



*The power to see more
through their eyes.*





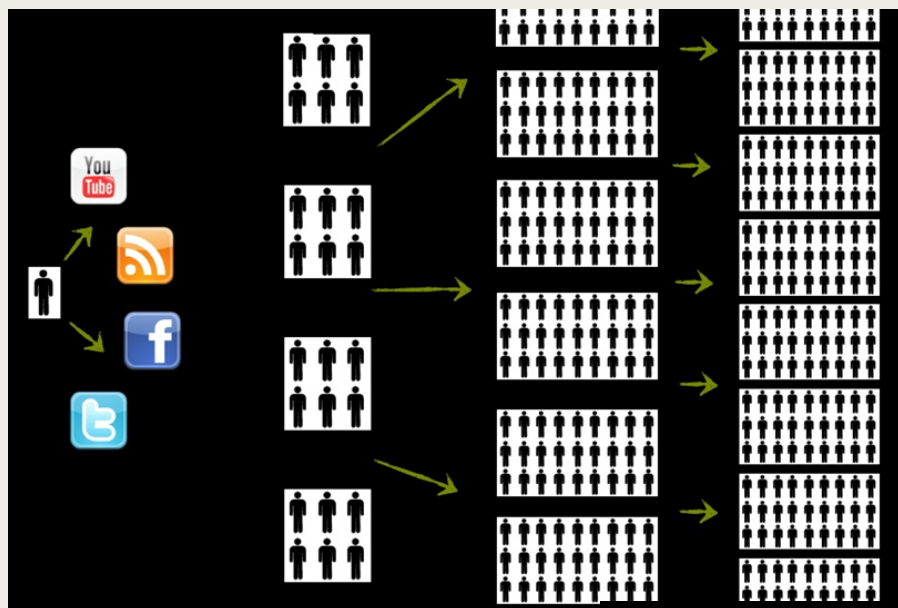
Social Media Grant

- FEMA Port Security Grant, FY08 & FY12, Enhancing Maritime Security by Engaging Emergency Preparedness/Response Partners and the Public Through Social Media Applications
- Grant awarded to Pacific Northwest Economic Region (PNWER) and Pierce County
- Focus is on providing social media information to governments and agencies



Advisory Board Partners

- US Coast Guard
- Port of Everett
- Everett Emergency Management
- WA Fusion Center
- Port of Bellingham
- WA Ports Association
- WSDOT Ferries
- PNWER
- Pierce County



Why Social Media

Like
Share
Follow
Tweet

“Social Media are obviously about **more** than how we **reach out** to the public and educate the public...It’s about the **public** talking to **US**.

It’s also about the **public** talking to the **public**.”

Nathan Huebner,
US. Center for Disease Control



Business Value

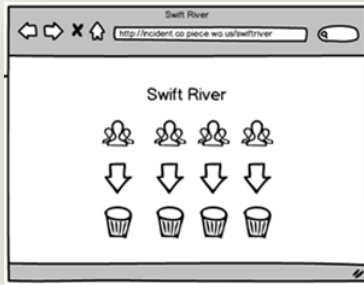
- For Responders:
 - View a more complete and common operating picture
 - Increase situational awareness with photos and maps
 - More immediate and real-time information
 - Know what the public is thinking, see trends early
- For the Public:
 - Feel more helpful and less helpless
 - Contribute in a valuable way to emergency response
 - Know the data is going to a central location to the right officials

The System Architecture

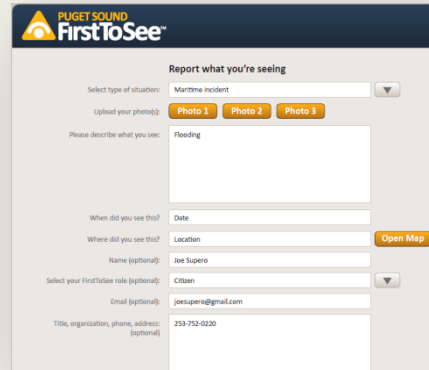
FirstToSee App



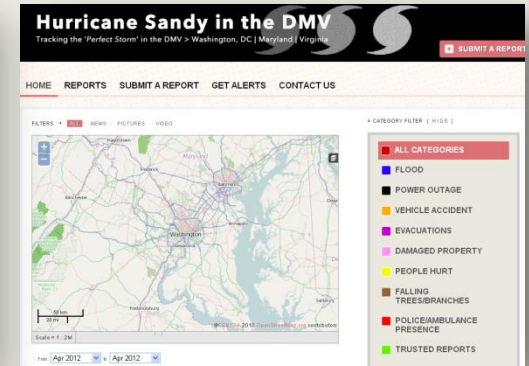
SwiftRiver Social Media Aggregator



Web Page

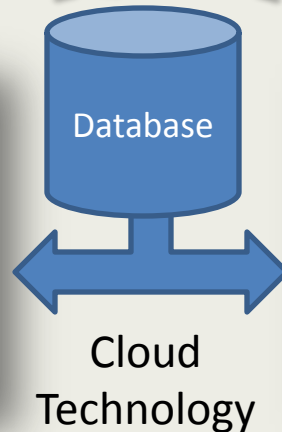
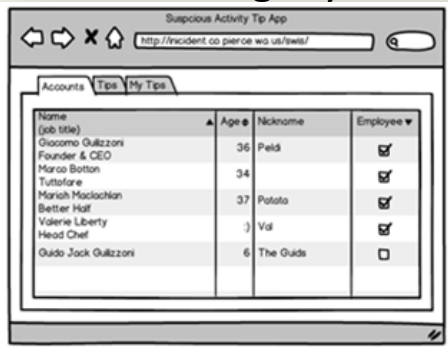


CrowdMap

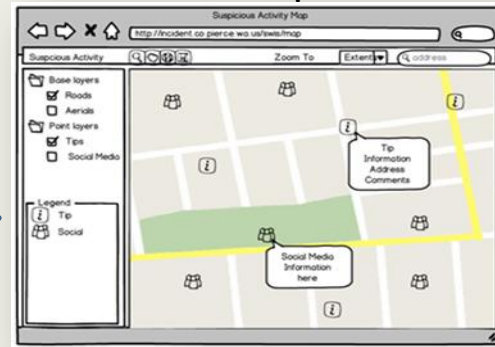


Public & Trusted Users

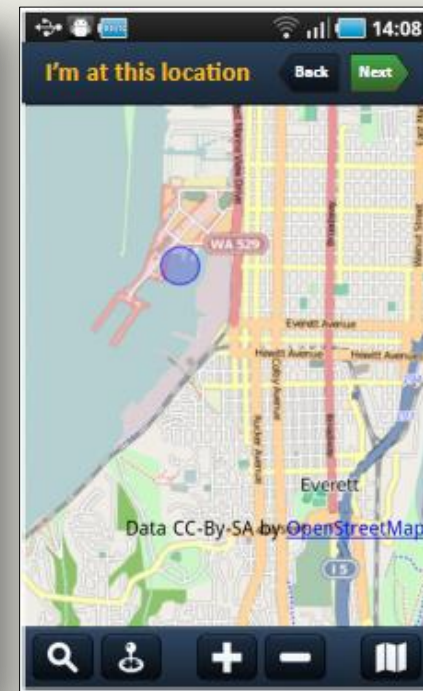
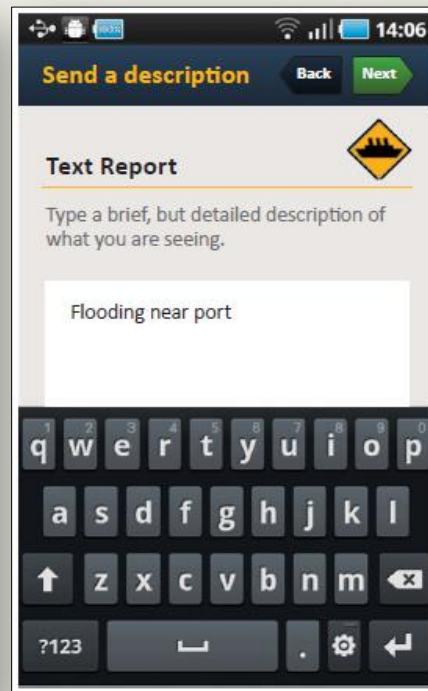
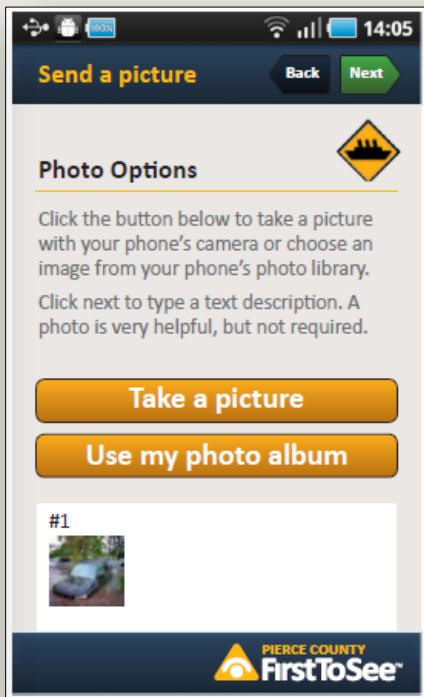
FirstToSee Mgt System



FirstToSee Map Interface



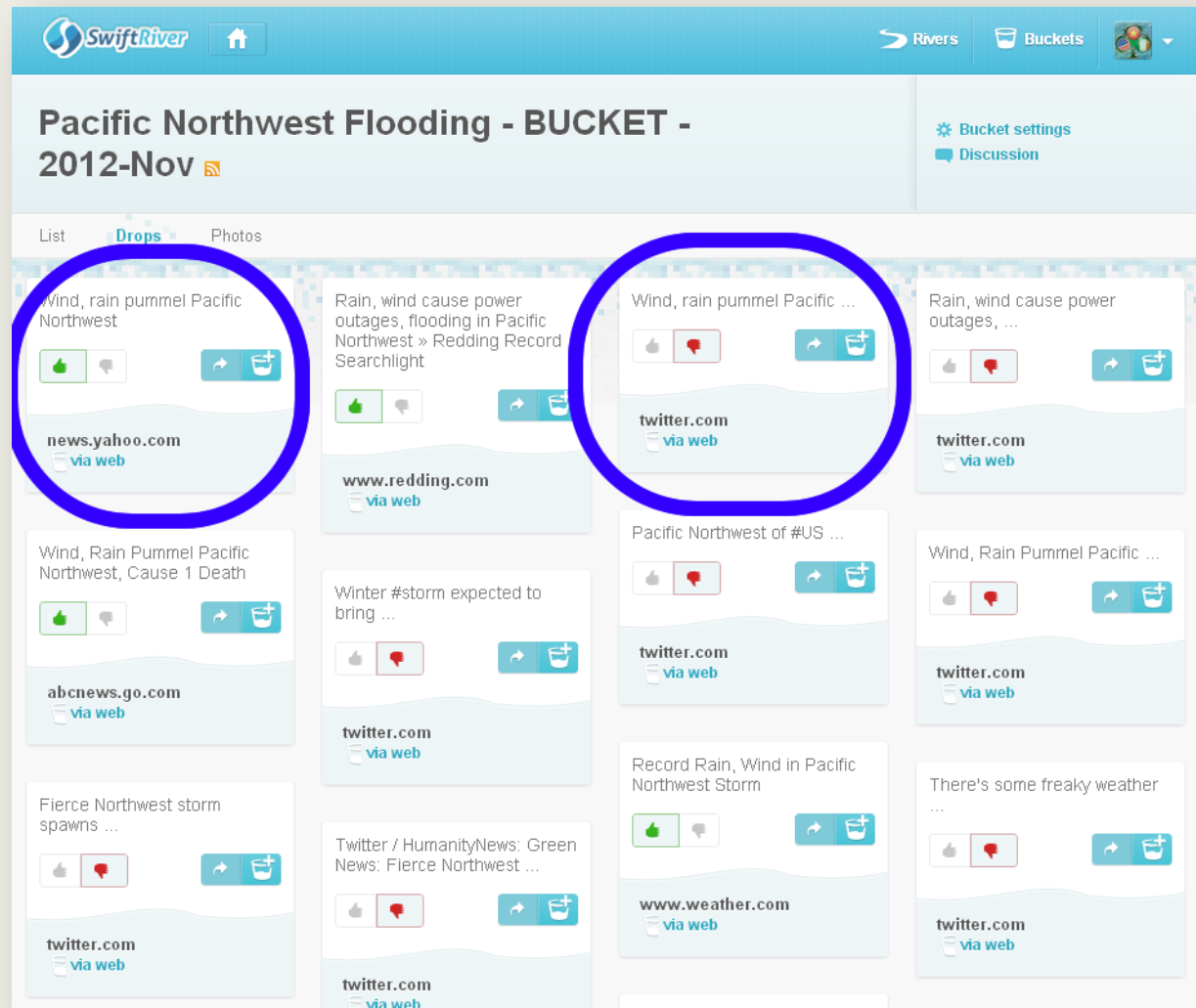
The Smartphone App



iPhone and Android

Social Media Aggregator

Use natural language translation or put drops into buckets to categorize social media data



The screenshot displays the SwiftRiver interface for a bucket titled "Pacific Northwest Flooding - BUCKET - 2012-Nov". The interface includes a navigation bar with "Rivers" and "Buckets" tabs, and a settings menu with "Bucket settings" and "Discussion". The main content area shows a list of social media posts, with two posts circled in blue. The circled posts are from news.yahoo.com and twitter.com, both featuring a "Drop" icon (a blue bucket) in the top right corner, indicating they have been categorized into the bucket. Other posts in the list include news from abcnews.go.com, www.redding.com, www.weather.com, and various twitter.com posts, some with "Drop" icons and others with "Like" and "Retweet" icons.

Ability to Filter and Search Dates

Map View | Tabular View

Date range: 11/01/2012 to 12/31/2012

Maritime Inc. | Dec 2012 | January 2013 | February 2013

There are 12/31/2012

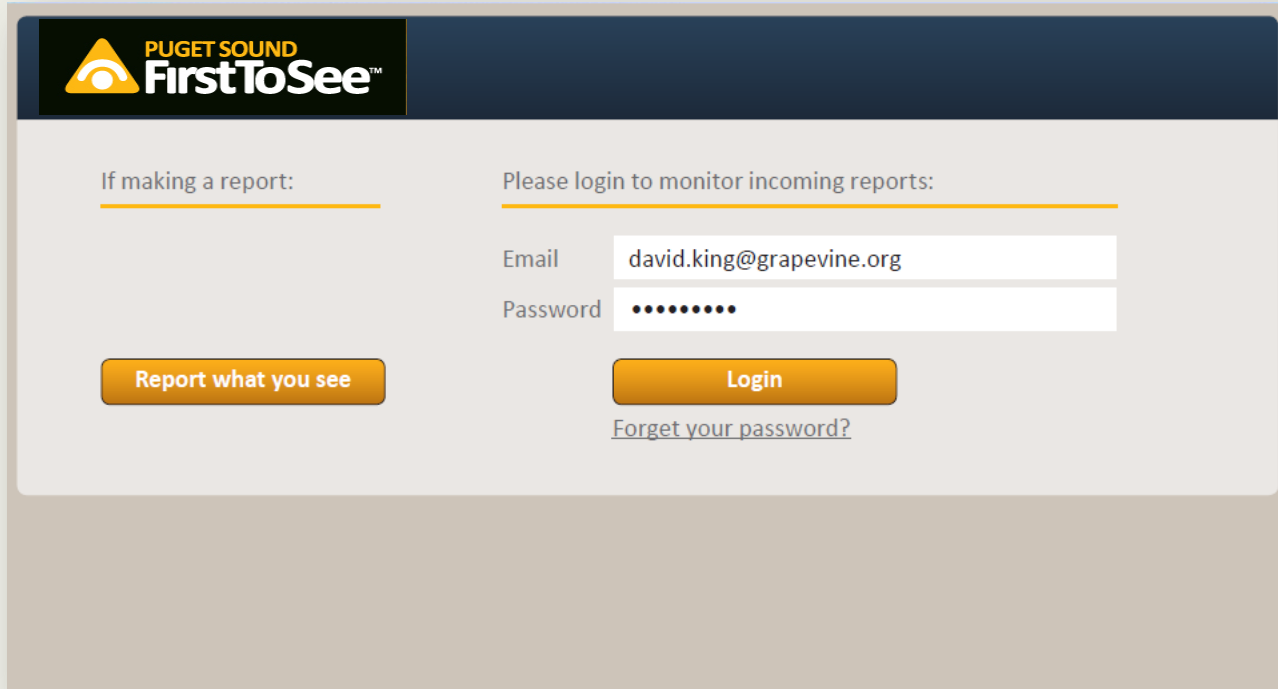
Page: 1

Tip ID	Incident Type	Location	Longitude	Entered	Received	Details	Score
3075	Maritime Incident		47.62483491171519 / -122.51029368782432	Mon Dec 17 2012 15:59:24 GMT-0800 (PST)	2012-12-17 16:23:30	columns for non-trusted-unverified and person type and popup ajax for additional details	0.8
2991	Maritime Incident	La Costa Avenue Chula Vista California 91915	32.6484531 / -116.9537111	Fri Dec 14 2012 15:38:06 GMT-0800 (PST)	2012-12-14 15:42:17	columns for non-trusted-unverified and person type and popup ajax for additional details	0.8

SwiftRiver's advanced data management functions allow users to easily organize incoming information.

Tweet	Location Type	City and/or Coordinates	Distance from Tip	Location Source	Photos
 @PortOfEverett 2/19/2013 8:05 A.M.  Port of Everett Terminal Collapsed!	Point	-122.217407/48.001036	0.1 miles	Tweet coordinates	
 @PortOfEverett 2/19/2013 8:05 A.M.  Dozens of people trapped in rubble at collapsed Port of Everett Terminal	Point	-122.216334/47.986848	0.1 miles	Tweet coordinates	
 @PortOfEverett 2/19/2013 8:05 A.M.  Power out at Port of Everett Terminal	Point	-122.217000/48.000000	0.1 miles	Tweet coordinates	
 @PortOfEverett 2/19/2013 8:05 A.M.  Hazmat spill while unloading cargo at Port of Everett Terminal	Point	-122.228823/47.974869	0.1 miles	Tweet coordinates	
 @PortOfEverett 2/19/2013 8:05 A.M.  Log boom on fire in Port Gardner	Point	-122.215583/48.013726	0.1 miles	Tweet coordinates	

Your Agency's Secure System Access

A screenshot of the Puget Sound FirstToSee web application interface. The header features the logo. Below it, there are two main sections: "If making a report:" and "Please login to monitor incoming reports:". The "If making a report:" section has a "Report what you see" button. The "Please login to monitor incoming reports:" section includes an "Email" field with the value "david.king@grapevine.org", a "Password" field with masked characters, a "Login" button, and a "Forget your password?" link.

PUGET SOUND FirstToSee™

If making a report:

[Report what you see](#)

Please login to monitor incoming reports:

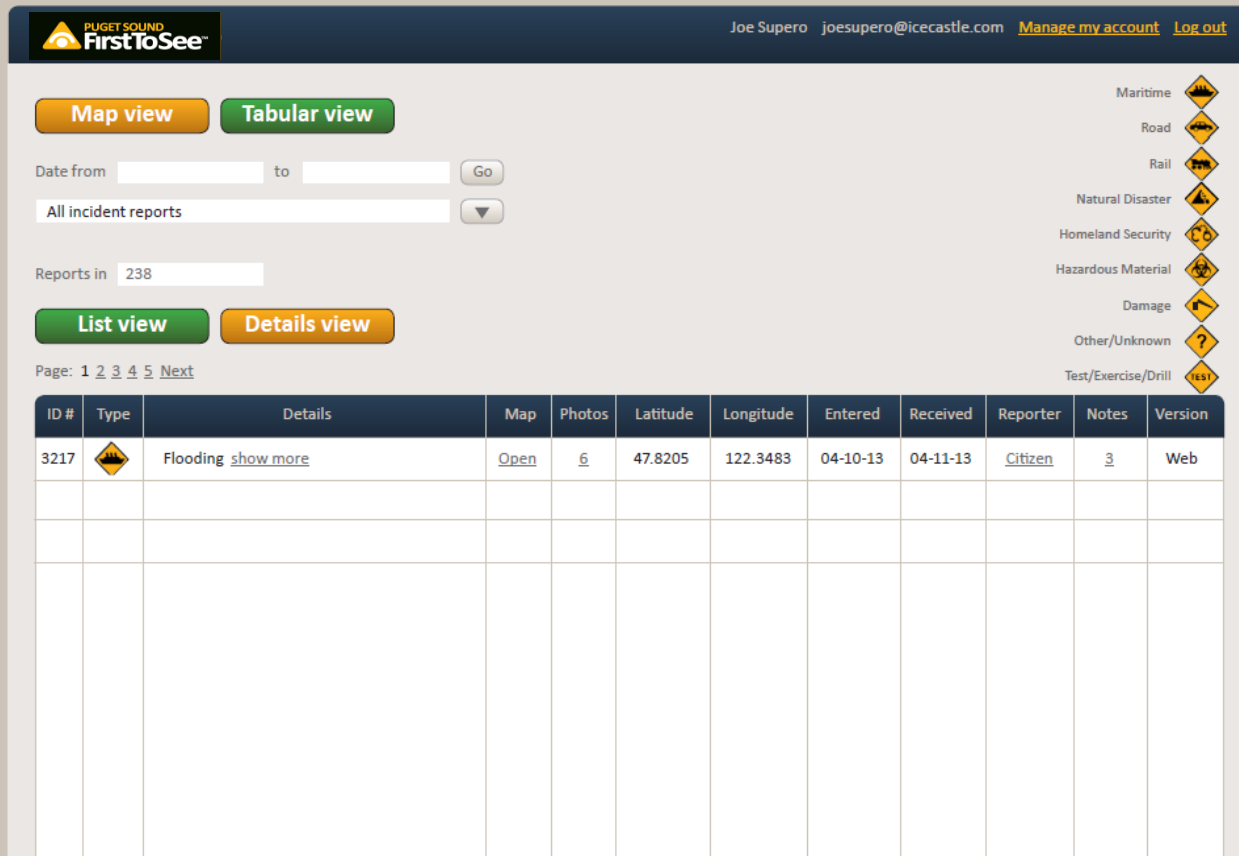
Email

Password


[Login](#)

[Forget your password?](#)

Report Incidents in Tabular View



The screenshot shows the FirstToSee web application interface. At the top, the user is identified as Joe Supero with email joesupero@icecastle.com. Navigation links for 'Manage my account' and 'Log out' are present. The interface includes view toggles for 'Map view' and 'Tabular view', with 'Tabular view' selected. A date range filter is set to 'All incident reports'. A summary indicates 'Reports in 238'. Additional view options are 'List view' and 'Details view'. A vertical sidebar on the right lists incident types with corresponding icons: Maritime, Road, Rail, Natural Disaster, Homeland Security, Hazardous Material, Damage, Other/Unknown, and Test/Exercise/Drill. The main content area displays a table of incident reports.

ID #	Type	Details	Map	Photos	Latitude	Longitude	Entered	Received	Reporter	Notes	Version
3217		Flooding show more	Open	6	47.8205	122.3483	04-10-13	04-11-13	Citizen	3	Web

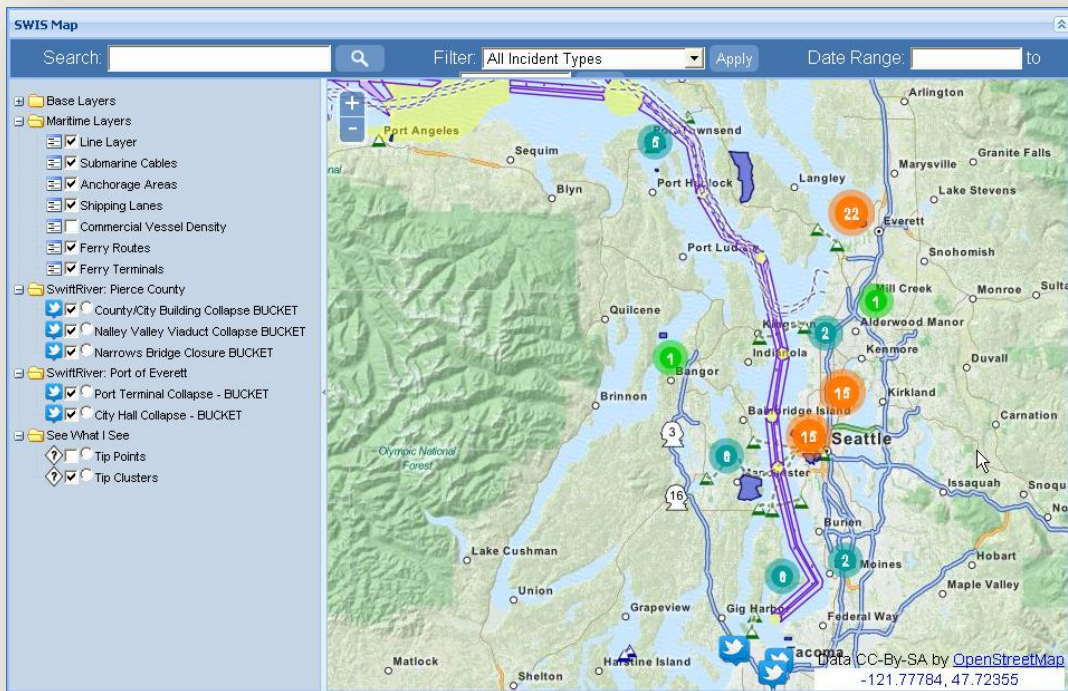
Combines data from SwiftRiver and from the Mobile App



Report Incidents in a Map View

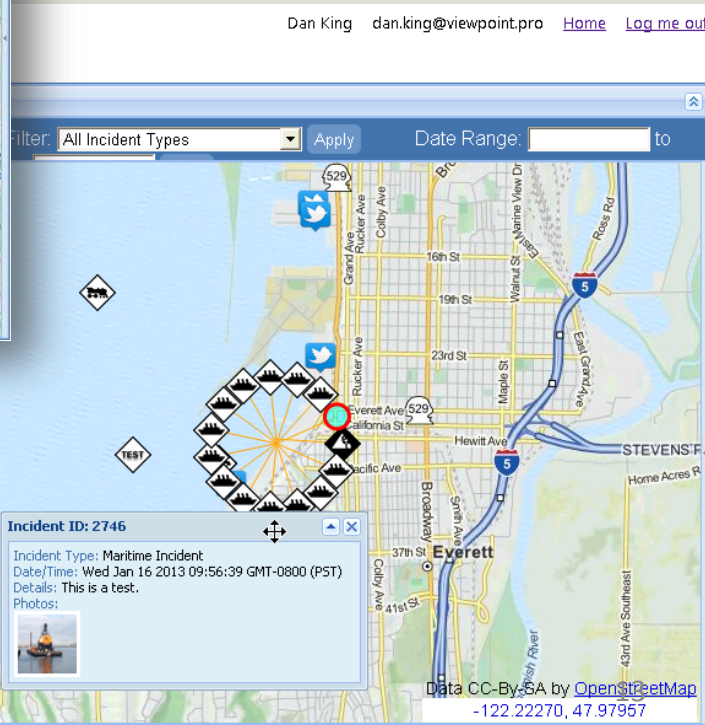
The screenshot displays the Puget Sound FirstToSee web application. At the top, the logo and user information (Joe Supero, joesupero@icecastle.com) are visible. The main navigation area includes buttons for "Report what you see", "View all reports", "Reports I submitted", "Manage users", and "Test page". Below this is a "Video" section with tabs for "Video", "News", and "Web". The "News" tab is active, showing a list of video thumbnails and titles such as "NBC News: Lessons learned from Hurricane Sandy" and "Social Media Revolution". The right side of the interface features a map of the Puget Sound region with several orange circular markers indicating incident locations. A legend in the bottom right corner of the map area reads "Data CC-BY-SA by OpenStreetMap" and "© 1995-2014 Mapbox".

Common Situational Awareness



Turn on or off layers of information, including buckets

Smartphone app and social media reports





Possible Concerns about Using FirstToSee

- Can't trust social media information
 - *There will be unintentional or intentional misinformation in the data stream but you are looking for multiple common reports about a situation.*
- We don't have time to look at more data
 - *Phone calls to EOCs is decreasing, while social media use is exploding. Without this data stream you could be missing very valuable and timely information.*
- The system will be difficult to use in an emergency
 - *The App is easy to use and the SwiftRiver social media aggregator can be set up in advance.*
 - *The system can be used for daily operations*



Benefits for the Emergency Community

- The power to see more through their eyes
- Add social media to your situational awareness and gain a more complete and common operating picture
- More immediate and real-time information
- Know what the public is thinking, see trends early
- Give the public a way to contribute in a valuable way
- Creates a single database for photos and reports from the public that can be reviewed for assessments



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through their eyes.*

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