



Ready Hampton Roads

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Ready Hampton Roads Regional Public Information & Outreach Framework Final

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Background & Purpose of Framework

Ready Hampton Roads (ReadyHR/RHR) was initially established by the City of Chesapeake and the Hampton Roads Regional Citizen Corps Council as a website for public outreach and volunteer program recruiting. In 2012, the Hampton Roads Planning District Commission assumed ownership of the website and the brand with the intent to establish a regional brand for emergency preparedness. In 2012, ReadyHR.org was used to consolidate six additional regional emergency management websites, provide a secure file library to house regional emergency management documents, and a private and public event calendar was created. In 2013, the HRPDC added a Ready Hampton Roads Facebook page, YouTube account and Twitter account to begin developing a more contemporary, comprehensive approach to public information and community outreach. RHR currently serves 16 localities and a multitude of additional regional stakeholders.

The Hampton Roads Regional Catastrophic Planning Team (HRRCPT) is a grant funded committee that represents the interest and needs of the member jurisdictions, state, regional and private stakeholders, in a regional emergency management planning effort to develop a catastrophic emergency response plan for natural and man-made emergencies. The HRRCPT, recognizing that a well informed and educated public will greatly enhance the region's ability to both respond to and recover from the debilitating effects that a catastrophic event can exact throughout the planning program area, provided the funds for development of an effective public education, communication and outreach framework and selected Ready Hampton Roads as the program through which to provide the framework and structure for regional community outreach and public information.

“Public information” includes:

- **Public Information:** Information collected, assembled, disseminated, and maintained on a day to day basis – this includes information about response capabilities, training, awards, locality/agency activities and accomplishments.
- **Emergency Public Information:** Information developed and disseminated in anticipation of, during, or after an event to provide life-saving and other information, including actions that individuals and communities should take. The goal of providing emergency public information is to give people the information they need to make good decisions in an emergency.
- **Community Education:** Information provided to individuals in the community by local, tribal, territorial, State, and Federal governments with the goal of educating members of the community, therefore improving a community's resiliency to identified risks. In this plan, community outreach and community education are used interchangeably.

From Emergency Management Institute course: Public Information Awareness

This plan will:

- Establish a framework for the aggregation and dissemination of public information from participating localities and agencies
- Establish a framework for development of future campaigns, events and partnerships
- Describe specific elements of and information strategies for Ready Hampton Roads
- Establish program goals
- Establish a method of evaluation and measurement of the success of the framework

The key to achieving this plan's goals is not the development of this framework but rather the implementation and continual evaluation of the effectiveness of the Ready Hampton Roads program.

Benefits of Regional Public Information & Outreach

Public information is the link between operations and the public. It is the way that government and non-profit agencies get their message to their audiences. It is important to recognize that public information starts before a disaster, is absolutely critical during a disaster, and continues all the way through recovery.

Public information should always reflect the community it serves. The Hampton Roads community lives and functions as a diverse, interconnected region with people crossing jurisdictional boundaries and includes a large number of visitors, short-term residents, military, individuals with limited English proficiency and individuals with disabilities. Community members do not strictly adhere to jurisdictional boundaries and because the community is regional and diverse, public information should also be regional and diverse.

ReadyHR is an aggregator of local and regional information from many localities and organizations. Aggregating and publishing information in a central location is considered an emergency management best practice.

“Without coordination across communications channels and platforms, information may become so dispersed that it is difficult to navigate through multiple resources. For example, in Hurricane Katrina, separate websites were used to share information for evacuees, friends, and families and to publish lists of names; blogs were used for posting location, status, etc. So many websites sprang up that it became difficult to find the specific website for the information, resources, or reconnection one needed... In the absence of government-provided information (or a cohesive approach to providing information from multiple government agencies in one place), nonprofit and volunteer organizations stepped in to assist, developing and combining information resources and making them available for the public and for response stakeholders... In the future, relationship building and pre-organized processes for sharing of information responsibilities will be necessary to ensure information is verified, accurate, and comprehensive and available immediately or even prior to the onset of the disaster.

During Sandy, many government agencies aggregated and published information through a centralized portal as well. For example, the New York City Mayor’s Office provided information via only one website (www.nyc.gov) during both response and recovery from the storm. The website offered information on volunteer opportunities, where to find prepared food, and availability of resources including open gas stations, pharmacies, hotels, restaurants, etc. The city provided the information that was used to populate these sites; additional information came from individuals reporting on outages, resources available and/or open, and more through Twitter and other channels.”

Lessons Learned: Social Media and Hurricane Sandy, Virtual Social Media Working Group & DHS First Responders Group, June 2013

Starting with Hurricane Sandy, FEMA instituted a policy requiring all federal agencies to create a Sandy landing page on their site to post information only from their own agencies. All of these landing pages were cross-linked on USA.gov/Sandy.

“The goal of this effort was to drive visitors looking for Sandy information back to one authoritative source for information. FEMA, working with GSA, consolidated all U.S. government web content related to Sandy onto www.USA.gov/sandy, with specific relief and recovery information being consolidated onto www.FEMA.gov/sandy. A widget was then created that directed the public to the five identified lanes of communication (identified above) on USA.gov (Lessons Learned: Social Media and Hurricane Sandy, Virtual Social Media Working Group & DHS First Responders Group, June 2013).”

From October 22 through December 31, 2012, this widget was viewed more than 2.8 million times.

Information Gateway

A single place to find region-wide information before, during and after an emergency event will help the public locate the information they need quickly. The single location serves as a sort of ‘Grand Central Station’ for information coming in and going out through numerous rail lines. The regional ‘Grand Central Station’ serves as a gateway to the localities and provides a quick and easy way for the public to sort through a vast amount of material to find official, reliable information.

“Individuals will not sift through pages of content to find the answers or solutions they need; they will leave and search for information elsewhere.”

Community Engagement and Social Media Best Practices, September 2012

Social Media

Social media can be a very powerful tool in all phases of emergency management, but for it to be truly successful, especially during response operations, “there must be engagement beforehand and on a regular basis to establish credibility as a reliable source of information (and to familiarize the audience and community with their brand). Without frequent engagement and outreach, the community, including individuals and the

Social media can help encourage the community to engage in sustained conversation on preparedness, helping them to become more resilient in disasters and other emergencies before they occur. It can also help increase an agency’s visibility and credibility in the eyes of its community. This directly increases the likelihood the community will engage in dialogue and share information through official agency channels during an emergency.

(Community Engagement and Social Media Best Practices, Virtual Social Media Working Group & DHS First Responders Group, September 2012)

media, may be less likely to seek and share information via agency social media channels (Community Engagement and Social Media Best Practices, Virtual Social Media Working Group & DHS First Responders Group, September 2012).”

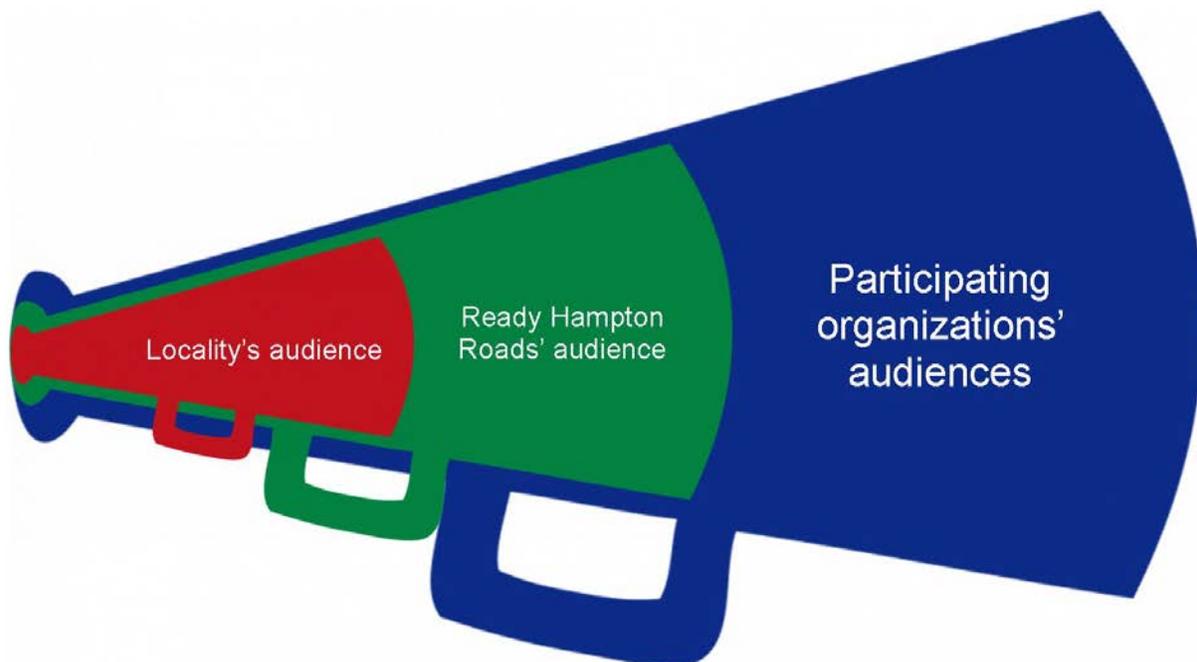
A social media presence requires staff to build relationships with the social media audience in advance of an event, monitor social media during and after an event, and to respond as necessary. For localities and partner organizations that have small staff and/or limited resources, using ReadyHR’s social media can provide the agency with a social media presence and reach it may not be able to accomplish on its own.

Brand Awareness

Establishing a single brand to disseminate public information and conduct outreach is essential to ensuring the community is aware of and familiar with ReadyHR. Using a regional brand will help ensure this awareness and familiarity is built in advance of events through both online and offline communications.

Amplifies Messaging

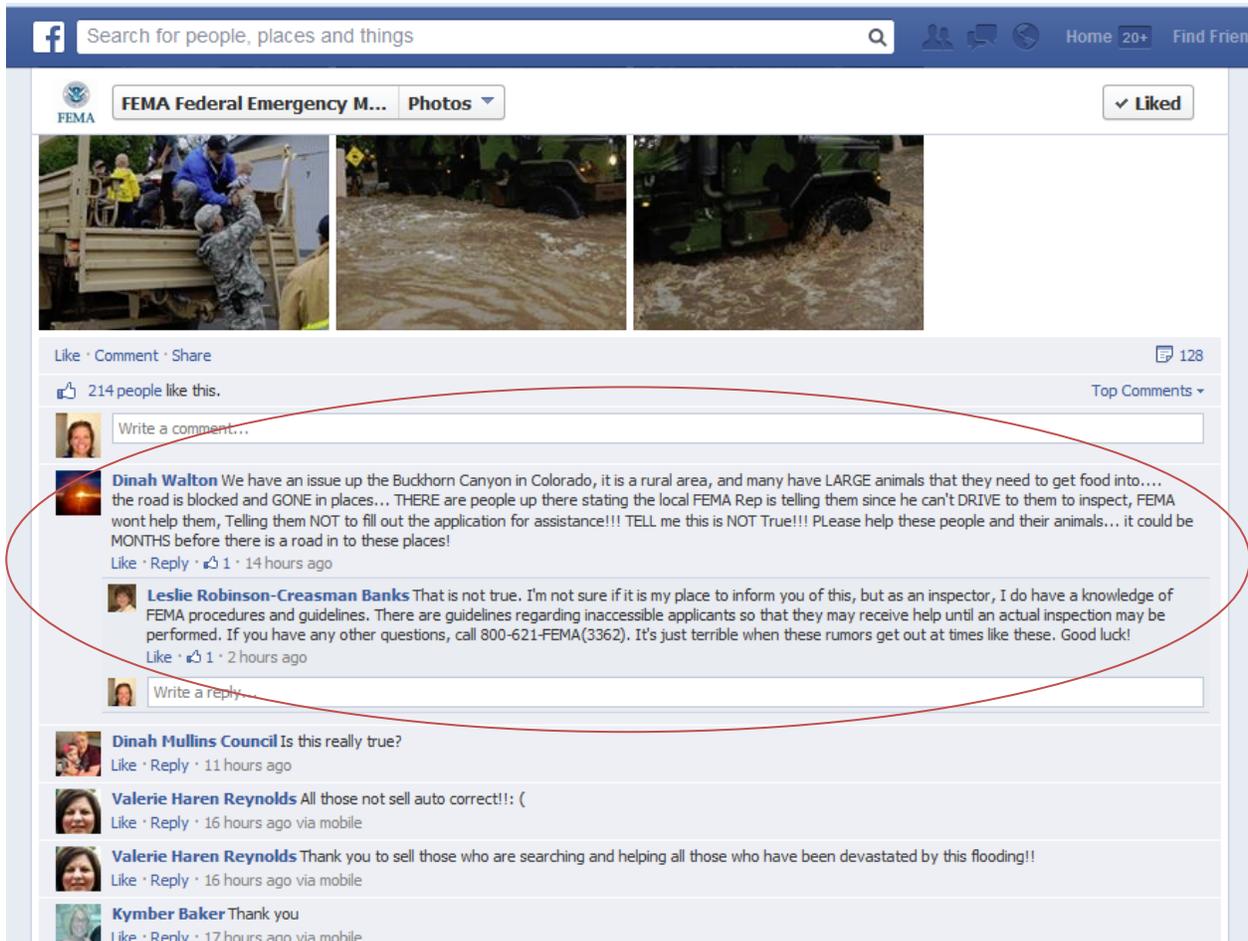
Providing region-wide information through a single brand will amplify an agency’s message. Instead a locality’s message going only to its own followers and a few others, the message is seen and repeated across multiple jurisdictions and organizations. This gives the message a much greater reach.



Social Media Monitoring

Rumor control is a constant battle during and after a disaster. Regionalizing public information means that more public information staff and volunteers are available to catch “inappropriate, inaccurate, or dangerous activities, enabling them to...quickly

disseminate the correct information so that others can benefit as well (Community Engagement and Social Media Best Practices, Virtual Social Media Working Group & DHS First Responders Group, September 2012).” The larger, regional audience also amplifies the self-correcting nature of social media. A good example of self-correcting is below:



Secure & Virtual

From a practitioner and public information officer (PIO) perspective, the ability to discuss issues, coordinate messaging, and share information in a secure online environment dramatically improve emergency public information in the region without placing unreasonable expectations or requests on already over-tasked PIOs. As with all Joint Information Centers (JICs), a regional virtual JIC will not impinge upon a locality's or organization's autonomy in messaging.

Economy of Scale

Finally, when funding public information resources such as software, hardware, staffing, and services, there are tremendous savings to be had when using economies of scale. A good example is a recent pricing proposal by Deaf Link for providing ASL interpreted and CC video translation services for public alerts and warnings thru their Accessible Hazard Alert System (AHAS). If the service is purchased individually by all localities, the

total cost will be \$481,000 for the first year and \$401,000 annually. If the service is purchased regionally, the cost for the first year would be \$259,000 and annually \$233,000. This example alone would save localities an average of \$10,500 each per year (\$168,000 in total yearly savings) for the AHAS program.

AHAS™ Program Costs

COUNTIES UNDER HAMPTON ROADS

Cost for standalone AHAS program per county

Name	Est Pop	Base Yearly cost	Set-up costs	Year one
Virginia Beach	447,021	\$40,500	\$5,000	\$45,500
Norfolk	245,782	\$24,500	\$5,000	\$29,500
Chesapeake	222,209	\$24,000	\$5,000	\$29,000
Newport News	180,726	\$24,000	\$5,000	\$29,000
Hampton	146,437	\$24,000	\$5,000	\$29,000
Portsmouth	100,565	\$24,000	\$5,000	\$29,000
James City County	68,971	\$24,000	\$5,000	\$29,000
York County	65,464	\$24,000	\$5,000	\$29,000
Suffolk	63,677	\$24,000	\$5,000	\$29,000
Gloucester County	34,780	\$24,000	\$5,000	\$29,000
Isle of Wight County	29,728	\$24,000	\$5,000	\$29,000
Southampton County	17,482	\$24,000	\$5,000	\$29,000
Williamsburg	14,068	\$24,000	\$5,000	\$29,000
Poquoson	11,566	\$24,000	\$5,000	\$29,000
Franklin	8,346	\$24,000	\$5,000	\$29,000
Surry County	6,829	\$24,000	\$5,000	\$29,000
TOTALS	1,663,651	\$401,000	\$80,000	\$481,000

Cost for consolidated Hampton Roads PDC program

Name	Est Pop	Base Yearly cost	Set-up costs	Year one
Hampton Roads PDC	1,663,651	\$233,000	\$26,000	\$259,000

Guiding Principles

The following principles will be followed in all Ready Hampton Roads public information and community outreach efforts to provide ample support for participating localities and organizations, and to ensure effective communications with the public:

- ***Maintenance of locality/agency autonomy***: Each locality and agency represented and participating in Ready Hampton Roads will maintain autonomy and control of their own information and messaging.
- ***Ease of Use***: All tools and systems employed to support regional public information and community outreach will not create an undue burden on public information officers or other officials. RHR will disclose information to the public in ways that are easy to find and use.
- ***Inclusivity & Accessibility***: Information provided to the public will meet federal guidelines for accessibility, including but not limited to limited English proficiency, deaf/hard of hearing, and blind/low vision accessibility. Information will be designed to reach Hampton Roads' many diverse communities with culturally appropriate outreach and information.
- ***Be clear***: Ready Hampton Roads will use language easily understood by the public and will minimize acronyms and technical jargon.
- ***Be consistent & plan for the long term***: Ready Hampton Roads will work toward building long-term relationships with stakeholders and community members by communicating regularly and listening to concerns.
- ***Participatory & Collaborative***: Ready Hampton Roads will actively engage the public in all phases of risk and crisis communications. Ready Hampton Roads will be guided by locality and stakeholder emergency management staff and public information officers. Stakeholders will be invited to participate in planning, implementation and evaluation of the program.

Public Information Goals & Objectives

Public Information:

1. Improve information dissemination to the public concerning emergency management activities, events and accomplishments within the region.
2. Measurably increase the number of residents accessing local emergency management office websites and social media.

Emergency Public Information:

3. Create a single location for the public to quickly and easily access accurate local and regional information during and in anticipation of emergency and disaster events.
4. Provide a secure environment for agencies and organizations to exchange and validate information virtually to improve rumor control, reduce conflicting information, and provide a single location to locate or request official messages, quotes, documents, photos and other information cleared for dissemination to the public.

Community Outreach:

5. Measurably increase citizen preparedness and community resilience.
6. Measurably increase the number of individuals accessing Ready Hampton Roads preparedness information.
7. Support branded community outreach activities throughout the Hampton Roads region, specifically in areas and to audiences most vulnerable to disasters.

Accessibility & Regulatory Compliance Strategies

Translation

Translation is the process of translating *written* words from one language to another. Translation needs vary by locality but can typically be identified well in advance of an emergency event. ReadyHR will provide translated preparedness materials available through FEMA and other partner organizations. ReadyHR will work with localities to identify their top translation needs for translation of preparedness materials and pre-scripted public messaging.

Interpretation

Interpretation is the process of translating *spoken* words into another language. Interpreting services are critical when public information is spoken. ReadyHR will assist localities in identifying local and statewide resources for ASL or other non-English interpreters. Upon request, ReadyHR will provide ASL or other non-English language interpreters at public presentations and meetings in which Ready Hampton Roads is participating.

The HRPDC will assist localities in identifying and working with community resources to provide ASL and non-English language interpretation in shelters, at press conferences, at points of distribution and other locations where the public is being provided information. The cost of interpreters will be the responsibility of the requesting locality.

Closed captioning

ReadyHR will include closed captioning in all videos. Whenever possible and depending upon availability of funding, ReadyHR will have closed captioning embedded in the video so that CC remains when the video is downloaded.

Assistive technology

Upon request, ReadyHR will provide CART services or a listening device, dependent upon the requestor's preference, for Ready Hampton Roads public presentations and meetings.

The HRPDC will assist localities in identifying and working with community resources to provide assistive technology tools in shelters, at points of distribution and other locations where the public is being provided information. The cost, if any, of the assistive technology will be the responsibility of the requesting locality.

Low Literacy

As much as possible, content in public outreach materials and public messaging will be written to the 6th grade level to accommodate low literacy individuals.

Large print and Braille

Consistent with the standards set by FEMA, ReadyHR will provide:

- 2% of publications in Braille
- 4% in large print

- 5% in CD/audio or flash drive format for screen readers (upon request)

The HRPDC will assist localities in printing publications in Braille, large print or on CD/flash drive as requested. The cost, if any, of the printing will be the responsibility of the requesting locality.

Screen readers

All content on ReadyHR.org will be tested with a screen reader and revised as needed. Social media posts will be crafted with screen readers in mind. For example, we will avoid Tweeting “#RHR at @NOAA event 02/10/2015 <http://random.com/fja#%345jsdj>. Instead that Tweet might read “ReadyHR at @NOAA event on Feb 10 More info at <http://bitly.com/fjdkal123> #rhr”.

The HRPDC will review participating organizations’ websites and social media for accessibility to a screen reader as requested and when staff is available to assist.

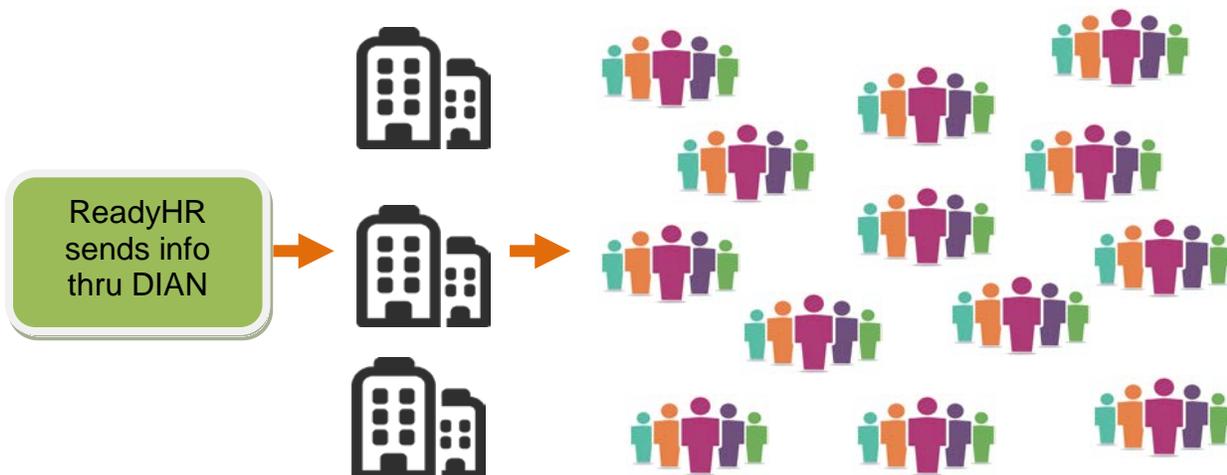
Digital Documents & Websites

ReadyHR.org will be fully compliant with the requirements of Section 508 of the Rehab Act. This will include, but is not limited to, ensuring:

- Website navigation is accessible
- Images have text alternatives
- All documents are accessible to screen readers
- Translation services are available and easy to locate and use on every page
- Content for the public is written to the 6th grade level
- Font size can be increased
- Use of high contrast colors for the visually impaired

Disability Information & Alert Network (DIAN)

The HRPDC will develop and maintain a network of service providers to enhance dissemination of emergency preparedness and public information to the disability community. Service providers maintain a client list as part of their daily business, have established, on-going relationships with their clients, and are committed to improving the lives of the individuals they serve – all of this makes service providers great partners for distributing public information to this hard-to-reach population.



Regional Public Information

Ready Hampton Roads (RHR) will connect, educate and inform the Hampton Roads community thru public information and community outreach efforts. RHR will function as an aggregate site for participating localities, emergency management partners and community non-profits to provide Hampton Roads residents and visitors a one-stop shop for public information and preparedness education.

Interactive, Engaging, and Mobile

Online media is most successful when content is brief, visual, and evokes an emotional response (ie., concern, pride, humor). RHR will strive to create interactive and engaging content by integrating photos, infographics, videos, conversations, and links whenever possible and appropriate. RHR will incorporate both community outreach events and online media into its information strategy including, at a minimum, readyHR.org, Facebook, Twitter and YouTube.

Because the majority of individuals access the internet thru mobile devices (smartphones=78%, laptops or desktops = 68%, Tablets = ~13%; Google, 2012), the Hampton Roads Planning District Commission [HRPDC] will design content and select web platforms that are accessible and effective on the most predominantly used mobile devices and will strive to keep pace with relevant evolving technology, preferences, and capabilities.

News Releases

For RHR-supported events, the HRPDC will support and contribute, as requested, to the news media releases of the partner localities or organizations. The HRPDC will not issue news media releases about emergency public information [EPI] because EPI is locality or organization specific. The HRPDC will post, tweet, and upload releases from all participating localities and organizations as necessary or when requested.

ReadyHR.org

ReadyHR.org, the website for the Ready Hampton Roads program, will serve to provide general public information from local emergency management offices including information about:

- Receiving or accessing alerts
- Contact information
- Websites
- Social media sites/accounts

ReadyHR.org will provide community education for all of the following topics/categories:

- General emergency preparedness, including:
 - ✓ Making a kit
 - ✓ Making a plan
 - ✓ Getting information
 - ✓ Getting involved in emergency preparedness and response (volunteering)

- Hazard and incident-specific, such as:
 - ✓ Hurricanes
 - ✓ Storm surge
 - ✓ Flooding
 - ✓ Power outage
 - ✓ Evacuations
 - ✓ Tornadoes
 - ✓ Hazardous materials
- Population-specific:
 - ✓ Military
 - ✓ Functional and access needs
 - ✓ Acute medical needs
 - ✓ Families with children
 - ✓ Pet owners
 - ✓ Business owners
 - ✓ Visitors

Emergency Public Information

Research and anecdotal experience show that the public will instinctively return to known or previously utilized emergency preparedness sites to find information during an emergency or disaster. Because the public will be searching for and expecting emergency public information (EPI) in RHR sites, the HRPDC will provide EPI aggregated from local, state, and federal authorities; established, reliable non-profit organizations; relevant for-profit companies such as utility and communications providers; and taken from pre-scripted information provided by the same.

Information provided by a specific locality, agency or organization, will be relayed to the public verbatim. Information relayed from localities, agencies or organizations on social media may be broken into multiple, shorter messages according to the requirements of the media and the preferences of social media users. When messages are shortened, no wording will be changed. If the HRPDC receives a request for information about a specific locality, agency or organization, or a request that is specific to the role or responsibilities of a specific locality, agency or organization, the HRPDC will refer the individual or media representative to the appropriate locality, agency or organization.

The HRPDC will request to be included on regional and local emergency information distribution lists and will collect public information from regional entities through a virtual joint information center, if one has been established and activated. The HRPDC will provide participating localities and organizations with an after-hours point of contact that may be used to alert the HRPDC to emergency and disaster events that require the use of RHR.

To make EPI easy for the public to find, the HRPDC will link to EPI in the following ways:

- ReadyHR.org will have a Disaster & Storm Information page on ReadyHR.org that will provide general information about the event; locality, utility, and organization-specific information (provided by the localities, utilities, and agencies); and links to additional information and resources.
- The ReadyHR.org homepage will maintain a 'Storm/Disaster Information Update' section on the ReadyHR.org landing page to provide brief, basic information about the event with a link to the Disaster & Storm Information page.
- Each locality or organization page will include at least:
 - Contact information for the emergency management agency or other designated contacts as requested by the agency or organization
 - Website and social media links
 - Twitter feed (if the agency or organization has a Twitter account)
 - The locality's or organization's website embedded on the page so that all changes to the website are reflected in real time. The locality or organization's website will retain all normal functionality.

Staffing

The HRPDC, which owns and operates the online sites included in this program, does not have adequate staffing to effectively and efficiently disseminate public information during all scales of disaster response and recovery. Small scale or slow-evolving, local events will be managed by HRPDC staff even when this requires availability during non-business hours. Moderate-scale, large-scale, or rapidly evolving events will require augmenting HRPDC staff. The HRPDC may ask regional public information officers (PIO) whose areas and organizations **have not been impacted** by the event to assist in the RHR information response. Assistance may be provided either in-person or virtually. All regional PIOs should authorize potential participation in a RHR information response with their supervisor(s) in advance. Unless a PIO's time assisting in an RHR information response is compensated by their agency or organization, assisting in an RHR information response is voluntary.

In large-scale events, the HRPDC may request assistance from the state for public information officers to support ReadyHR. In smaller scale events, supplemental staffing may be requested through the locality or localities impacted by the event.

In addition to calling on regional or statewide PIOs or requesting support thru an EMAC, RHR may also request the assistance of trained, experienced digital volunteers from legitimate organizations such as Humanity Road and Crisis Commons. Assistance may be provided either in-person or virtually. Relationships and agreements with volunteer organizations will be established in advance of an event whenever possible.

ReadyHR will, whenever necessary and dependent upon staffing levels, staff the following positions upon activation of the vJIC:

- vJIC Coordinator
- ReadyHR.org administrators
- Social Media Monitoring
- Social Media Posting
- Media Liaison
- Public Inquiry
- Virtual Operations Support
- Information Accessibility

Community Outreach & Education

community outreach an effort by individuals in an organization or group to connect its ideas or practices to the efforts of other organizations, groups, specific audiences or the general public

Community outreach benefits the Hampton Roads Region because:

- Prepared citizens build a more resilient community
- Prepared citizens reduce the strain on emergency services during and after a disaster
- A strong and diverse community support network is critical to success of local response efforts
- Robust outreach programs and efforts prepare more citizens more quickly and more thoroughly
- People who participate in the Ready Hampton Roads outreach program become marketers of the community outreach themselves
- Measuring the effects of outreach and publishing the results provides tangible evidence of Ready Hampton Roads' impact on the community

Community outreach:

- Builds stronger ties in the community
- Builds partnerships with other organizations and events, opening the door to broader community awareness and engagement
- Increases exposure and promotion of Ready Hampton Roads as the place to get preparedness information
- Increases positive publicity for all organizations involved
- Reaches beyond the traditional domain of in-person events
- Has self-sustaining growth potential
- Makes Ready Hampton Roads an active part of the community

Staffing Outreach Events

Community outreach is the responsibility of everyone in the region, not just a single agency or organization. Local community events are numerous and HRPDC staffing is limited. To the extent possible and depending upon the availability of HRPDC staff, the HRPDC will support local community outreach and education events as requested by emergency managers and partner organizations. The HRPDC will also participate in community events for which it receives a direct request from an organizing or sponsoring group and that the HRPDC deems an appropriate and valuable opportunity for community education. When the HRPDC receives a direct request for participation in an event, the HRPDC will inform the appropriate local emergency manager(s) and invite the locality(ies) to participate.

The HRPDC may need to ask for assistance with staffing some events. Staffing of an RHR display or activity may be done by non-emergency management HRPDC staff, local emergency management staff, or by volunteers depending upon needs and availability. Assisting in an RHR community outreach event is voluntary unless the individual is being paid for their time by their own agency or organization.

Promotional & Display Items

The HRPDC currently (June 2014) has a large supply of branded promotional items that may be utilized in RHR community events. Any *participating* locality or partner organization may use these items at their events. Requests should be made in advance to the HRPDC and the requesting organization must pick up the items from the HRPDC or HRPDC storage unit. Unused items should be returned in a timely manner for use in future events. Promotional items will continue to be available if funding permits.

For display, the HRPDC owns two sizes of table covers and a tri-fold, tabletop board. Table covers must be returned clean and folded to avoid large creases in the fabric.

Meeting Compliance Requirements in Outreach

All agencies and organizations receiving federal funding are required to meet accessibility requirements (provided on pages 49-51); community events and outreach efforts are no exception. ReadyHR will meet these requirements by providing Spanish-language, large print, and Braille printed documents. ReadyHR will also provide, upon request, documents on CD or flash drive for individuals who need to use a screen reader.

Outreach information will include information specific to seniors, individuals with medical needs, individuals with disabilities, and those with limited English proficiency. If requested in advance, the HRPDC will provide a sign language interpreter or CART services for meetings and presentations.

Budget

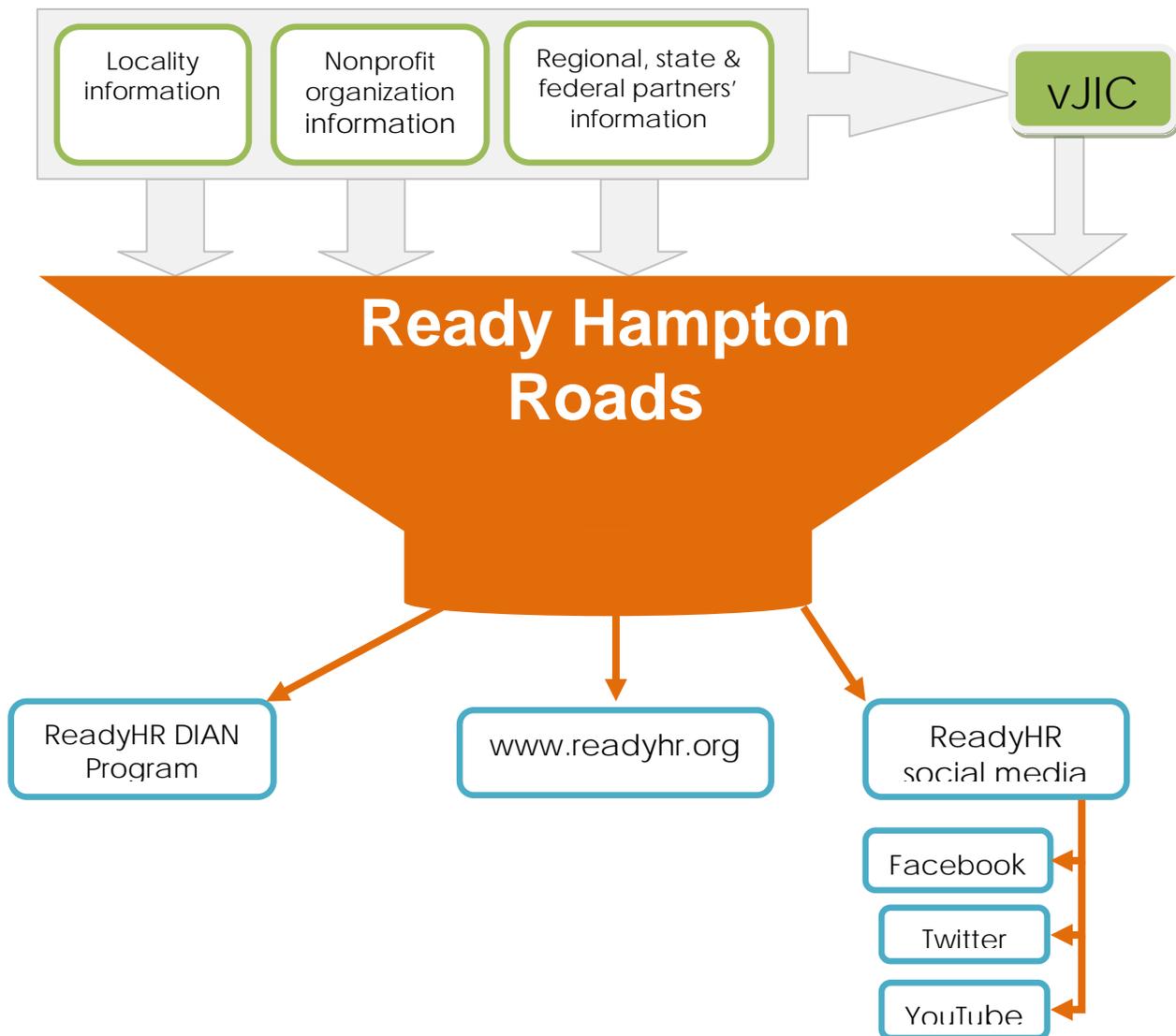
Expense	Estimated Annual Cost	Purpose
Google Ad Words	\$3600	Ads will run at beginning of each month to increase traffic to the website. Ads may run more often during special awareness months such as National Preparedness Month, beginning of hurricane season
Facebook Promoted Posts & Ads	\$2400	Increases message reach, increases traffic to RHR.org, promotes particular posts as needed
Site improvements	\$3000	These funds will help keep RHR.org at pace with evolving technology and to meet the evolving needs of the HR emergency management community
<i>ReadyHR Channel</i>	<i>\$25,000-50,000</i>	<i>Potential – dependent upon funding and the decisions of the RHR Subcommittee and REMTAC</i>
Outreach Promotional Materials	\$15,000	Giveaway items to promote RHR and to offer incentive for public to interact with RHR representatives at events
Educational brochures	\$15,000	Printing and development costs
Event Participation	\$5,000	Participating in local events increases awareness of RHR and provides the opportunity to engage the public directly. Sponsoring and hosting events enables RHR to create larger, region-wide events
Research	\$2000	These funds will enable RHR to conduct research into community outreach, education and public information to determine the most effective methods, messaging, and materials. This research has the potential to improve outreach effectiveness locally, increase community resilience and citizen preparedness, and to make RHR a national leader in community outreach and preparedness.

A total annual budget of \$71,000-96,000 (\$46,000 without Preparedness Channel)

Locality/Organization Participation

Participation in the Ready Hampton Roads program is *voluntary*. Localities may choose not to utilize ReadyHR for outreach events, provide information for the website and social media, and may choose not to participate in the virtual joint information center (vJIC). If a locality chooses not to provide information to RHR for dissemination to the public, that decision will be noted on ReadyHR.org with a link to the locality's emergency management website.

Participation in the ReadyHR program does not require operational or contractual commitments to the HRPDC. Localities and organizations will simply provide their general information to the HRPDC to include on their locality's or agency's page, provide information to the vJIC, and may utilize ReadyHR promotional and display items.

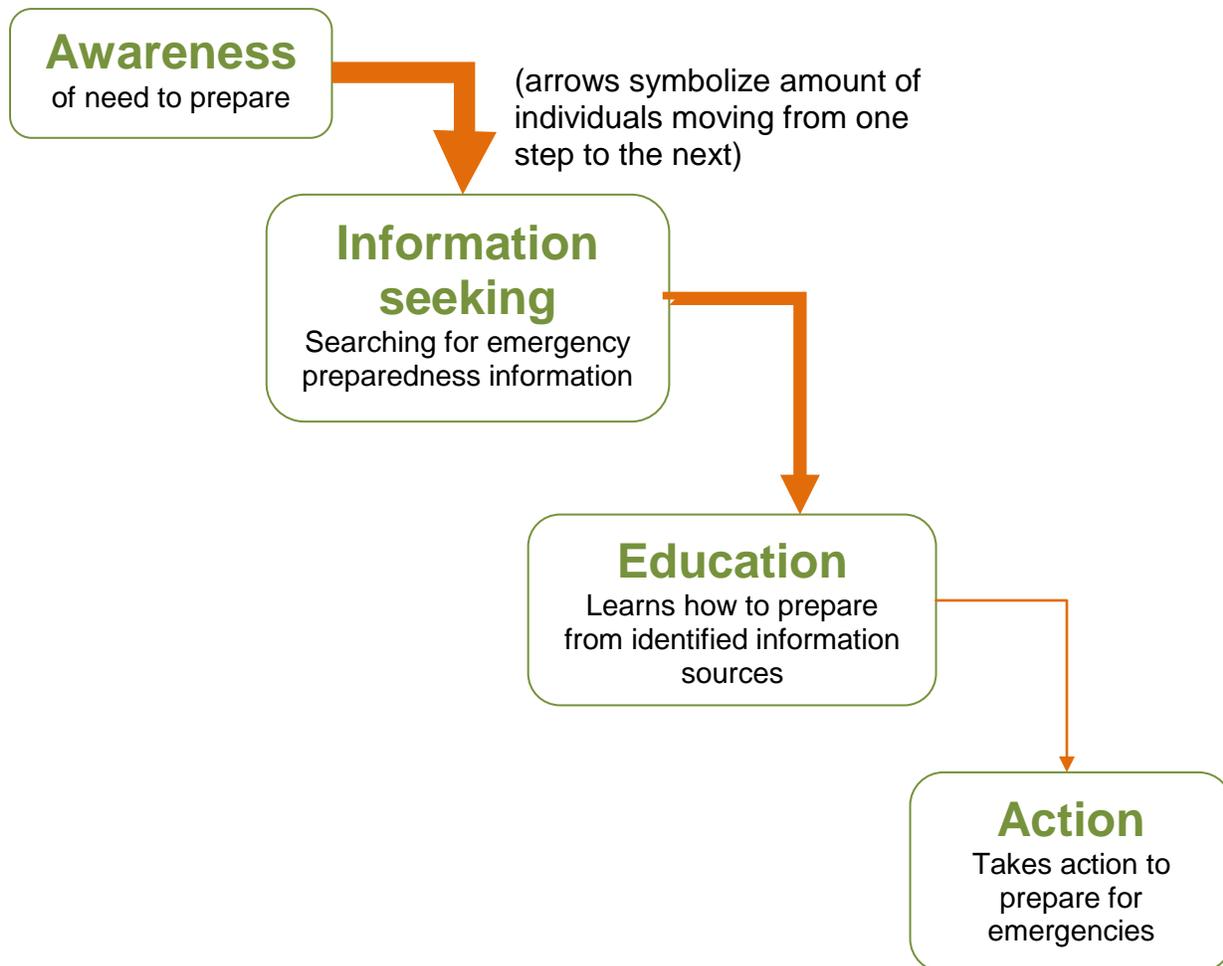


Evaluation & Measurement

Community Outreach

Effectiveness of community outreach is innately difficult to measure. After an individual attends an outreach event or presentation, there is not an effective way to measure participants' resulting behavior changes, if any. Presenters and educators will often provide pre and post tests to determine if participants learned the key messages, but these tests do not measure long-term retention or behavior change, taking action based upon what the individual learned. Behavior change, taking action, is the most substantial gap in community outreach.

Flow of behavior change through the preparedness process:



ReadyHR will approach evaluation and measurement by quantitatively measuring online interactions on the ReadyHR website, preparedness channel (when available) and social media sites. ReadyHR will research and test ways to quantitatively measure action taken after exposure to an emergency preparedness messages and outreach events.

The following statistics from online sites will be reported quarterly:

Website:

- New visitors
- Return visitors
- Language settings
- Demographics
 - Age
 - Gender
- Location of visitors
- Page views
- Time on site
- Time on each page
- Page depth
- User/Visitor flow
- Acquisition channels (organic search, direct link, referral from other site, social)
- Referrals to locality/organization pages

Facebook:

- Page likes
- Post reach
- Engagement
- Page and tab visits
- People
 - Gender
 - Age
 - Location

Twitter:

- Follower growth
- Most popular links
- Mentions
- Retweets

YouTube:

- Subscribers
- Views by video
- Shares

Timeline

This framework represents a large, complex, but critical effort to enhance distribution of information, increase community knowledge, and coordinate official messaging. Once adopted, it will take time to put this new framework in place. The HRPDC will take a phased approach to building the systems and structures needed to support regional public information and community outreach.

Phase 1, July – December 2014

Capabilities

- Coordinated preparedness messages on website, social media
- On demand preparedness channel
- Activation for small scale events

Tasks

- Website redesign
- Finalize ReadyHR Framework
- ReadyHR Subcommittee development
- Website content development
- ReadyHR advertising campaign
- Virtual Joint Information Center training for regional PIOs
- DIAN program development

Phase 2, January – June 2015

Capabilities

- Coordinated preparedness messages on website, social media
- On demand preparedness channel
- Activation for small scale events
- Activation for moderate scale events with support from partner agencies, virtual volunteers
- Virtual Joint Information Center
- Virtual Operations Support Team
- Virtual volunteer organization support

Tasks

- Ongoing vJIC training
- Memorandums of agreement with volunteer agencies
- Creation of VOST team
- Develop and adopt Standard Operating Procedures for vJIC
- Training on vJIC SOP
- DIAN program development

Phase 3, July – December 2015

Capabilities

- Coordinated preparedness messages on website, social media
- On demand preparedness channel

- Activation for small scale events
- Activation for moderate scale events with support from partner agencies, virtual volunteers
- Activation for large scale events with support from partner agencies, virtual volunteers
- Virtual Joint Information Center
- Virtual Operations Support Team
- Virtual volunteer organization support

Tasks

- Ongoing vJIC training
- vJIC functional exercise including activation DIAN program
- AAR for vJIC exercise

Appendix A – Online Preparedness Information Resources

Updated June 2014

Federal or National-Level Efforts & Campaigns	
Ready.gov	
FEMA.gov	
America's PrepareAthon!	
National Preparedness Month	
Federal Alliance for Safe Homes (FLASH)	www.flash.org
National Weather Service – Weather Safety	www.weather.gov/safety
CDC Emergency Preparedness	Emergency.cdc.gov
U.S. Fire Administration	www.usfa.fema.gov/fireservice/prevention_education
National Interagency Fire Center	http://www.nifc.gov/prevEdu/prevEdu_main.html
U.S. Department of Health & Human Services	http://www.phe.gov/preparedness/Pages/default.aspx
National Hurricane Center	http://www.nhc.noaa.gov/prepare/
National Disability Rights Network	http://www.ndrn.org/en/issues/disaster-management.html
National Organization on Disability	http://nod.org/disability_resources/emergency_preparedness_for_persons_with_disabilities/
American Red Cross Ready Rating	Readyrating.org
National Fire Protection Association – Safety Information	http://www.nfpa.org/safety-information
The Weather Channel	
American Veterinary Medical Association – Disaster Preparedness	https://www.avma.org/kb/resources/reference/disaster/pages/default.aspx

Hurricane Preparedness	
National Hurricane Center	http://www.nhc.noaa.gov/prepare/ready.php
Ready.gov – Hurricanes	http://www.ready.gov/hurricanes
American Red Cross – Hurricane Preparedness	http://www.redcross.org/prepare/disaster/hurricane
CDC – Hurricanes & Other Tropical Storms	http://www.bt.cdc.gov/disasters/hurricanes/
Virginia Department of Emergency Management – Hurricanes	http://www.vaemergency.gov/readyvirginia/stayinformed/hurricanes
Broward County, FL – Hurricanes	http://www.broward.org/hurricane/pages/default.aspx
The Weather Channel – Hurricane	http://www.weather.com/weather/hurricanecentral/

Survival Kit	article/hurricane-survival-kit_2011-08-22
Weather Underground – Prepare for Hurricanes & Typhoons	http://www.wunderground.com/prepare/hurricane.asp
ReadyNY – Hurricane Guide	http://www.nyc.gov/html/oem/html/ready/hurricane_guide.shtml
U.S. Department of Labor – Hurricane Preparedness & Response	https://www.osha.gov/dts/weather/hurricane/
American Veterinary Medical Association – Hurricane Preparedness and Response	https://www.avma.org/KB/Resources/Reference/disaster/Pages/Hurricane-Preparedness.aspx
EPA – Hurricanes	http://www.epa.gov/hurricanes
U.S. DHHS – Hurricane Preparedness	http://www.phe.gov/emergency/naturaldisasters/Pages/hurricane.aspx
US Weather Hurricane Preparedness PSAs	https://www.youtube.com/playlist?list=PL63A9138A2047B1A4
ReadyNC – Hurricanes	http://readync.org/
National Hurricane Survival Initiative	http://hurricanesafety.org/

Flooding Preparedness

Ready.gov – Floods	http://www.ready.gov/floods
Red Cross – Flood Safety	http://www.redcross.org/prepare/disaster/flood
CDC – Floods	http://emergency.cdc.gov/disasters/floods/
FloodSmart.gov	http://www.floodsmart.gov
NOAA Flood Preparedness Guide	http://www.srh.noaa.gov/images/fwd/pdf/floodsand_floods.pdf
VDEM – Floods	http://www.vaemergency.gov/readyvirginia/stayinformed/floods
The Weather Channel – Flood Safety & Preparedness	http://www.weather.com/life/safety/flood/flood-safety_2011-10-11
FEMA Coastal Flood Risks, Flood Insurance & Flood Hazard mapping	http://www.fema.gov/coastal-flood-risks-achieving-resilience-together
U.S. Department of Health & Human Services – Stay Safe Before, During & After a Flood	http://www.phe.gov/emergency/naturaldisasters/Pages/flood.aspx

Terrorism

American Red Cross – Terrorism Preparedness	http://www.redcross.org/prepare/disaster/terrorism
U.S. Nuclear Regulatory Commission – Emergency Preparedness in Response to Terrorism	http://www.nrc.gov/about-nrc/emerg-preparedness/respond-to-emerg/response-terrorism.html

Department of Homeland Security – Preventing Terrorism	https://www.dhs.gov/es/preventing-terrorism
CDC – Emergency & Terrorism Preparedness for Environmental Health Practitioners	http://www.cdc.gov/NCEH/EHS/ETP/default.htm
VDEM – Terrorism	http://www.vaemergency.gov/readyvirginia/stayinformed/terrorism

Wildfire

Ready.gov – Wildfire	http://www.ready.gov/wildfires
American Red Cross – Wildfire Preparedness	http://www.redcross.org/prepare/disaster/wildfire`
U.S. Fire Administration – Wildfire Safety outreach materials	http://www.usfa.fema.gov/citizens/home_fire_prev/wildfire/
Firewise Communities	http://www.firewise.org/wildfire-preparedness.aspx?sso=0
National Fire Protection Association – National Wildfire Community Preparedness Day	http://www.nfpa.org/safety-information/for-consumers/outdoors/wildland-fires/national-wildfire-community-preparedness-day
CDC – Wildfires	http://www.bt.cdc.gov/disasters/wildfires/
CalFire – Ready for Wildfire	http://www.readyforwildfire.org/
Just in Case Arizona – How to Survive Wildfires	http://www.justincasearizona.com/be-informed/natural-disasters/wildfires.asp
Cal OES – Fires	http://www.calema.ca.gov/PlanningandPreparedness/Pages/Fires.aspx
Oregon.gov – Living with Fire: Wildfire Preparedness Plan	http://www.oregon.gov/OMD/OEM/EM%20Partners/jefferson_co_wildfire.pdf
Colorado State University – Wildfire Preparedness for Horse Owners	http://www.ext.colostate.edu/pubs/livestk/01817.html
The Weather Channel – Wildfires: Safety & Preparedness	http://www.weather.com/safety/wildfires
Ready, Set, Go!	http://www.wildlandfirersg.org/

Tornado

Ready.gov – Tornadoes	http://www.ready.gov/tornadoes
CDC – Tornadoes	http://emergency.cdc.gov/disasters/tornadoes/
The Weather Channel – Tornado Safety & Preparedness	http://www.weather.com/life/safety/tornado/tornado-safety_2011-11-03
American Red Cross – Tornado Safety	http://www.redcross.org/prepare/disaster/tornado
VDEM - Tornadoes	http://www.vaemergency.gov/readyvirginia/stayinformed/tornadoes
EPA – Tornadoes	http://www.epa.gov/naturaldisasters/tornadoes.html

Earthquake	
Ready.gov – Earthquakes	http://www.ready.gov/earthquakes
American Red Cross – Earthquake Preparedness	http://www.redcross.org/prepare/disaster/earthquake
USGS - Prepare	http://earthquake.usgs.gov/learn/preparedness.php
CDC – Earthquakes	http://emergency.cdc.gov/disasters/earthquakes/
FEMA – Earthquake	http://www.fema.gov/earthquake
National Earthquake Hazards Reduction Program	http://www.fema.gov/national-earthquake-hazards-reduction-program
Earthquake Country Alliance	http://www.earthquakecountry.info/
Los Angeles Fire Dept Emergency Preparedness Earthquake Book	http://lafd.org/eqbook.pdf
Cal OES – Earthquake Preparedness	http://www.calema.ca.gov/planningandpreparedness/pages/earthquake-preparedness.aspx
Great Shake Out	http://www.shakeout.org/
Ready LA	http://www.readyla.org/index2.php?lang=en&cat=disaster_awareness&text=aware_earthquakes
Alaska Earthquake Information Center	http://www.aeic.alaska.edu/
Drop! Cover! Hold On!	http://www.dropcoverholdon.org/
California Earthquake Authority – Earthquake Preparedness Handbooks	http://www.earthquakeauthority.com/index.aspx?id=90&pid=6
The Weather Channel – Earthquake Safety & Preparedness	http://www.weather.com/life/safety/earthquake/earthquake-safety_2011-11-03

Other Severe Weather	
Ready.gov – Severe Weather	http://www.ready.gov/severe-weather
NOAA Weather Ready Nation	http://www.nws.noaa.gov/com/weatherreadynation/severe.html#.U3TNwYi9Yz0
NOAA Be A Force of Nature	http://www.nws.noaa.gov/com/weatherreadynation/force.html#.U3TNxii9Yz0
The Weather Channel – Safety & Preparedness	http://www.weather.com/life/safety/
FEMA – Severe Weather Preparedness Week Toolkit	http://www.fema.gov/media-library/assets/documents/92197
Ready.gov – Extreme Cold	http://www.ready.gov/winter-weather
CDC – Winter Weather	http://www.bt.cdc.gov/disasters/winter/
American Red Cross – Winter Storm Preparedness	http://www.redcross.org/prepare/disaster/winter-storm
The Weather Channel – Winter	http://www.weather.com/life/safety/winter/winter-

Safety & Preparedness	safety_2011-10-05
NOAA/NWS - Winter Weather Safety & Awareness	http://www.nws.noaa.gov/os/winter/
Accuweather – Winter Preparedness Tips	http://www.accuweather.com/en/us/winter-weather-tips
Take Winter By Storm	http://takewinterbystorm.org/
VDEM – Winter Weather	http://www.vaemergency.gov/readyvirginia/winter/winter-preparedness-week; http://www.vaemergency.gov/readyvirginia/stayinformed/winter
U.S. Department of Health & Human Services	http://www.phe.gov/emergency/naturaldisasters/Pages/winter.aspx
Ready.gov – Extreme Heat	http://www.ready.gov/heat
CDC – Extreme Heat	http://www.bt.cdc.gov/disasters/extremeheat/
American Red Cross – Heat Wave Safety	http://www.redcross.org/prepare/disaster/heat-wave
The Weather Channel – Heat & Safety Preparedness	http://www.weather.com/life/safety/heat/heat-safety_2011-11-03
NOAA – Heat Wave: A Major Summer Killer	http://www.noaawatch.gov/themes/heat.php
Virginia Beach Health Department – Excessive Heat Preparedness	http://www.healthyvb.com/emergency-preparedness-and-response-ep-r/excessive-heat-preparedness
American Red Cross – Drought Preparedness & Water Conservation	http://www.redcross.org/prepare/disaster/drought
Ready.gov – Drought	http://www.ready.gov/drought

Power Outages

American Red Cross – Power Outage Safety	http://www.redcross.org/prepare/disaster/power-outage
CDC – Power Outages; What You Need to Know When The Power Goes Out Unexpectedly	http://emergency.cdc.gov/disasters/poweroutage/ ; http://www.bt.cdc.gov/disasters/poweroutage/needtoknow.asp
Ready.gov – Blackouts	http://www.ready.gov/blackouts
Dominion Power – Outage Preparation Tips	https://www.dom.com/storm-center/storm-preparation-tips.jsp
City of Norfolk – Utility Outages	http://www.norfolk.gov/index.aspx?NID=681

Pandemic

Flu.gov	http://www.flu.gov/planning-preparedness/federal/
CDC – Office of Public Health	http://www.cdc.gov/phpr/coopagreement.htm

Preparedness & Response	
CDC – Preparation & Planning	http://emergency.cdc.gov/planning/
National Association of County & City Health Officials – Public Health Preparedness	http://www.naccho.org/topics/emergency/
U.S. Department of Health & Human Services – Public Health Emergency	http://www.phe.gov/preparedness/Pages/default.aspx

Population: Seniors

American Red Cross – Seniors; Disaster Preparedness for Seniors by Seniors Book	http://www.redcross.org/prepare/location/home-family/seniors; http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4640086_Disaster_Preparedness_for_Srs-English.revised_7-09.pdf
Ready.gov – Seniors	http://www.ready.gov/seniors
CDC – Emergency Preparedness for Older Adults; Older Adult Health & Medical Concerns	http://www.cdc.gov/aging/emergency/preparedness.htm; http://www.cdc.gov/aging/emergency/concerns.htm
AARP – 5 Disaster Tips for Older Americans	http://www.aarp.org/aarp-foundation/our-work/housing/info-2012/emergency-disaster-preparedness-plans-for-seniors.html
Administration on Aging – Emergency Preparedness and Response	http://www.aoa.gov/AoARoot/Preparedness/index.aspx
U.S. Department of Health & Human Services – Emergency Readiness for Older Adults and Caregivers	http://www.aoa.gov/AoARoot/AoA_Programs/HCLTC/Caregiver/docs/Just_in_Case030706_links.pdf
National Organization on Disability – Emergency Preparedness	http://nod.org/disability_resources/emergency_preparedness_for_persons_with_disabilities/

Population: Children

National Center for Missing & Exploited Children	http://www.missingkids.com/Disasters
Ready.gov – Kids	http://www.ready.gov/kids
CDC – Caring for Children in a Disaster	http://emergency.cdc.gov/children/
UNICEF – Children & Disasters: Building Resilience Through Education	http://www.unicef.org/ceecis/Children_and_disasters_Building_resilience_through_education_final.pdf
American Academy of Pediatrics – Children & Disasters	http://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Children-and-

	Disasters/Pages/default.aspx
National Commission on Children & Disasters	http://cybercemetary.unt.edu/archive/nccd/20110427002908/http://www.childrenanddisasters.acf.hhs.gov/index.html
U.S. Department of Health & Human Services – National Advisory Committee on Children and Disasters	http://www.phe.gov/Preparedness/legal/boards/naccd/Pages/default.aspx
Save the Children	http://www.savethechildren.org/site/c.8rKLIXMGIpI4E/b.6151613/k.C6C4/Emergency_Response.htm
Red Cross – Children & Young Adults	http://www.redcross.org/prepare/location/home-family/children
FEMA Youth Preparedness Curriculum for Ready Kids	http://www.fema.gov/media-library/assets/documents/34411
Florida DEM – Kids Get a Plan!	http://www.kidsgetaplan.com/
NYC OEM – Get Prepared: Kids	http://www.nyc.gov/html/oem/html/get_prepared/ready_kids.shtml
CHKD – Emergency Preparedness for Families of Children with Special Needs	http://www.chkd.org/documents/CareConnections/EmergencyPreparednessforFamilies.pdf
Sesame Workshop	http://www.sesameworkshop.org/what-we-do/our-initiatives/lets-get-ready/

Population: Individuals with Disabilities

National Organization on Disability – Emergency Preparedness	http://nod.org/disability_resources/emergency_preparedness_for_persons_with_disabilities/
Red Cross – People with Disabilities	http://www.redcross.org/prepare/location/home-family/disabilities
CDC - Information for People with Disabilities	http://www.cdc.gov/ncbddd/disabilityandhealth/emergencypreparedness.html
Ready.gov - Individuals with Disabilities or Access & Functional Needs	http://www.ready.gov/individuals-access-functional-needs
FEMA Office of Disability Integration & Coordination	http://www.fema.gov/office-disability-integration-coordination
Disability.gov	https://www.disability.gov/emergency_preparedness/
U.S. Department of Health & Human Services – Emergency Preparedness Resources for Persons with Disabilities	http://www.hhs.gov/ocr/civilrights/resources/specialtopics/emergencypre/epourcesdisability.html
Inclusive Preparedness Center	http://www.inclusivepreparedness.org/
Northeast ADA Center	http://www.northeastada.org/r-emergency.cfm
U.S. Department of Health &	http://sis.nlm.nih.gov/outreach/specialpopulationsa

Human Services – Special Populations: Emergency and Disaster Preparedness	nddisasters.html
Accessible Emergency Information	http://www.accessibleemergencyinfo.com/

Population: Military

National Military Family Association - Disaster Preparedness Resources	http://www.militaryfamily.org/get-info/disaster-preparedness/disaster-preparedness.html
Ready.gov - Military Family Preparedness	http://www.ready.gov/considerations/military-family-preparedness
Military.com	http://www.military.com/spouse/military-life/emergency-preparedness
Ready Coast Guard	http://www.uscg.mil/worklife/ready.asp
Ready Air Force	http://www.beready.af.mil/
Ready Navy	www.ready.navy.mil/
Ready Army	http://www.acsim.army.mil/readyarmy/

Population: Businesses

SBA - Emergency Preparedness	http://www.sba.gov/content/disaster-preparedness
CDC – Emergency Preparedness for Business	http://www.cdc.gov/niosh/topics/emres/business.html
Ready.gov – Preparedness Planning for Your Business	http://www.ready.gov/business
Prepare My Business.org	http://www.preparemybusiness.org/
Red Cross – Prepare Your Workplace; Ready Rating	http://www.redcross.org/prepare/location/workplace http://www.readyrating.org/
U.S. Department of Labor – Getting Started: General Preparedness & Response	https://www.osha.gov/SLTC/emergencypreparedness/gettingstarted.html
BICEPP – Business & Industry Council for Emergency Planning & Preparedness	http://www.bicepp.org/
EPICC – Emergency Preparedness for Industry and Commerce Council	http://www.epicc.org/

Population: Pet Owners

ASPCA	http://www.aspca.org/pet-care/disaster-preparedness
The Humane Society of the U.S.	http://www.humanesociety.org/issues/animal_rescue/tips/pets-disaster.html

Red Cross – Pets	http://www.redcross.org/prepare/location/home-family/pets
Ready.gov – Caring for Animals	http://www.ready.gov/caring-animals
Red Rover	http://www.redrover.org/pet-disaster-preparedness
American Veterinary Medicine Association	https://www.avma.org/kb/resources/reference/disaster/pages/default.aspx?utm_source=prettyurl&utm_medium=web&utm_campaign=redirect&utm_term=disaster
American Kennel Club	http://www.akc.org/news/disaster_preparedness/
CDC - Disaster Preparedness for Your Pet	http://www.cdc.gov/features/Petsanddisasters/
ARF – Animal Rescue Foundation	http://www.arf.net/resources/emergency-pet/

Organizations & Agencies

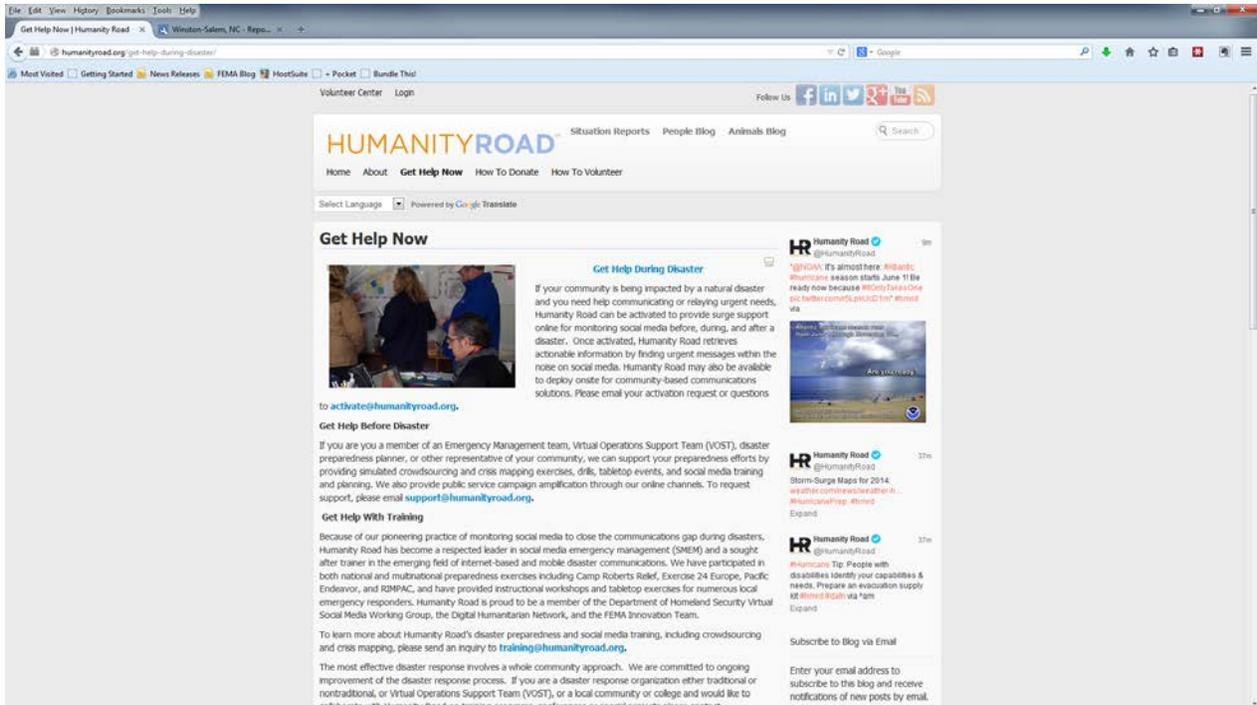
Citizen Corps	www.ready.gov/citizen-corp
Salvation Army	http://disaster.salvationarmyusa.org
Red Cross	http://www.redcross.org/
VOAD	www.nvoad.org
Operation Blessing	www.ob.org
CERT	http://www.fema.gov/community-emergency-response-teams
Samaritan's Purse	www.samaritanspurse.org/
Ready Virginia	www.vaemergency.gov/readyvirginia
Medical Reserve Corps	https://www.medicalreservecorps.gov/

Listo Virginia (www.ListoVirginia.gov) has a complete website with information on each and all of the hazards from Ready Virginia. This site also has social media outlets established on Twitter and Facebook, and provides Spanish language PSAs on the VaEmergency You Tube channel.

For information on Spanish, you can refer to Listo Virginia or Listo.gov Ready.gov is also translated in 12 different languages

Appendix B – Online Response & Recovery Resources

Humanity Road humanityroad.org



Humanity Road delivers disaster preparedness and response information to the global mobile public before, during, and after a disaster. Providing aid information helps individuals survive, sustain, and reunite with each other and with their pets. Humanity Road strives to close the disaster communications gap through process improvement, collaboration, partnerships, education and training.

Each day communities around the world are impacted by natural disasters such as earthquakes, hurricanes, floods, disease outbreak such as cholera, volcanic eruptions, solar flares and even man-made disasters. Founded in 2010, Humanity Road is a unique 501(c)(3) volunteer-based public charity that harnesses the power of the internet and mobile-based technologies to close the communications gap when natural disasters strike. Humanity Road is a leader in the field of online disaster response, providing social media disaster training and participating in both civilian and military communications exercises worldwide.

What We Do

Volunteers monitor emerging events; slow moving natural disasters and natural calamities, such as floods or typhoons and fast moving events such as an earthquakes or tornadoes. Under the leadership of founders Chris Thompson and Cat Graham, a

team of global volunteers employ social media to monitor the online chatter associated with disaster events. Download Humanity Road Brochure.

Routing Urgent Needs

Volunteers collect situational information and amplify official messaging. Volunteers route critical emergency aid information to those in need, connecting official charity, aid organizations and nonprofits with those requiring assistance or aid.

Situation Reports

A situation report is published for significant disasters. Humanity Road accomplishes these tasks through trusted techniques, a strict policy of “verify-times-2,” and by utilizing new technologies such as crowdsourcing and crisis mapping. These technologies are transforming emergency response by vastly improving situational reporting during disasters. You can now subscribe to the situation report. Look for “Subscribe to blog” on the right menu.

Program Areas

Disaster Preparedness: We assist emergency management and local responders with exercises, drills, and table top events. We can help you with social media planning and execution for exercises including simulating the crowd and simulated crowd maps. We also provide public service campaign amplification in social media. Humanity Road can help you with your exercise. We help design disaster preparedness exercises that include elements of social media and crowd-sourcing or crisis mapping. These included Camp Roberts Relief in the United States, Exercise 24 Europe (X24) in Montenegro, an exercise at Arizona State University, one for the U.S. Army, a donations management exercise with Virginia VOAD, Pacific Endeavor in Cambodia, and RIMPAC in Hawaii

Disaster Response: We specialize in retrieving actionable information online at the onset of disaster by finding urgent messages in the noise on social media. By request Humanity Road will activate to provide surge support online for media monitoring and onsite for community based communications solutions or onsite. People impacted by disaster search to find loved ones, find hospital, find food, find shelter and often are challenged by damaged or saturated communications. When requested Humanity Road works onsite to help identify impacts and re-establish communications following disasters to advance recovery and reunification. Through its operations and with support from technology aid partners Disaster Tech Lab and ITDRC, over 48,000 affected residents in the Rockaways were provided with communications access at its community command center created by the local community after heavy damage caused by Hurricane Sandy.

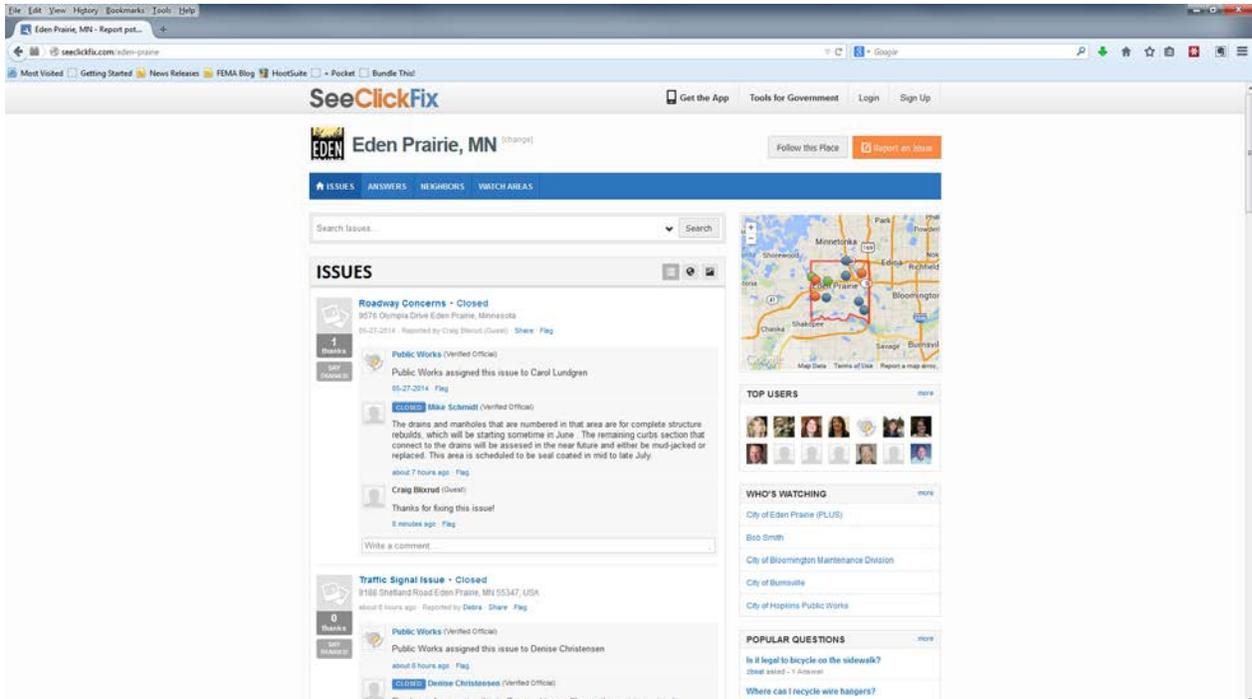
Process Improvement: We are committed to improving the disaster response process and offer customized training for emergency responders on the use of social media and crisis mapping. Ask about our “HR How – Hands on Workshop

Series”. Process Improvement includes industry participation and sharing best practices. In 2012 Humanity Road joined the Department of Homeland Security First Responders Communities of Practice as a member of the Virtual Social Media Working Group (VSMWG). The mission of this group is to document lessons learned in the use of social media for emergency management. Humanity Road was also invited to participate in the FEMA Innovation Team—a unique team identifying and implementing innovative solutions to complex problems to improve disaster response.

Animals in Disaster

At Humanity Road, reunification also includes reuniting families, pets and other animals displaced during natural disasters or man-made disasters. Through its Animals in Disaster program, Humanity Road compiles lists of animal rescue charity and aid organizations, shelters, veterinarians, and wildlife resources, and its volunteers monitor social media to identify urgent animal needs and connect individuals with local resources.

See. Click. Fix.
(\$\$ - fees associated)
seeclickfix.com



Empowerment. SeeClickFix allows anyone to report and track non-emergency issues anywhere in the world via the internet. This empowers citizens, community groups, media organizations and governments to take care of and improve their neighborhoods.

Efficiency. Two heads are better than one and 300 heads are better than two. In computer terminology, distributed sensing is particularly powerful at recognizing patterns, such as those that gradually take shape on a street. Besides, the government can't be in all places at all times. We make it easy and fun for everyone to see, click and fix.

Engagement. Citizens who take the time to report even minor issues and see them fixed are likely to get more engaged in their local communities. It's called a self-reinforcing loop. This also makes people happy and everyone benefits from that.

Work: We provide the technology but engaged communities do the hard work by collaborating to get stuff done: See a non-emergency issue anywhere in the world, and file a public report online or via mobile phone. Or see them as they are reported by creating keyword and geography-based watch areas. For example:

- Citizens report issues on the go, and set up watch areas to monitor their block (aka "eyes on the street").
- Neighborhood groups and advocates follow reports of blocked bike lanes, broken windows or idling vehicles.
- Governments watch for potholes and cracked sidewalks, while a police captain can monitor crime issues being reported within his/her precinct.
- Media outlets and local bloggers are the first to know when issues "pop up" in their areas.

Track issues in your neighborhood

- Citizens vote on neighborhood issues, or promote more efficient community governance by instantly forwarding them to a person who might be able to help.
- Neighborhood groups, elected officials and advocates monitor key issues, and publicly propose solutions on how to resolve them.
- Governments and other entities responsible for the public space (such as utilities and property owners) become more accountable to the public by acknowledging problems and providing effective communication about solutions.
- Media outlets use SeeClickFix to build upon citizen-driven news content and attract readership.

Fix a problem by publicly broadcasting the issue to the appropriate parties for resolution, working collectively to raise the profile of key concerns, or by taking direct action. Here are a few examples:

In Dallas, a thoughtful citizen reported a traffic light timing problem on SeeClickFix, and saw an immediate improvement in traffic flow after government officials watching the area took quick action.

In Philadelphia, an engaged citywide advocacy group used SeeClickFix to mobilize citizens to document instances of vehicle idling, leading to new initiatives to help clean the air.

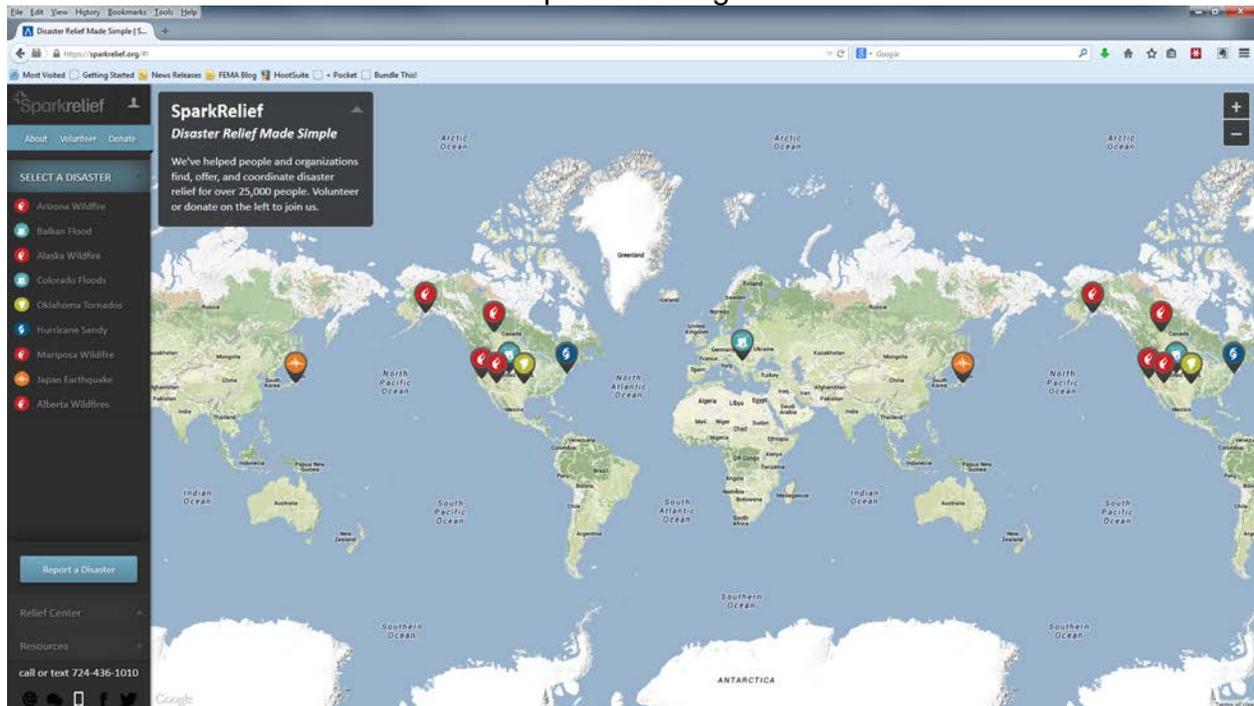
Astute police officers in New Haven, receiving direct alerts on their BlackBerries from citizens reporting quality-of-life crime issues within their SeeClickFix "watch areas," have spearheaded a number of major arrests.

In Hartford, a local news outlet helped mobilize citizens to do something about speeding on their streets by tracking citizen-reported issues and writing a weekly "SeeClickFix" column about the citizen-generated content.

Now, imagine a world in which every resident feels empowered and can play an active role in their neighborhood. Imagine if everyone trusted and felt taken care of by their local government. We know that there are already a lot of involved citizens and hard-

working local authorities out there. We seek to use the power of the internet to bring them closer together and make our neighborhoods better places to live and work.

Spark Relief sparkrelief.org



We make it easy to find, offer, and coordinate disaster relief in a single place.

Simplified Processes

We simplify disaster relief with web and mobile tools that make it easier to organize and communicate information. We help existing relief organizations become more effective as well as enable new actors to efficiently contribute needed resources.

Resource Matching

All relief resources can be coordinated in one place, from food and housing, to volunteers and donations. If a user doesn't find what they are looking for, they post an offer or request and will be notified when a match becomes available.

Universal Access

People use computers, tablets, and mobile phones to connect to Sparkrelief.org or they simply call, text, or email our resource coordinators to find the information they need. Maybe one day we will use ham radios and smoke signals too.

The Spark

In 2010, a wildfire displaced thousands of people in mere hours and Sparkrelief's founder, Eli Hayes, wanted to help. Living in a home with empty bedrooms at the time, he thought he could host a family who had been evacuated. However, the only way he could connect to those in need was to drive to the closest shelter and offer housing to evacuees directly. When he arrived, volunteers said their organization's policies

prevented them from allowing evacuees to consider offers from community members. Eli thought the evacuees should be able to decide for themselves. This sparked an idea.

The Fire

What if anyone who needed help could easily find everything the community had to offer? What if anyone who wanted to help posted their offers in one place for others to find? With a team of volunteers, Sparkrelief was born to unify offers of relief that had been scattered across blogs, Twitter, news sites, government announcements, nonprofit sites, and even coffee shop bulletin boards. In just one week, nearly 1,000 offers of food, housing, goods, and services were made by individuals and organizations alike. Additionally, more than 20,000 people found disaster information, maps, and photos we posted to our site.

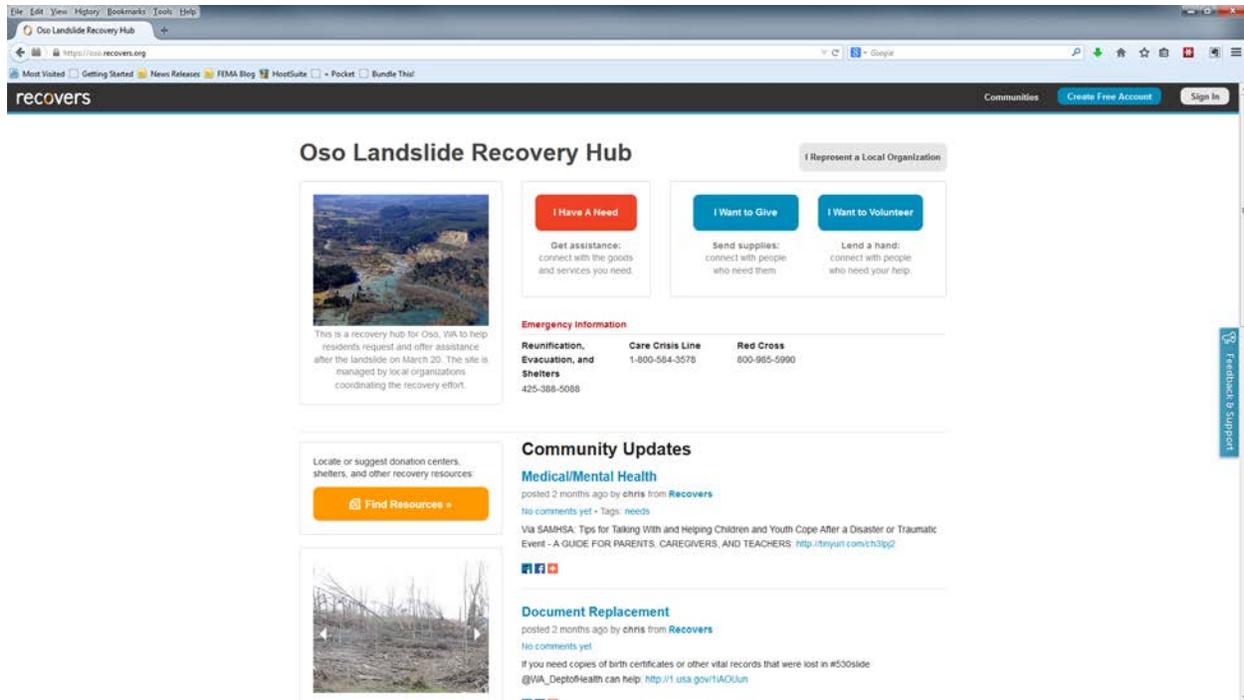
Hurricane Sandy Response

Sparkrelief helped feed over 4,000 people, partnered with 120 retail stores to collect donated goods across five states, and helped corporations distribute things like soap and shampoo to people in need along the coast. In addition, we helped countless numbers of people find shelter from the storm. For example, one woman had been desperately searching for a shelter in Brooklyn for hours as the temperature dipped below freezing. A friend texted her the phone number for Sparkrelief, and within a matter of minutes, we helped her navigate to a shelter that was only a short walk away.

What's Next

In 2011, we focused on helping people offer housing to their neighbors during disasters. Then, in 2012 we added tools to make it easy for community members to directly provide every type of relief, from food and goods, to services and transportation. We are now building tools to help organizations focus their resources on creating even more impact. As more organizations use the platform, we learn from the data and use the insights to immediately improve the platform for everyone. Contact us if you want to be a part of improving the future of disaster relief; we would love to work with you.

Recovers.org (\$\$ - fees associated)



Co-founders Caitria and Morgan created a functional infrastructure for recovery after an EF3 tornado in their hometown of Monson, MA. Recovers.org is the idealization of the infrastructure they built: a clean, easy-to-use recovery software framework that can be deployed before a disaster to prepare communities.

Help residents

Allows your residents to volunteer, donate, request help, and find important recovery information.

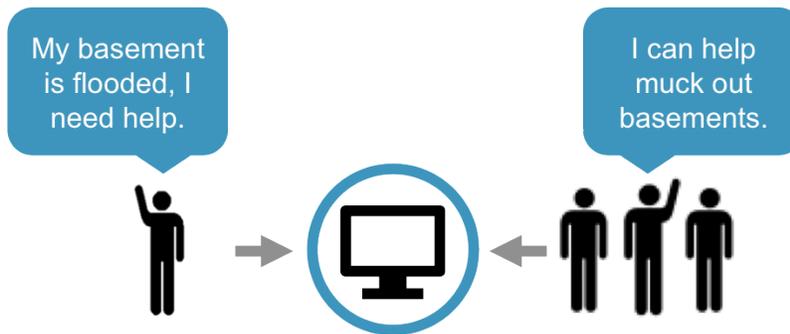
Speed recovery

Empowers your local organizations to manage local resources and coordinate the community recovery effort.

Save time

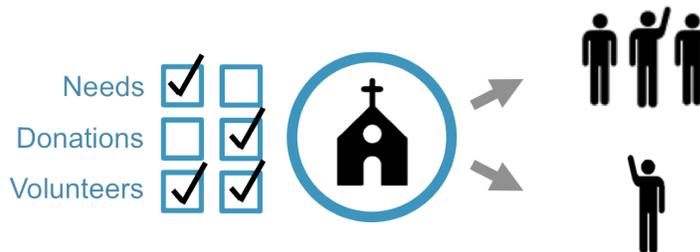
Enables you to monitor what is happening in your community, without swallowing your time.

How Recovers Works for Government



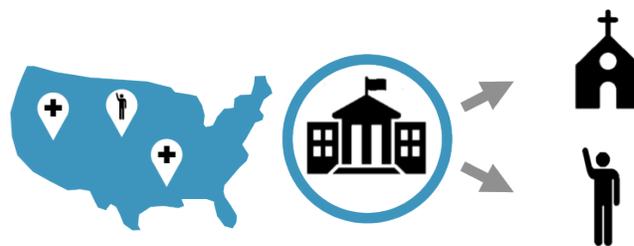
Residents offer or request help

Residents go to [yourtown].recovers.org to request help, offer donations, volunteer their skills, or find important recovery information. Information is kept private as these requests and offers are stored in a secure database only accessible by trusted community organizers.



Organizers manage the offers and requests

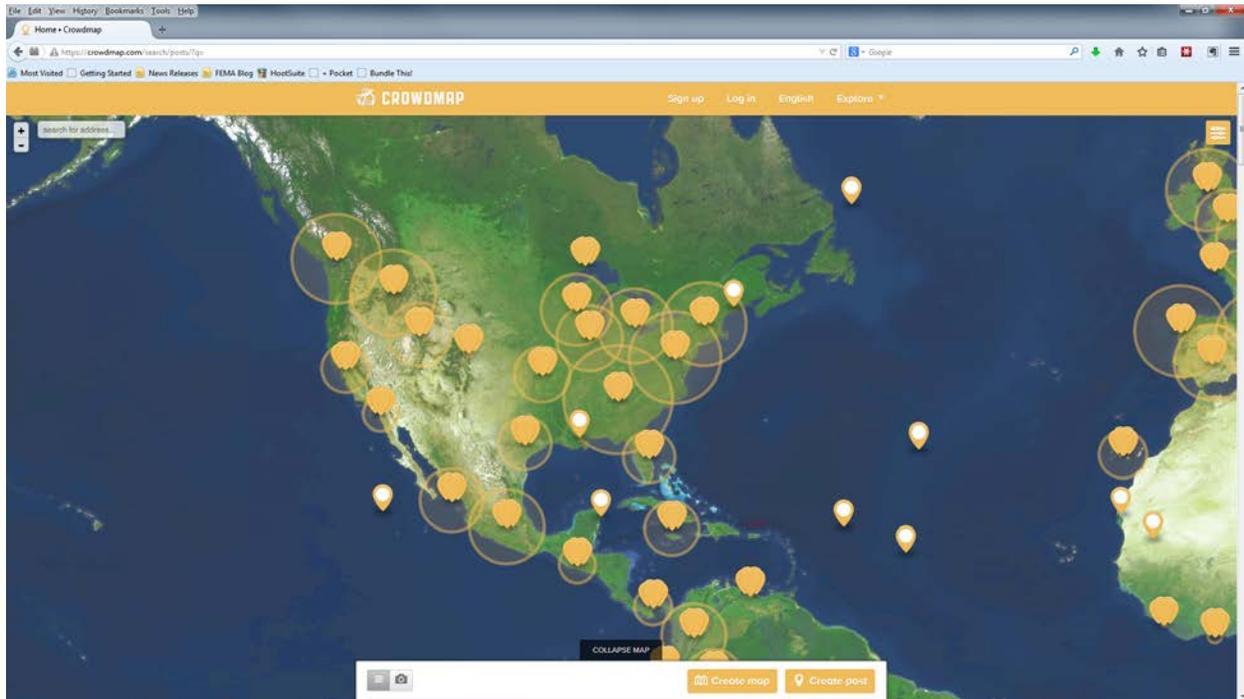
Trusted local organizations (churches, non-profits, etc.) manage the local donations, mobilize volunteers, and meet the requests for help. Additionally, they communicate and share recovery information with residents and other local organizations through the site.



Local government monitors the recovery

You monitor the recovery by looking at the requests for help, the comments posted by residents, and the information posted by your local organizations. Additionally, you can control the emergency information available on the front page of the site and communicate with all of the local organizers.

Crowdmap/Ushahidi crowdmap.com



Ordinary people have a voice, and interesting things happen when you aggregate those voices and visualize the results. Surprising information and insights can be found.

Crowdmap is a tool that allows you to crowdsource information and see it on a map and timeline. It is the Ushahidi platform, built by the team who created Ushahidi as a way for anyone to run their own crowdsourcing site without having to know the intricacies of running their own server. It's free and it's yours to use.

What Can I Do With Crowdmap?

- **Monitor Elections** Use the power of the crowd to monitor and visualize what went right, and what went wrong, in an election.
- **Map Crisis Information** Whether it's a natural disaster, epidemic or political crisis, Crowdmap was built for it.
- **Curate Local Resources** Crowdsourcing isn't just for emergencies; you can use it for local knowledge and business too.

Features:

- Nothing to install
- Interactive map
- Dynamic timeline

- “Real Time” data tracking

*****ReadyHR Note:** This platform and website can be tricky and slow. It is actively used globally, but be aware that it can have a learning and patience curve.

Appendix C – Preparedness Campaign Calendar

Month	Preparedness Campaign Focus	Corresponding Awareness Event
January	Resolve to Prepare	
February	Pet Emergency Preparedness	Responsible Pet Owners Month
March	Get Involved	American Red Cross Month
April	Be Informed Flooding	National Flood Awareness Week National Amateur Radio Month National Public Health Week
May	Tornado Preparedness	Public Service Recognition Week (1 st wk) Salvation Army Week (2 nd wk) National EMS Week (3 rd wk) Hurricane Preparedness Week
June	Get a kit, Hurricane Preparedness	National Home Safety Month, National Student Safety Month
July	Make a Plan	
August	Hurricane Preparedness	
September	Follow Ready.gov templates for NPM/General Preparedness	National Preparedness Month Sept 16 – Nat'l Day of Remembrance for Hurricane Katrina
October	Zombie Preparedness Month/Public Health Emergencies, Fire safety	Halloween, Fire Safety Week
November	Emergency Preparedness for Functional and Access Needs (FAN)/Acute Medical Needs (AMN)	Long Term Care Awareness Month National Family Caregivers Month
December	Severe Winter Weather Preparedness 12 days of Preparedness	

Appendix C - Accessibility & Regulatory Requirements

Americans with Disabilities Act, Title II

<http://www.ada.gov/t2hlt95.htm>

- A public entity shall take appropriate steps to ensure that communications with applicants, participants, members of the public, and companions with disabilities are as effective as communications with others.
- Must furnish auxiliary aids and services when necessary to ensure effective communication, unless an undue burden or fundamental alteration would result.
- Shall operate their programs so that, when viewed in their entirety, they are readily accessible to and usable by individuals with disabilities.
- State and local governments must ensure effective communication with individuals with disabilities.
- Where necessary to ensure that communications with individuals with hearing, vision, or speech impairments are as effective as communications with others, the public entity must provide appropriate auxiliary aids.
 - "Auxiliary aids" include such services or devices as qualified interpreters, assistive listening headsets, television captioning and decoders, telecommunications devices for deaf persons (TDD's), videotext displays, readers, taped texts, Brailled materials, and large print materials.
 - A public entity may not charge an individual with a disability for the use of an auxiliary aid.
- Telephone emergency services, including 911 services, must provide direct access to individuals with speech or hearing impairments.
- Public entities are not required to provide auxiliary aids that would result in a fundamental alteration in the nature of a service, program, or activity or in undue financial and administrative burdens. However, public entities must still furnish another auxiliary aid, if available, that does not result in a fundamental alteration or undue burdens.

Title VI of the Civil Rights Act of 1964 and Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency

<http://www.justice.gov/crt/about/cor/coord/titlevi.php>

<http://www.dol.gov/oasam/regs/fedreg/notices/2003013125.pdf>

- Title VI, 42 U.S.C. § 2000d et seq., was enacted as part of the landmark Civil Rights Act of 1964. It prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.
- The LEP Executive Order ([Executive Order 13166](#)) says that people who are LEP should have meaningful access to federally-conducted and *federally-funded programs and activities*.
- Simple justice requires that public funds, to which all taxpayers of all races [colors, and national origins] contribute, not be spent in any fashion which

encourages, entrenches, subsidizes or results in racial [color or national origin] discrimination.

- The Executive Order requires Federal agencies to examine the services they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those services so LEP persons can have meaningful access to them. It is expected that agency plans will provide for such meaningful access consistent with, and without unduly burdening, the fundamental mission of the agency. The Executive Order also requires that the Federal agencies work to ensure that *recipients of Federal financial assistance provide meaningful access to their LEP applicants and beneficiaries.*
- Federal financial assistance includes grants, training, use of equipment, donations of surplus property, and other assistance. Subrecipients are also covered, when federal funds are passed from one recipient to a subrecipient. Recipients of federal funds range from state and local agencies, to nonprofits and other organizations.
- *Title VI covers a recipient's entire program or activity.* This means all parts of a recipient's operations are covered. This is true even if only one part of the recipient receives the federal assistance.
- All federal agencies subject to Executive Order 13166 must design and implement a federally conducted plan to ensure access for LEP individuals to all of its federally conducted programs and activities (basically, everything that it does) ... Other agencies and parts of agencies must do the same.
- Recipients and federal agencies are required to take reasonable steps to ensure meaningful access to their programs and activities by LEP persons.
- Vital documents must be translated when a significant number or percentage of the population eligible to be served, or likely to be directly affected by the program/activity, needs services or information in a language other than English to communicate effectively.
- It may sometimes be difficult to draw a distinction between vital and non-vital documents, particularly when considering outreach or other documents designed to raise awareness of rights or services. Though meaningful access to a program requires an awareness of the program's existence, we recognize that it would be impossible, from a practical and cost-based perspective, to translate every piece of outreach material into every language. Title VI does not require this of recipients of federal financial assistance, and EO 13166 does not require it of federal agencies. Nevertheless, because in some circumstances lack of awareness of the existence of a particular program may effectively deny LEP individuals meaningful access, it is important for federal agencies to continually survey/assess the needs of eligible service populations in order to determine whether certain critical outreach materials should be translated into other languages.

Section 508 Amendment to the Rehabilitation Act of 1973

<http://www.justice.gov/crt/508/>

<http://www.section508.gov>

<http://www.ada.gov/websites2.htm>

- Section 508 requires that Federal agencies' electronic and information technology is accessible to people with disabilities, including employees and members of the public.
- Section 508 establishes requirements for any electronic and information technology developed, maintained, procured, or used by the Federal government. The term "electronic and information technology" has been defined by the Access Board in regulations published December 21, 2000. Section 508 exempts national security systems from its requirements.
- The Americans with Disabilities Act (ADA) and, if the government entities receive Federal funding, the Rehabilitation Act of 1973, generally require that State and local governments provide qualified individuals with disabilities equal access to their programs, services, or activities unless doing so would fundamentally alter the nature of their programs, services, or activities or would impose an undue burden.
- An agency with an inaccessible website may also meet its legal obligations by providing an alternative accessible way for citizens to use the programs or services, such as a staffed telephone information line. These alternatives, however, are unlikely to provide an equal degree of access in terms of hours of operation and the range of options and programs available.

Ready Hampton Roads will not only make every effort to ensure complete compliance with federal regulations but will strive to become a leader and innovator in ensuring public information is fully accessible in print, traditional media and online.