

Google Crisis Response Activities

France Lamy

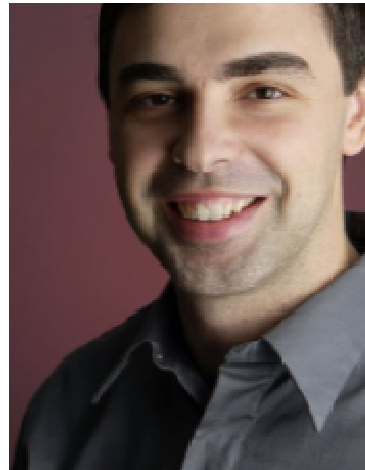
22/10/2009

Crisis response -- why Google?



Google Mission Statement:

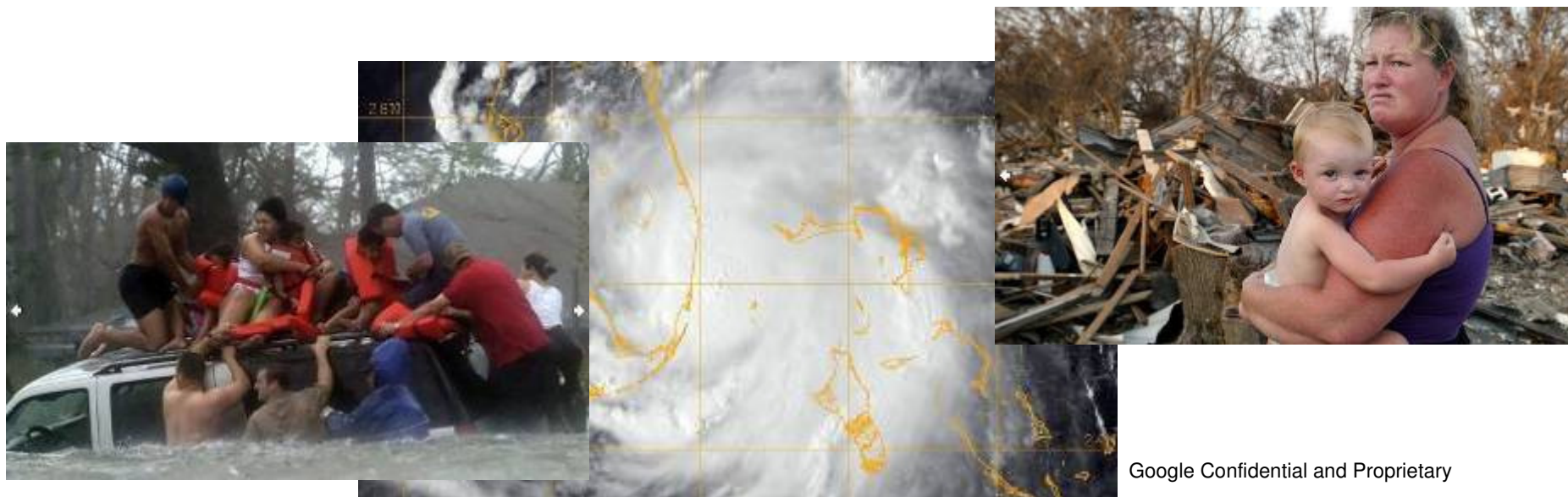
Organize the world's **geographical** information and make it universally accessible and useful



What We Do at Google



- Respond in times of crisis -- Rapid Data Access/Dissemination
- Build/extend tools -- Common Operating Picture
- Empowering Local Users and developers
- Increasing Awareness about technology available
- Coordinate with other organizations, teams



People as sensors



Let the community be an active participant and allow anyone to generate content





...some recent examples



Typhoon Ondoy

To spreadsheet



Missing/Found People

Taken from Rescue Hub

Google Spreadsheet

1-46 of 46 Rows per page:

[Where to Get Updated News](#) [SOS: Calls for Rescue](#) [Missing People: Found People](#) [Evac Center Database](#)
[Evacuations Centers](#) [Emergency Numbers](#) [Where/How To Donate/Help](#) [Auction Fundraising](#) [Soup](#)
[Kitchens](#) [Water Refilling/Filtering](#) [Casualties / Deaths](#)

Ondoy- How to help-get rescued etc.-Up to Date

Row ▲		Name	URL
	<input type="button" value="+ Add"/>	(All) ▼	(All) ▼
1	Edit	Miriam Quiambao's Twitter	http://twitter.com/miriamq
2	Edit	ABS-CBN alert twitter	http://twitter.com/ANCALERTS/
3	Edit	ABS-CBN News twitter	v
4	Edit	Ateneo De Manila University's Twitter	http://twitter.com/ateneodemanilau
5	Edit	Bayanihan Online Twitter	http://twitter.com/bayanihan_
6	Edit	d	http://www.abs-cbnnews.com/
7	Edit	dfv	http://twitter.com/mlq3
8	Edit	DZRH NEWS	http://dzh.tripod.com

To YouTube




You Tube

Broadcast Yourself™ [Home](#) [Videos](#) [Channels](#) [Shows](#)

Ondoy's Trail of Fury

↔ ↗



1:02 / 4:08

★★★★☆ 85 ratings 71,181 views

SEARCH BLOG FLAG BLOG SHARE Next Blog»

The AIM Blogger

MBA Student blog about the life and times at the Asian Institute of Management

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Subscribe B Y ...

184 readers BY FEEDBURNER

Make Your Own Electricity
\$200 DIY kit has electricity co's Exec calling for a ban on its sale.

Artery Clearing Secret
Hugh Downs reports on breakthrough artery clearing secret.

Ads by Google

SEPTEMBER 28, 2009

Typhoon Ondoy Relief Operations at AIM

2 retweet

Typhoon Ondoy, UERM, Manila
★★★★★

To Facebook



facebook Home Profile Friends Inbox 95 Dana Calit Settings Logout

Help Ondoy from USA

Global

Basic Info
Name: Help Ondoy from USA
Category: Common Interest - Beliefs & Causes
Description: This group is for sharing on ways to help the Typhoon Victims of Ondoy from the US.

Contact Info
Website: <http://s.google.com/site/ondoymanila/hom...>

Recent News

Asia

SINGAPORE

cash: message Kenzo Punzalan (punzy_k@yahoo.com) or text him at 9781 7872


kind: if you would like to help the Filipinos impacted by the floods brought about by typhoon Ondoy (int'l name: Ketsana), the drop off point for relief goods is Afreight Cargo, #03-09 Lucky Plaza, Orchard Road. Contact Person: Maureen Schepers 62351011/91117855. Please pass on this info to those who would like to help. Other donations may be also be forwarded to the Philippine Embassy (Nassim Road).

BANGKOK

kind: The Philippine Embassy will be receiving only donations in kind (ie., used clothing, shoes, blankets, and the like, and canned goods) ...anytime between 9am-5pm until Fri. For queries, please contact the Philippine Embassy at (02) 259-0139 up to 40 or (08) 992-65954, or at bangkokpe@gmail.com.

HONG KONG

Ateneo Almuni Association HK is calling for donations to support relief efforts for the victims of Typhoon Ketsana (Ondoy) in the Philippines. Contact: Mike Reyes at +852.67131869



Message All Members
Promote Group with an Ad
Edit Group
Edit Members
Invite People to Join
Create Group Event
Leave Group

Share +

Group Type

Open: All content is public.

Admins

- Evita Nancy Torre (NY Law)

To Feeds



- Twitter
- News
- CAP feeds
- more

The screenshot shows the Google News interface. At the top, there is a search bar with the text "Google news" and a "Search" button. Below the search bar, there are links for "Advanced news search" and "Preferences". The main content area displays search results for "Ondoy". On the left, there are navigation options: "All news", "Images", "Any recent news", "Past hour", "Past day", "Past week", "Past month", "2004-2005", "1980-1989", "1979", "1977", "1920-1929", "Archives", "Sorted by relevance", "Sorted by date", and "Reset options". The main results area shows two news items. The first item is titled "Let's show Pacquiao Power in flood of Typhoon Ondoy contributions" and is from Examiner.com, dated Sep 28, 2009. It includes a small image of a child and a video thumbnail. The second item is titled "UN appeal for 'Ondoy' victims gets \$44M" and is from Business Mirror, dated Oct 13, 2009. It includes a small image of a group of people. Both items have "Email this story" links.

The screenshot shows a Twitter feed. The first tweet is from user "mikeinmanila" and says "#Ondoy & #Pepeng still killing in #leptospirosis outbreak in the #Philippines http://bt.ly/2zkeNK" and was posted "36 minutes ago". The second tweet is from user "maharlica" and says "Use coupon code GO1 (that's the letter O) at http://www.maharlica.com to get 10% off! We're donating 10% to help victims of Typhoon Ondoy". At the bottom of the feed, there is a blue bar with the Twitter logo and the text "Join the conversation".

To Map Maker




Google map maker
e.g., "Andheri, Mumbai" or "Theatre near Bangalore"

[My MapMaker](#) | [Search Results](#) | [Directions](#)

Creation of features disabled.
Please zoom in to create a new feature

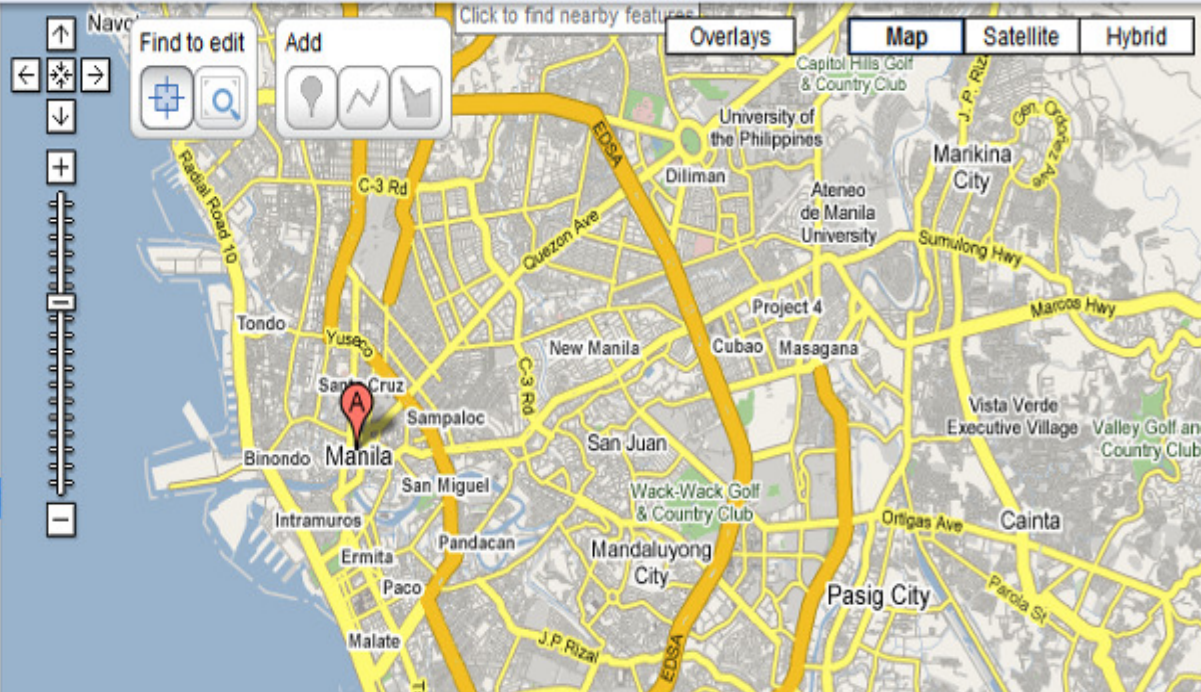
Results from the last 'search' or 'find'. [Learn more](#)

Results 1 - 1 of about 1 for manila, philippines

 [Manila](#)
Philippines.
Category: City / Town / Village
[Edit](#)

[Report this](#)

In order to show you the most relevant results, we have omitted some entries. If you like, you can [repeat the search with the omitted results included](#)



The map shows Manila, Philippines, with various districts and landmarks labeled. A red location pin is placed on the city of Manila. The interface includes navigation controls (compass, zoom in/out, pan), a search bar, and a results panel on the left. The map is overlaid with a yellow grid and major roads are highlighted in orange. The search results panel on the left provides details for the selected location, including its name, category, and an edit link. A message at the top of the results panel indicates that feature creation is disabled and provides instructions on how to zoom in. A note at the bottom of the results panel explains that some results were omitted for relevance and provides a link to repeat the search with those results included.

To high resolution imagery



The Plan...

- Google contracting with GeoVantage
- Target planning underway
- Raw imagery, GIS/kml format
- 3 meters resolution
- Dates: coming week

GeoVantage Pod

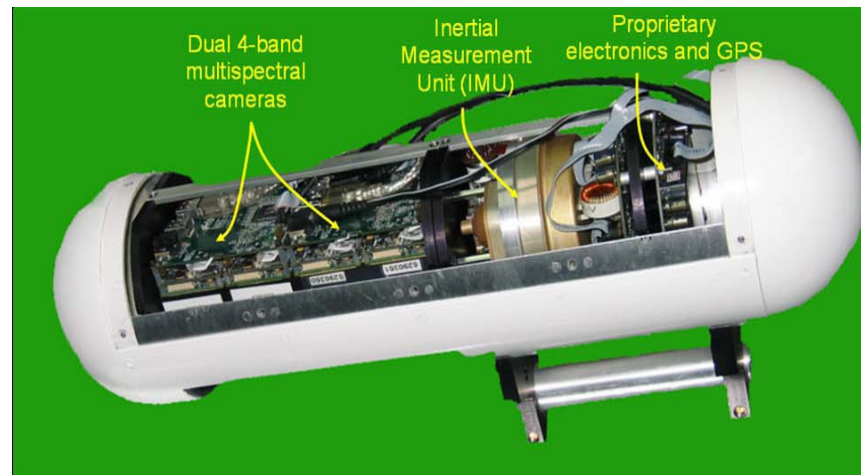


Photo: GeoVantage

All brought together...



Know someone who needs help?

A group of volunteer map makers have been maintaining the map below, which documents flood updates and persons needing rescue. If you know someone who needs help urgently or if you would like to report the status of the flood in your area, please [complete this form](#). The information will be sent to the group's main database for posting on the map.

MISSING: 10/01 3AM - Ramones, Claravel ✕
Female, 32 years, 5'6 ft., Navy Road, Quezon City. goes by Khid or Claire.

Source: Jen, jenniferj.may@gmail.com
We have tried calling and texting with no results.

[Road conditions](#)
 [Donation centers](#)
 [Situation map](#)
 [Missing persons](#)

Please click on each link above to view full-sized map on a new window.

Map data ©2009 Europa Technologies - [Terms of Use](#)

Help for Typhoon Victims in the Philippines
www.google.com/ondoy



...some recent examples



Map maker

Google™ Map Maker Data Download

Get the latest download: Africa, .shp and .kml, Jul 14, 2009



Data file with all the roads, POIs and businesses in Africa added in Google Map Maker

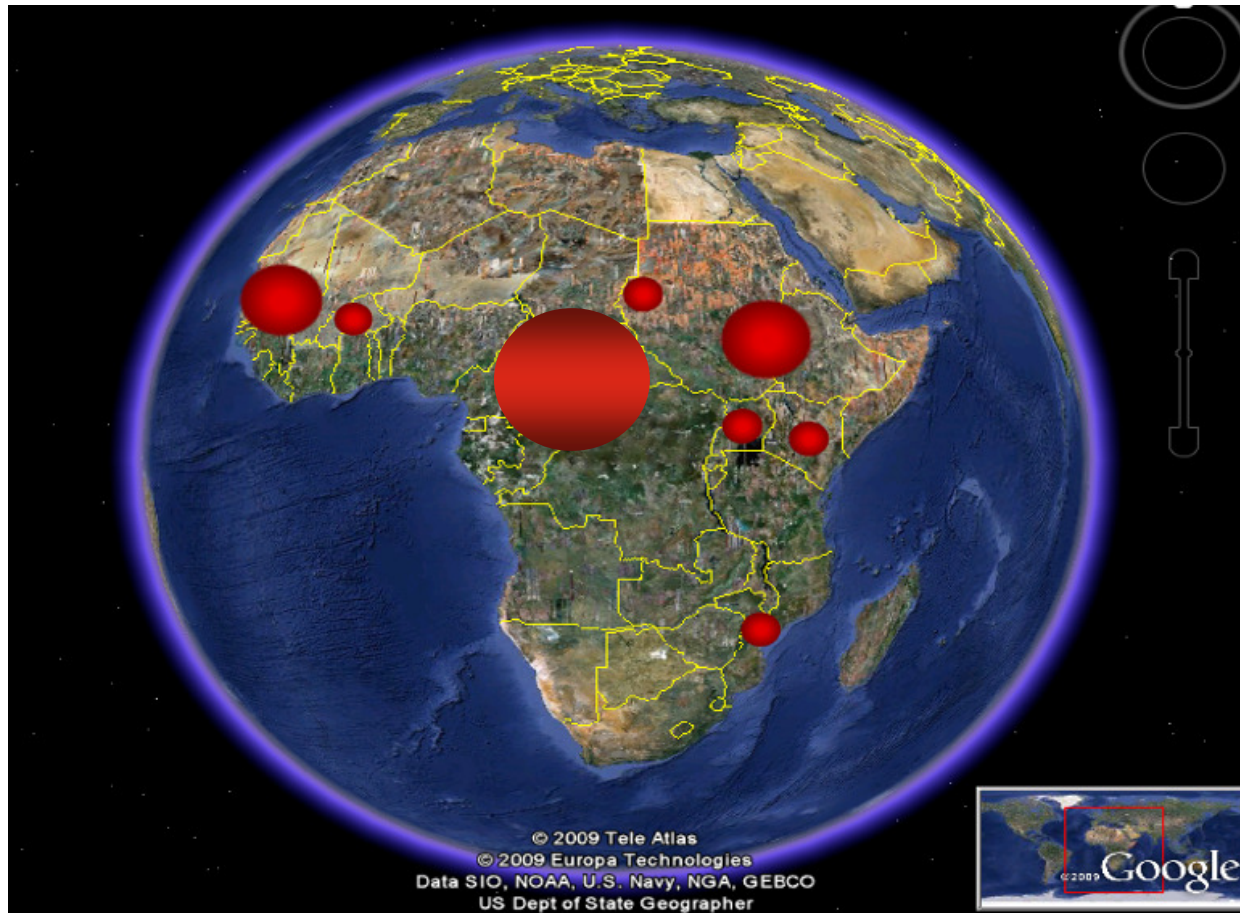
Intended for use by...

- Non-profit entities
- Government agencies
- Individuals with non commercial intent

Map Maker pilots across Africa

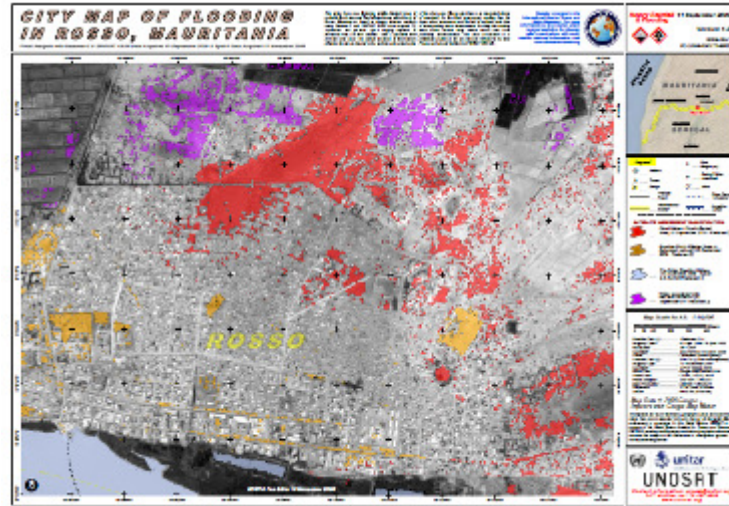


OCHA, UNECA, UNOSAT, WFP/ITHACA -- UNGIWG

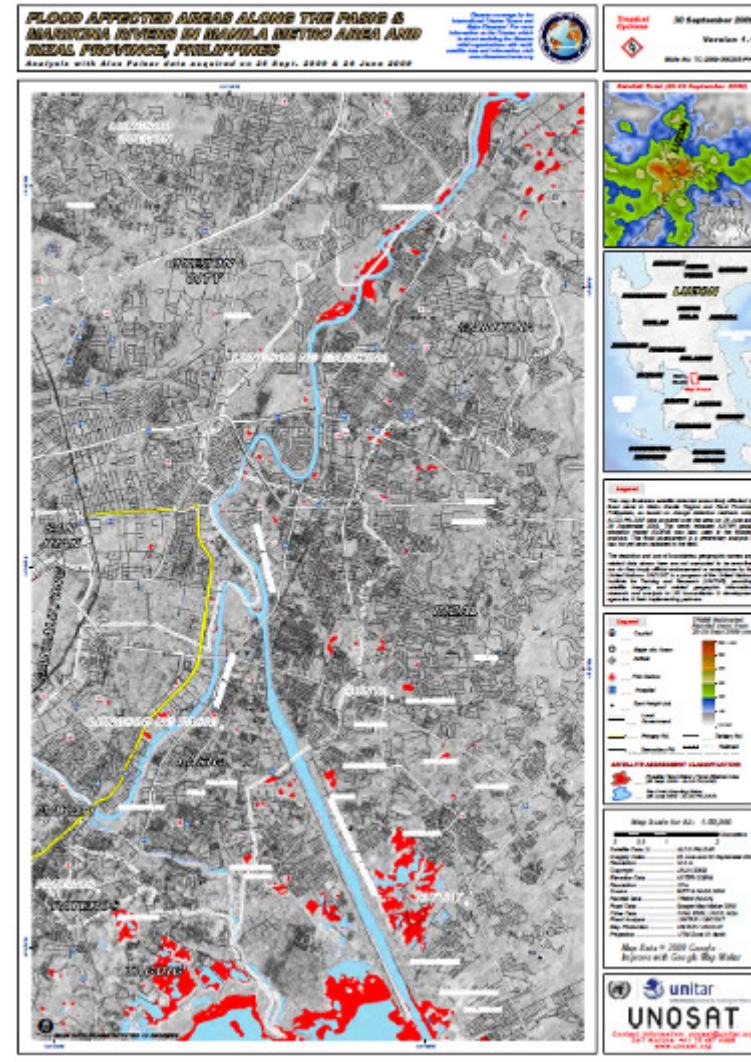
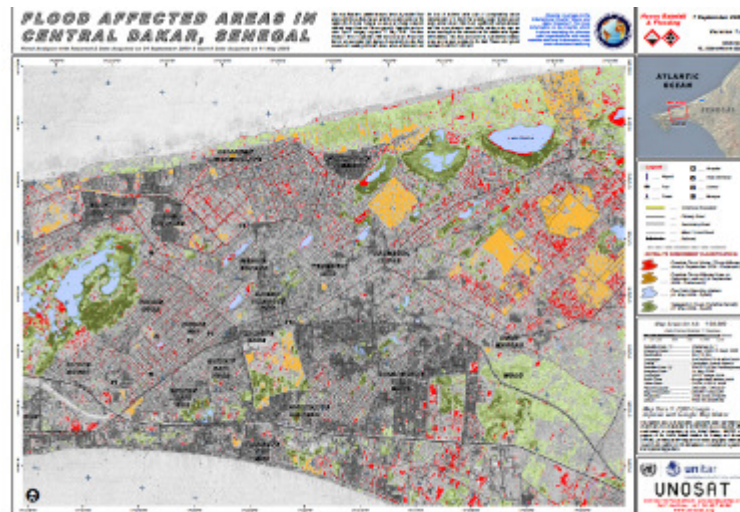


<http://maps.google.com/help/mapmaker/>

UNOSAT – mapping flood affected areas



West Africa flooding, Sept. 09



Typhoon Ketsana, Oct. 09



...some recent examples



YouTube

YouTube – World Food Day -- WFP



"A billion YouTube views and a billion hungry people. Today, make your views count. Donate now to ease world hunger."

What We're Doing Next



Africa GIS 2009

- Kampala, Uganda
- 26-30 October 09

Map Maker training in Addis Ababa

- UN-ECA, WFP, FAO, OCHA, WHO, USAID...
- 29 October – 6 November 09

Random Hacks of Kindness

- Co-sponsored by WB, MSFT, Y!, GOOG
- 12 November

UN-Google Partnership Workshops/hackathon

- 10+ google products
- co-organized with UNGIWG
- 19-20th November
- more UN participants welcome!!





Merci !



France Lamy

flamy@google.com

Jeff Martin

jeffmartin@google.com