



NAPLES • MARCO ISLAND
EVERGLADESSM

FLORIDA'S PARADISE COAST

WEATHER EMERGENCY PREPAREDNESS



Collier County Emergency Operations Center (EOC)

Collier County has a highly effective, state-of-the-art Emergency Operations Center

The EOC is a Joint Command Center that includes resources and personnel representing:

- Federal agencies
- State agencies
- Collier County (County leaders, first-responders, emergency personnel, County PIO's)
- Law enforcement (County and City, special forces, out-of-state support)
- Logistics
- Emergency Operations Departments



Communications During Emergency Operations

The CVB website links to Collier County Emergency Information during a declared emergency.
The links will reflect the information from EOC and County officials.

Please keep this information available so it can be easily accessed should the need arise.

- **CVB Website:** will link to updates from Collier County as they become available.
- **Social Media:** The CVB's Facebook page will tag and repost emergency information from Collier County's official social media platforms and pause any leisure postings until recovery operations are complete.
- **Partner Resource Page:** features links to access information connected to the official information from Collier County PIO's and leadership.
- **Links to Collier County Emergency Information:**
 - <https://www.collier.gov/Public-Safety/Emergency-Management/Emergency-Assistance>
 - <https://colliercountygmd.maps.arcgis.com/apps/instant/lookup/index.html?appid=099789e9c9c746eeb44b55810d2ab72a>
 - [Hurricane, Wildfire and Flooding Resources](#)
 - [Recovery Assistance](#)
 - [Emergency Planning Guide](#)

Know Your Evacuation Zone

Collier County GIS Hub (Zone Map)

<https://colliercountygmd.maps.arcgis.com/apps/interactive/index.html?appid=099789e9c9c746eeb44b55810d2ab72a>



Evacuation Zones



CollierBCC Admin
Collier County

Collier County Data

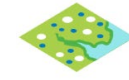
Connecting people with information



Boundaries



Community Safety



Development



Environmental



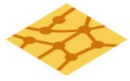
Flood Information



Planning and Zoning



Parks and Recreation



Transportation



All Layers

CVB Call-Center



The CVB team acts as a **Call-Center** when an emergency is imminent.

- The Team performs **DAILY** call-arounds to Collier County resorts and hotels.
- Hotel availability is **VITAL** to the success of emergency operations:
 - Housing **first responders** and **out-of-state law enforcement teams**
 - Housing **emergency recovery personnel** such as FPL, wireless service operators and medical personnel
 - Housing for **National Guard, FEMA** and **Emergency Response** organizations such as the **Red Cross**

IMPORTANT: Please DO NOT HANG UP when receiving this call each day.
Receiving your updated information greatly assists in fulfilling housing needs.

ESSENTIAL PERSONNEL

- Collier County employees are Essential Personnel during an emergency.
- CVB staff are assigned to a variety of community-oriented tasks including:
 - Staffing EOC Call-Center (311)
 - Staffing EOC Business & Commerce DESK for duration of declared emergency
 - Assignments as required (shelter assistance, babysitting services, food bank assistance, etc.)

If you attempt to contact someone on our staff and do not get a response, it is because they are attending to their assigned task. They will respond as the opportunity allows.



Communication Tips

- Your internal messaging should focus on the safety, security and well-being of staff, visitors, residents and first responders.
- Include important links and contacts for emergency information.
- Pause marketing campaigns and social media content to leave these channels open for critical emergency messaging

Media Tips

- You are not required to participate in any media interviews.
- Establish one media spokesperson, a decision-maker that has the authority to speak with immediacy and clarity on behalf of your organization.
- Only share information that is accurate and vetted. Do not speculate or share misinformation.

Plan Ahead

Planning ahead will avoid confusion and will help mitigate anxiety about the approaching storm.

Prepare an All-Hazards Supply Kit that can easily be taken with you should you need to evacuate.

The kit should contain:

- 3-day supply of non-perishable food and water
- Manual can opener or pop-top cans
- Eating utensils
- Medical equipment, medications and medical alert tags
- Cooler with ice pack
- Pet supplies and food
- Flashlight and batteries
- Portable, battery-operated radio (preferably a NOAA Weather Radio)
- First Aid kit and hand sanitizer
- Clothing including face mask
- Photocopies of important documents
- Cash and coins
- Paper goods including toilet paper
- Chlorine bleach (no additives) and medicine dropper (9 parts water to 1 part bleach can be used as a disinfectant, 16 drops bleach to 1 gallon water can be used to treat water in an emergency)

Sign Up & Stay Alert!

Alert Collier – Emergency Notifications

Opt-in via [Collier 311 - Collier County, FL](#)

(239) 252-8000

Evacuation and Life Safety Messaging

311 – Located at the EOC, provides real time information.

App also available for smart phones



STAY CONNECTED

Social Media – Collier County Emergency Management (EM)



[@CollierGov](#)



[@CollierGov](#)
[@CollierEM](#)



[@CollierGov](#)
[@CollierEM](#)

The main source of Emergency Information
during a declared emergency:

Collier County Emergency Operations Center

Collier County Government Officials

Preparedness Resources

- Collier CARES App
- Television and Radio
- [Collier County Emergency Management Website](#)
 - Option to report damage here
 - County-wide information/Gov. resources
- Special Needs Registry (FL DOH or Collier County EM Human Services)
- Florida Dept. of Emergency Management: www.FloridaDisaster.org
- U.S. Department of Homeland Security Preparedness: www.READY.gov
- Disaster Assistance: www.disasterassistance.gov
- Volunteer Opportunities or help: www.VolunteerFlorida.org
- VISIT FLORIDA: www.visitflorida.org/resources/crisis-preparation/hurricane-information/

