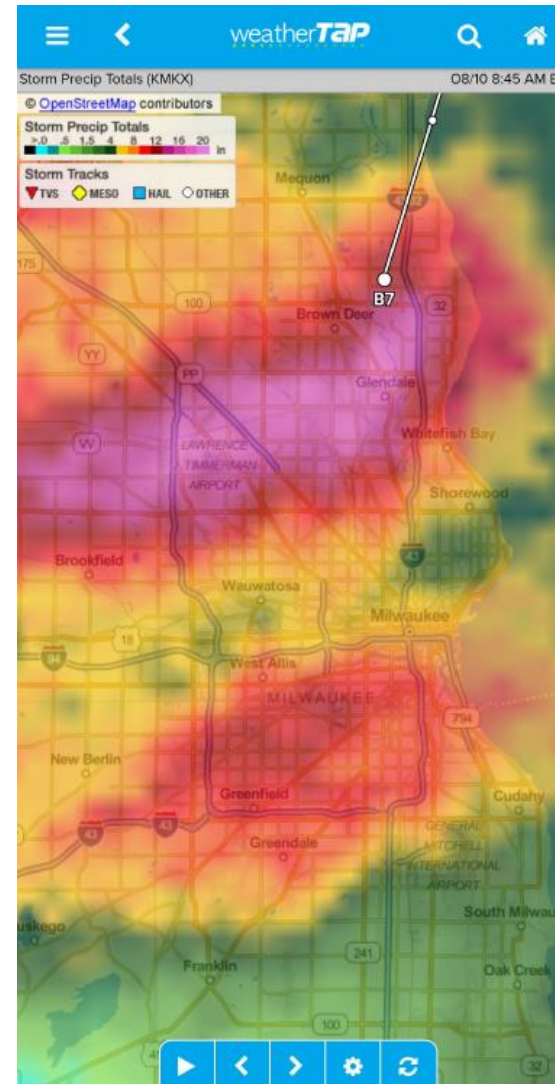# 2025 Flood Response

Presented by the

Office of Emergency Management

Updated Sept. 9, 2025

MILWAUKEE COUNTY

Background

- **Aug. 9 to Aug.10:** 1,000-year flood event (14.5" in 24 hours)

- 5B+ gallons overflow reported by MMSD

- 3,400 homes assessed, >1,800 destroyed or major damage

- Tens of thousands without power; widespread sewage contamination

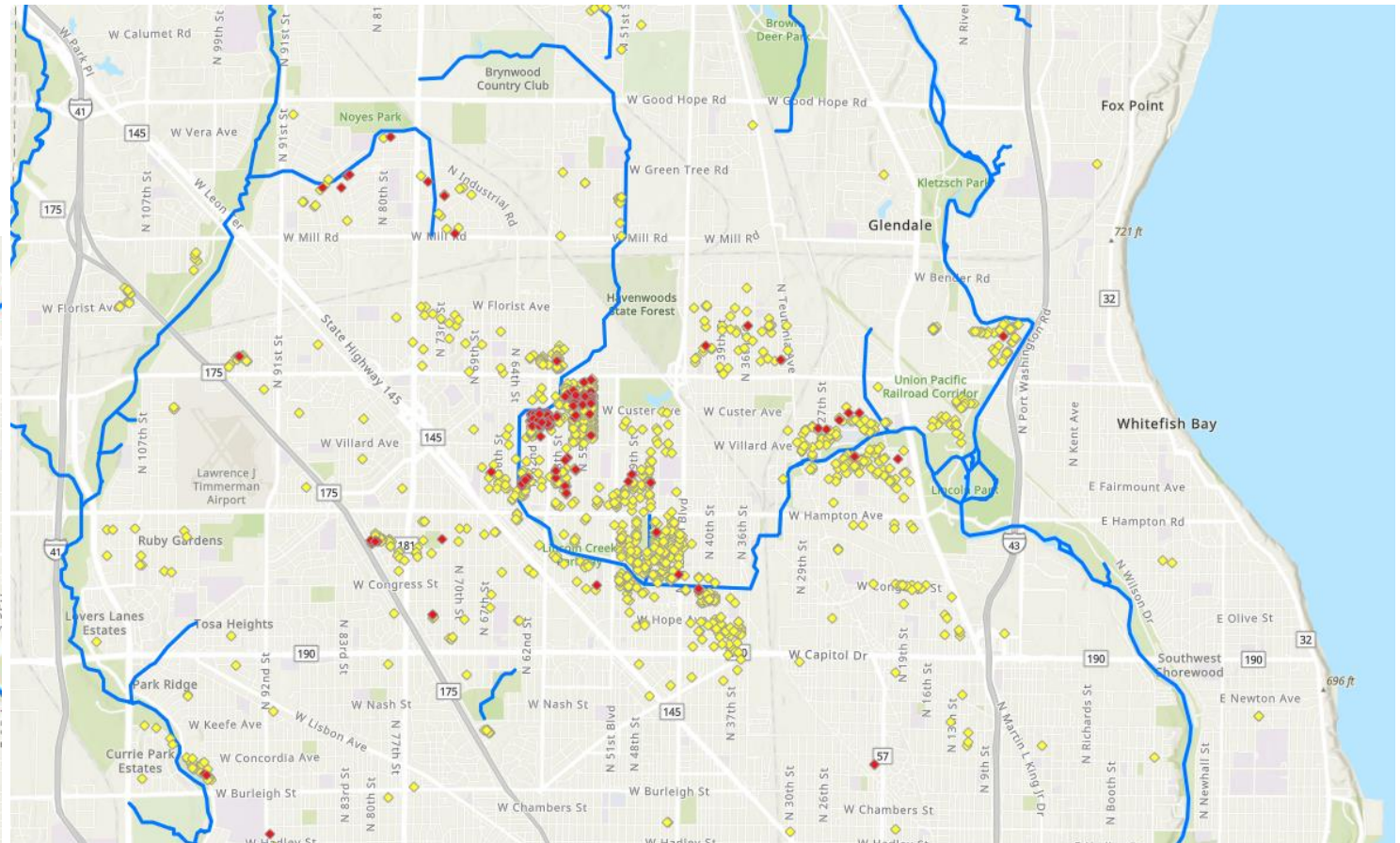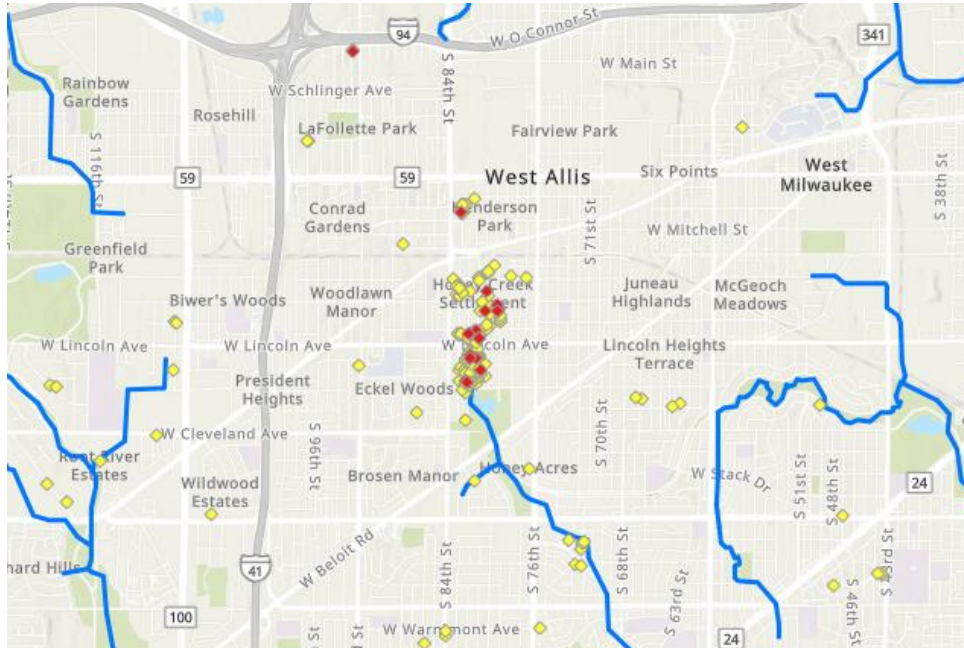- Emergency response, shelters, volunteers mobilized

Impact to Milwaukee County

- **Milwaukee County:** ~952,000 residents, 19 municipalities, 241 sq. miles

- **Concentrated impacts:** Northwest Milwaukee & multiple municipalities

- 1,100+ basement backups reported to MMSD

- Major disruptions to roads, schools, businesses, and utilities

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Damage level:
Red = Destroyed
Yellow = Major

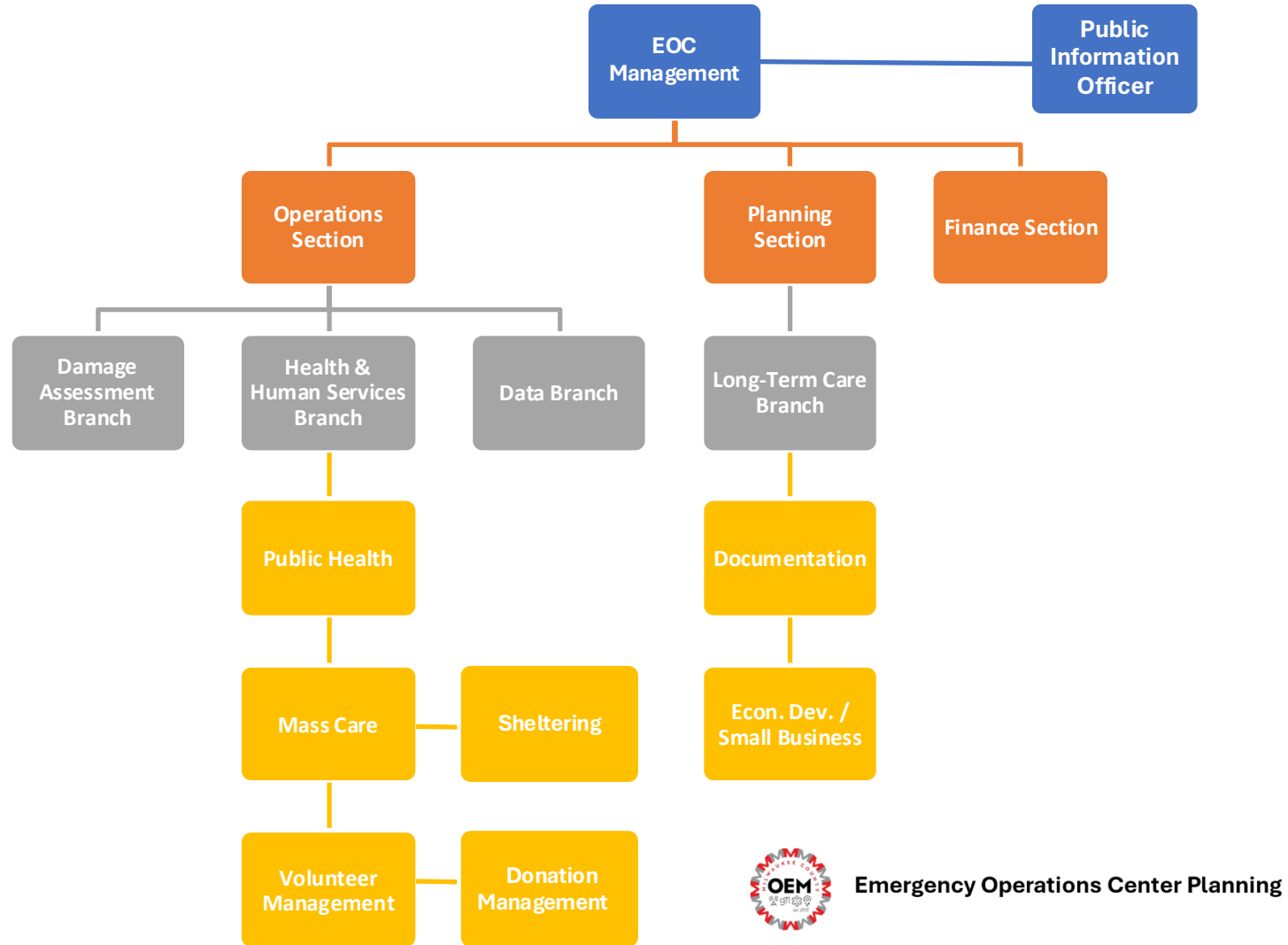# EOC Activation

- **Aug. 9:** Initial EOC stood up within hours (Northshore Fire Station 82)

- **Priorities:** support field responders & launch damage assessment

- **Aug. 18:** Transitioned to permanent EOC at OEM offices

- **Sept 5:** County EOC demobilized; event monitoring and assistance continued under OEM operations

- **Membership:** OEM, CEX's Office, SBP, DHHS,   Comptroller

EOC Structure


```
                    ┌──────────────┐                    ┌──────────────┐
                    │     EOC      │────────────────────│   Public     │
                    │  Management  │                    │ Information  │
                    │              │                    │   Officer    │
                    └──────────────┘                    └──────────────┘
                            │
          ┌─────────────────┼──────────────────┐
   ┌────────────┐    ┌────────────┐      ┌────────────┐
   │ Operations │    │  Planning  │      │  Finance   │
   │  Section   │    │  Section   │      │  Section   │
   └────────────┘    └────────────┘      └────────────┘
```

EOC Management — **Public Information Officer**

Operations Section — **Planning Section** — **Finance Section**

Operations Section:
- **Damage Assessment Branch**
- **Health & Human Services Branch**
- **Data Branch**

Health & Human Services Branch:
- **Public Health**
- **Mass Care** — **Sheltering**
- **Volunteer Management** — **Donation Management**

Planning Section:
- **Long-Term Care Branch**
  - **Documentation**
  - **Econ. Dev. / Small Business**

OEM Emergency Operations Center Planning

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Operations Section

- Developed smart reporting tool for real-time needs
- Coordinated 3,400+ property assessments (1st ever pre-verified dataset for FEMA)
- Supported public damage assessments (PDAs) with WEM & FEMA; added hundreds more verified records
- Unified sheltering, volunteer management, and mass care efforts
- Mold dashboard for abatement & public health guidance
- Syndromic Surveillance with EMS Data
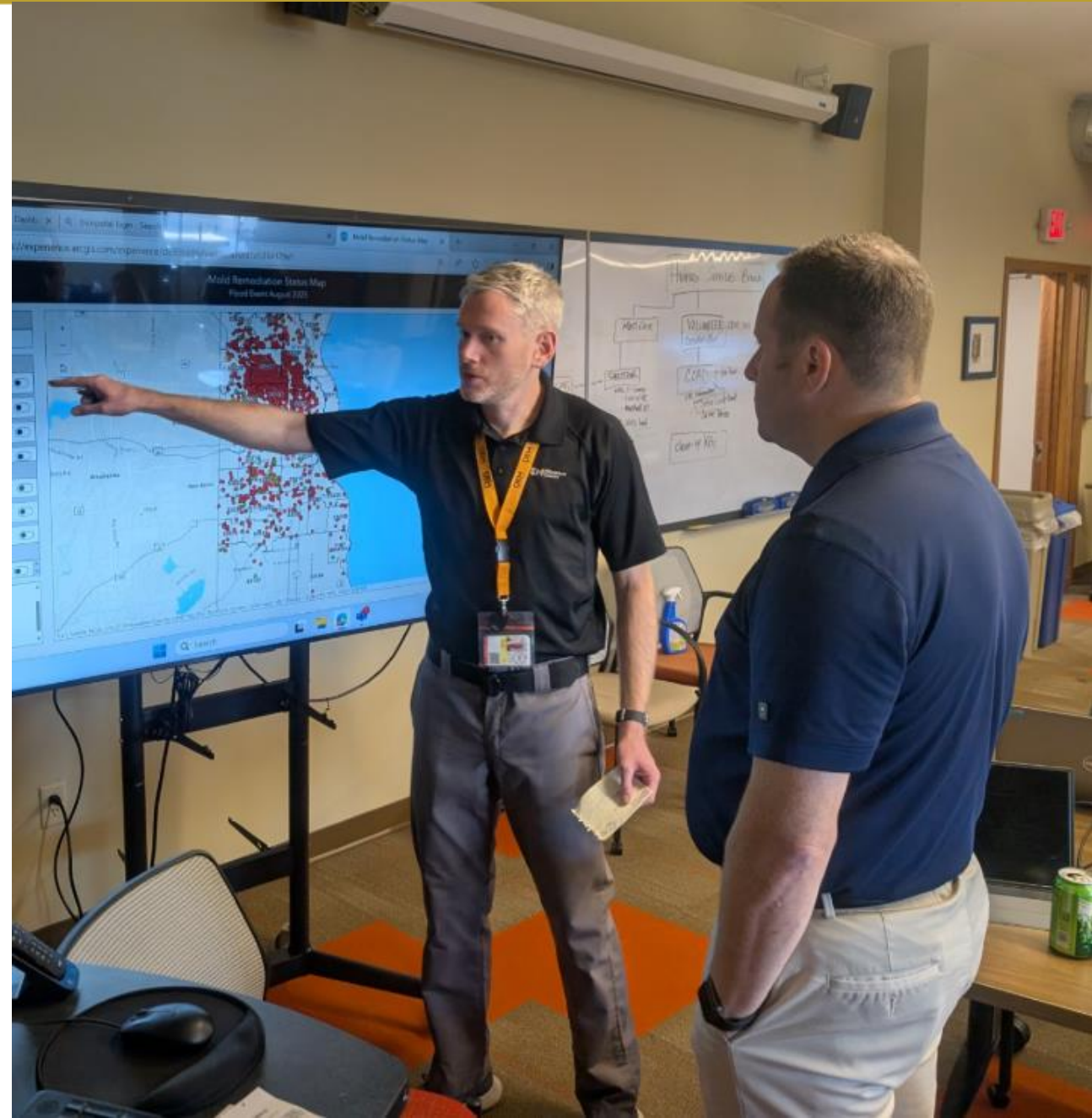
Support to Residents

- 2-1-1 reporting → 300 volunteers deployed for assessments
- Shelters, mass care, volunteer management
- Public health guidance (cleanup, mold remediation)
- Targeted outreach to vulnerable populations (seniors, renters, limited-English-proficient residents)
- Hosted 3 Multi-Agency Resource Centers (MARCs), one-stop locations where residents can connect with multiple agencies for recovery assistance *(avg. 200+ households each)*

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Planning Section

- Comprehensive staffing & resourcing plan

- Streamlined documentation to meet FEMA/WEM requirements

- Launched regular cross-section coordination meetings

- Initiating long-term planning for recovery

Public Information Officer

- **Central website launched:** county.milwaukee.gov/2025FloodResources

- Multilingual resources (English, Spanish, Hmong, Arabic)

- 6 press releases, 2 media briefings, ~100 media stories

- Graphics & PSAs for FEMA process, cleanup safety, resource guidance

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Finance Section

- Tracking county agency costs & damages
- Supporting documentation for FEMA/WEM reimbursement
- As of Aug. 29, preliminary PA damages = est. $52M countywide (including municipalities)
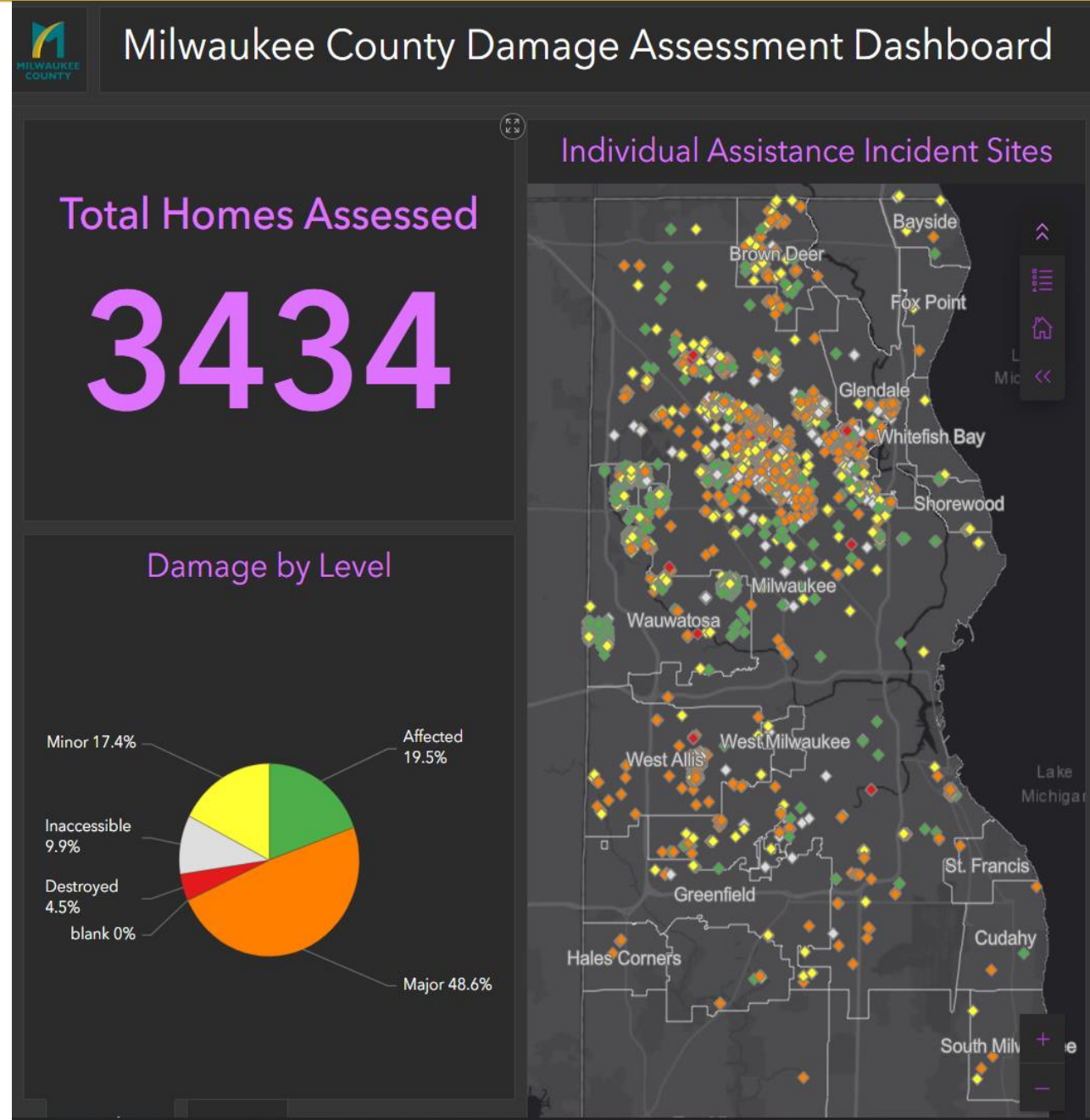
FEMA Application

- **Individual Assistance (IA):** Initial/local assessments submitted & verified by FEMA
- **Public Assistance (PA):** Initial assessments submitted
  - Sept. 2: submitted for FEMA virtual review
  - Sept. 8: verification starts
    - As of Aug. 29, preliminary PA damages = est. $52M countywide (including municipalities)
- Both programs critical to households & local government recovery
- **U.S. Small Business Administration (SBA)** may be available to assist with loans to privately owned businesses and residents.

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Key Activities

- **Aug. 10:** County Executive Crowley Declares State of Emergency for Milwaukee County
- **Aug. 11:** Gov. Evers Declares State of Emergency [(Executive Order #272)](#)
- **Aug. 15:** FEMA IA initial/local damage assessment completed
  - Data submitted and verified by FEMA prior to their arrival
  - 574 additional properties verified during the FEMA IA assessment
- **Aug. 18:** Permanent EOC moved to OEM offices
- **Aug 27:** Gov. Evers [Requests](#) Presidential Disaster Declaration from President Trump
- **Sept. 2:** PA application submitted
- **Sept. 8:** FEMA PA verification begins

Milwaukee County Damage Assessment Dashboard

Total Homes Assessed
3434

Individual Assistance Incident Sites

Damage by Level

- Minor 17.4%
- Affected 19.5%
- Inaccessible 9.9%
- Destroyed 4.5%
- blank 0%
- Major 48.6%

Next Steps

- Continue FEMA documentation & reimbursement tracking
- Launch long-term recovery planning
- Provide updates as FEMA declaration status evolves
- **IF** FEMA assistance is approved, the County will host Disaster Recovery Centers (DRCs)

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Questions?

Thank you!

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