



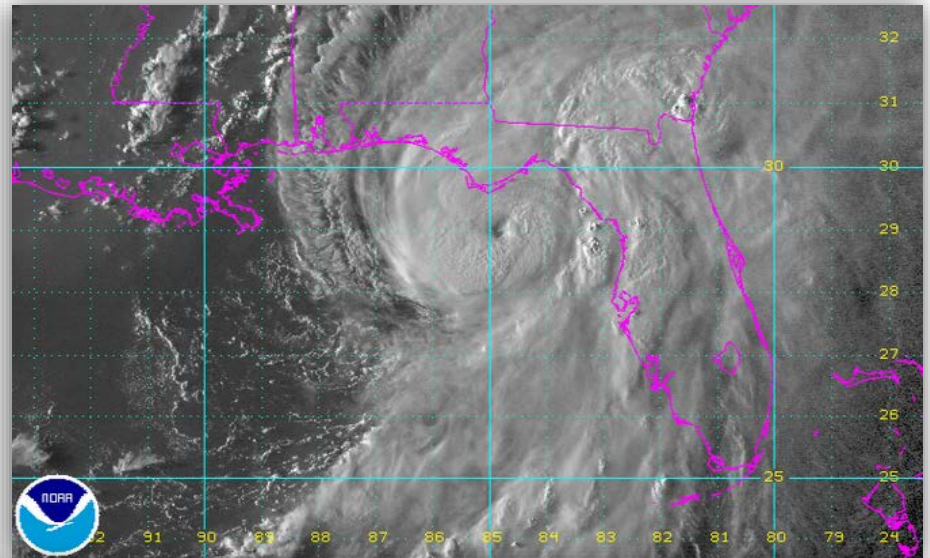
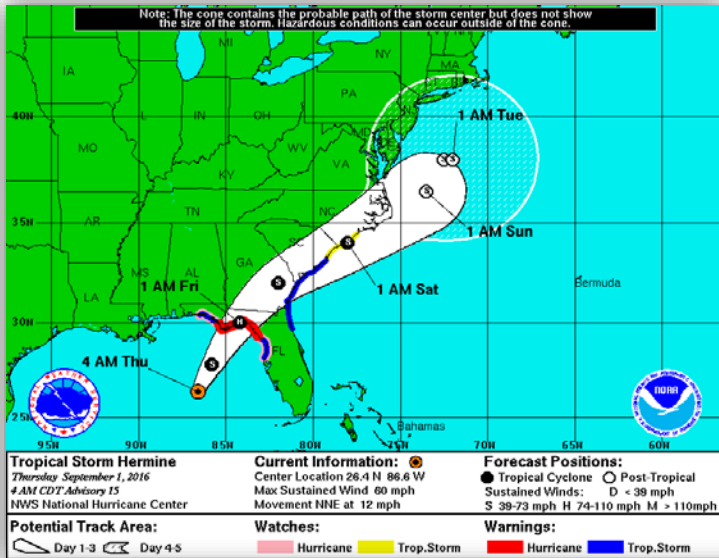
# **Hurricane Hermine After Action Report:**

*What Elected Officials Need to Know*

**Apalachee Regional Planning Council**

*July 20, 2017*

People Focused. Performance Driven.

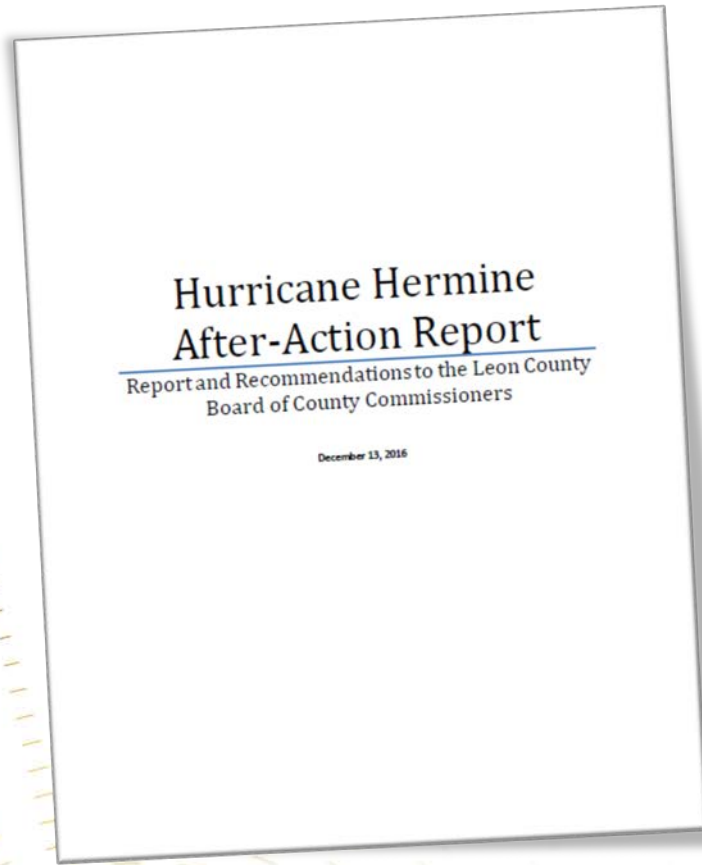


# Overview of Hurricane Hermine





## Response and Recovery



- 110 findings, 80 recommendations
- 5 community listening sessions; 400 citizens in attendance
- Completed within 90 days
- 75 of 80 recommendations (94%) completed to date



## After Action Report





# All good stories . . .

**Great stories happen to those who can tell them.**

-- Ira Glass

People  
Focused.  
Performance  
Driven.



# Communication by the numbers

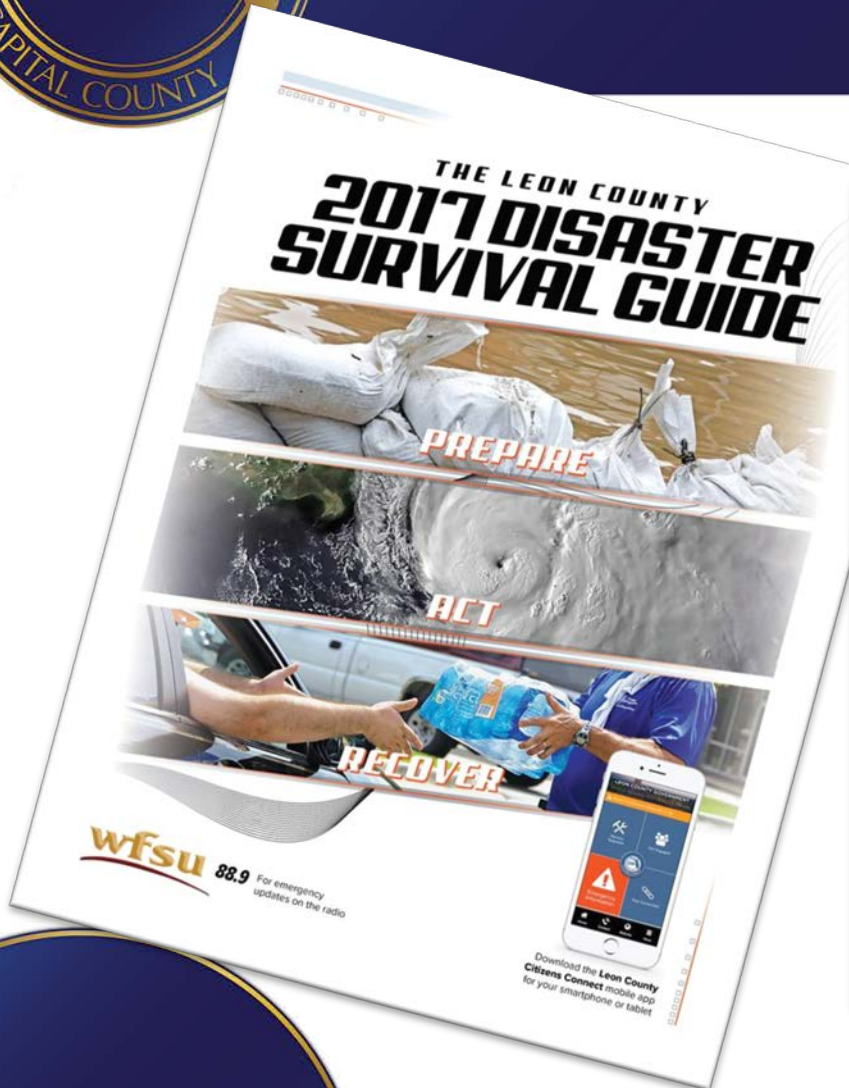
- 3 press conferences following landfall
- 35 news advisories reaching 400,000 citizens
- 70 social media posts generating more than 17,000 likes and shares
- 305,123 engagements on Facebook, 330,000 people reached on Twitter
- Dozens of radio spots used to promote comfort station and water distribution



People  
Focused.  
Performance  
Driven.



# Preparedness and Resilience



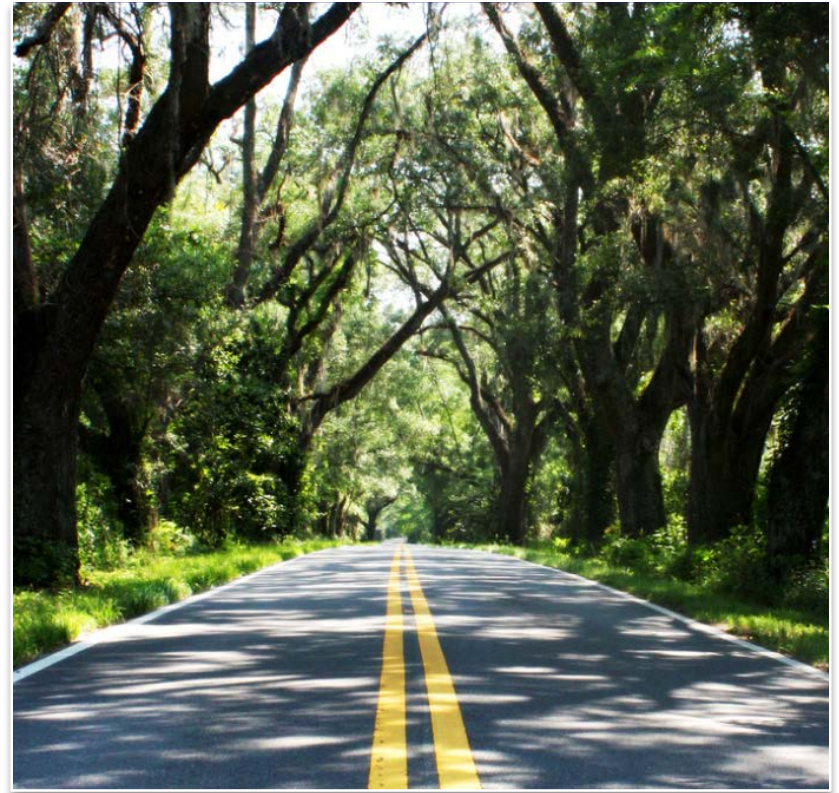
People  
Focused.

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Driven.





**Multiple areas with downed trees, entangled wires, and ingress / egress issues.**



**Unaffected roadway with bright skies and seemingly limited public service activity.**



## Two Tales of One County





# Digital, Analog, and the In Between

IN CASE OF FIRE



EXIT BUILDING  
**BEFORE** TWEETING  
ABOUT IT

- Social media during disaster
  - Organization controls own message
  - Responsive, agile, and relevant
  - Does not reach all populations
  - Significant issues during extended power outages
- Radio remains relevant
- Equip points of distribution with latest information



# Critical Public Information

- Shelter and comfort station status
- Impacts on operations, offices, and schools
- Food and water distribution
- Restaurants, gas stations, and grocery stores with power
- Debris collection and schedule
- Status of utility restoration





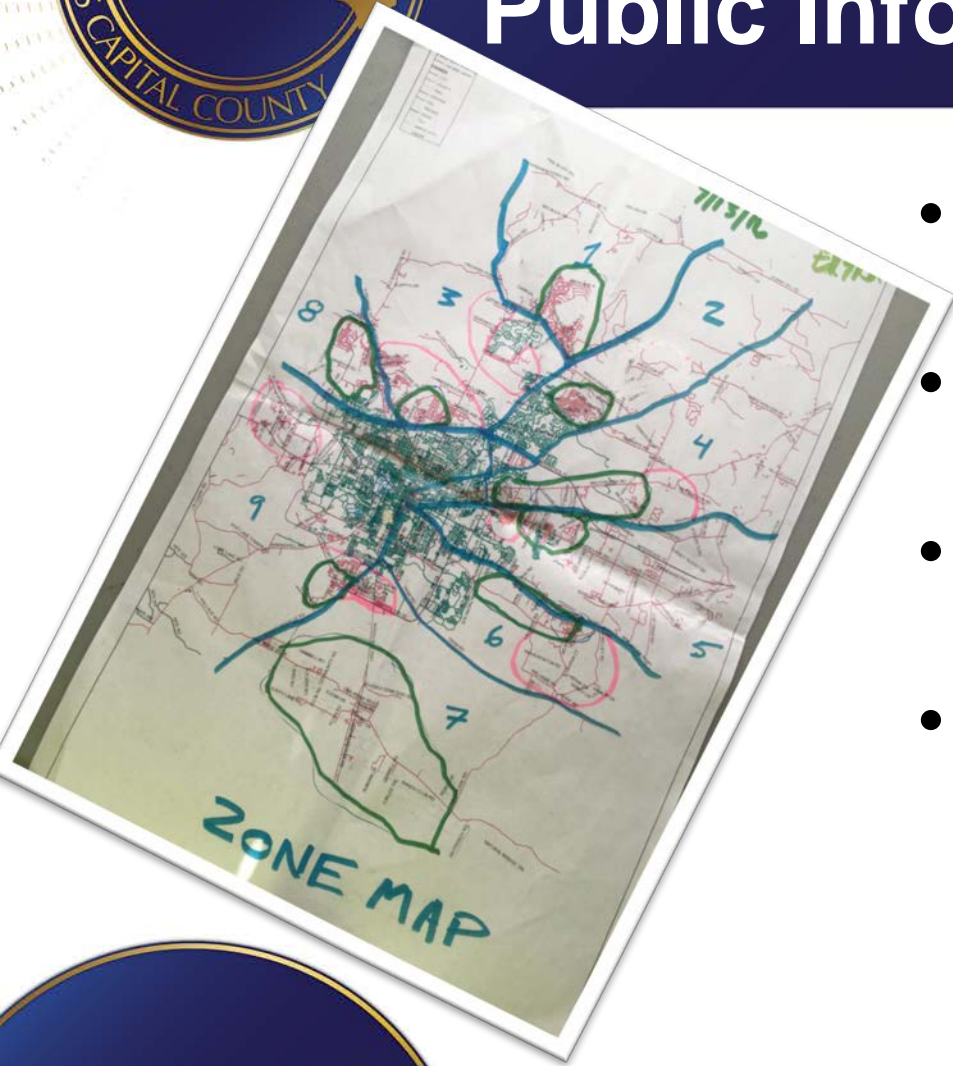
# What Hermine Left Behind



- 35,118 tons collected (175,590 cubic yards)
  - Or 11,000 dump trucks
  - Or 2.2 million kegs of beer
- 57,627 hangers cut
- 339 leaners cut
- \$6.1 million in debris removal
- \$1.4 million in monitoring



# Collection Operations and Public Information



- Operations snapshot: simultaneous collection
- Communicating the collection plan with three-day schedules
- Anticipate reopening schools and impacts of cut and toss
- Embed / coordinate with utility crews when clearing roads

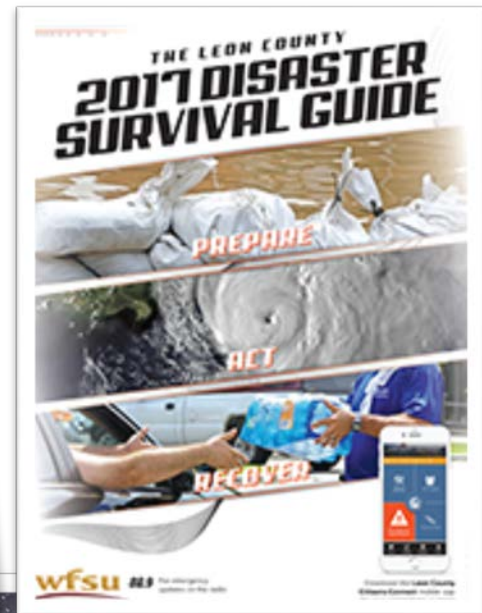




## Hurricane Hermine After-Action Report

Report and Recommendations to the Leon County  
Board of County Commissioners

December 13, 2016



**Lessons learned: mobile application, radio presence, and suiting up for the long haul**





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