



NAPLES • MARCO ISLAND
EVERGLADESSM

FLORIDA'S PARADISE COAST

WEATHER EMERGENCY PREPAREDNESS WEBINAR

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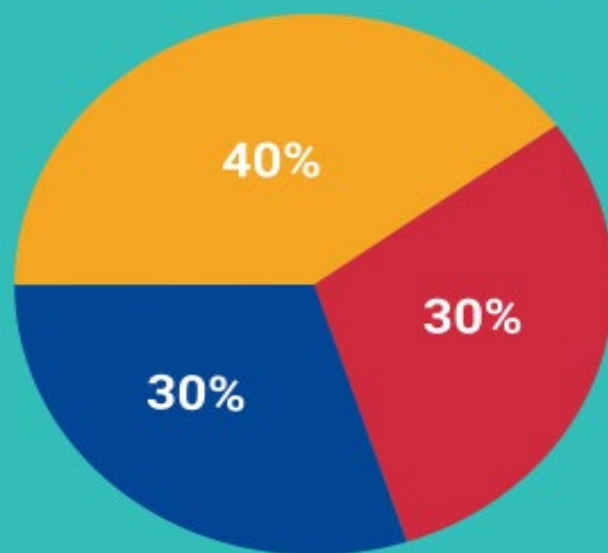


Key take aways from todays conversation:

- 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
- 



2023 Atlantic Hurricane Season Outlook



■ Above normal ■ Near normal ■ Below normal

Season probability

Named storms
12 - 17

Hurricanes
5 - 9

Major hurricanes
1 - 4

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

May 2023

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:

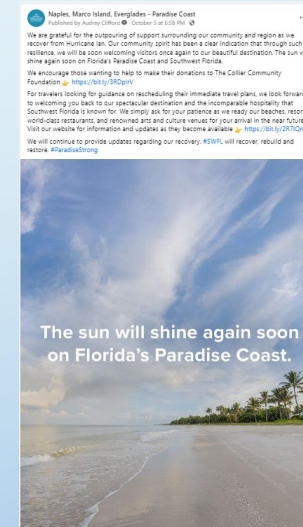
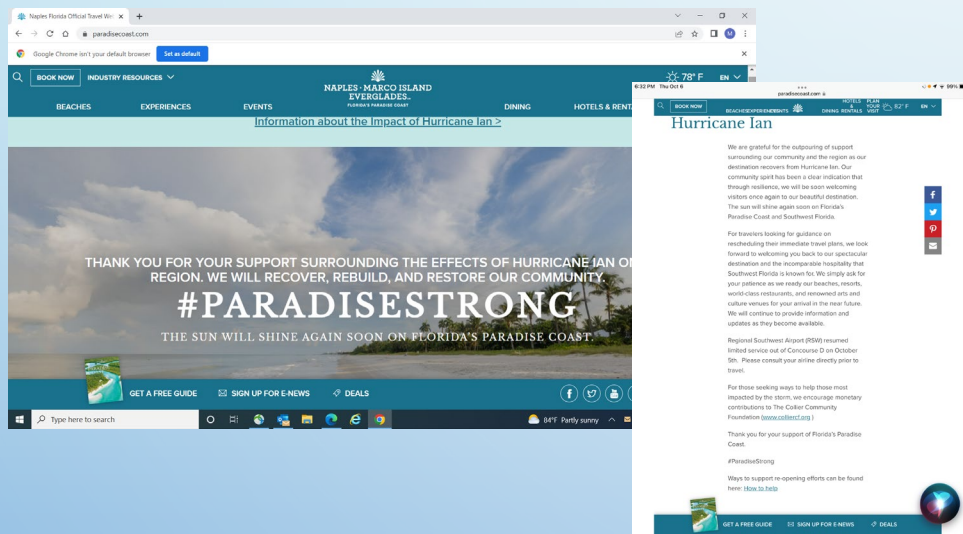
- Federal agencies
- State agencies
- Collier County (County leaders, first-responders, emergency personnel, County PIO's)
- Law enforcement (County and City, special forces, out-of-state support)
- Logistics
- Emergency Operations Departments



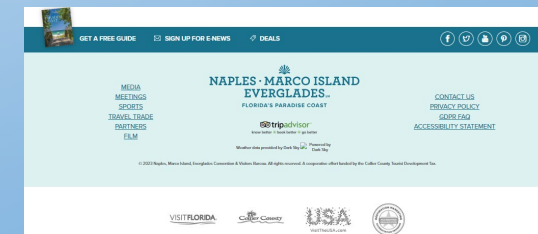
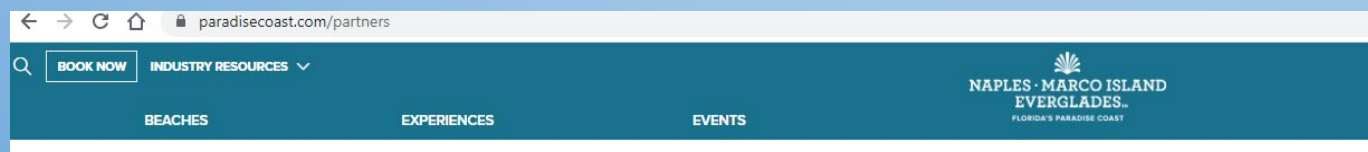
The CVB Plays a Critical Role During Emergency Operations

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.



- **Partner Resource Page** features 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.

Preparedness Resources

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



Preparedness Resources

Social Media – Collier County Emergency Management



@CollierCountyFL



@CollierEM



@CollierEM

@CollierGov

The main source of emergency information:

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





Thank You

Q & A

