I. Preparing for a disaster
   a. Defining the Board’s role
      • Awareness of licensure requirements to alleviate fraud and deception
      • Getting the word out and distributing materials
      • Assist with verification of licensure
      • Be informational source for homeowners to use specific classifications of contractors
      • Make sure informational materials and mediums are immediately available
      • Assist with state response efforts when asked
      • Coordinate messaging with applicable partners
      • Implement enhanced enforcement efforts
      • Develop an internal structure/process to be used once disaster strikes – making sure all staff involved know what to do and how to respond to the requests that may come in
      • Knowing where to direct homeowners on unrelated contracting issues – could be state emergency management agency’s list of contacts; may want to partner with Department of Insurance to streamline process of referral during a disaster
      • Helping consumers with the rebuilding process by providing basic consumer information
   b. What to include in a disaster response plan
      • Board’s role
      • Pre-arranged messaging that can be quickly modified to address a specific issue
      • A list of key contacts, including media, partners, trade associations
      • Back-up locations of where operations can move to should the main office be inoperable
      • Anticipating specific disasters and issues that may arise
      • Having a copy and understanding of the state’s emergency response plan; knowing where you would fit in the chain of command
- Identify specific efforts that would need to be implemented to respond to homeowner concerns during a disaster
- Outline of investigators’ role during a disaster, including enforcement of specific statutes relative to disasters
- Plan for website messaging; having a portal/page ready to convey and post information as it occurs. Can warn homeowners of issues being seen in the community; message to contractors about areas of need.
  - Draft press release templates
  - Brochures
  - Information on who to contact, what to do, etc.
  - Signage
  - PSA messages

- Investigator and staff training
  - Communication tactics – crisis communications, dealing with angry/frustrated homeowners, speaking with media, etc.
  - Understanding the role of an investigator during a disaster
  - Immediate efforts that would need to be implemented by enforcement investigators (posting signage, walking through neighborhoods informing homeowners, warning of unlicensed contractors)
  - How to identify travelers, unlicensed contractors
  - Providing homeowners tips on how to avoid intimidation
  - Making sure staff have appropriate contacts of building officials, insurance department, etc. so they can verify
  - How the insurance process works after a disaster
  - Various fraudulent acts

II. Education/Information

a. Pre- and post-disaster messaging
- Getting contractor board information in any statewide/local emergency publications
- Develop timeline for messaging; expectations for when messaging would get out to the public
- Multi-lingual messaging
- Encourage homeowners/entities to have a pre-qualified list of contractors for various needs
- If in a disaster-prone area, develop proactive messaging before “disaster season” begins
• Include 800 numbers
• Educating Building Departments/permitting offices on Board licensure
  ➢ Sample signs, brochures, collateral materials

b. Tools and tactics
• Invite media to go out and shadow investigators meeting with homeowners, posting signs
• Identify any opportunity to give media a story to publicize
• Utilize social media – respond to inquiries received through comments
• Participating in local cable shows, press conferences held by state/local officials, etc.
• Identify areas where people are congregating as avenues to get messages out (Red Cross/Salvation Army locations; churches; schools; evacuation shelters)
• Tailor media outreach efforts to the severity of the disaster (may require more or less outreach depending on the amount of impacted people/areas)

III. Legal framework
  a. Chain of command
• Understanding who is in charge – state or federal
• Making sure your Board is included on the State Emergency Management Agency contact list when a disaster occurs – integrating yourself into the response process
  b. Executive Orders
• Being able to adapt Board policies/procedures to respond to specific directives in an EO
• Need Governor to issue an EO declaring a disaster
• Knowing how EOs work and how to communicate with the Governor’s office
• Any enhanced penalties?
  ➢ Examples of EOs relative to contracting/licensure requirements
  c. Applicable laws, policies, regulations
• Establishing an internal policy on how to respond to disaster
• Understanding any federal regulations and knowing federal laws take precedent over state laws
• Awareness of any enhanced penalties
- Identify if additional statutes are needed to address contracting/licensing concerns during a disaster
- Look at expedited license processes if current policies are not in place

**IV. Enforcement**

a. First response efforts
   - Identify partners (law enforcement, Department of Insurance, DAs)
   - Act quickly – time is of the essence
   - Getting signage posted and/or passing out consumer materials
   - Communicating directly with homeowners

b. Conducting sweeps/stings
   - Sweep first – pick up any immediate contractors in the area; checking license numbers; meeting with homeowners; informing how to report unlicensed contracting activities
   - Sting operations afterward – working with homeowners to see if they would be willing to donate their house for an operation

c. Enforceable penalties and punishments
   - Administrative Actions (cease and desist orders, citations)
   - Criminal Actions
   - Civil Actions/Sanctions
   - Consider reduced fines/penalties based on conditional license criteria – addresses goal of wanting contractors to be licensed

**V. Partnering**

a. Identifying your partners
   - Priority partners may include: Local police, District Attorney, Department of Insurance, Attorney General, Emergency Management Agency, Governor’s Office, local building officials, Department of Industrial Relations, Building Departments, legislators)
   - Knowing the role of each partner
   - Understanding the needs/issues of each partner and how the Board can work to meet those needs
   - Clearly communicating the Board’s needs/role and how the identified partners can help achieve your goals

b. How to open lines of communication
   - Be proactive – establish a relationship before a disaster
• Engage partners in Board activities to invest them in your issues
• Establishing a key list of contacts within each partnering agency (knowing who the press staff, staff specific to certain issues, etc.)
• Send information to local legislator who is likely to receive calls from constituents