



**Northern Berkshire Regional MACC**  
**Command Staff**  
**MACC Manager Standard Operating Guideline (SOG)**

**Purpose:**

The purpose of this checklist is to provide a Standard Operating Guideline (SOG) to be utilized by an individual serving as the Multi Agency Coordination Center (MACC) Manager at the Northern Berkshire Regional MACC.

**Responsibilities:**

- Establish the appropriate staffing level for the MACC and continuously monitor organizational effectiveness in support of Local response/recovery objectives and efforts.
- Coordinate with leadership at Local Emergency Operations Centers (EOCs) within the Northern Berkshire Region, as well as with neighboring Berkshire County Regional MACCs, the MEMA Regional Emergency Operations Center (REOC) to support emergency event response/recovery efforts.

**Direct Reports:**

- Deputy MACC Manager
- MACC Public Information Officer (PIO)
- MACC Liaison Officer (LO)
- MACC Operations Section Chief (OSC)
- MACC Planning Section Chief (PSC)
- MACC Logistics Section Chief (LSC)
- MACC Finance Section Chief (FSC)

**Coordinates with:**

- Local EOC Managers and/or Emergency Management Directors
- Central and Southern Berkshire Regional MACCs
- MEMA Regional EOC

**1.0 Pre-Event Actions**

1.1 Review and become familiar with the MACC Organizational Chart (See Attachment 1), MACC Concept of Operations (ConOps), this SOG, as well as other documentation related to the MACC Manager as appropriate.

1.2 Attend annual MACC Concept of Operations and SOG training in order to become and remain familiar with the Concept of Operations / Integrated Sequence of Actions, as well as the responsibilities identified in this SOG.



- 1.3 Participate in scheduled drills and exercises that include a MACC activation component by serving as the MACC Manager position.
- 1.4 Be prepared to serve as an MACC Manager during activation of the Northern Berkshire Regional MACC.

**2.0 Initial Actions**

2.1 **Determine Event Type** - Immediately upon receiving notification of the event, determine the type of event (Notice or No-Notice) and the appropriate initial actions to be performed. Utilize the following table to determine the appropriate initial actions:

If the Event is a:	Then:
<b>Notice Event –</b> Such as a forecasted weather event or other event with notice prior to actual occurrence or impact.	<b>Proceed to Step 2.2</b> Notice / Forecasted Event
<b>No-Notice Event –</b> Such as a Mass Casualty Incident, active shooter incident or hazmat spill with no notice prior to actual occurrence or impact.	<b>Proceed to Step 2.3</b> No-Notice / Unanticipated Event

2.2 **Notice Event and/or Forecasted Event** – Prior to the occurrence or impact of a Notice and/or forecasted event, participate in the following pre-impact planning activities.

- 2.2.1 Direct pre-event planning meetings with MACC staff to discuss:
  - Scheduling and/or conducting of required teleconferences and/or preparedness meetings.
  - Areas of the Region (Northern Berkshire County) that may be impacted by the Notice and/or forecasted event.
  - Preparation activities prior to the event’s impact or occurrence.
  - Determination of appropriate MACC staff, support, and resource requirements needed to support event response/recovery upon its actualization.
- 2.2.2 Upon completion of pre-event planning activities, proceed to Step 2.3.1 (Initial Assessment of the Situation).



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**2.3 No-Notice and/or Unanticipated Event** – Request selected members of the Command and General Staff to assist in the performance of an initial assessment of the situation through the following activities:

2.3.1 Conduct an initial assessment to determine the scope, size, and severity of the event, including:

- Type of threat/hazard impact and specific location.
- Number of patients, victims, or casualties (actual or potential), including type and severity.
- Status of on-scene activities and critical response/recovery needs.
- Disruption to transportation, utility, communications or medical infrastructure.
- Updates from responding agencies (Situation Reports, Alerts, Advisories, etc.).
- Cascading effects (anticipated or actual).

2.3.2 Receive input from Command and General Staff on required priorities and/or operational objectives dictated by the emergency event. Consider the following:

- Recommended stabilization activities.
- Critical resource requirements (public safety, public works, and/or public health/medical).
- Situational Awareness support requirements.
- Mutual aid needs.
- Interaction with City, State, and/or other public safety or public health agencies.

2.3.3 Direct the Planning Section Chief to perform the following:

- Develop an Initial Situation Report (SitRep).
- Create a WebEOC Incident.
- Develop the MACC Incident Action Plan (IAP)
- Establish the Planning cycle/schedule for the event.

2.3.4 Direct the Public Information Officer to perform the following:

- Develop a media strategy/plan.
- Develop initial media release.
- Identify/determine official spokesperson(s) and subject matter experts as required.

**2.4 Direct the Activation of the MACC** – In support of MACC Activation, request that Command and General staff provide input and assistance regarding activation of the MACC by conducting the following activities:



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2.4.1 Determine the need for MACC Activation and the appropriate activation level (based on the type and impact of the event). Utilize the MACC Activation Level Description and Actions table below to determinate the appropriate MACC Activation Level.

If a hazard or threat condition has occurred and involves the following anticipated time frame:	And the event involves the following event types or conditions:	Then the event requires the following MACC activation level:
0-4 Hours	<ul style="list-style-type: none"> <li>• <b>Examples</b> – Suspicious Devices, Localized and/or Rolling Power Outages, Severe Weather Advisory, Moderate incidents involving 2 or less communities, Transportation accident involving hazmat</li> <li>• <b>Activation and Duration:</b> Virtual (optional) or Physical / Under 4 hours</li> <li>• <b>Staffing:</b> Limited</li> <li>• <b>Response:</b> Event monitoring, Activation of Information Sharing Networks</li> <li>• <b>Information:</b> Initial dissemination of information, Status reporting as required, WebEOC coordination and assistance, Public Information Support as required</li> <li>• <b>Resources:</b> Coordination unlikely, monitoring only</li> </ul>	<p><b>Level 1 –Standby/ Monitoring Activation</b></p> <p><b>Standby/Monitoring Activation for up to 4 hours and/or until incident stabilization has occurred.</b></p>
4-24 Hours	<ul style="list-style-type: none"> <li>• <b>Examples</b> – Large incidents involving 2 or more communities, Extended localized utility outages, Wildfire threatening segment of Sub-Region, Hazmat spill/release</li> <li>• <b>Activation and Duration:</b> Physical Activation / 8-24 hours</li> <li>• <b>Staffing:</b> 1-2 MACC + required ESF personnel contingent upon scope/severity</li> <li>• <b>Response:</b> Event monitoring, Public Information Support, MACC IAP for multiple operational periods, and Coordination with activated EOCs required</li> <li>• <b>Information:</b> Initial dissemination of information, WebEOC coordination and assistance, Situation Brief and Status reporting performed at regular intervals, JIS Support and coordination with MEMA REOC</li> <li>• <b>Resources:</b> Coordination likely required, Facilitation and coordination of resource requests as needed, Coordination with MEMA REOC as needed</li> </ul>	<p><b>Level 2 – Partial Activation</b></p> <p><b>Partial Activation of the MACC for up to 24 hours from the onset of occurrence and until incident stabilization is reached.</b></p>
An undetermined timeframe for resolution.	<ul style="list-style-type: none"> <li>• <b>Examples</b> - Major or regional emergency with multiple or all communities requiring heavy resource requirements, Large-scale Hazmat spill/release, Hurricane/Ice Storm/Blizzard affecting entire County, Major Wildfire, Pandemic/Epidemic Disease Outbreak</li> <li>• <b>Activation and Duration:</b> Physical Activation / Beyond 24 hours</li> <li>• <b>Staffing:</b> All MACC staff + required ESF personnel contingent upon scope/severity</li> <li>• <b>Response:</b> Event monitoring, Public Information Support, MACC IAP for multiple operational periods, and Coordination with activated EOCs required</li> <li>• <b>Information:</b> Initial dissemination of information, WebEOC</li> </ul>	<p><b>Level 3 - Full Activation</b></p> <p><b>Full Activation of the MACC beyond a 24-hour basis and until incident stabilization has occurred.</b></p>



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	coordination and assistance, Situation Reporting (SitReps) performed at regular intervals, JIS Support and coordination with MEMA REOC • <b>Resources:</b> Coordination highly likely, Facilitation and coordination of resource requests, Coordination with MEMA REOC	
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2.4.2 Request that all General staff positions determine the appropriate level of staffing for each Section within the MACC. Once presented by the Planning Section Chief, approve the MACC staffing roster.

2.4.3 Issue the order to activate the MACC and direct the Operations Section Chief to conduct all appropriate notifications via the dissemination of an “Alert” and/or “Advisory” to required personnel, including:

- All MACC staff, including the Northern Berkshire REPC members.
- Local EOCs and Emergency Managers within the Region (Northern Berkshire County).
- Additional Berkshire County MACCs (Central and Southern Region).
- MEMA Regional EOC.
- Public Safety partners (local, state).
- Healthcare and medical Coordination Coalition partner agencies and organizations, including local/regional hospitals, and Boards of Health.
- Local utility infrastructure offices/operations (gas, electric, communications, etc.).
- Non-profit and/or other supporting agencies, including the Berkshire COAD.

Include information about the emergency event and the MACC Activation Level.

2.4.4 Direct the Logistics Section Chief to set-up and activate the MACC.

- Facility set-up, including HVAC, communications, utilities, sanitation, access, etc.
- Activation of displays, audio/visual technology, communications support, etc.
- Distribution of MACC equipment, supplies, etc.
- Assignment and set-up of MACC workstations.
- Food/beverage requirements.
- Break area with cots and blankets.

**2.5 Conduct an initial briefing with MACC staff within the first hour of activation of the MACC.**

Direct the Planning Section Chief in order to provide staff an update which includes the following types of information:

- Facts related to the occurrence and impact of the hazard/threat.



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- Discussion of initial plan of action (MACC Incident Action Plan).
- MACC priorities and objectives.
- MACC organization and staffing.
- MACC security and safety policies.
- General housekeeping procedures and logistics.
- Internal/external communications.

### 3.0 Ongoing Actions

**3.1 Manage Situational Awareness and Event Planning Requirements** – Direct the Planning Section Chief to oversee the establishment of situational awareness and event planning requirements through the performance of the following activities:

- 3.1.1 Monitor, collect, evaluate and process information to develop and establish situational awareness. Coordinate with the Operations Section Chief to obtain operational information as a means to support the gathering of situational awareness information.
- 3.1.2 Manage the display of situational awareness information and maps.
- 3.1.3 Schedule and conduct Operational Briefings in order to keep staff readily informed of event status and operational priorities/objectives.
- 3.1.4 Develop and distribute routine Situation Reports (SitReps).
- 3.1.5 Schedule and conduct MACC Incident Action Plan (IAP) Meetings.
- 3.1.6 Develop and distribute MACC Incident Action Plans.
- 3.1.7 Develop and oversee the Daily Operations Schedule (assembly of information, scheduling of operational briefings, scheduling of media briefings, scheduling and conduct of IAP meetings, etc.).
- 3.1.8 Conduct and manage Daily Operational Cycle Activities (preparation and review of IAPs, IAP distribution, forward planning activities, etc.).

**3.2 Manage Operations** – Direct the Operations Section Chief to oversee the management of all Public Safety and Public Health/Medical response and recovery operations through the performance of the following activities: .



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- 3.2.1 Survey and review operational needs and requirements of across communities located within the Northern Berkshire Sub-Region.
- 3.2.2 Facilitate regional resource management needs (staff/assets) of Northern Berkshire Region communities, including the ordering/acquisition, deployment, tracking, and demobilization tasks associated with MACC resource related missions.
- 3.2.3 Facilitate regional resource management needs (staff/assets) between the Central and/or Southern Berkshire MACCs, including ordering/acquisition, deployment, tracking, and demobilization tasks associated with MACC resource related missions.
- 3.2.4 Forward and train of resource requests to the MEMA REOC, including ordering/acquisition, deployment, tracking, and demobilization, if/when resource requests are unable to be filled within the Sub-Region (Northern Berkshire) and/or between the remainder of the County (Central and Southern Berkshire).
- 3.2.5 Remain in continual contact with affected communities throughout the conduct and duration of providing response/recovery support.
  - Direct mobilized resources and assets to affected communities.
  - Ensure for the timely and accurate tracking of resources requested or deployed as part of response/recovery.
  - Monitor ongoing mission-related status.
- 3.3 **Manage Logistics** – Direct the Logistics Section Chief to oversee the management of logistical tasks and activities required to support public safety and public health/medical response and recovery operations through the performance of the following activities:
  - 3.3.1 Arrange for the set-up, management, and support of IT and communications equipment and infrastructure required to support MACC operations.
  - 3.3.2 Prepare and ensure for the readiness and safety requirements for logistical support personnel, facilities, or equipment (security, transportation, generators, fuel, etc.).
  - 3.3.3 Arrange and manage emergency staffing and/or assets that may be required by the Operations Section in support of public safety/public health or medical response/recovery operations.



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- 3.3.4 Arrange for food catering in conjunction with the Finance Section Chief in order to sustain MACC staff for the duration of MACC activation.
- 3.3.5 At the request of the Operations Section Chief, coordinate and support Point of Distribution (POD) and/or Staging Area requirements in conjunction local communities and the MEMA REOC, if and/or when required.

**3.4 Manage Finance and Administration** – Direct the Finance Section Chief to oversee the management of financial and administrative tasks and activities required to support public safety and public health/medical response and recovery operations through the performance of the following activities:

- 3.4.1 Monitor and manage all MACC business and administrative support processes.
- 3.4.2 Manage the tracking of MACC personnel time and compensation.
- 3.4.3 Provide cost/benefit, cost analysis, and/or other purchase analysis as needed or identified.
- 3.4.4 Track all facility/infrastructure damage and personnel injury claims in support of local requirements as needed.

**3.5 Manage Liaison Requirements** – Direct the Liaison Officer to coordinate and liaise with external assisting or cooperating agencies through the performance of the following activities:

- 3.5.1 Establish and maintain connections/communications with coordination and partner agencies.
- 3.5.2 Maintain a list of contact information for individuals and agencies which support the MACC.
- 3.5.3 Set up an area within the MACC in order to check-in and/or brief agency representatives, VIPs, or visitors.
- 3.5.4 Continuously share all appropriate and ongoing operational and situational awareness information with partner agency representatives.





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3.5.5 Monitor external agency participation and support and communicate inter-organizational logistical or strategic issues or problems.

**3.6 Manage Public Information** – Direct the Public Information Officer to oversee and ensure the performance of the following activities:

3.6.1 Perform initial notification to appropriate Public Information Officers local, regional and state level (i.e. Local PIOs, MACC PIOs, MEMA REOC and SEOC).

3.6.2 Develop talking points, situational awareness statements, and fact sheets in conjunction with local Public Information Officers.

3.6.3 Provide timely updates to local PIOs concerning MACC activity and operations.

3.6.4 Prepare and disseminate public information via press release upon approval from the MACC Manager.

3.6.5 Schedule, manage, and conduct Press Conferences as required and identify key spokesperson(s) and/or Subject Matter Experts.

3.6.6 Determine and offer support required to deliver specialized messaging requirements (sign language, non-English language requirements, etc.).

3.6.7 Monitor media/social media and perform rumor control as needed.

3.6.8 Utilize social media to communicate key information (event status, ongoing operational information, protective actions etc).

3.7 Coordinate with the other Berkshire County MACCs as required –Maintain communication with other MACC Managers (Central and Southern Berkshire County MACCs) supporting operations in response to the emergency event.

3.8 Assist with Demobilization coordination and messaging requirements.

**4.0 Event Termination and Recovery Actions**

**4.1 Transition to Demobilization**– Oversee the demobilization process by conducting the following tasks:



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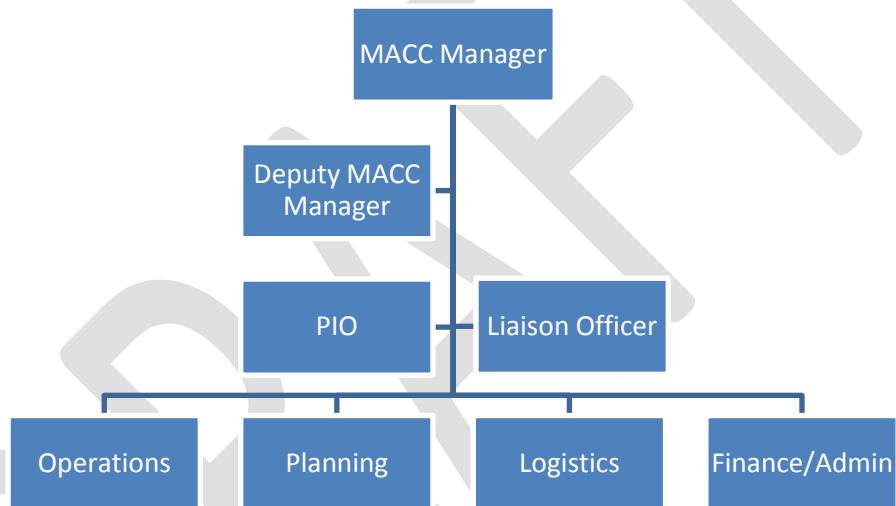
- 4.1.1 Request Command and General staff to determine which MACC staff to be released from the MACC when they are no longer needed to support response efforts.
- 4.1.2 Direct the Planning Section Chief to develop a Demobilization and Recovery Plan with input from all key MACC staff. Request the following tasks and activities to be completed:
- Identify recovery timeframe benchmarks and goals.
  - Determine staff or equipment release considerations or demobilization requirements.
  - Determine post-event operational or logistical support requirements (i.e. demobilization of response assets, assistance with family reunification, facilitation of mental health or extended social services, etc.).
  - Determine regional coordinative requirements with regard to joint demobilization efforts or procedures.
- 4.2 **Direct Reconstitution and Recovery Actions** – Request Command and General Staff to implement reconstitution and recovery activities as defined within the Demobilization and Recovery Plan.
- 4.2.1 Release staff from field deployments and/or MACC staff assignments as appropriate.
- 4.2.2 Facilitate the return of staff or equipment to pre-emergency event locations.
- 4.2.3 Facilitate the delivery of post-event, recovery, demobilization services, and required messaging.
- 4.2.4 Coordinate joint demobilization efforts with local and state agencies.
- 4.3 **Direct After-Action Review and Corrective Action Planning** – Direct that the Planning Section Chief lead all staff in the After-Action Review and Corrective Action Planning phase by performing the following activities:
- 4.3.1 Gather all emergency event related documentation.
- 4.3.2 Provide input during emergency event hotwash meetings, After Action, or Corrective Improvement Planning Conferences.



- 4.3.3 Support the development of an After Action Report and Improvement Plan (AARIP) by providing feedback regarding operational strengths, shortfalls, or future needs that were discovered during the operational response/recovery to the emergency.

**Attachment 1**

**MACC Organization Chart**



Attachment 2

MACC Planning "P" Diagram



**Attachment 3**

**MACC Operations "O" Diagram**

