

ESF-14: PUBLIC INFORMATION

RESPONSIBLE AGENCIES

Lead Agency: Collier County Communications, Government and Public Affairs Division

Collier County Sheriff's Office PIO	Florida Department of Health – Collier County PIO
Collier County Fire and EMS Chiefs' Association PIO	Transportation Management Services Department PIO
Public Utilities Department PIO	Florida Forest Service PIO
South Florida Water Management PIO	City of Marco Island PIO
Public Services Department PIO	City of Naples PIO

Mutual Aid

All jurisdictions that have entered into the Statewide Mutual Aid Agreement

PURPOSE

1. To provide accurate information prior to, during and after a disaster to save lives, minimize damage, and inform people where to go for assistance.
2. To maintain/establish public confidence in the county's ability to manage a disastrous event.
3. To provide countywide emergency information and warnings using all available means.
4. To interface with the local media. Schedule and provide periodic press briefings and serve as reliable source of information.

POLICIES

The following are priority for public information missions:

- Protect life.
 - Protect property.
 - Situation Reporting.
1. ESF-14 will serve as the central point of contact for the media to ensure accurate information is released to the public in a timely manner.
 2. Whenever possible, a Joint Information Center will be used in the Emergency Operations Center.
 3. Information regarding fatalities will only be released by the Collier County Medical Examiner.

4. All information released to the press and the public will be coordinated and approved prior to release. Collier County maintains a library of public service announcements (in English, Spanish and Creole).
5. Information that requires the approval of other County departments will have to be approved by their respective officials; then released by the EOC.
6. ESF briefings may be open to the media or briefings may be scheduled.
7. A media room may be established within the EOC, and access allowed as circumstances permit.
8. Collier Emergency Information Hotline will be staffed and operated in accordance with Collier County “Emergency Operations Center, Information Dissemination”.

CONCEPT OF OPERATIONS

1. The Communication and Customer Relations Division will coordinate all news releases with the Emergency Management Director and/or the Operations Section Chief.
2. Depending on the nature or expanse of the emergency, a Joint Information Center will need to be formed to ensure unified messaging.
3. Collier Emergency Information Hotline will monitor residents’ concerns and recommend press release items.

ORGANIZATION

The Collier County Communication and Customer Relations Division will direct all Emergency Support Function-14 operations, led by the County’s Communications Director.

At the direction of the Collier County Communication and Customer Relations Division, County agencies communications offices will provide staff and support to Emergency Support Function-14 operations. Emergency Support Function-14 will adhere to the following organization:

1. Agency communications staff will assist with incoming news agency requests for information, preparing for news conferences, drafting news releases and handling reporter and citizen calls.
2. At the request of Director of Emergency Management, the Administrator of Administrative Services Department for Collier County may activate/deactivate the Collier Emergency Information Hotline and coordinate oversight of Collier Emergency Information Hotline operations during activation.

RESPONSIBILITIES

1. Provide liaison with public safety agencies for their input to and assistance with public education programs.
2. Coordinate public information programs and related activities with regard to natural and man-made disasters, to include public awareness programs in schools, civic associations, and other organized groups, e.g., religious, fraternal, including radio and television, as requested.
3. Coordinate the timely dissemination of Public Service Announcements via television, web site(s),

radio and social media with regard to season specific disaster events, e.g., cold weather, brush fires, hurricanes, etc.

4. Transmit all locally generated advisories to National Weather Service (NWS) - Miami for inclusion on the NOAA Weather Radio broadcast.
5. Ensure emergency information is made available to non-English speaking residents, hearing impaired residents and residents with special needs.
6. Establish and maintain the Collier Emergency Information Hotline to handle public inquiries and rumor control.
7. Activate and maintain the Collier County Emergency webpage.
8. Coordinate the dissemination of pertinent information to the public as appropriate after a disaster to the Disaster Recovery Centers (DRC), Reconstruction Information Centers (RIC) and Disaster Field Offices (DFO). (See Attachment 2)

ASSUMPTIONS

1. Emergency Management can get timely public warning and information out through a variety of media, e.g., satellite, Internet, social media, land line, mobile communications vehicle and VHF/UHF radios. The limitation would be the staff being readily available and trained to activate the system.
2. Adequate staff is available to activate the warning-information systems around the clock for a developing disaster situation.
3. It will take several hours to fully activate a Joint Information Center (JIC) after duty hours. Fire, Dept. of Health, Collier County Sheriff's Office, Municipal and County Agencies each have trained public information personnel.
4. Provided surrounding counties are not impacted at the same time, adequate mutual aid assistance is available.

ACTIONS

Preparedness

Emergency Management Department will:

1. Issue public information statements, as applicable, until Communication & Customer Relations Division fully assumes ESF-14 functions.
2. Ensure communications system described in Attachment 1 performs properly.
3. Activate the County Public Information Officer (PIO).

4. Maintain appropriate social media outlets.
5. Contact appropriate outlets for EAS support to the EOC.
6. Determine the need for/or activate the Collier Emergency Information Hotline (311).
7. Ensure the availability of Public Information pamphlets, brochures and handouts.

Communications and Customer Relations Division will:

1. Train county PIOs and Emergency Information Center operators.
2. Verify operability of Telephone Device for the Deaf (TDD) system.
3. Get approval from FDOT for use of variable message boards on Interstate.
4. Advise cancellation of public events.
5. Issue public information statements, as applicable.
6. Prepare public information that will be distributed to local media outlets in English, Spanish and Creole.
7. Maintain the Emergency Information Web page and appropriate social media outlets when sufficient staff arrive at the EOC.

Response

Collier County ESF-14 will:

1. Communicate/coordinate press releases with the State Emergency Operations Center (SEOC).
2. Issue public information statements identifying areas of evacuation and cessation of evacuation.
3. Issue weather-related public information announcements, as necessary.
4. Monitor media statements on emergency and correct incorrect or misleading information.
5. Determine need to provide additional emergency information multilingual hotline operators.

Recovery

Collier County ESF-14 will:

1. Determine the best means to maintain the information flow with governmental entities as well as Collier's residents during the recovery phase.

2. Coordinate variable message boards throughout the county and appropriate highway advisory radios (HAR).
3. Assist with the establishment of the Disaster Recovery Center (DRC).

INTERFACE

All ESFs.

Attachment 1
Notification/Communication System Available to the EOC

SYSTEM	Population Reached	Activated & Tested by:	Purpose
NOAA Weather Radio (Emergency Alerting System, EAS)	Schools, Public /Gov't Facilities & up to 265,000 people	State Emergency Operations Center, National Weather Service & Collier Emergency Management	The best system for immediate hazardous weather warning. Additionally acts as the vehicle to provide weather warnings and Civil Emergency Messages (CEM) to the commercial media for retransmission to their media markets.
ALERT Collier	Public, Special Needs Population, Gov BCC employees	Emergency Management	System for both National Weather Service Weather Alerts AND BCC/Emergency Management alert notifications. Provides recipients with option to opt into service with multiple contact path options, including SMS, Voice, and Email. Also has current contract for all residential and commercial wireless voice lines (resident/business connect FDEM contract).
Emergency Mgt. Web Site	Worldwide	Emergency Management and CEIH Chief	During a County State of Local Emergency, this web site will be the "Emergency Home Page" for the county and a source of current emergency information relevant to the public. Not a good system for immediate warning. The web site is maintained on two servers. It provides preparedness, recovery and weather information.
One Call Now	Select Groups (County Personnel, registered people with special needs, EOC staff	Emergency Management	One Call Now is a web-based program that allows Collier County to send automated mass voice, text and email notifications to any size group within minutes using a single toll-free call. The communication method, voice, SMS text* or email, is pre-selected based on the message content and the County's preferences. Messages can be sent any time from any phone or from the web. Messages can be recorded or typed "on the fly", or stored for future and repeat use. Currently, the Emergency Management office uses One Call Now for the following voice message notifications: Call-back for County personnel, Pre-registered Special Needs Residents, EOC staff activations, Search and Rescue team alerts, public and private citizens who have registered as having an automated external defibrillator.
Satellite Radio-Phone	LP1 for LECC Operational Area 9, State Watch Office, Collier MACCV, FDEM Regional Coordinators, & certain counties	Emergency Management	System is good for warning those who have the service. We can communicate with the State group, SW Fla. Group, the Collier Group, National FBI offices, our Local Emergency Communications Committee's Operational Area 9 Local Primary 1 radio station (LECC O/A9, LP1) and our MACCV and portable units.
"Code Red" Phone Service	An audience designated on a map.	Sheriff's Office, Cities of Naples and Marco Island	This system is activated by 9-1-1 dispatchers at the direction of the law enforcement on-scene commander and each city's warning point for their jurisdiction.
E-mail	Collier Gov't & other deliberately established groups & list groups	All Collier Gov't	System is good for getting out Information Center during duty hours. Additionally, from the EM office, it can transmit immediate Information Center to other internet groups listed above.

Attachment 2

GMD's Standard Operating Procedure (SOP) - for Public Outreach after a Flooding Event

Scope: The procedures contained within this SOP are intended to provide guidance to efficiently provide information in the form of digital informational materials to the affected population of Collier County prior to and after a flooding event.

Purpose: To ensure that timely and pertinent flood preparedness, recovery and mitigation information is available to the public; before, during and after a flooding event in support of the National Flood Insurance Program (NFIP) and the requirements of the community.

General: In order to provide informational outreach to the community preparation, response, recovery and mitigation to a flooding event in Collier County, the following procedures will be followed:

- The Floodplain Coordinator (Growth Management Division) will have available in digital (pdf format) the following documents, including – but not limited to:

FEMA Publications

- Elevated Residential Structures [FEMA 54]
- Coastal Construction Manual [FEMA 55]
- Answers to Questions about the NFIP [F-084]
- Protecting Manufactured Homes from Floods and Other Hazards [FEMA P-85]
- Mitigation of Flood and Erosion Damage to Residential Buildings in Coastal Areas [FEMA P-257]
- Protecting Floodplain Resources – A Guidebook for Communities [FEMA-268]
- Protecting Building Utilities from Flood Damage [FEMA P-348]
- Reducing Damage from Localized Flooding: A Guide for Communities [FEMA-511]

FEMA Pamphlets

- NFIP: Condominium Coverage [FEMA F-029]
- Increased Cost of Compliance (ICC) Coverage: Guidance for State and Local Officials [FEMA-301]
- Preferred Risk Policy for Businesses [FEMA F-437]

- Why Do I Need Flood Insurance? [FEMA F-002]

Local Publications

- The Collier County All Hazards Guide
- Collier County Floodplain Management Ordinance

All publications are available 24/7 at the following web address:

<https://www.colliercountyfl.gov/FEMA-and-Local-Publications>

- The Collier County Communications & Customer Relations (C&CR) Department will assist in posting the appropriate documents in pdf format for availability on the County website. Additionally, C&CR will assist in advertising availability of this information via, PSAs, PRs and other notifications.

Coordinating Instructions: This SOP will be maintained by the Collier County Growth Management Division, Operations & Regulatory Management Department as an Annex to the ESF-14 (Public Information) Section of the Collier County CEMP and will be reviewed during each update.