

# **Report of YEAR 2000 READINESS TASK FORCE**

**Submitted to Governor Angus S. King, Jr.**

July 1, 1999

The Task Force established two subcommittees to accomplish its objectives:

- Readiness Assessment, lead by General Adams, and
- Information Sharing/Dissemination, lead by Peter Guffin (UNUM) and John Pierce (Maine Manufacturing Extension Partnership).

Recommendations from these subcommittees were discussed and approved by the entire Task Force.

The Readiness Assessment team identified mission critical areas, and for each of these areas began assessing:

- Y2K readiness,
- risks associated with potential failures, and
- status of backup and contingency planning efforts.

The team also identified issues and formulated recommendations for each of these areas. It found that more work was needed to increase the preparedness of small businesses, municipalities, the fuel distribution and health care sectors and individual citizens. The team's preliminary assessment reports for each of the critical areas are attached to this report. The Readiness Assessment team is continuing its assessment and contingency planning work and will provide a completed assessment by September 1.

The focus of the Information Sharing/Dissemination team was threefold:

1. obtaining readiness assessments from key private and public sectors,
2. identifying key Y2K information resources and tools (such as the MEP Y2K Jumpstart kit), which can be shared and used by citizens, municipalities and other organizations across the State,
3. formulating a communications strategy and tactical plan, for disseminating information targeted to the general public and their local communities.

The communications strategy is designed to promote the concept that general safety preparedness makes sense for Maine's citizens - whether the motivation springs from Y2K, or winter storm concerns. In addition, the Task Force forwarded its list of Y2K

information resources and tools to the Legislature's Joint Select Committee on the Year 2000 Computer Problem (see Attachment #3), and continues to seek avenues to work collaboratively with the Committee.

## **RECOMMENDATIONS**

### **Recommendation #1**

*Continue to assess Y2K readiness of mission critical infrastructure components, essential government services, and other critical areas of the Maine economy. Provide ongoing communication to the people of Maine with respect to the readiness assessments of these critical areas, and develop necessary contingency plans as appropriate.*

The Readiness Assessment team, led by General Adams, with assistance from the departments of Human Services, Financial and Professional Regulation, Environmental Protection, the Public Utilities Commission, and Chief Information Officer, will continue its high level assessment of the Y2K readiness and contingency planning work of mission critical infrastructure components, essential government services, and other critical areas of the Maine economy. These areas include: electric power, oil and gas, water and sewer, telecommunications, food distribution, banking, health care and essential government services. Preliminary high level assessments conducted by the Task Force are included as Attachments #1a to #1i.

### **Recommendation #2**

*Conduct Y2K information dissemination campaign.*

Objectives of the campaign:

1. Provide credible, reliable information to the public regarding the Y2K readiness assessments of mission critical infrastructure components, essential government services, and other critical areas of the Maine economy, thereby increasing public confidence in Maine's overall Y2K readiness and ability to respond to any emergency.
2. Provide information regarding resources and tools (such as the MEP Jumpstart kit) which are available for assessing and dealing with the problem.
3. Contribute to public safety by raising the level of emergency preparedness across the state, with focus on individual citizen and local community preparedness planning.

### **Recommendation #3**

*Establish a small "Action Team" responsible for refining and implementing the draft tactical communication plan (Attachment #2 for review and approval) to achieve the above objectives. Each member of this team will have an assigned responsibility for implementing a portion of the plan. The effort will be coordinated by the Bureau of Information Services, which will provide periodic status reports to the Task Force and Governor's Office for oversight purposes.*

We recommend the Action Team members include:

- Press Secretary, Dennis Bailey, who can act on behalf of Governor King - the chief spokesperson for the awareness campaign,
- Chief Information Officer, Robert Mayer,
- Steve Brown, Task Force member, who will take the lead in developing a Maine program of "community conversations" patterned on a national model and
- Brenda C. Garrand, who has professional expertise in the areas of marketing, advertising, public relations and direct response.

Ms. Garrand agreed to donate her services by drafting the draft tactical communications plan, and is willing to continue this work on a pro bono basis. The Bureau of Information Services will provide additional staff support in implementing the communications plan.

The Action Team will work to develop and refine, over time, the clear and consistent message regarding sensible steps that need to be taken by Maine's citizens to ensure personal and community preparedness irrespective of whether the motivation springs from Y2K, or winter storm concerns.

As part of the information dissemination campaign, we recommend that Governor King support and participate in community outreach programs such as the President's Community Conversations initiative and other similar programs. We envision Maine's local Community Conversations discussions will parallel the Readiness Assessments (Attachments a-i) in that they will highlight:

- Key areas that have been Y2K tested and are anticipated to work next January,
- Areas of Continuing Concern and
- Contingency plans to mitigate the concerns.

This format will reassure citizens, and empower them to take preparatory actions commensurate with their individual level of concern.

Critical Area Assessments - Attachment #1a

<p align="center"><b>Y2K</b></p> <p align="center"><i>Mission Critical</i></p> <p align="center"><i>(Needs)</i></p>	<p align="center"><b><i>Banks and Credit Unions</i></b></p>
<p align="center"><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>Internal or external Y2K problems will inhibit the industry's ability to process customer transactions.</p> <p>Real Y2K problems or the fear of Y2K problems will cause people to withdraw large amounts of cash from banks and credit unions, thus straining industry liquidity and supplies of currency.</p>
<p align="center"><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>The banking industry is well prepared. The results of regular, onsite Y2K examinations by state and federal regulatory authorities indicate that 97% of institutions nationwide have satisfactorily addressed Y2K issues as of March 31, 1999. As of April 1999, 100% of banks and credit unions regulated by the State of Maine had satisfactorily addressed Y2K. Major service bureaus, software vendors, and hardware vendors servicing the industry have been examined with a substantial majority having satisfactorily addressed Y2K as well.</p> <p>All banks and credit unions are required to have business resumption contingency plans and contingency cash and liquidity plans. These plans have or will be reviewed by state and federal regulatory authorities.</p> <p>Regulatory authorities are developing contingency plans for addressing any unexpected Y2K problems in the industry.</p>
<p align="center"><b>Recommendations</b></p>	<p>Encourage the industry and their regulators to inform the public as to state of the industry's readiness</p> <p>Educate the public regarding the risks to themselves of withdrawing excessive amounts of cash to prepare for the century date change, including theft, loss, loss of interest, etc.</p>
<p align="center"><b>Principal Agency</b></p>	<p>Professional and Financial Regulation</p>

Critical Area Assessments - Attachment #1b

<p><b>Y2K</b></p> <p><b>Mission Critical</b></p> <p><b>(Needs)</b></p>	<p><b>Communications</b></p>
<p><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>Public Utilities Commission (PUC) assessments reflect that telecommunications utilities serving Maine are on track for Y2K readiness. Telecommunications services may still be impaired, however, directly by computer and embedded chip Y2K problems, or indirectly through loss of power.</p> <p>Impaired telecommunications may affect other utility services such as electric, water, wastewater treatment, and natural gas.</p> <p>Federal Y2K assessments have expressed concerns about the Y2K preparedness of small and medium-sized telephone companies, the wireless sector, and international communications. Preliminary Maine PUC assessments have found that most Maine small local telephone companies are progressing well toward Y2K compliance.</p> <p>Public actions during Y2K events may cause telecommunications network overloads.</p> <p>Y2K events may impair communications between government and the public in some circumstances.</p>
<p><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>The PUC is monitoring utilities' Y2K efforts closely, and the PUC staff believes that utilities will be Y2K ready by the fall of 1999. The PUC has directed all utilities to prepare contingency plans to address Y2K issues by June 30, 1999.</p> <p>State emergency operations centers and public safety facilities have backup communications capabilities in place.</p> <p>The public broadcast network has hardened its capabilities through addition of backup generation after the January 1998 Ice Storm.</p>
<p><b>Recommendations</b></p>	<p>To reduce network overloads, telecommunications utilities and the State should encourage the public to avoid unnecessary use of the telecommunications network during Y2K events, as identified in the proposed communications plan.</p>

	<p>Telecommunications utilities and the PUC should continue informing the public about the Y2K readiness of their equipment and facilities.</p> <p>Telecommunications utilities and the PUC should develop suggestions for the public to minimize network overloads.</p> <p>Defense, Veterans &amp; Emergency Management (DVEM) should establish procedures to notify the public promptly about the status of the telecommunications network during critical Y2K periods.</p> <p>DVEM should improve use of its fan-out system (NAWAS) and the state radio system.</p>
<p><b><i>Principal Agencies</i></b></p>	<p>Public Utilities Commission</p> <p>Defense, Veterans, Emergency Management</p>

Critical Area Assessments - Attachment #1c

<p><b>Y2K</b></p> <p><b>Mission Critical</b></p> <p><b>(Needs)</b></p>	<p><b>Drinking Water</b></p>
<p><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>Drinking water supplies may be affected by Y2K events, including distribution and/or treatment of both public and private water supplies, with effects on the public health and safety.</p> <p>Agencies assessing drinking water and wastewater Y2K readiness nationally have raised concerns about preparedness efforts of small water systems.</p> <p>Water and wastewater treatment facilities may not be able to expand on-hand supplies of treatment chemicals.</p> <p>The public may not have sufficient information on alternative sources of water, its storage, and treatment if normal supplies are impaired.</p>
<p><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>The PUC is reviewing the Y2K readiness of regulated water utilities, and the PUC staff has observed significant efforts being made by the regulated water utilities that serve Maine's largest population centers.</p> <p>The PUC is encouraging water industry associations to communicate Y2K issues to the large number of non-regulated drinking water suppliers. The PUC has directed all regulated utilities to prepare contingency plans addressing Y2K issues by June 30, 1999.</p> <p>The National Guard has limited potable water tankers available.</p> <p>"Boil Orders" may be needed if drinking water supplies are impaired.</p>
<p><b>Recommendations</b></p>	<p>Municipal governments should establish clear lines of communication with organizations responsible for all drinking water supplies so that "Boil Orders" and other guidance may be issued if needed during Y2K events.</p>



	<p>The State should encourage the public to incorporate plans for water and waste into individual and community preparedness plans as identified in the proposed communications plan.</p> <p>DVEM should work with municipalities, the PUC, and water utilities to identify priorities for deployment of State drinking water assets.</p> <p>Utilities should ensure that reservoirs, standpipes, chemical supplies, and backup generator fuel supplies are replenished before critical Y2K events. Utilities without backup power should secure commitments for any backup generator needs well before critical periods.</p>
<p><i>Principal Agencies</i></p>	<p>Department of Human Services</p> <p>Public Utilities Commission</p> <p>DVEM</p>

Critical Area Assessments - Attachment #1d

<p align="center"><b>Y2K</b></p> <p align="center"><b>Mission Critical</b></p> <p align="center"><b>(Needs)</b></p>	<p align="center"><b>Essential Government</b></p>
<p align="center"><b>AREAS OF CONCERN AND IMPACT</b></p>	<ol style="list-style-type: none"> <li>1. Public Safety's departmental Computer Aided Dispatch (CAD) and Metro switch may fail.</li> <li>2. The 911 system may experience outages.</li> <li>3. Social Assistance checks and food stamps may not be distributed.</li> <li>4. Retirement checks may not be available.</li> </ol>
<p align="center"><b>Backup/Systems CONTINGENCY PLANS</b></p>	<ol style="list-style-type: none"> <li>1. The contingency plan, for a CAD failure, is to manually record calls for assistance and dispatches. In addition, a staff member from the CAD support group will be present at 0000 hours January 1, 2000.</li> <li>METRO contingency plans consist of backup switch systems in the event of a system (server) failure. Telecommunications links are backed up by radio links.</li> <li>2. Standard 911 is a service of the telephone companies. The PUC is monitoring compliance and development of contingency plans.</li> <li>3. Bureau of Family Independence has developed contingency plans to assure continued, uninterrupted service and benefits to TANF and Aspire clients. Checks will be printed in December and held for distribution in January, if needed. Medicaid Cards will also be printed in December, for January distribution.</li> <li>4. MSRS has successfully tested benefits payroll, and direct deposit (electronic funds transfer) with Key Bank. MSRS has also developed a contingency plan to prepare the January benefits payroll (paper checks) in December for distribution in January if necessary.</li> </ol>
<p align="center"><b>Recommendations</b></p>	<p>The Department of Public Safety plans to review its manual procedures to ensure that the Regional Communication Center are up to date on manual backup procedures.</p> <p>To heighten awareness of municipal Computer Aided Dispatch (CAD) system failures Public Safety will send a letter to police chiefs and sheriffs with</p>

	<p>recommendations to contact the vendors of CAD systems to test them for Y2K compliance, and to test the back up power systems.</p> <p>DHS will conduct "fire drills" on critical services contingency plans prior to January to assure they work as anticipated. DHS systems have had, and anticipate several additional Y2K reviews by federal oversight agencies.</p>
<p><i>Principal Agencies</i></p>	<p>Department of Human Services</p> <p>Maine State Retirement System</p> <p>Department of Public Safety</p> <p>Public Utilities Commission</p>

Critical Area Assessments - Attachment #1e

<p><b>Y2K</b></p> <p><b>Mission Critical</b></p> <p><b>(Needs)</b></p>	<p><b>Food</b></p>
<p><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>Consumers panic and lack of food availability causing hoarding prior to Year 2000 resulting in self-fulfilling prophecy of shortages for those items normally stockpiled for storms.</p> <p>Inability to fill prescriptions due to early requests caused by consumer panic and concern or not enough inventories available from manufacturers.</p>
<p><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>Both food manufacturers and food and drug retailers are planning to increase on shelf and warehouse inventory for those items expected to have high volume prior to Year 2000. Retailers and manufacturers expect this need to begin in early fall and are preparing for that time frame.</p> <p>Most drug retailers and drug wholesalers are planning to stock up on inventory of drugs to the extent that the manufacturers will allow.</p>
<p><b>Recommendations</b></p>	<p>Encourage all food manufactures and retailers to communicate to their ultimate customers on their readiness, the reliability of the supply chain, and their contingency plans for extra inventory.</p> <p>To reduce impulse purchases recommend to the public through a wide variety of channels that prudent preparedness for Y2K should model normal preparedness for a Maine winter storm; and to increase inventory of household goods needed for this preparedness through the year, not at the time of the event.</p>
<p><b>Principal Agencies</b></p>	<p>Private retailers.</p>

Critical Area Assessments - Attachment #1f

<p><b>Y2K</b></p> <p><b><i>Mission Critical</i></b></p> <p><b><i>(Needs)</i></b></p>	<p><b><i>Fuels</i></b></p>
<p><b><i>AREAS OF CONCERN AND IMPACT</i></b></p>	<p>Impaired natural gas services could affect heating, power, and food preparation in some areas of Maine.</p> <p>Y2K preparations may increase consumption of petroleum fuels in the last weeks of the year, which may tax local supplies. Use of backup or supplemental generation during Y2K critical periods may also increase consumption of fuels early in 2000. Uncertainties remain about the capabilities of the fuel production and distribution systems to provide these incremental demands, and the in-state inventories of those fuels.</p> <p>Fuel needs for public safety and emergency management needs may not be prioritized. Fuel needs in support of essential services may need prioritization over the long term.</p> <p>Ability of fuel suppliers at the retail level to continue delivery of fuels during power outages is uncertain.</p> <p>Public stockpiling of petroleum fuels may induce supply problems as well as raise storage safety concerns.</p>
<p><b><i>Backup/Systems CONTINGENCY PLANS</i></b></p>	<p>The PUC has directed regulated natural gas utilities to develop contingency plans addressing Y2K issues by June 30, 1999. Other than for local natural gas distribution companies regulated by the PUC, no State regulatory agency has cognizance or oversight of the fuels sector.</p> <p>The Department of Agriculture must incorporate Y2K assessment as part of their inspection of fuel pumps.</p> <p>More information about liquid fuels (e.g., heating oils and transportation fuels) is needed before contingency plans can be evaluated.</p>
<p><b><i>Recommendations</i></b></p>	<p>The State, through the Governor's Office, should ask the petroleum fuels industry in Maine to provide inventory, assessment, readiness, and contingency information about all elements of that industry providing fuels to Maine consumers.</p>

	<p>The State should encourage the public to improve individual and community preparedness as identified in the proposed communications plan. The State should recommend the public prepare for winter early and avoid last-moment purchases of fuels. The State should also emphasize safe fuel storage, alternative heating options and use of generators.</p>
<p><i>Principal Agencies</i></p>	<p>Public Utilities Commission</p> <p>Department of Agriculture</p> <p>Governor's Office</p> <p>Fuel Dealers</p>

Critical Area Assessments - Attachment #1g

<p><b>Y2K</b></p> <p><b>Mission Critical</b></p> <p><b>(Needs)</b></p>	<p><b>Health Care</b></p>
<p><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>Failure of the pharmaceutical supply chain to get needed pharmaceuticals to customers. HMO's generally only supply 30 days at a time. Concern is that refill will not be available.</p> <p>We do not have complete information on the readiness of vital medical equipment, and additional information on readiness plans for hospitals is also needed.</p>
<p><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>Manufacturers and distributors plan to limit additional inventory to 20% or less of "normal" inventory volumes. Starting in September, distributors will automatically "adjust" orders that exceed normal levels back to "normal" and/or will refuse to fill reorders in excess of normal.</p> <p>Consensus of commercial pharmacies is that maintaining at least 2 weeks of inventory on site is recommended. This is what they have found to be sufficient to handle the routine seasonal variations in demand including "storm" related buying.</p>
<p><b>Recommendations</b></p>	<p>Encourage Governor to identify pharmaceutical supply chain and manufacturers as an area of concern to the State and its citizens. Call for this industry to clarify its commitment to informed Y2K contingency disclosure.</p> <p>Encourage citizens not to stockpile prescription drugs. A two to three week supply on hand should be the recommended amount for citizens.</p>
<p><b>Principal Agencies</b></p>	<p>Department of Human Services</p> <p>Private Healthcare Facilities</p>

Critical Area Assessments - Attachment #1h

<p><b>Y2K</b></p> <p><b>Mission Critical</b></p> <p><b>(Needs)</b></p>	<p><b>Power</b></p>
<p><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>The PUC staff is reasonably optimistic about the ability of Maine’s electric companies to maintain service during Y2K events, because Maine’s electric companies have all been working on Y2K remediation for a significant period of time. Extensive testing has taken place and there is no evidence to suggest that Maine’s electric companies will be unable to maintain service because of the transition to the year 2000. Maine electric companies have also been working closely with the other New England Power Pool participants and with the Independent System Operator to ensure reliability of the bulk power supply within the region.</p> <p>However, electric services may be impaired through indirect effects because of electric utility dependencies on fuel supplies, telecommunications, internet services, and public water supplies.</p> <p>Impaired electric services may affect the availability of other public services including telecommunications, drinking water, and wastewater treatment, public safety and emergency management capabilities.</p> <p>If fuel supplies are interrupted over the long term, electric utilities may find their ability to generate power becomes impaired.</p>
<p><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>Maine’s electric utilities have allocated significant resources to their Y2K preparations, and are progressing well in Y2K assessment and remediation efforts. The PUC is monitoring those efforts closely, and in parallel with federal assessments.</p> <p>Because of the high interdependencies between electric utilities and other utility services, the PUC and the Department of Energy, through the North American Electric Reliability Council (NERC), have directed all utilities to prepare contingency plans to address Y2K issues by June 30, 1999. Regional contingency plans for any capacity deficiencies or power emergencies are already in place.</p> <p>All state and county emergency operations centers and most public safety facilities have arranged for backup generation.</p>



<p><b><i>Recommendations</i></b></p>	<p>Outages or impaired electric services are always possible due to weather or other events including Y2K, and thus the State should encourage the public to improve individual and community preparedness as identified in the proposed communications plan.</p> <p>Electric utilities and the PUC should continue informing the public about the Y2K readiness of their facilities.</p> <p>Electric utilities and DVEM should establish procedures to notify the public promptly about the status of the power network during Y2K critical periods.</p> <p>DVEM should identify priorities for deployment of State backup generation assets.</p>
<p><b><i>Principal Agencies</i></b></p>	<p>PUC &amp; DVEM</p>

Critical Area Assessments - Attachment #1i

<p><b>Y2K</b></p> <p><i>Mission Critical</i></p> <p><i>(Needs)</i></p>	<p><b>WASTE</b></p> <p><b>WATER/SEWER</b></p>
<p><b>AREAS OF CONCERN AND IMPACT</b></p>	<p>Potential health issues if storage capacity is exceeded during the event.</p> <p>Possible chip failures could cause malfunction of treatment facilities.</p>
<p><b>Backup/Systems CONTINGENCY PLANS</b></p>	<p>Wastewater treatment operators should investigate backup generator or supplemental power source, and prepare contingency plans to switch to manual backup systems.</p> <p>The Dept. of Environmental Protection should consider the impact of issuing authorizations to dump contents of holding tanks into open water systems.</p>
<p><b>Recommendations</b></p>	<p>Provide information to public on limited use of home or commercial sanitary systems.</p> <p>Prepare for extra testing of treated water before release.</p>
<p><b>Principal Agencies</b></p>	<p>Department of Human Services</p> <p>Department of Environmental Protection</p>

## Y2K Communications Plan - Attachment #2

July 1, 1999

**The Governor's Y2K Task Force was appointed to provide analysis, counsel and service to the state regarding issues presented by the Y2K condition. It is our opinion that many entities hold both critical information and responsibility for compliance that will minimize system failures and ensuing public health and safety problems. In our view, the state and task force's most appropriate role is as an information conduit to the general public and the many specific constituencies who need good information and access to help based on their needs.**

The goal is to keep our citizens safe and to minimize panic by providing good information and to using the turn of the century moment to emphasize the need for everyday emergency preparedness.

By **Turning over a New Millennium\*** in time for January 1, 2000 and on every New Year's Day forthcoming, we can encourage Mainers, from all walks of life, to take a moment now and every year to be prepared. Every Mainer should know about:

- How to stock up without stressing the supply chains;
- What to do in the event of an injury or natural disaster;
- Having and finding a working flashlight, fire extinguisher and battery or crank operated radio;
- How to cook and keep warm if the power is lost;
- Having adequate supplies of emergency fuel and water on hand;
- Keeping surplus fuel safely;
- Being prepared to deal with medical conditions in the event of an emergency;
- Where to get information before and during an emergency situation; and
- Installing and using a generator properly (if they own a generator).

\* Working theme

Message:

**However unlikely the potential for Y2K-related interruptions in services we are reminded that the best protection against conditions we can't control is to be prepared. Being prepared for emergencies is important any time, all the time. (Remember the Ice Storm!)**

Tactics:

1. Earned Media

Strategic use of media relations to generate newspaper, trade publication magazine and broadcast news articles, stories and programs to inform the public about key message points.

News generation techniques including news conferences, news releases, media briefings, appearances on public affairs programs and in by-line articles.

Editorial board meetings to generate editorial page and "station opinion" coverage.

2. Advertising

Use of strategically timed pro-bono (public service) space and time to communicate messages to consumers through print and broadcast means. Typically: 30 or: 60 second spots for radio and television, multi-sized ads for print publications. The ad messages themselves are either preexisting (e.g. from FEMA), or can be inexpensively developed from MPBN Y2K programming.

3. Shared Messaging

Participation with preparedness partners and strategic community organizations and businesses to deliver messages through existing methods.

Supermarket bags, inserts, flyers.

Utility communications.

Financial institution communications

Newsletters.

Val-Pac.

Packaging – milk cartons, bread bags, etc.

4. In-school communications

Develop message based video/slide presentation for school groups, fraternal, senior and community organizations, trade organizations.

Use in-school message delivery to get materials into the home.

5. Community Outreach

Organize community groups to hold forums for preparedness planning and information distribution similar to the Communities Conversations promoted by the President's Council.

6. On-line/Interactive Communications

Develop web site with basic preparedness information as well as links to important sites (Red Cross, FEMA, GAP etc.) providing current calendar of events, current status of state preparedness, media outlets, preparedness resources, etc. Provide e-mail and 1-800 question and answer service.

Schedule:

**June**

Establish and design theme  
Finalize communications plan and schedule  
Acquire necessary financial support  
Create relationships with Preparedness partners  
Refine messages by constituent group

**July**

Research on-line and referral resources  
Produce speakers bureau program  
Develop website

**August**

Develop earned media support materials

Backgrounder  
News releases  
Plan kick-off event/events

Identify community leaders/organizations to head up community forums  
Develop shared messaging opportunities, plan material development; produce as needed.

## **September**

Kick-off event  
Launch Website and 1-800 service  
First wave of advertising and earned media  
First direct mail  
Community Conversations groups begin to meet  
In school presentations begin  
Speaker's bureau presentations begin

## **October**

Weekly website updates  
Develop emergency radio network  
Distribute collateral to "pick-up" sites  
Ongoing advertising  
Ongoing earned media

## **November**

Newspaper tabloid  
Weekly website updates  
Second wave advertising  
Second news conference  
Second direct mail  
Continue community groups, in-school and speakers bureau

## **December**

Weekly website updates  
Final wave advertising

Community groups continue  
Final "readiness report" news conference

## **January**

1/1/00 Occurs

Establish and feed emergency communications network if necessary

Aid preparedness partners with communications as necessary

When all returns to normal (or if no significant events occur) hold wrap-up news conference stressing victory and need for ongoing preparedness

## **December 2000**

Brief wave advertising check preparedness on New Year's day

## Y2K Resources - Attachment #3

### Location Resource

AGA (natural gas utilities) <http://www.aga.org/naturalgas/y2k/utilitiesy2k.html>

American Red Cross <http://www.redcross.org/Y2K.html>

API (oil and gas) <http://www.api.org/ecit/y2k/>

Coast Guard <http://www.uscg.mil/hq/g-m/y2k.htm>

Community Guide to Y2K <http://www.itpolicy.gsa.gov/mks/yr2000/community/community.htm>

Conversion 2000: Y2K Jumpstart Kit <http://y2khelp.nist.gov>

Also can call MEP 207-623-0680

DOT <http://www.y2ktransport.dot.gov/>

EPA <http://www.epa.gov/year2000/>

FAA <http://www.faa/y2k.com/>

Federal Financial Inst. Exam. Council (FFIEC) <http://www.ffiec.gov/y2k/>

Federal Trade Commission <http://www.ftc.gov/bcp/conline/edcams/y2k/index.html>

FEMA <http://www.fema.gov/y2k/>

International Chamber of Shipping <http://www.ship2000.com/>

Maine Bureau of Banking <http://www.state.me.us/pfr/bkg/y2kbkg.html>

Maine PUC Y2K <http://www.state.me.us/mpuc/Year2000.htm>

Maine State Y2K Site <http://www.state.me.us/bis/y2k/y2khome.htm>

Maine Department of Education- Y2K Steps

For Schools <http://janus.state.me.us/education/y2k.html>

Massachusetts IT Div (ITD) Meeting the

Challenge (February 1999) publication <http://www.state.ma.us/y2k>

MEP <http://www.mep.nist.gov/index4.html>



NASIRE (state CIOs) <http://www.nasire.org/hotIssues/y2k/index.html>

NERC (electric utilities) <http://www.nerc.com/~y2k/y2k.html>

NRIC (telecommunications) <http://www.nric.org/>

PC Year 2000 Alliance <http://www.pcy2000.org/>

President's Council on Year 2000 Conversion <http://www.y2k.gov/>

PTI's Y2K Cooperative Purchasing Contract <http://www.pti.org/y2k/procurement/index.html>

SBA <http://www.sba.gov/y2k/>

U.S. Federal Government Gateway <http://www.itpolicy.gsa.gov/mks/yr2000/y2khome.htm>

U.S. State & Local Gateway Y2K page <http://policyworks.gov/org/main/mg/nprgate/gsa2000.htm>

USDA – food supply <http://www.usda.gov/aphis/FSWG/map.html>

VA <http://www.vba.va.gov/projects/y2k/y2k.htm>

Washington State – interactive personalized Y2K

Preparedness Report <http://www-application1.wa.gov/y2kreport/>

Year 2000 Consumer Information <http://www.consumer.gov/y2k/index.html>

Y2K Citizen's Action Guide <http://www.utne.com/y2k>