

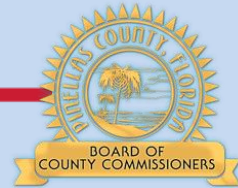


Doing Things!

Preparedness for Hurricane Season 2017

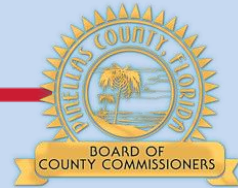
- Evacuation Zones
- Ready Pinellas
- Public Outreach





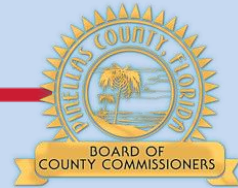
Preparedness topics:

- Evacuation zone changes
- Ready Pinellas mobile app demo
- Ready Pinellas marketing efforts



Evacuation Zone Changes:

- **85,193** parcels changed evacuation levels
 - **74,688** parcels changed evacuation levels to a lower level
 - **10,505** parcels changed evacuation levels to a higher level
- **19,882** parcels changed from non-evacuation zone to an evacuation zone

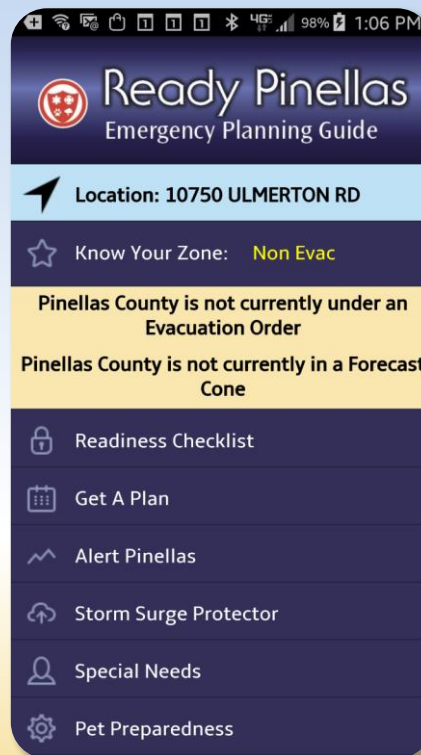


Evacuation Zone Changes:

- **ROC and Law Enforcement Evacuation Planning Meeting**
- **Public notifications:**
 - Meetings & letters to impacted healthcare facilities
 - Alert Pinellas
 - Website content and home page links
 - Social media (Facebook, Twitter, NextDoor)
 - All Hazards Preparedness Guide
 - Media Day / Media interviews
 - Utility bills

Ready Pinellas Mobile App

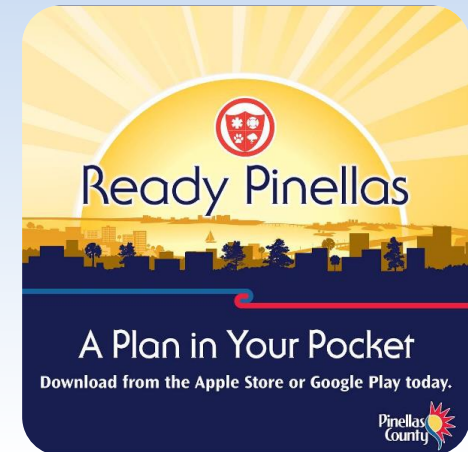
■ Demonstration



Ready Pinellas Marketing

■ Public

- Alert Pinellas
- All Hazards Preparedness Guide
- Social media (Facebook, Twitter, Instagram, NextDoor)
- “Doing Things” mobile app
- County website
- County E-News and Utilitalk
- Flier distribution via email & at county public access facilities
- “No Place Like Home” radio show



Ready Pinellas Marketing

■ Partners

- Media Day / Interviews
- PIO Network materials distribution
 - Municipalities and agencies
 - Libraries
 - Colleges and School District
 - Chambers of Commerce
 - Pinellas Realtor Organization

■ Personnel

- Intranet
- Employee newsletter article
- Alert Pinellas email



Ready Pinellas
Emergency Planning Mobile App

A Plan in Your Pocket:

- Readiness Checklist
- Check Your Evacuation Zone
- Contact List
- Build Your Plan
- All Hazards Guide
- *Información en Español*

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Doing Things for You! 