



Navigating Crisis Logistics

Aaron Strickland, Director of Business
Development, Utilicon (Asplundh)

Navigating Crisis Logistics

**Using Strategic Flexibility to Increase
Productivity, Confidence, and Safety During
Disasters.**



Background

A dramatic, dark sky with heavy, dark clouds and a bright lightning bolt striking down from the right side. The overall tone is moody and intense, with a color palette dominated by deep blues, greys, and blacks, accented by the white of the lightning and the text.

Save Dollars and Keep Personnel Safe &
Healthy Through Flexible Strategy During
Ever Changing Conditions



LESSONS LEARNED

Lessons Learned

- Logistics Role in Restoration?
- 2004: Modern Day Logistics birthed:
 - Safety and Performance Improvements
- Happy, well-fed, and housed people simply work better.
- 2011: Human life is of the utmost importance.



MYTHS

Myth #1: “It’s Too Expensive”

- How much is the safety and wellness of your workforce worth?
- Avoid delays and focus on Human Performance!
- Is your current Logistics plan flexible?

“It’s Too Expensive”

- Contingency for every emergency avoids scrambling and loss of money.
- How do you provide logistics for varying storms?
- Create checklists on a “Blue Sky Day”
- Snow/Ice, Hurricane, Derecho, etc.

“It’s Too Expensive”

- Planning provides opportunity to care for workforce economically
- Plans can reduce costs by contracting for what you need (and not what they want to sell you).
- Avoid “Add On’s”



BLUE SKY VS DARK SKY

Blue Sky Day vs Dark Sky Day

- Your Preparation and Response WILL Make a Difference in Restoration Times and Safety?
- Preparation
 - Solid contract for each site/situation
 - Training/Practice/Experience
 - Lodging, Food, Transportation
 - Flexible

Site Planning

- Preplanned Based on Varying Factors:
 - Site – Paved, dirt, shopping center, etc.
 - Utilities Available – Water, Sewer, etc.
 - Close to Restoration Area, Highways, etc.
- Fit & Function



Blue Sky-Site Planning

- Fit & Function
 - Each Site Plan Individually Designed
 - Parking, Lodging, Catering, Materials, etc.
 - Traffic Flow
 - Work Flow
 - Lay It Out With Plan
 - Use in Training/Restoration



Black Sky Day

- Logistics Community is a Tremendous Resource
 - Mutual Aid/Industry Organizations
 - Best Practices
 - True Vendor Feedback/Recommendations
 - Vendor Planning Sessions
 - Contract Planning & Review

Black Sky Day

The Importance of Flexibility



Black Sky Day

- Set your “Call Plans/Checklist”
- Pivoting when plans fall through
- Managing expectations





MAINTENANCE

Maintaining the Skillset

- The Importance of Networking
 - We Need a Village 😊
- Mutual Assistance & Trade Organizations
- Vet the Vendors AND Build Your Vendor List
- Review/Drill

How Deep Can We Plan?

- Detailed Planning for YOUR Needs.
- Plans to Back Up Your Story for PUC's/Public
- Include The Nuts and Bolts

How Deep Can We Plan?

Vendors

- How Well Do You Know Your Vendors AND How Well Do They Know You?
- Do You Have a Process to Vet and Find Qualified Vendors?
- Develop a Logistics Plan That Fits You and Your Needs!

Future Course Modules Include.....

- Why do you need to have a plan?
- Why do you need a plan that is adaptable for different type of storms and different locations?
(ice storm different)