

Strategies and /or Activities

With goals established, the challenge is identifying strategies encouraging the community to achieve the goals in an efficient fashion. Strategies are founded on practical activities with the over arching requirement being an effective public information and education (PI & E) campaign. Therefore, the PI & E is discussed first because of applicability to all goals statements. Presented on the following pages is a list of strategies that the committee identified for Clinton County.

One of the ongoing public information and educational campaign activities involves developing written or video public service announcements that may be easily modified and distributed before and after a natural disaster. Topics include chain saw safety, safety hazards when clearing debris, equitable vendor prices, and selecting a qualified arborist or contractor.

The Emergency Management Agency is intimately involved in the planning process to update the Clinton County Comprehensive plan and in so doing is able to incorporate principles of risk identification, risk assessment, and natural disaster preparedness into overall County land use policies. These policies embrace the concepts of smart growth and sustainable development to enhance the livability of the community of Clinton County. Further, the County Commissioners through the office of the Emergency Management agency has embarked on an OSCAR program bringing together representatives of the public, institutional and private sectors to discuss the emergency management umbrella in Clinton County. From that program the Emergency Management Agency will have additional delivery gaps identified and will be authorized to address shortcomings. The above outlined goals and strategies serve as a foundation of the Agency's work plan for the next few years.

The strategies outlined on the following pages will be the primary responsibility of the Clinton County Emergency Management Agency and will have the support of all County and municipal officials and agencies. The Advisory Committee will continue to meet periodically and to aid in helping to prioritize project activities as needed. When appropriate, the Committee will coordinate with the Township Trustees and Village / City Officials to gain their input and support on the specific topic. The prioritization methodology will include a special emphasis on the extent to which benefits are maximized according to a cost-benefit review of the proposed projects and their associated cost. Where the previous meetings with township and municipal officials resulted in a potential project, or uncovered an issue, that topic will be given immediate attention.

In addition, the Emergency Management Agency will routinely dialogue with utility companies and specialized contractors to generate a database of persons skilled in working during a post disaster situation and a list of experienced tree service firms.

The Advisory Committee prioritized the goals and strategies in the order presented in the following table based on the conclusion that an informed public will produce dynamic benefits exceeding the cost of the campaign itself followed by, 'brick and mortar' material mitigation activities.