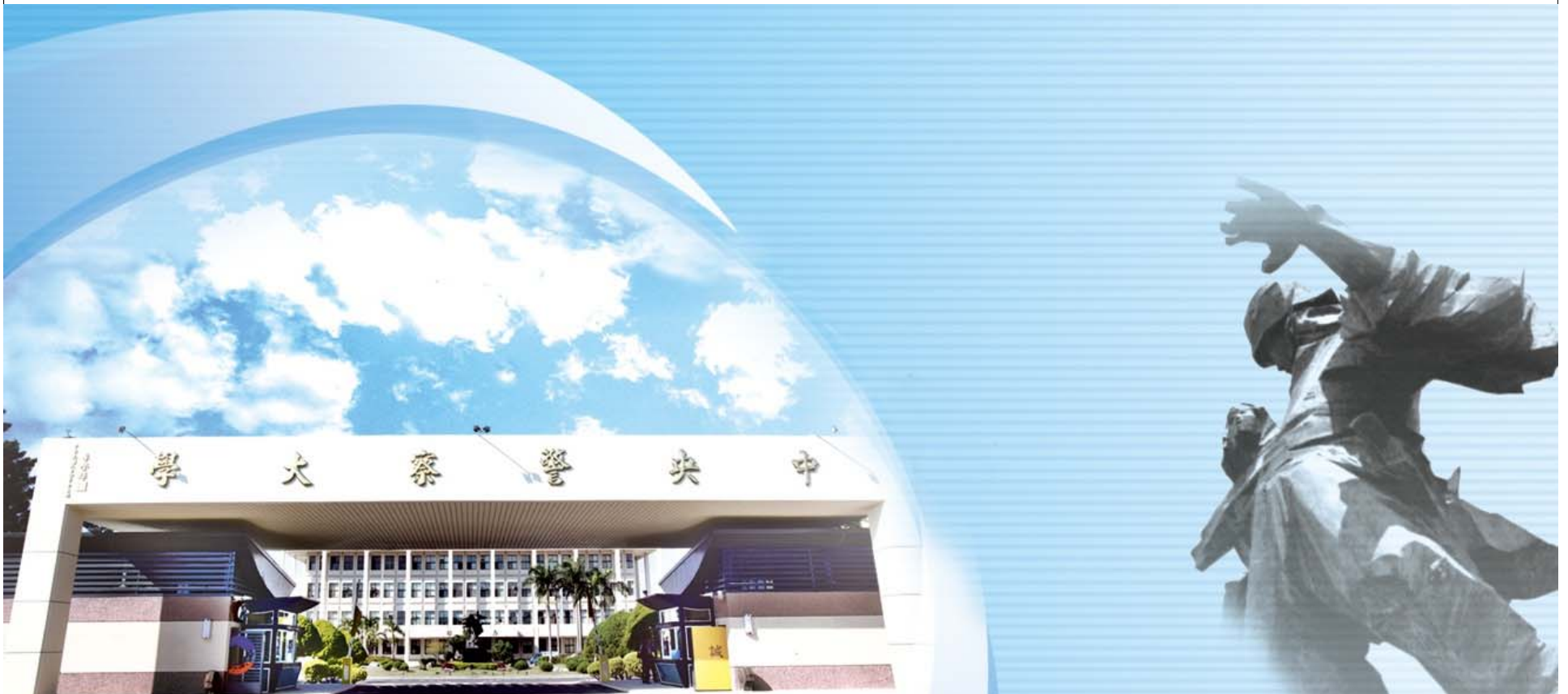


# **A Study on Bridging Disaster Prevention, Relief, and Performance Management: The Inspiration of Citizen Expectation Management**

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# Performance in Private Sector

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FOR EXAMPLE

2013

**Goal:** Earned 10  
Millions  
**Achieve:** Earned 12  
Millions



2014

**Goal:** Earned 12  
Millions  
**Achieve:** Earned 15  
Millions

**GOOD JOB,  
WELL DONE!!**



# Performance in Disaster Management

FOR EXAMPLE

2013

**Goal:** less than 200  
persons damaged  
**Achieve:** 150 persons  
damaged

2014

**Goal:** less than 150  
persons damaged  
**Achieve:** 120 persons  
damaged

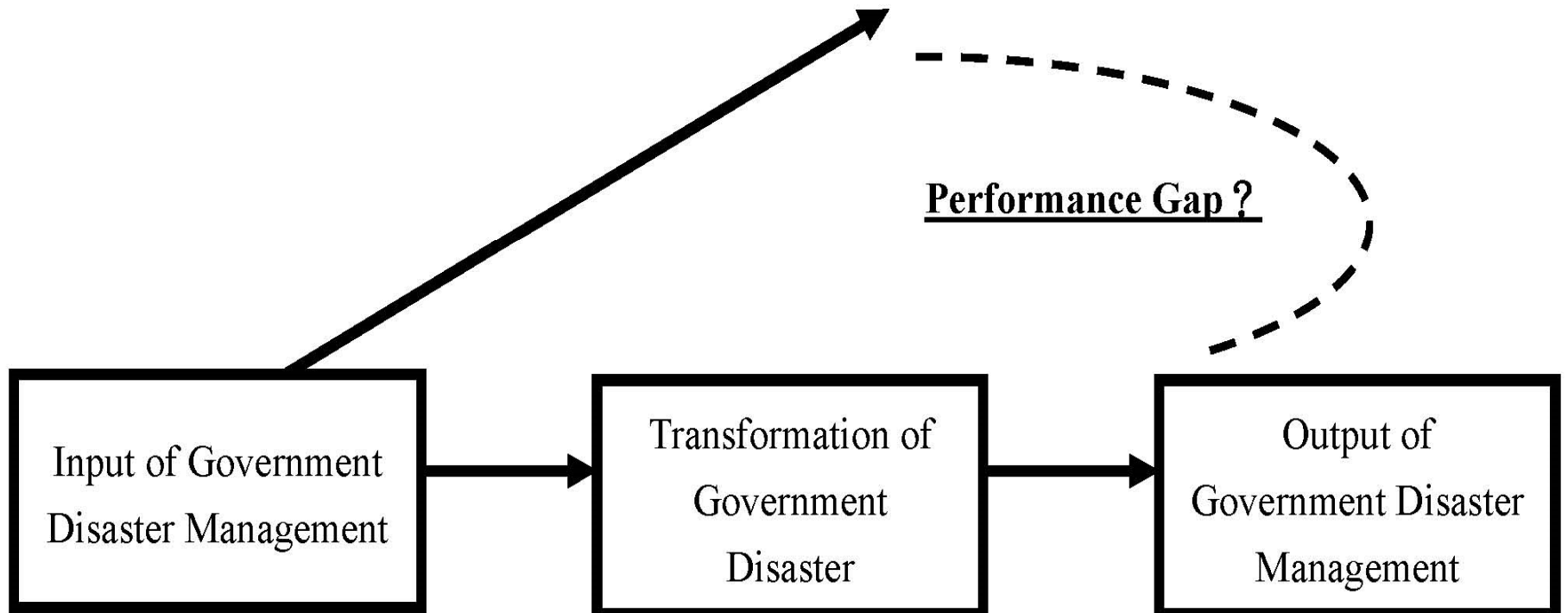
**GOOD JOB,  
WELL DONE???**



# Citizens' Expectation

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Citizens' Expectation on Government  
Performance of Disaster Management



# Research Questions

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- Why or why not involve citizen participation with government performance in disaster management?
- When concerning citizens' participation in government performance in disaster management, what are the current major challenges in Taiwan?



# Disaster Management

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- Current disaster is a combination of "human activity" and "nature" of the human and physical phenomena.
- Disaster management related Act and public agencies in different countries has been passed and established in the past decades.
- Taiwan government adopted **Disaster Prevention and Response Act on July, 2000, after 921 earthquake**, which including several major sections: disaster management system, prevention, mitigation, response, and recovery.



# Government Performance Management

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- **Returns on management**; The ratio between the output value of the organization's efforts and investment management.
- The management purpose is to improve the performance of the organization.
- A set of indicators to evaluate **if an organization achieves its goals and how to achieve these goals.**





# Government Performance in Disaster Management

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- Carreno utilizes the Analytical Hierarchical Process (AHP) to build Risk Management Index (RMI).
- How to define the performance results in terms of citizens has become a critical issue to government.

Shiao Lin village, Taiwan, drastic changes after typhoon Morakot.





# Citizens Expectation Management

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- Service provider must be in order to attract more customers to **provide customers in high quality service and reached higher satisfaction** of the customer experience.
- There is a closely relationship **between expectations and satisfaction of the citizens**. From the view point of business behavior, there are usually two ways to arrange the expectations of the customer; one is as much as possible to meet the anticipated two shaping these expectations.

# Methodology

Code	Date	Organization	Interviewee
A	2012/ 04/23	National Fire Agency, Ministry of the Interior	Deputy Director
B	2012/ 04/27	National Taipei University	Professor
C	2012/ 05/07	National Fire Agency, Ministry of the Interior	Section Head
D	2012/ 05/08	Central Police University	Professor
E	2012/ 05/14	National Fire Agency, Ministry of the Interior	Former Director- General

# *Current status and difficulties*

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- Performance in disaster management emphasizes more the surface of the data (**output measurement**).
- It is more important to educate citizens about having the **right attitude** to face the disaster.
- Performance paradox on **budget**.



# *Performance and accountability of multi-disaster management*

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- The current disaster management system focuses primarily on individual disasters. It lacks **integration**.
- The multi-disaster management is often related to **inter-ministerial** and cross-sectoral communication and coordination, including the central and local powers and responsibilities.



# *Complexity in citizen participation*

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- The literature has increasingly discussed citizens' participation in the performance management knowledge-related issues.
- Using the **media and a small network** of organizations to market and promote the disaster prevention and rescue plan will, for example, enable the public to have a correct perception.



# *Changes and performance requirements of the government's role*

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- Determining how to set **reasonable** performance goals and measurable indicators is still a significant challenge.
- In 311 earthquake, we understand that Japanese realize themselves should have some responsibility in disaster. They need **mutual aid** first, and then ask for the assistance from the government.
- In other words, the private sector and citizens should be held accountable to take the steps to ensure disaster prevention and rescue.

# Conclusion and the followings

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- In order to pursue more effective and satisfactory disaster management, examines the feedback of citizen in disaster management is an critical element.
- The following of the research:
  - ✓ An **AHP analysis** on the viewpoint of performance in disaster management between government and citizens.
  - ✓ Will different **strategies in communication and performance reporting** affect on citizens' cognitions and satisfactory about government disaster management?







Thank you very  
much for your  
listening.

