.

What They Can Do Better With SpotOnResponse:

- Share outreach areas, hazard risk maps, and pre-disaster assessment data.
- Post details of mitigation workshops or grants available to local producers.
- Coordinate community-level agricultural mitigation priorities with public agencies.

Preparedness: Build community readiness and technical capacity

What They Can Do:

- Conduct emergency planning workshops and livestock evacuation drills.
- Train agricultural producers in disaster risk reduction and emergency procedures.
- Coordinate with state land-grant universities and USDA emergency programs.

What They Can Do Better With SpotOnResponse:

- Map training events, technical service areas, and rural assets (e.g., feed depots).
- Register partner producers and ag co-ops as stakeholders in preparedness plans.
- Track participation in preparedness activities and readiness indicators.

Response: Provide field intelligence and support rural producers

What They Can Do:

- Visit farms and ranches to assess damage and share real-time guidance.
- Coordinate animal sheltering, crop salvage, and emergency feeding or water delivery.
- Assist in identifying and prioritizing aid needs for ag-dependent households.

What They Can Do Better With SpotOnResponse:

- Log damage reports, needs assessments, and service coverage gaps.
- Share field observations with local EOCs, conservation districts, and VOAD partners.
- Track the flow of donated supplies and emergency feed to recipients.

Recovery: Support rebuilding and long-term agricultural stability

What They Can Do:

- Guide farmers and ranchers through replanting, herd replacement, and infrastructure repairs.
- Provide access to recovery grants, technical support, and data for decision-making.
- Help connect agricultural producers to disaster assistance and mental health services.

What They Can Do Better With SpotOnResponse:

- Map post-disaster service areas and track restoration of farming operations.
- Coordinate recovery task force engagement and share rural recovery metrics.
- Support interagency planning for sustainable ag resilience improvements.

Organization Type: Regional Food Hubs / Farmers Markets

Regional food hubs and farmers markets strengthen local food systems by connecting producers with consumers and institutions. During disasters, they serve as alternative distribution networks for fresh food and help restore local economic activity more quickly than centralized supply chains.

Mitigation: Build resilience in local food networks

What They Can Do:

- Diversify sourcing and transportation routes to reduce supply disruptions.
- Partner with farmers and cooperatives to prepare for climate-related risks.
- Invest in infrastructure improvements such as refrigeration, canopy safety, and flood barriers.

What They Can Do Better With SpotOnResponse:

- Map participating producers and at-risk market locations.
- Track infrastructure vulnerabilities (e.g., cold storage, tent safety, parking access).
- Coordinate mitigation investments with city and nonprofit food partners.

Preparedness: Plan for continued food access during crises

What They Can Do:

- Stock backup supplies (e.g., shelf-stable goods, packaging materials).
- Train vendors and volunteers in emergency protocols and crowd safety.
- Coordinate with food banks, local governments, and community health agencies.

What They Can Do Better With SpotOnResponse:

- Register vendor readiness and assign key response contacts.
- Post emergency hours, location changes, or alternate distribution options.
- Track inventory levels and logistics capacity across the market network.

Response: Distribute fresh food and support economic continuity

What They Can Do:

- Operate pop-up or mobile markets to reach underserved or displaced communities.
- Partner with mutual aid groups or local responders for meal kit distribution.
- Accept SNAP, WIC, and local relief vouchers to ensure inclusive access.

What They Can Do Better With SpotOnResponse:

- Share active market status, availability, and service offerings.
- Track foot traffic, donation flows, and food availability in real time.
- Coordinate volunteer assignments and transport of perishables.

Recovery: Rebuild market activity and restore food access equity

What They Can Do:

- Help vendors resume operations and reconnect to customers and institutions.
- Support rebuilding of damaged infrastructure and equipment.
- Provide data and insights to inform future food security and economic development plans.

What They Can Do Better With SpotOnResponse:

- Log market reopening dates, operational status, and vendor needs.
- Map post-disaster food distribution access by neighborhood.
- Track long-term recovery indicators for both producers and consumers.

Organization Type: Agricultural Equipment

Dealers, Repair Services & Feed Suppliers

Agricultural equipment and feed suppliers provide the tools and resources rural producers need to maintain food production, animal health, and operational continuity during crises. From tractors and irrigation systems to livestock feed and seed stock, these businesses help stabilize supply chains and enable rapid restoration of agricultural functions following disasters. Their ability to maintain and restore farm equipment during disasters directly affects food supply, economic stability, and recovery timelines.

Mitigation: Protect critical rural equipment and feed infrastructure

What They Can Do:

- Weatherproof inventory and protect service facilities from storm, fire, or flood risks.
- Offer off-site storage options or delivery services to support distributed access.
- Work with producers to reinforce usage safety and prevent mechanical failures and supply shortages during hazard seasons.

What They Can Do Better With SpotOnResponse:

- Map dealership and service locations, storage facilities, especially in vulnerable or remote areas.
- Explore mitigation investments with local banks, emergency planners, and supply chain.
- Track asset vulnerability (e.g., outdoor equipment lots, fuel reserves, storage).

Preparedness: Ensure availability of essential equipment, feed supplies, and staff

What They Can Do:

- Maintain supply of backup generators, irrigation pumps, and power tools.
- Train mechanics and delivery drivers for emergency dispatch, alternate supply routes, and field repairs.
- Coordinate with ag extension services on mutual readiness plans.

What They Can Do Better With SpotOnResponse:

- Log available supply alternatives, equipment and parts ready for emergency deployment.
- Register technicians and drivers as deployable field support assets.

- Track surge repair capacity and link readiness status to regional planning maps.

Response: Support rapid repair and emergency feed distribution

What They Can Do:

- Dispatch repair teams to farms or critical sites experiencing equipment failure.
- Deliver urgent equipment to support irrigation, livestock care, or debris removal.
- Prioritize repairs for essential operations, such as water systems or food transport.

What They Can Do Better With SpotOnResponse:

- Post availability of loaner equipment and on-call technicians.
- Track repair service requests, delivery status, and crew locations.
- Coordinate with agricultural partners and responders for prioritized aid.

Recovery: Restore long-term equipment functionality and storage access

What They Can Do:

- Repair or replace damaged farm machinery, feed storage facilities, and infrastructure tools.
- Offer financing or discounts to assist producers with replacement needs.
- Support infrastructure projects and rebuilding efforts through heavy equipment rentals.

What They Can Do Better With SpotOnResponse:

- Log equipment deployment and return status, feed transport and spoilage.
- Track parts availability and long-term service demand.
- Share feedback with regional economic recovery teams to guide planning.

Organization Type: Rural Postal Services

Rural postal workers and post offices provide vital delivery, communication, and continuity of service across hard-to-reach areas. In disasters, they serve as trusted messengers, welfare checkers, and supply chain connectors for residents who may be isolated or underserved by other services.

Mitigation: Preserve access to communications and logistics

What They Can Do:

- Harden postal facilities and delivery routes against common rural hazards (e.g., wildfire, flooding, blizzard).

- Maintain secure storage and emergency procedures for time-sensitive or critical deliveries.
- Serve as backup communication nodes where digital infrastructure is limited.

What They Can Do Better With SpotOnResponse:

- Register post office locations and identify high-risk service zones.
- Share mitigation project data with local emergency planners.
- Coordinate with telecom and utility providers on continuity needs.

Preparedness: Ready staff and systems for crisis response

What They Can Do:

- Train postal workers in basic emergency roles (e.g., welfare checks, emergency message delivery).
- Pre-plan alternate routes and backup delivery hubs for disrupted areas.
- Collaborate with local emergency managers to distribute preparedness flyers and alerts.

What They Can Do Better With SpotOnResponse:

- Log staff training, alternate routes, and known special-delivery needs.
- Map postal locations as information or coordination hubs.
- Track distribution of public outreach materials and readiness alerts.

Response: Maintain essential delivery and serve as trusted connectors

What They Can Do:

- Deliver medication, checks, emergency information, or aid to rural households.
- Report safety concerns or unmet needs noticed during route delivery.
- Collaborate with law enforcement, EMS, and local nonprofits to check on vulnerable residents.

What They Can Do Better With SpotOnResponse:

- Track delivery status and update route conditions.
- Share alerts on passability or service disruptions with local partners.
- Log field observations tied to health, safety, or urgent needs.

Recovery: Reestablish full mail and logistics service to rural households

What They Can Do:

- Reopen post offices, restore routes, and repair damaged infrastructure.
- Help reconnect displaced residents with critical mail and benefits.
- Support communication with grant and aid providers for recovery paperwork.

What They Can Do Better With SpotOnResponse:

- Map reopening timelines and service restoration progress.
- Coordinate delivery of recovery-related materials and public information.
- Share long-term service gaps and access challenges with emergency planners.

Organization Type: Rural Health Clinics & Federally Qualified Health Centers (FQHCs)

Rural Health Clinics and Federally Qualified Health Centers (FQHCs) deliver essential primary and preventive care in medically underserved areas. In a disaster, they are critical touchpoints for triage, continuity of care, public health communication, and health equity in rural communities.

Mitigation: Safeguard clinical operations and protect patients and staff

What They Can Do:

- Harden clinic buildings against hazards (e.g., flood barriers, wind protection).
- Secure medical records through off-site or cloud-based backups.
- Improve generator capacity and HVAC systems for safe sheltering and medication storage.

What They Can Do Better With SpotOnResponse:

- Map clinics and satellite facilities by hazard exposure and mitigation status.
- Share building upgrades, power backup status, and data protection protocols with public health agencies.
- Coordinate system-wide infrastructure needs with local emergency planners.

Preparedness: Ensure operational readiness for health emergencies

What They Can Do:

- Stock emergency medical supplies, medications, and basic care items.
- Train staff in emergency response, triage, and behavioral health protocols.
- Partner with local health departments and EMS on coordinated preparedness plans.

What They Can Do Better With SpotOnResponse:

- Upload clinic-level readiness checklists, staff rosters, and surge capacity.
- Register clinics as part of the health coordination network in the shared map.
- Coordinate pre-event medication distribution and patient alert systems.

Response: Deliver urgent care and public health services during disasters

What They Can Do:

- Provide walk-in care, triage services, vaccinations, and emergency prescriptions.
- Support shelter-based care, deploy mobile teams, and assist in outbreak control.
- Act as local health access points when hospitals are overwhelmed or inaccessible.

What They Can Do Better With SpotOnResponse:

- Share open hours, services offered, and patient volume in real time.
- Coordinate with EMS and shelters for triage, transport, and referral tracking.
- Log patient care metrics and medication availability by site.

Recovery: Restore full care services and contribute to long-term community recovery

What They Can Do:

- Resume chronic disease management, behavioral health, and maternal care.
- Assist patients with disaster-related needs (e.g., records, prescriptions, screenings).
- Participate in recovery assessments and improve future health emergency plans.

What They Can Do Better With SpotOnResponse:

- Document restoration of services, outreach efforts, and gaps in access.
- Share health outcome trends and service needs with community recovery teams.
- Coordinate with hospitals, mental health providers, and recovery agencies for integrated care delivery.

Organization Type: Local Fairs / Rodeo Grounds / Ag Event Venues

Local fairs, rodeo grounds, and agricultural event venues serve as high-capacity gathering spaces and logistical hubs in rural communities. During disasters, they can rapidly convert into shelters, staging areas, animal evacuation sites, or supply distribution centers. Their existing infrastructure and strong community ties make them critical assets for response and recovery.

Mitigation: Prepare facilities for hazard-resistant public use

What They Can Do:

- Retrofit barns, exhibit halls, and arenas to withstand severe weather or wildfire exposure.
- Install backup lighting, secure fencing, and water access to support animal safety and crowd control.
- Work with local emergency planners to designate facilities as backup shelters or resource hubs.

What They Can Do Better With SpotOnResponse:

- Map facility layouts and hazard vulnerabilities (e.g., flood-prone zones, open air exposure).
- Share mitigation upgrades and site readiness with emergency operations centers.
- Coordinate regional shelter capacity and evacuation routing through the shared platform.

Preparedness: Ready sites, staff, and community partners for deployment

What They Can Do:

- Train fairground staff and volunteers in emergency shelter setup, animal handling, and first aid.
- Pre-stage cots, fencing, feed, sanitation supplies, and communication tools.
- Maintain memoranda of understanding (MOUs) with emergency services and local governments.

What They Can Do Better With SpotOnResponse:

- Register venues as shelter or response assets and upload readiness checklists.
- Track supply caches and equipment staged on-site.

- Share volunteer roles and staffing readiness by event venue or region.

Response: Provide shelter, staging, and service continuity in rural areas

What They Can Do:

- Host displaced residents, animals, or responder units in barns and halls.
- Serve as logistics hubs for distributing food, water, hay, and other supplies.
- Offer open grounds for helicopter landing zones, vehicle staging, or triage overflow.

What They Can Do Better With SpotOnResponse:

- Post operational status, available space, and services offered at the venue.
- Track deliveries, personnel movements, and animal intake logs.
- Share capacity updates and logistical coordination needs in real time.

Recovery: Support community recovery and post-event rebuilding

What They Can Do:

- Host outreach events (e.g., relief fairs, legal aid clinics, animal reunification).
- Provide space for rebuilding coordination or public meetings.
- Document community impact and lessons learned through event programming.

What They Can Do Better With SpotOnResponse:

- Log recovery event schedules, attendee data, and unmet needs.
- Track venue repairs, funding use, and readiness for future emergencies.
- Coordinate with agricultural and rural development partners for sustained recovery.

Coordinate
in advance.

Communicate
during events.

Cooperate
to rebuild.

The Business-Community Partnership Explained

The Business-Community Partnership provides free access to SpotOnResponse, the mobile-first emergency coordination platform built for government, nonprofits, businesses, and responders - for the Whole Community.

When You Sponsor SpotOnResponse, You're Powering Local Emergency Management

You're not just supporting local government — you're helping businesses, nonprofits, schools, neighborhood groups work together in real time.

One Subscription. 100 Connections. \$1,000/Year.

A business, nonprofit, or civic organization sponsors SpotOnResponse for just \$1,000/year. That covers 100 mobile or web app licenses, managed by the local emergency coordinator and shared across public and private partners.

Why So Affordable? Is It for Real?

In a world where government software can take months to deploy and cost thousands per user, \$10/year might sound too good to be true.

Here's why it's not:

This isn't a startup.

SpotOnResponse was built for public safety, tested in real emergencies, and funded through major federal and state projects. Now, we're paying it forward — because the need has never been greater.

This isn't a basic app.

It's a full-featured emergency coordination platform with planning tools, map-based tracking, secure messaging, drills, and disaster recovery support — all ready to go, right from your phone.

And this isn't a gimmick.

Our mission is to accelerate whole community adoption. We've priced it for impact, not profit — because resilience belongs everywhere, not just where budgets allow.

Real Tech. Real Value. Real Results.

You get the same powerful tools that larger organizations pay 3–5x more to access. With this Playbook and SpotOnResponse, you'll fill the FEMA gap and be ready for whatever comes next.

Want to Sponsor a Community?

Whether you're a business leader, nonprofit director, or local official, the SpotOnResponse Business-Community Partnership gives you a way to lead — and a way to protect what matters most.

Visit www.SpotOnResponse.com to get started.