# 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		Affiliation (Municipality/Organization)		
Melissa	Mickey	City of Cape Coral		
First	Last			

Primary Contact Email	Primary Contact Phone
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## **Entry Title**

Hurricane Ian Recovery Website		
Jurisdiction (City/Town/Village/Other)	Population	
City of Cape Coral	201554	

## URL

https://www.capecoral.gov/government/city\_government/city\_manager/office\_of\_communications/hurrica ne\_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.

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

Screen Shot of Cape Coral Website (<u>www.CapeCoral.gov</u>) 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

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

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10/19/2022         889         712         12/19/2022         158         129           10/20/2022         678         586         12/20/2022         102         97           10/22/2022         597         521         12/22/2022         113         93           10/22/2022         597         521         12/22/2022         41         38           10/22/2022         680         593         12/22/2022         44         56           10/26/2022         639         551         12/26/2022         89         79           10/26/2022         662         492         12/28/2022         115         97           10/28/2022         562         492         12/28/2022         104         86           10/31/2022         662         492         12/28/2022         104         86           10/31/2022         627         536         12/31/2022         64         59           5ub-Totals         9/28-113/306         10/3/2023         127         107           11/2/2022         550         469         13/2023         123         109           11/1/2022         550         469         13/2023         127         107						
10/20/2022         678         586         12/20/2022         150         123           10/21/2022         870         726         12/21/2022         103         93           10/22/2022         593         516         12/22/2022         86         77           10/24/2022         805         707         12/24/2022         41         38           10/25/2022         639         551         12/25/2022         89         79           10/26/2022         662         492         12/28/2022         15         74           10/28/2022         562         492         12/28/2022         164         86           10/30/2022         502         443         12/30/2022         104         86           10/30/2022         502         443         12/30/202         104         86           10/30/2022         502         443         12/30/202         104         86           10/30/2022         502         469         13/2023         102         11/2/202         102           11/2/2022         565         484         14/2023         128         110           11/2/2022         565         484         14/2023         128						
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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         12/26/2022         89         79           10/27/2022         609         518         12/27/2022         115         97           10/28/2022         1157         984         12/28/2022         105         94           10/29/2022         502         443         12/30/2022         97         85           10/30/2022         622         492         12/28/2023         104         86           10/31/2022         627         536         10/1/2023         122         107           5tb-Total:         9728-10/31:         113806         100491         11/2/2023         102         11/2           11/2/2022         555         469         1/3/2023         129         102           11/2/2022         555         469         1/6/2023         137         109           11/4/2022         359         308         1/7/2023         149         128           11/5/2022         359         304         1/1/2023         145 </td <td>10/21/2022</td> <td>870</td> <td>726</td> <td>12/21/2022</td> <td>102</td> <td>97</td>	10/21/2022	870	726	12/21/2022	102	97
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10/25/2022         680         593         12/25/2022         64         56           10/26/2022         639         551         12/26/2022         89         79           10/25/2022         1157         984         12/28/2022         115         94           10/26/2022         562         492         12/29/2022         97         85           10/30/2022         502         443         12/30/2022         64         59           5ub-Total:         9/28-10/31:         113806         100491         11/1/2022         64         59           5ub-Total:         9/28-10/31:         113806         100491         11/1/2023         122         107           11/1/2022         550         469         11/3/2023         149         121           11/3/2022         435         381         15/2023         137         109           11/4/2022         397         349         1/8/2023         86         73           11/7/2022         468         546         1/9/2023         149         128           11/1/2022         397         349         1/8/2023         16         66           11/1/2022         397         349         1/8/202						
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11/20/2022         287         253         1/22/2023         107         89           11/21/2022         829         681         1/23/2023         120         98           11/22/2022         411         329         1/24/2023         122         103           11/23/2022         306         271         1/25/2023         107         91           11/24/2022         126         114         1/26/2023         97         71           11/25/2022         159         139         1/27/2023         99         77           11/26/2022         184         157         1/28/2023         77         69           11/27/2022         184         153         1/29/2023         78         62           11/28/2022         300         254         1/30/2023         116         104           11/29/2022         314         262         1/31/2023         78         67						
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11/23/2022         306         271         1/25/2023         107         91           11/24/2022         126         114         1/26/2023         97         71           11/25/2022         159         139         1/27/2023         99         77           11/26/2022         184         157         1/28/2023         77         69           11/27/2022         184         153         1/29/2023         78         62           11/28/2022         300         254         1/30/2023         116         104           11/29/2022         314         262         1/31/2023         78         67						
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11/25/2022         159         139         1/27/2023         99         77           11/26/2022         184         157         1/28/2023         77         69           11/27/2022         184         153         1/29/2023         78         62           11/28/2022         300         254         1/30/2023         116         104           11/29/2022         314         262         1/31/2023         78         67						
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11/30/2022         291         258         Totals from 9/28-1/31:         133368         117094						
	11/30/2022	291	258	Totals from 9/28-1/31:	133368	117094