

FMCA Outstanding Awards: Best Web Resource (20,000 or less population) Entry Form

Up to three webpages (apps included) around a common local government theme, relating to a department, service, or program.



Category Description

Up to three webpages (apps included) around a common local government theme, relating to a department, service, or program.

Order

115188.00

Name of Individual Submitting Entry

Melissa

First

Mickey

Last

Affiliation (Municipality/Organization)

City of Cape Coral

Primary Contact Email

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Entry Title

Hurricane Ian Recovery Website

Jurisdiction (City/Town/Village/Other)

City of Cape Coral

Population

201554

URL

https://www.capecoral.gov/government/city_government/city_manager/office_of_communications/hurricane_ian_recovery/hurricaneianrecovery.php

Supporting Documentation

Cape Coral - BEST-WEB-RESOURCEENTRY- Support Materials - 7.pdf

Cape Coral - BEST-WEB-RESOURCEENTRY- Support Materials - 1.pdf

Cape Coral - BEST-WEB-RESOURCEENTRY- Support Materials - 2.pdf

Cape Coral - BEST-WEB-RESOURCEENTRY- Support Materials - 8.pdf

Suggestions: Links, screen shots.

What are the goals and objectives of your entity's web resource?

The goal of the website resource was to provide a single location for citizens to acquire timely and accurate information before, during, and after Hurricane Ian. Since the city had access to information from each department, it was easier to gather and then disseminate this information with the confidence that it would be accurate. The objective was to update this information as it changed. This could have been hourly, daily, or even weekly as our situation grew better. Overall, we hoped to be the voice of the city during the worst storm in history to calm and assist our residents.

Using examples, describe the strategies your entity uses to manage web resources to foster engagement.

Communications staff began posting information on our website prior to the storm. This allowed residents to prepare for what we thought would be minor but ended up being a Category 4. Immediately after the storm passed, staff quickly gathered information and began updating the website. It was important that the information was put out accurately and timely. That information was then shared on our social pages to engage with our citizens. We encouraged them via social, press releases, media conferences, and flyers to stay connected with our website for the most updated information.

Describe the supporting documentation submitted with this entry.

Document one is a screenshot of our website which highlighted the Hurricane Ian page with a button. We wanted to make sure that when people visited the website, there was a clear direction to the page they needed. We also initiated a pop-up at the bottom of the page as an extra chance to grab their attention. Document two is a screenshot from the website in late September 2022. The webpage was being updated constantly, so this gives you an idea of the layout and multiple areas of information that we provided. Documents 7 and 8 show the activity of the website and that specific page during our Hurricane Recovery efforts. This shows the increase in activity while this page was in place and in need.

What is new, innovative or creative about your entity's use of web resources?

Our city has never experienced a Category 4 storm. A storm which took out every means of connectivity including cable, internet, and phone. The storm even impacted our ability to get around due to the lack of gasoline. This meant that we had to be innovative. We had to think of every way possible to reach our residents and let them know that we were there for them. This was the first time that we used our website as a major and imperative resource for our residents. Not only did we have to get creative on building the page and figuring out which data was necessary to share, but we had to get creative on updating the information. Since the entire city was out of power, we had employees using generators and working outside of our area to update the information.

Describe how your entity's use of web resource was successful (include your evaluation process and metrics).

Our Hurricane Ian website was the central hub for all hurricane-related information in our city. We housed all updates pertaining to electricity, debris removal, trash, food distribution sites, mobile showers, refueling sites, and more. Every city entity updated us with their information so that our citizens had one single resource to assist them in getting through this hard time. In doing so, our website reached page visits that it never had. Those visits continued throughout the recovery process which we still face today. The Hurricane occurred on September 28, 2022. From that date through October 31st, our Hurricane Ian Recovery Page logged 113,806 page visits with 100,491 unique views. In a city with a population of 200,000, this number is huge. We do not consider our efforts during the storm perfect. However, we count our increased following and page visits as a win.

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Applicant: City of Cape Coral; Category: Best Web Resource (20,001 or more population)

Screen Shot of Cape Coral Website (www.CapeCoral.gov) After Hurricane Ian; Prominent Button Made It Easy for Users to Navigate to the Hurricane Ian Recovery Section.



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Screen Shot of Info Posted on Hurricane Ian Recovery Website in Late September 2022

September 30, 2022 Update

- The EOC remains at a level one activation. We're working around the clock to continue providing support to our community.
- First responders have cleared all backlogged calls and are responding to calls for service as usual.
- We are working on obtaining FEMA points of distribution for essential supplies, such as water. When we have more information on the location of the points of distribution, we will post the information.
- The City of Cape Coral continues to mirror the County's curfew, from 9 PM to 6 AM.

POWER AND UTILITIES

- LCEC and City of Cape Coral officials have been working on completing a damage assessment. Crews will begin the next phase of restoration, focusing on major facilities.
- During the storm, we lost 99% of the power to the City. LCEC has over 1000 crews devoted to restoring power, beginning October 1.
- Saturday (10/1) at 7 AM, electric lines will be energized. If you see a downed line, stay away from it and assume it is live.
- For your protection, turn off electricity at the main breaker box, only if you don't have to step in water or stand on a wet floor to do it. Turn off your main breaker; then flip each circuit breaker off.
- The City has crews working through the night to restore water to our City.

OPEN BUSINESSES

- We are asking businesses to complete a status report at <https://veoci.com/v/p/form/ng64443wyxc5?c=214736> so we can provide a list of open stores to our residents.

VOLUNTEER INFO AND DAMAGE CLEAN-UP

- If you're looking to donate or volunteer, we recommend contacting the Red Cross, Volunteer Florida, and United Way by calling 2-1-1.
- If you need help with damage clean-up, contact Crisis Cleanup at 800-451-1954.
- Become a Debris Removal Contractor - visit Ceres Environmental at www.Ceresenvironmental.com
- You can also register for FEMA assistance at fema.gov/disaster/hurricane-ian.

ROADWAY SAFETY

- The National Guard and police from across Florida are here to assist our officers.
- Some intersections are working using generator power.
- For the intersections still not working, treat them like a four-way stop.

DEBRIS CLEAN-UP

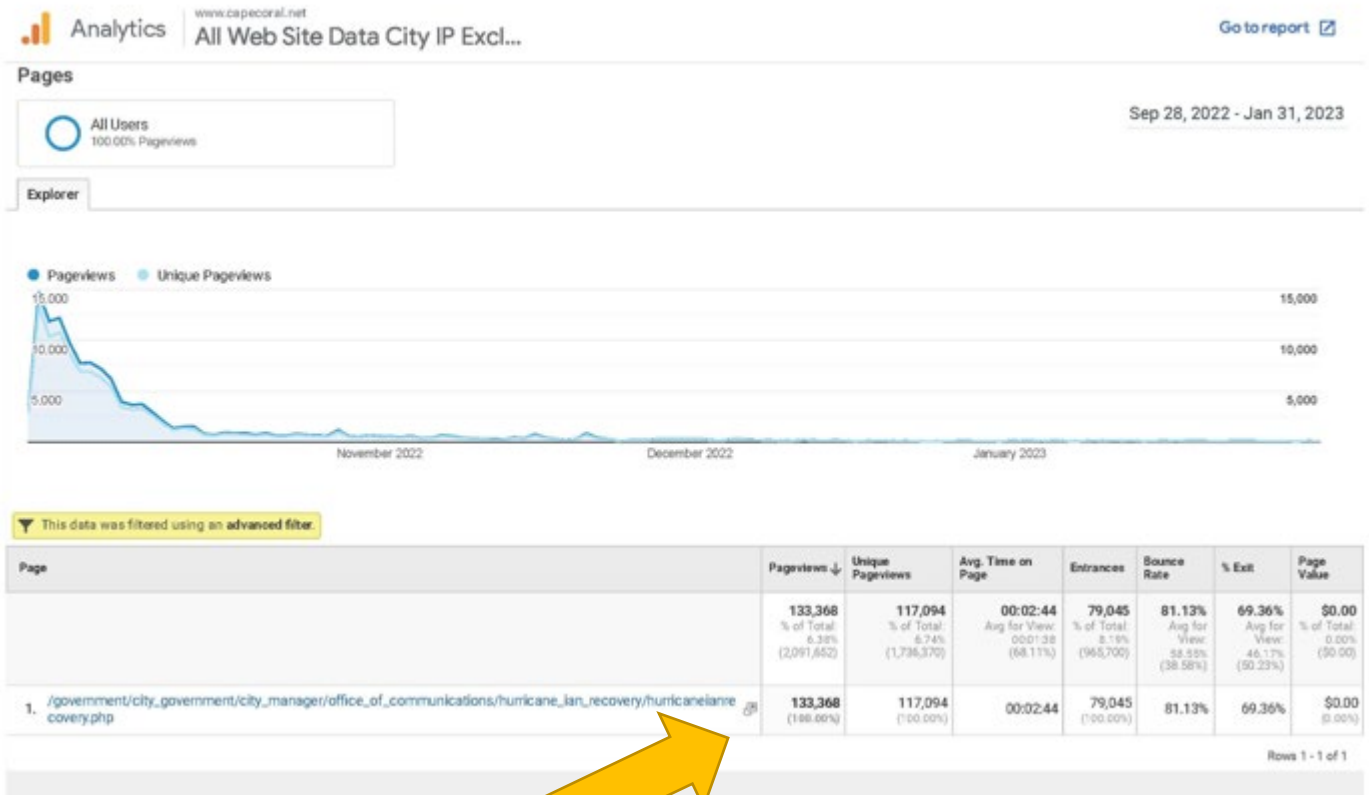
- Clearing the City's streets is a top priority. Crews have cleared approximately 3,000 miles of major roadways and local roads. Call 311 if you identify any streets that were not cleared.
- For information on organizing your debris for waste pick up and additional information such as debris drop-off sites, please visit www.capecoral.gov.



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Hurricane Ian Recovery Webpage Analytics Report - 9/28/22-1/31/23



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Hurricane Ian Recovery Webpage – Daily Analytics from 9/28/22-1/31/23

<u>Day Index</u>	<u>Pageviews</u>	<u>Unique Pageviews</u>	<u>Day Index</u>	<u>Pageviews</u>	<u>Unique Pageviews</u>
9/28/2022	3186	2908			
9/29/2022	14757	13401			
9/30/2022	11871	10369			
10/1/2022	12209	10778	12/1/2022	284	242
10/2/2022	9687	8639	12/2/2022	313	266
10/3/2022	7763	6942	12/3/2022	177	149
10/4/2022	7793	6921	12/4/2022	132	119
10/5/2022	7201	6335	12/5/2022	263	223
10/6/2022	6197	5390	12/6/2022	283	234
10/7/2022	3957	3428	12/7/2022	218	183
10/8/2022	3640	3187	12/8/2022	194	169
10/9/2022	3726	3284	12/9/2022	161	139
10/10/2022	2929	2606	12/10/2022	106	95
10/11/2022	2062	1803	12/11/2022	131	115
10/12/2022	1336	1170	12/12/2022	216	192
10/13/2022	1504	1341	12/13/2022	167	146
10/14/2022	1524	1284	12/14/2022	145	125
10/15/2022	799	689	12/15/2022	168	135
10/16/2022	678	597	12/16/2022	154	133
10/17/2022	920	794	12/17/2022	69	63
10/18/2022	859	740	12/18/2022	103	87
10/19/2022	889	712	12/19/2022	158	129
10/20/2022	678	586	12/20/2022	150	123
10/21/2022	870	726	12/21/2022	102	97
10/22/2022	597	521	12/22/2022	113	93
10/23/2022	593	516	12/23/2022	86	77
10/24/2022	805	707	12/24/2022	41	38
10/25/2022	680	593	12/25/2022	64	56
10/26/2022	639	551	12/26/2022	89	79
10/27/2022	609	518	12/27/2022	115	97
10/28/2022	1157	984	12/28/2022	115	94
10/29/2022	562	492	12/29/2022	97	85
10/30/2022	502	443	12/30/2022	104	86
10/31/2022	627	536	12/31/2022	64	59
Sub-Totals: 9/28-10/31:	113806	100491	1/1/2023	122	107
			1/2/2023	107	90
			1/3/2023	129	102
			1/4/2023	149	121
			1/5/2023	137	109
			1/6/2023	128	110
			1/7/2023	52	45
			1/8/2023	86	73
			1/9/2023	149	128
			1/10/2023	127	107
			1/11/2023	147	126
			1/12/2023	131	115
			1/13/2023	151	132
			1/14/2023	66	62
			1/15/2023	103	86
			1/16/2023	121	101
			1/17/2023	144	124
			1/18/2023	128	109
			1/19/2023	117	97
			1/20/2023	111	96
			1/21/2023	86	73
			1/22/2023	107	89
			1/23/2023	120	98
			1/24/2023	122	103
			1/25/2023	107	91
			1/26/2023	97	71
			1/27/2023	99	77
			1/28/2023	77	69
			1/29/2023	78	62
			1/30/2023	116	104
			1/31/2023	78	67
			Totals from 9/28-1/31:	133368	117094