PHASES OF EMERGENCY MANAGEMENT

- PREPARE
- MITIGATE
- RESPOND
- RECOVER
A Message from the Director

The year 2011 will be remembered as an unprecedented year for disasters throughout the United States. While the State of Florida was spared direct impact from a major hazard, the active year served to emphasize Florida’s continual need for preparedness.

The nuclear crisis in Fukushima, Japan raised questions as to whether a similar event could occur in Florida. Emergency management officials along with the state’s three Nuclear Power Plants responded by revisiting and refining all plans and procedures as requested by Governor Scott, and reinforced the educational and safety messaging already in place.

Florida was also called upon to support its fellow state governments’ emergency management needs. Upon request, the Division provided operations and recovery support through the Emergency Management Assistance Compact (EMAC). Personnel traveled to areas affected by the devastating tornadoes that touched down in Mississippi and Alabama, and those impacted by Hurricane Irene. Florida teams were deployed to New York, New Jersey, and Vermont, to aid in Emergency Operations Center support, mass care support, and mitigation planning.

Wildfire season brought many challenges to emergency management officials. Over 200,000 acres burned, and two lives were lost due to wildfires. The Division supported its partner, the Division of Forestry, in responding to these events. Florida requested and received a Fire Management Assistance Grant (FMAG) from the Federal Government, allowing the use of federal funds to reimburse response costs to fight the Slope Wildfire in Collier County. As wildfire season brings specific special concerns, the Division monitors the state with additional heightened awareness.

When NASA launched the Mars Science Laboratory containing the rover “Curiosity” in November, Division officials of the Preparedness Bureau and External Affairs were on site to provide immediate emergency response support in the unlikely event of a mishap involving the launch. Within the rover’s radioisotope thermoelectric generator was radioactive plutonium oxide, which provides a steady fuel source to the rover for the life of the mission on Mars. The launch took place successfully November 26, 2011.

Recovery proved its endurance as the Bureau continued to provide strong and capable leadership as a part of Florida’s emergency management team in 2011. As the extended, multi-agency response to the Deep Water Horizon event came to a close, emergency management officials were already transparently focused on recovery. The Division was appointed to manage and administer the BP grants program, and continues the long-term task of reimbursing State agencies for their state project costs associated with Deep Water Horizon. In tandem, Recovery was also continuing to bring the 2004 and 2005 Hurricane seasons ever closer to its final stage.

Overall, 2011 served to remind us of the perpetual importance and necessity of disaster preparedness, and to reaffirm the Division’s commitment to serve the residents, visitors and county partners in Florida throughout the year, through all four stages of emergency management.
Overview
On April 20, 2010, the Deepwater Horizon offshore oil drilling platform experienced a catastrophic explosion in the Gulf of Mexico and BP confirmed that oil from the MC-252 well site was entering the Gulf. Under the Oil Pollution Act of 1990, BP was designated the responsible party, having the statutory obligation to fund all response efforts. On April 30, 2010, the Governor issued Executive Order 10-99 and declared a state of emergency in Florida's Panhandle counties. The State Emergency Operations Center was activated to a level two at that time.

The State Emergency Response Team's Activation
Florida's beaches were not impacted for several weeks after the initial explosion on the oil rig. However, due to the threat of oil entrainment into the Loop Current, the State Emergency Response Team, the United States Coast Guard and BP set up incident command centers in St. Petersburg and Miami. Subsequently, the Governor extended the scope of the emergency executive order to include all counties along the Gulf coast, as well as Miami-Dade, Broward, and Palm Beach counties. On June 3, 2010, tar balls began to wash ashore on Florida's coastline.

On June 4, 2010, the SEOC was activated to a level one due to impacts on Florida's shoreline. One noteworthy result of the DWH incident was the launch of the largest reconnaissance operation in Florida's history, led by the State Emergency Response Team. This operation continued until August 19, 2010. The 120-day activation concluded on August 27, 2010 and the SEOC transitioned to a level three. It was the second longest activation in SEOC history. The Division continues to monitor coastal developments and has ongoing communications with agency personnel and others assigned through BP, who patrol the coastlines for any further impacts.

Reimbursement for Government Claims
Deepwater Horizon created financial strain on state and local governments due to necessary response efforts. At the beginning of the recovery, guidance from BP regarding the reimbursement process changed frequently, due to the uncertain nature of the unfolding events. It lacked consistent procedures as well as clear definition of eligible costs for government entities to use when applying for grant funds. This process was very different from reimbursement processes under the Stafford Act. Ultimately, BP was guided by the relevant statutes and regulations, including guidelines the U.S. Coast Guard uses to address claims compensability and claims handling procedures.

On May 4, 2010, BP announced that the State of Florida would receive a $25 million block grant for state and local preparation and response costs for the Deepwater Horizon Response oil spill. Of the $25 million, $19.7 million was issued to DEM's Recovery Bureau, the designated office to administer the program, responsible for reimbursing costs claimed by state agencies. These funds were specifically issued to reimburse the costs of emergency management protective measures, ecological testing and protection, and ongoing response activity associated with the event.

In 2011, DEM continued its work as administrator of the BP Grant program. The Recovery Bureau, in administering the BP Grants program, successfully obligated funding for 58 state agency projects in the amount of $6.2 million, and paid state agencies for 62 completed projects, in the amount of $10.2 million. As of December 30, 2011, the total amount approved and paid to state agencies was $18,224,376.64.

To date, BP has paid approximately $33.1 million to local governments in Florida, and approximately $2.47 billion to individuals and businesses in Florida, for the entire incident.
Bureau of Response

Overview
Responding to disasters is the foremost priority of Florida’s emergency management team. Response efforts focus on saving lives and meeting the basic human needs of survivors. By establishing communications with impacted areas, facilitating life-saving security and rescue missions, restoring critical infrastructure, and providing logistical support to affected areas, the Division strives to change the disaster’s outcome for the better. In 2011, the State of Florida experienced an increased tempo of wildfires. As a result, the Bureau of Response maintained a uniform situational awareness across all supporting agencies and resource providers, and assisted responding agencies in coordination of life safety and fire-fighting efforts. Additionally, the Bureau participated in a major Continuity of Operations (COOP) Exercise at Camp Blanding to test the Division’s ability to maintain operations from a remote location during a major storm event.

State Watch Office
The State Watch Office is the 24-hour notification point for all emergency, hazardous material and severe weather reports that occur in Florida. The State Watch Office also serves as the initial point of contact for county agencies requesting state assistance for situations beyond their response capabilities. The primary mission of the State Watch Office is to provide warnings to the appropriate individuals, local governments and state agencies of impending danger or existing hazardous situations. To fulfill this statutory responsibility, the State Watch Office provides notifications and warnings to county dispatch centers, other state agencies, nuclear power plants, and federal agencies of emergency situations and relays official requests for outside assistance. In 2011 the State Watch Office developed and deployed the new State Watch Office Incident Tracker application in collaboration with the DEM Information Management Unit. The application is our flagship situational awareness platform that is used to track all hazardous situations and local incidents that may require state assistance. The State Watch Office also coordinates with the National Response Center for petroleum-related incidents, per federal Emergency Planning and Community Right-to-Know Act legislation and state regulations. During 2011, the State Watch Office received 7,864 total incident calls, and 2,627 reports of petroleum-related incidents.

Regional Coordination
The Regional Coordination Section ensures the timely presence of state personnel during emergency events outside the Tallahassee area. Regional Coordinators serve as Division liaisons to local governments and regional public safety stakeholders for all phases of emergency management. Each Regional Coordinator lives and works in his or her respective region. The close proximity of Division staff to potentially affected communities in the seven different regions of the state provides a faster response time for the state to serve local requests for assistance during disasters. In 2011, the Regional Coordination Section participated in local emergencies throughout the state providing situational awareness and operational support as necessary. In addition, the Regional Coordinators took part in the Divisions’ 2011 Continuity of Operations Exercise at Camp Blanding, worked with county and municipal emergency managers to facilitate new planning assumptions based on Regional Evacuation Studies, enabled the instruction of advanced statewide emergency management training, and conducted capability assessments to help counties update their emergency management plans.
The State Logistics Response Center
Established in 2007, the State Logistics Response Center in Orlando, Florida is a 200,000 square foot climate controlled warehouse, complete with a 19,000 square foot Logistics Operations Center and the latest tracking software and communications technology. The only one of its kind in the nation, this facility maintains sufficient resources to support over 500,000 disaster-affected persons for the first three days after a disaster incident and is capable of distributing these items quickly and efficiently. It is certified by the CDC, US Marshalls and Department of Homeland Security for emergency operations and holds a state pharmaceutical distribution license. In 2011, the Division upgraded the racking system in the warehouse. After the renovation, the state’s ability to store disaster resources rose from 6,700 pallets to over 21,934 pallets. The Division also developed 14 emergency Functional Needs Shelter System caches, four of which are pre-loaded on custom 53’ climate controlled semi-trailers and pre-staged around the state. These caches are capable of supporting public shelters and clients with functional needs with various durable medical goods, equipment, and supplies.

State Emergency Alert System (EAS) – EMnet
In July 2011, the Division upgraded the statewide emergency alert and notification network. The EMnet System was installed in County Warning Points, Emergency Operations Centers, all National Weather Service Offices, LP-1 EAS Broadcast Stations, the three Nuclear Power Plants, FDLE Fusion Center, FLNG JOC in St. Augustine, FLNG JOC-TF on Camp Blanding, and FDEM State Watch Office in Tallahassee. EMnet is the official system Florida uses to issue EAS messages. Most EAS messages will be generated by the National Weather Service for severe weather related messages, the Florida Department of Law Enforcement (FDLE) originates AMBER and SILVER Alerts messages. In addition, in 2012, counties will be able to generate Civil Emergency Messages (CEM) across the EMnet system as well. Florida is also a test area for the National EAS System to include the new Commercial Mobile Telephone Alert System (CMAS) that will be going live nationally on April 7th, 2012. CMAS consists of an end-to-end system by which an Alert Aggregator/Gateway would receive, authenticate, validate and format Federal, state, tribal and local EAS alerts and then forward them to the appropriate cellular telephone Provider Gateway. The cellular Provider Gateway and associated infrastructure would process the alerts and transmit them to subscriber phones in the specified geographic area. This system will be used to issue local evacuation orders, hurricane, tsunami, tornado, flood and other weather warnings as well as Civil Emergency messages such as for local chemical, biological, radiological and nuclear events.

Statewide Hurricane Deficit Reduction Program
The Division has been statutorily directed to eliminate the deficit of “safe” hurricane evacuation shelter space in every region of the state. 2000 Statewide Emergency Shelter Plan reported that Florida had a statewide hurricane shelter space deficit of more that 1.5 million. By utilizing federal, state, and local funding sources, encouraging use of emergency preparedness standards for new school construction, and by working with appropriate non-governmental organizations, the Division significantly increased the documented statewide hurricane shelter capacity. With publication of the 2012 Statewide Emergency Shelter Plan, the Division documented a statewide total of 939,395 public hurricane shelter spaces. Though significant progress has been achieved, there are still three regions of the state that currently have a deficit of general population public hurricane evacuation shelter space. Seven regions currently have deficits of special needs public hurricane shelter space. The Division will continue to collaborate with local emergency management agencies and other shelter program partners to reduce, and ultimately eliminate, the deficit of public hurricane evacuation shelter space.
Bureau of Preparedness

Overview
Preparing Florida’s emergency management team is one of the most important steps that the state can take to reduce the effects of future disasters. The Division performs crucial actions throughout the year to ensure that Florida is ready for the next big emergency, such as maintaining the State Comprehensive Emergency Management Plan, reviewing and approving county disaster plans, training emergency managers, and overseeing statewide radiological preparedness and regulation efforts. In addition to these responsibilities, the Division is also legally tasked with implementing the federal Emergency Planning and Community Right-to-Know Act in Florida and supporting the State Emergency Response Commission.

Training and Exercise Highlights

Governor’s Tabletop Exercise
The Governor’s Executive Tabletop Exercise is an annual event designed to exercise cabinet level executives on various emergency or disaster scenarios that Florida may face. The 2011 Exercise, “Cyber Sunset”, took place December 7th. Florida’s top executives simulated the threat of a cyber attack. Approximately 105 Division personnel were in attendance.

Turkey Point Evaluated Exercise
On February 23, 2011, the Department of Homeland Security (DHS), Federal Emergency Management Agency (FEMA) Region IV, Radiological Emergency Preparedness (REP) Program staff evaluated a plume exposure pathway exercise in the Emergency Planning Zone around the Turkey Point Nuclear Power Plant, located approximately 25 miles south of the City of Miami. FEMA’s overall objective of the exercise was to assess the level of State and local preparedness in responding to a radiological emergency at the plant. No deficiencies or areas requiring corrective action were identified by the federal evaluators.

Each year, all nuclear power plants (Crystal River, Turkey Point, and Saint Lucie, as well as Farley in Dothan, AL), conduct a full-scale exercise with the surrounding counties, state, FEMA, and the Nuclear Regulatory Commission. These exercises help ensure all levels of government are well-versed on the plans and procedures needed to respond to nuclear power emergencies.

2011 Statewide Hurricane COOP Exercise
To assess the Continuity of Operations Plan (COOP) the Division and the State Emergency Response Team (SERT) successfully setup and established a real-time relocation of the SERT to Camp Blanding, which serves as the alternate State Emergency Operations Center (SEOC) site during the Statewide Hurricane Exercise. A mobile Continuity of Operations Kit was also developed to further enhance our ability to maintain uninterrupted operations while relocating to the alternate facility, or to operate out of an unplanned facility or field environment in an extreme emergency. There was also an emphasis on the coordination of response activities between the State and county government.

The activation of the State Logistics Response Center (SLRC) was also evaluated. The exercise included 296 participants statewide.
Florida Operation Bovine Redemption Exercise
The Operation Bovine Reclamation Exercise, held December 5th and 6th, was developed to exercise the ability of the State Agricultural Response Team to respond to an agroterrorism incident requiring decontamination of cattle and assistance in handling injured and dead cattle. The exercise was also designed to integrate and evaluate Polk and Hillsborough County officials’ ability to respond to an agroterrorism incident and conduct counter-terror investigation, as well as to evaluate their ability to support the State’s response to an agricultural incident, including providing site security and evacuating cattle if required.

Statewide Regional Evacuation Study
For the first time in Florida’s history, an Evacuation Study was completed on a statewide level involving all eleven planning regions simultaneously, allowing for the ability for a statewide standard to be applied. The critical areas of the study that can assist with reducing impacts from hazards are the new Storm Surge Zones, the Behavioral Study and Analysis, the Shelter Analysis, and the creation of the Transportation Interface for Modeling Evacuations (TIME) software. The important upgrade to Florida’s Statewide Regional Evacuation Study was the use of Light Detection and Ranging (LIDAR). The National Hurricane Center in Miami processed the LIDAR data into SLOSH (Sea, Lake and Overland Surges from Hurricanes) models for Florida’s 12 basins. The tools and initiatives within Florida’s Statewide Regional Evacuation Studies now have applications both in and outside of emergency management. Future studies will focus on updating information based on community growth, capturing changes in the population’s census and behavior, and changes to the transportation network throughout Florida. Directional Atlases for each coastal county are also in the works. These atlases will show storm surge inundation from hurricanes approaching from all possible directions pertinent to each county, which will allow for more accurate decision making and reduce the over-evacuation of populations thereby reducing cost to the public.

Hazardous Materials Preparedness
With the approval of the Florida State Emergency Response Commission, the entity statutorily charged with implementing the federal Emergency Preparedness and Community Right-to-Know Act, the Division launched the web-based Hazardous Materials Information System (Web-HMIS) on February 1, 2010. Web-HMIS allows facilities that are subject to the requirements of the Florida Emergency Planning and Community Right-to-Know Act to report their hazardous material inventories on-line. Since its launch, the system has been continually updated based upon customer and staff input. As a result, use of the online system has increased from 15% to nearly 50% of the facilities in Florida subject to reporting standards under the Emergency Planning and Community Right-to-Know Act. This system is intended to make legal compliance for entities with hazardous materials more accessible, simple, and efficient.
Bureau of Mitigation

Overview
The Division strives to fortify Florida's infrastructure against the effects of future disaster through proactive structural-enhancement and policy initiatives. The Bureau works with county and municipal governments, non-profit organizations, other state agencies, and individuals throughout Florida to enhance the state's resistance to disasters. As a result of such proactive efforts, the Division is compliant with all federal regulations regarding mitigation planning and procedures, and continues to operate under the federal government's highest mitigation designation for planning. This “Enhanced” recognition permits the state to receive additional post-disaster funds (20% rather than 15%) for mitigation activities.

Economic Impact Analysis
In addition to the benefits of reduced future disaster losses, the Bureau is interested in measuring economic impact and employment activity stimulated by investments in mitigation activities. To this end, staff members undertook an analytical assessment to estimate the employment-related benefits that Bureau-administered mitigation activities provide to the State of Florida. This study is the first of its kind undertaken by the Bureau. Study results reveal that hazard mitigation activities provide a positive economic benefit to Floridians in terms of employment as well as economic stabilization following a disaster. Between August 2004 and February 2011, 12,206 Full-Time Equivalent jobs were created as a result of mitigation activities implemented in the State of Florida. This equates to 1,525 jobs per year. The results of this new economic impact analysis reveal that continued investment in mitigation and the Bureau, which administers, tracks, and measures such activities, is sound when viewed in terms of job-growth value added alone.

Local Mitigation Strategies
Florida's 67 counties have all received approval from FEMA on the updates of their Local Mitigation Strategy (LMS) plans. According to the Code of Federal Regulations, all plans must be updated, reviewed, approved by FEMA and readopted every 5 years. Currently more than 99% of Florida's population is covered by an adopted mitigation plan. In addition to completing all the updates, by collaborating with Florida State University, FDEM was able to use interns to create a guide to assist communities in strengthening the floodplain portions of their mitigation plans. These interns developed a guidance document that recommended various ways to collect and store data, improve communication amongst flood partners, use resources, and how to integrate floodplain management plans and Community Rating System (CRS) requirements.

State Floodplain Management Office Awarded Nationally
Florida's Floodplain Management Office was recognized by the Association of State Floodplain Managers, Inc. for outstanding improvement in the state's floodplain management program. During the association's annual meeting, Florida was the only state given the Tom Lee Award, awarded occasionally to recognize an outstanding state program. The award honors Tom Lee, a visionary floodplain manager responsible for some of the country's finest state-level programs and for work in developing the regulatory framework which is implemented by communities throughout the nation. In 2011, the office visited 14 communities and offered technical assistance to 163 requests in addition to their daily work.
Benefit-Cost Analysis Training

An important goal of the Division's Mitigation Technical Unit is to train communities to better prepare to take advantage of FEMA Hazard Mitigation Assistance (HMA). In an effort to accomplish this goal, the Mitigation Technical Unit and the Atkins Group conducted Benefit Cost Analysis (BCA) training throughout the state in 2011. The objective of this BCA training was to assist communities in becoming familiar with FEMA's current analysis module. These classes prepared communities to participate in the Hazard Mitigation Grant Program, the Pre Disaster Mitigation Program, the Flood Mitigation Assistance Program, the Repetitive Flood Claims Program and the Severe Repetitive Loss Program. With few exceptions, a Benefit Cost Analysis is needed in order to demonstrate cost effectiveness of potential projects. 138 people attended the BCA training in seven Florida counties.

Flood-resistant Standards Incorporated into Florida’s Building Code

In 2011 the state adopted ICC flood-resistant standards into the building code, making Florida one of the few states in the nation to adopt and enforce strong wind and flood construction standards statewide. The state has also provided a new state model flood damage prevention ordinance, and training for local building officials and floodplain managers will take place in early 2012. Florida is to be commended on its policies and practices for implementing solid floodplain management across its 458 National Flood Insurance Program communities.

Florida Silver Jackets Charter

Initiated by the United States Army Corps of Engineers, the Silver Jacket Program is intended to develop better coordination on post-disaster and flood mitigation efforts between federal and state partners. Florida’s Silver Jackets charter was signed on October 21, 2011 by the following core members: FEMA Region IV; the Federal Highway Administration; Natural Resource Conservation Service; the National Oceanic & Atmospheric Administration; US Army Corps of Engineers; US Geological Survey; FDEM; the Florida Dept. of Transportation; and Florida’s Dept. of Environmental Protection (including all five water management districts and the Office of Dam Safety.)

Outreach

Over the last year the bureau has placed emphasis on outreach and in motivating new communities to participate in funding opportunities. Planners, grant specialists and non-disaster program specialists have given presentations to homeowners, elected officials, community employees and mitigation working groups to educate them about annual funding cycles, as well as how to find local match in other existing programs. Presentations took place throughout the state as well as via webinar. The presentations have been well received and more outreach is planned for the coming year.
Bureau of Recovery

Overview
After a disaster, one of the Division’s most important responsibilities is to facilitate the post-disaster rebuilding process. To achieve this goal, the Division performs preliminary damage assessments of disaster-impacted areas, provides assistance to state and local governments from previously federally declared disasters, and administers Stafford Act programs for eligible jurisdictions and non-profit organizations. The Division also facilitates disaster debris clean-up efforts and accounts for all state and federal recovery funds.

Public Assistance
The Public Assistance Section distributes federal funding for the repair and reconstruction of public facilities, governmental infrastructure, and essential services after a presidentially declared disaster. The Section oversees nearly $5 billion in federal disaster recovery grants and provides advice and assistance to applicants applying for Stafford Act funding. In 2011, the Division facilitated over $212 million in Public Assistance funding to subgrantees across 19 disasters. In total, the Division conducted Final Inspections for 730 large project worksheets across 27 open disasters. Included in this figure are 11 Fire Complex disasters, 6 of which were from the 2006-2007 fire seasons. Furthermore, the Division conducted 732 subgrantee event closeouts in 2011. A subgrantee event closeout can occur only when all funding for all projects is obligated, all environmental, historical preservation and insurance requirements are met, and all appeals are resolved.

Environmental and Debris Section
The mission of the Environmental and Debris Section is to educate stakeholders on debris and environmental issues, conduct outreach to encourage preparedness and to provide technical assistance with regulatory compliance. In 2011, the section collaborated with the State Agricultural Resource Team (SART) to implement a website outlining post-disaster vector control procedures. The section also routinely worked with subgrantees to resolve environmental and debris issues that may have jeopardized federal funding if left unresolved. Finally, the section conducted outreach to local governments throughout the state to encourage pre-event training and pre-event approval of temporary debris management sites. By the end of 2011, the section had offered 5 training courses across Florida and had pre-approved 584 temporary debris management sites with our local partners.

Florida Recovery Office – 90% Closeout in 2004-2005 Project Worksheets
The Florida Recovery Office is a long-term recovery office in Lake Mary, Florida that is jointly administered by the Division and the Federal Emergency Management Agency. The Federal Emergency Management Agency created the facility after eight named storms made landfall in Florida during the 2004 and 2005 hurricane season. These events caused billions of dollars in damage throughout the state and required extensive federal and state recovery assistance. After the storms cleared, the state was left with over 39,000 project worksheets, the basic unit for reimbursement applications. As a result of the unprecedented impacts, federal and state emergency management officials established a separate office located in Central Florida to coordinate Damage Assessment Teams on-site and to disburse federal assistance grants to affected residents and county and municipal governments. In 2011, the Division reached its goal of a 90% Final Inspection rate for the 2004-2005 hurricane season project worksheets. This quick work by the Division ensured that affected Florida entities receive the federal disaster funding available for reimbursement and reconstruction projects under federal and state programs.
Individual Assistance
The Individual Assistance Section is Florida's first line of recovery assistance to affected individuals and families after a disaster. After performing preliminary damage assessments, the Section assists Florida's residents to understand and apply for state and federal disaster-related assistance through the activation of Essential Service Centers, Disaster Recovery Centers and the Community Response Program. During a catastrophic event, the Section coordinates and supports direct housing missions through the Disaster Housing Program, which provides temporary housing units to survivors when other housing resources are unavailable. The Individual Assistance Section assists survivors with unmet needs in the disaster assistance process by providing information and referrals to the appropriate disaster assistance resources and following through with cases to ensure critical needs are met.

Small Business Administration (SBA) Declarations
In 2011, the section coordinated and conducted Preliminary Damage Assessments (PDA's) after 3 severe weather events, each of which eventually received a Small Business Administration declaration for disaster assistance. These PDA's were conducted after the tornado outbreaks in Hillsborough County in late March, and after the tornado and severe storm/flood events in Broward County during November. As a result of these declarations, affected citizens in these and contiguous counties became eligible to apply for low interest SBA loans that can be used to repair or replace damaged property. A total of 29 loans were approved for a total amount of approximately $868,000.

Temporary Disaster Housing
Across Florida, 5 pilot training sessions were held in 2011 to begin implementation of the new State Strategy for Disaster Housing Planning initiative. A total of over 350 local stakeholders attended these sessions unveiling this exciting new disaster housing initiative.

Post-Disaster Redevelopment Planning (PDRP)
In 2011 the Division continued to leverage NOAA and FEMA grants to further its expressed commitment to implementing a PDRP initiative, the purpose of which is to develop an environment that will encourage communities to undertake the preparation needed to ensure long-term sustainability as part of the overall long-term recovery strategy. This year, the Individual Assistance section received the "Best Practices Award of Merit" presented by the Florida chapter of the American Planning Association, for its work in creating and publishing the PDRP Guidebook for Florida.
Events and Achievements

Severe Weather Awareness Week
Governor Scott declared January 31–February 4, 2011 “Severe Weather Awareness Week” in Florida. This week was dedicated to educating Floridians about hazardous weather, and how to protect themselves, their family and property as the state moved into the more active months for severe weather and tornadoes. One of the centerpieces of Severe Weather Awareness Week was the statewide tornado drill, during which businesses and schools statewide simulated a tornado event. The drill gave residents an opportunity to practice where they would go in the event of a tornado warning. In addition, the Week included a poster and video public service announcement contest for 4th-12th grade students throughout Florida. Severe Weather Awareness Week began with an educational public outreach event at Downtown Disney in Central Florida. At the event contest winners were announced and interactive activities informed residents and visitors of severe weather preparedness and safety.

Hurricane Hunter Preparedness Event
In May, National Oceanic and Atmospheric Administration hurricane experts visited Fort Lauderdale, Florida as part of a nationwide hurricane preparedness campaign. Division personnel participated in the event, which featured Hurricane Hunter aircraft, and handed out Severe Weather Awareness Guides, hurricane preparedness brochures, hurricane tracking maps, and books. Throughout the morning, students from local schools received a presentation on hurricane forecasting and safety and participated in interactive games at the Division booth. The general public was also invited to attend to view the aircraft and visit with local and state emergency response officials, the Hurricane Hunter crew and National Hurricane Center forecasters.

Education in the Park
On May 7 the Division participated in the annual Education in the Park public event at Osceola Heritage Park in Kissimmee, Florida. The Division joined hundreds of local businesses, non-profit organizations and local educators and stressed the importance of disaster preparedness to families attending the event. Division staff handed out severe weather preparedness materials and appeared on stage to interact with the crowd and inform them of Florida’s weather hazards and preparedness tips.

Building Community Awareness at the North Florida Fair
From November 3rd-13th the Division partnered with the National Weather Service Forecast Office in Tallahassee to host an emergency preparedness booth at the North Florida Fair in Tallahassee. Division staffers were on hand at the booth each night to greet visitors and talk to them about weather safety and preparedness. The booth attracted thousands of area residents and featured public safety awareness information on the weather hazards North Florida faces including: tornadoes, hurricanes, wildfires, extreme temperatures, severe thunderstorms and marine hazards.
Disaster Preparedness Holiday Concert

On December 10th the Division was the highlighted organization during Radio Disney’s Holiday Concert in Celebration, Florida. The event continued the state’s effort to educate Florida’s families on the importance of all-hazards disaster preparedness. Division staff appeared on stage and handed out severe weather preparedness materials to over 5,000 families in attendance.

Apple-based App Available for Florida Logistics Training

The Division’s State Logistics Development Team began publishing its two most popular Florida Logistics Training courses as applications on Apple’s iTunes website. At no cost to the user, these two logistics training courses are available for download to Apple iPhone, iPod or iPad. The Division partnered with ForceReadiness.com to take two popular Florida Logistics Training Courses and convert them to iTunes/iPad Applications at no cost, obligation, or endorsement by the State. These applications were developed under the M-Training format system, which consists of a content authoring tool. This tool easily creates training and reference apps, as well as cloud services, to support the creation and management of content. End users on a mobile device can access an interactive content player as well. This advanced training and reference system is available for mobile devices and will increase ease of access to important logistics training information. The courses can be accessed through the iTunes store by searching for Florida Emergency Logistics Ops or Florida County Logistics Planning, and will be available on the Android platform in late 2012.

Workshop Focused on Business Preparedness

Gearing up for hurricane season or other potential hazards, Florida's residents typically focus on the family disaster plan. However, it is also extremely important for businesses to plan for disasters. To better assist business in these matters, a workshop was held by the Division's Office of Private Sector Coordination in November at the Florida State Center for Professional Development. The workshop focused on developing standard disaster operating procedures, a 5-year strategic plan to enhance the Emergency Support Function 18 (ESF 18) private sector support in disaster issues, and a review of private sector disaster preparedness. While figures vary, it is estimated that approximately 50 percent of small businesses do not survive after a disaster. To address this issue, ESF 18 supports the business and industry sector through resources developed to help businesses reopen as soon as possible after the disaster. By assisting businesses in resuming providing needed commodities and essentials to the area’s residents sooner, the employment-base stays stable in the impacted area and the community more readily returns to normal. In the New Year, a draft version of ESF 18 standard operating procedures will be reviewed by Florida state agencies, associations and the private sector to ensure a cohesive and realistic plan of operations during disasters has been developed. Other outreach activities planned by the Office of Private Sector Coordination in 2012 include events focusing on small business preparedness, review of operational statuses following disasters, a statewide Public-Private Sector Preparedness Summit, and a focus on the development of a business web portal for sharing information and situational awareness for the private sector.
“Failure is not an option”