

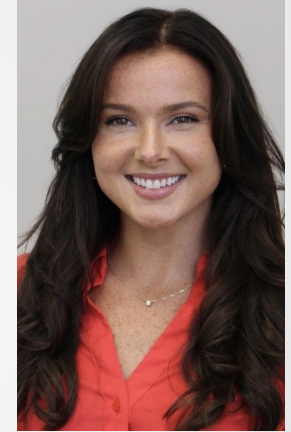


NAPLES • MARCO ISLAND
EVERGLADESSM

FLORIDA'S PARADISE COAST

2024 HURRICANE PREPAREDNESS WEBINAR

Lou Hammond Group
Brittany Chapman and Erin Murphy



Naples, Marco Island and the Everglades CVB
Sandra Rios

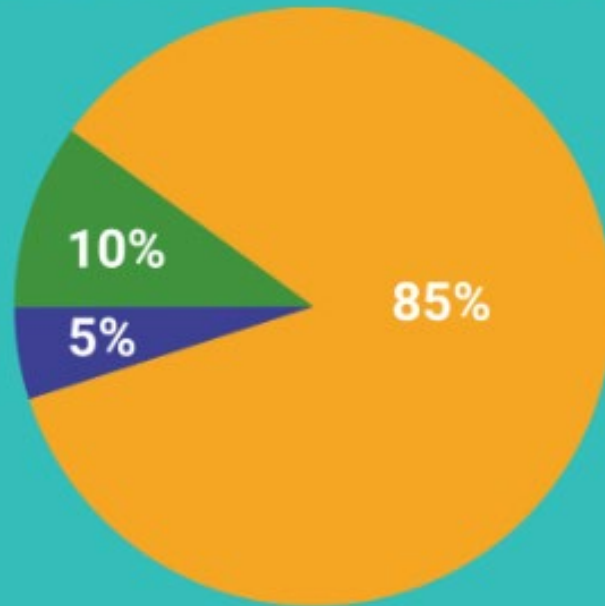


Key take aways from todays conversation:

- Insights into Collier County's Emergency Operations center (EOC)
- The role the CVB plays during a weather (or other) emergency situation
- Emergency communications and resources during a state of emergency in Collier County



2024 Atlantic Hurricane Season Outlook



■ Above normal ■ Near normal ■ Below normal

Season probability

Named storms
17 - 25

Hurricanes
8 - 13

Major hurricanes
4 - 7

Be prepared: Visit hurricanes.gov and follow @NWS and @NHC_Atlantic on X.

May 2024



2024 Atlantic Tropical Cyclone Names

Alberto
Beryl
Chris
Debby
Ernesto
Francine
Gordon

Helene
Isaac
Joyce
Kirk
Leslie
Milton
Nadine

Oscar
Patty
Rafael
Sara
Tony
Valerie
William

Names provided by the World Meteorological Organization

Be prepared: Visit hurricanes.gov and follow @NWS and @NHC_Atlantic on X.

May 2024

2024 Hurricane Season Quick Facts

Experts are predicting 17 – 25 tropical storms this season.

Collier County needs to be especially prepared for storm surge.

One cubic yard of seawater weighs one TON!

Your cell phone is your most critical device, text messages use less band width which are more likely to go through than calls.

Middle school shelters in Collier County are pet-friendly.

Four gallons of water per person, per day, is the recommended amount to have available.

Take photos of important items – there are apps that can be downloaded that will date stamp them.

Keep portable generators at least 20 feet from the house.

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:

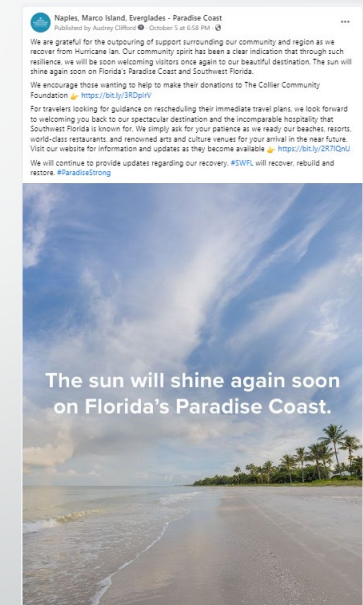
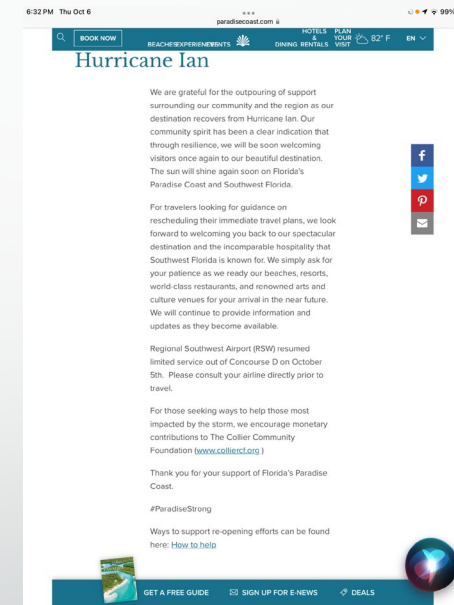
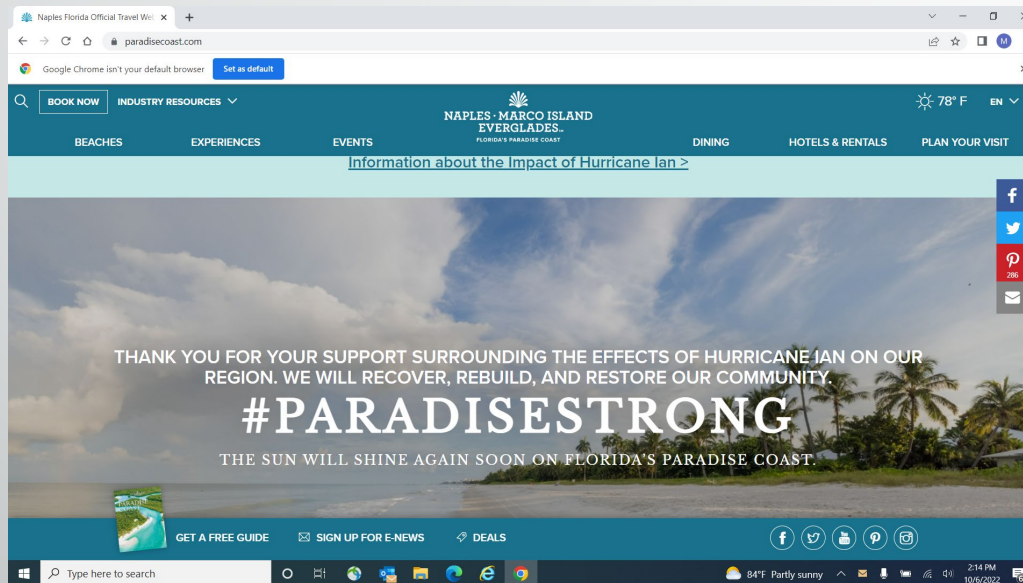
- Federal agencies
- State agencies
- Collier County (County leaders, first-responders, emergency personnel, County PIO's)
- Law enforcement (County and City, special forces, out-of-state support)
- Logistics
- Emergency Operations Departments



The CVB Plays an Important Role During Emergency Operations

The CVB has a communications strategy in place and serves a key role within the EOC. Messages posted to our website will reflect the information we receive from EOC and County officials.

- **Website:** consumer-facing updates are posted to our website and our social media platforms. Here are examples from Hurricane Ian.



- **Partner Resource Page** will feature partner-specific information about the status of the emergency situation based on the official information from Collier County PIO's and leadership.

CVB Call-Center

The CVB activates a remote call-center when an emergency is imminent.

- **DAILY** call-arounds to Collier County resorts and hotels.
- Hotel availability is **CRITICAL** 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: DO NOT HANG UP when receiving this call each day.
Receiving your updated information cannot be stressed strongly enough.

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(s)



Communication Tips

- 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
- Photo copies 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)

Know Your Evacuation Zone

Collier County GIS Hub

<https://hub-collierbcc.opendata.arcgis.com/>

Click on **Community Safety** to find your Evacuation Zone



Evacuation Zones



CollierBCC Admin
Collier County

Collier County Data

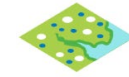
Connecting people with information



Boundaries



Community Safety



Development



Environmental



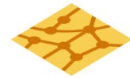
Flood Information



Planning and Zoning



Parks and Recreation



Transportation



All Layers

Sign Up!



Alert Collier – Emergency Notifications

Opt-in via www.colliercountyfl.gov/alertcollier

(239) 252-8000

Evacuation and Life Safety Messaging



311 – At EOC, provide real time information

App also available for smart phones



Volunteer Agency Liaison for the EOC: Josh Starrett

STAY CONNECTED!

Social Media – Collier County Emergency Management



@CollierCountyFL



@CollierEM



@CollierEM

@CollierGov

The main source of Emergency Information
during a declared emergency:

Collier County Emergency Operations

Collier County Government officials

Preparedness Resources

- Collier CARES App
- Television and Radio
- Collier County Website
 - www.collierem.org
 - 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
- FEMA Preparedness: www.READY.govFEMA
- Disaster Assistance: www.disasterassistance.gov
- Disaster Cleanup Assistance: www.CRISISCLEANUP.org
- Volunteer Opportunities or help: www.VolunteerFlorida.org



VISIT FLORIDA & State Resources

*Reminder, The State of Florida's 2024 Disaster Preparedness Sales Tax is in effect June 1 – 14, 2024

- Hurricane Information Page: <https://www.visitflorida.org/resources/crisis-preparation/hurricane-information/>
- Event Insurance: <https://www.visitflorida.org/resources/event-insurance/>
- FloridaNow: <https://www.visitflorida.com/more/florida-now/>
 - This real time map is an easy way for residents, visitors, or potential visitors to quickly gauge the current status of the beach or other attractions, see if events have been canceled, or if the area they were planning to travel to is impacted and more.
- State Resources: <https://www.floridadisaster.org/planprepare/>
 - The Florida Division of Emergency Management has an extensive list of resources to help you plan and prepare your family and your business for hurricane season.

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Thank You

Q & A