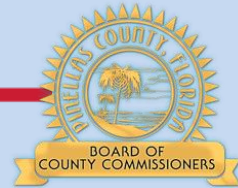




Doing Things!

**Pinellas County Prepares:
2018 Hurricane Season**



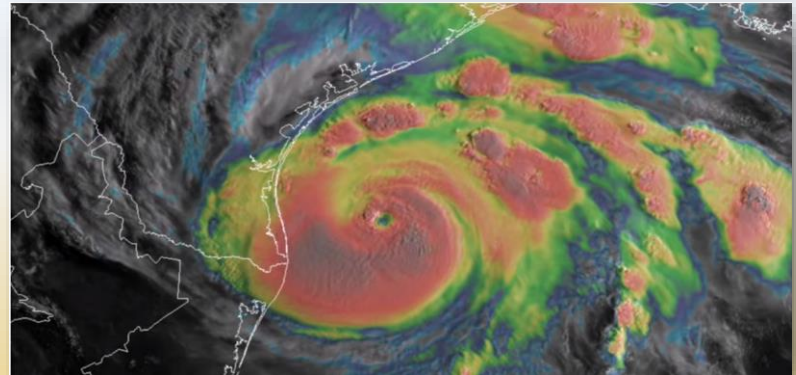


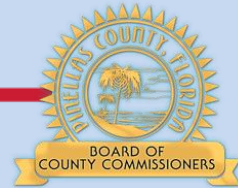
Preparedness Topics

- 2018 Atlantic Hurricane Season
- Emergency Management update
- Public infrastructure update
- Special Needs Registration and Ready Pinellas
- Public Education

2018 Atlantic Hurricane Season

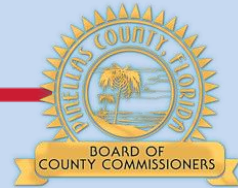
- National Oceanic and Atmospheric Administration (NOAA) Climate Prediction Center:
 - Near or above-normal season
 - 10 to 16 named storms
 - 5 to 9 hurricanes





Emergency Management

- Hurricane Irma After-Action Report Progress
- EMA Employee Survey completed
- 3 new pet-friendly shelters designated
- Office and field preparedness countywide



Emergency Management

- Hurricane Exercise Week
 - County Staff and Partner Coordination
 - Scenario training
- New shelter registration application
- Public Information

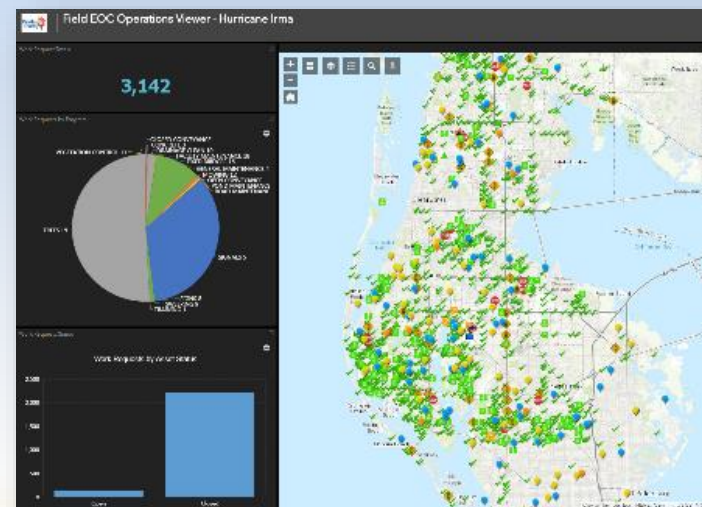
Public Infrastructure

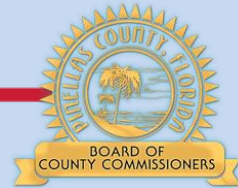
- Hurricane IRMA-Lessons Learned
 - Debris Collection
 - Traffic
 - Sandbags
- Community Contacts
- Stormwater/Wastewater Taskforce Partnership



Public Infrastructure

- Emergency Response Plans – Scalable
 - Pre-storm Preparation
 - Immediate Response
 - Post-storm Recovery
- Situational Awareness

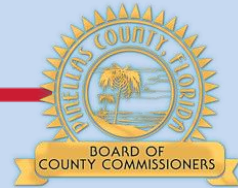




Special Needs Registration

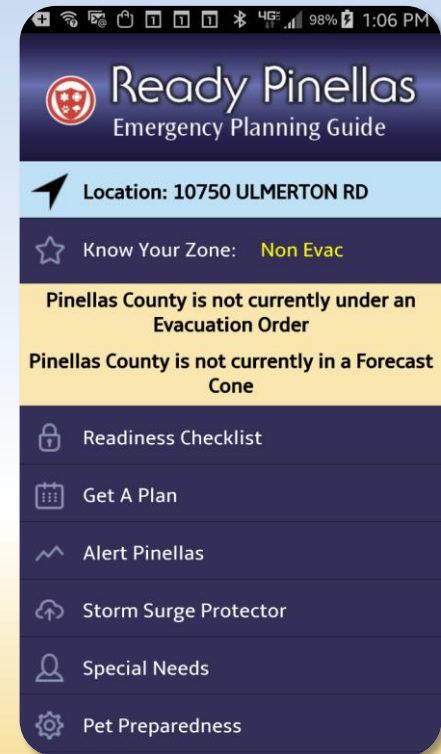
- New special needs registration site

A screenshot of the Pinellas County Emergency Management Special Needs Registration website. The page has a dark header with the text 'Pinellas County Emergency Management'. Below the header is the Pinellas County logo, which consists of the words 'Pinellas County' in blue and a red sun icon. The main heading is 'Special Needs Registration'. Below this heading is a paragraph: 'Pinellas County residents with certain medical conditions can get help during an evacuation. Once registered, you will be contacted to confirm your needs.' The page is divided into two main sections. The left section is titled 'Already Registered?' and contains two input fields: 'Email address' and 'Password'. Below these fields are two buttons: 'Login' and 'Forgot Password'. The right section is titled 'New Users' and contains a paragraph: 'A simple, step-by-step wizard will help you complete the registration process.' Below this paragraph is a 'Create Account' button.



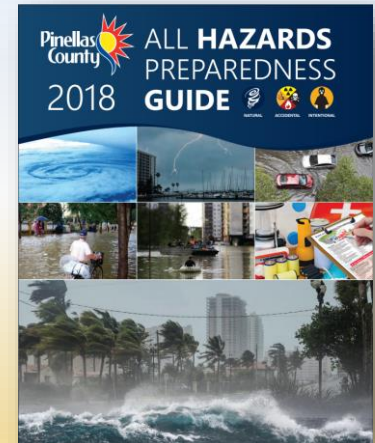
Ready Pinellas

- Mobile app
 - Know Your Zone geo-location
 - Readiness Checklist
- Nearly 35,000 downloads since launch



Public Education Campaign

- #GetReadyPinellas joint campaign with PCSO
- Key messages: Know Your Zone and Register Now for Special Needs
 - Social media (more than 600K impressions)
 - Public service announcements
 - Flier distribution
 - Regional PIO Toolkit
- 2018 All-Hazards Preparedness Guide



Public Education Campaign

- **Media Day**
- 7 Print and Broadcast News Stations
- Partnerships:
 - Animal Services
 - Emergency Management
 - Human Services
 - Marketing & Communications
 - Public Works
 - Utilities
 - Fire Department



Public Education Campaign

- **Media Day Feedback**



“This was perfect. I liked the ability for reporters to pick their own story. Great job!”

- Sarah Hollenbeck – ABC Action News

“This makes the news more interactive and visual for our audience. They can take the information in well without being afraid, but with responsibility.”

- Laura Diez – Telemundo