

FMCA Outstanding Awards: Best Web Resource (20,001 or more 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

117637.00

Name of Individual Submitting Entry

Jason

First

Bartolone

Last

Affiliation (Municipality/Organization)

City of North Port

Primary Contact Email

jbartolone@northportFL.gov

Primary Contact Phone

(941) 429-7165

Entry Title

North Port Alerts Webpage for Hurricane Ian

Jurisdiction (City/Town/Village/Other)

City of North Port

Population

78129

URL<https://www.northportfl.gov/Alerts>**Supporting Documentation**

Information Dashboard.jpg

Alerts page header.jpg

Alerts page resources.jpg

*Suggestions: Links, screen shots.***What are the goals and objectives of your entity's web resource?**

Our objective was to create a one-stop web resource for citizens to view the latest updates and information on Hurricane Ian. As it became clear in the days and hours leading up to and immediately after Ian, this would be a devastating near-Category 5 storm for our community, which required a singular webpage that could be home to essential information and resources that would be updated quickly and frequently by our Communications team as the situation developed.

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

As part of our crisis communications strategy, we promoted the URL for the Alerts page in all of our pre- and post-storm messaging, including media releases, media interviews, press briefings, social media posts, flyers/graphics/signage, videos, e-notifications and emergency alerts. We created an emergency banner at the top of the City's homepage that directed visitors to the Alerts webpage throughout the hurricane response and recovery. By driving all traffic to this page, our team was able to consolidate the latest information and focus our efforts on updating one webpage as the emergency evolved.

Describe the supporting documentation submitted with this entry.

Information Dashboard - Communications worked with our GIS team to create a real-time Information Dashboard for the Alerts page that displayed current road conditions, as several City roads were closed due to storm damage. As we shifted to the recovery phase, the dashboard incorporated GIS map data showing the locations of debris pickup and the total amount collected (ultimately, more than 2.3 million cubic yards of debris was removed throughout the City).

Alerts page header - We created special web graphics and "North Port United" branding that featured photos of our City officials helping the community with hurricane response. We posted the most pertinent information about disaster assistance or other vital storm updates at the top of the page. The information was constantly updated with new developments.

Alerts page resources - As the disaster unfolded, our page evolved. While it originally included information about evacuations, shelters and storm preparedness, we shifted to include Frequently Asked Questions about curfews, debris pickup, closures, etc. We also embedded informational videos created by our team and added special sub-pages dedicated to resources available from partner agencies and nonprofits.

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

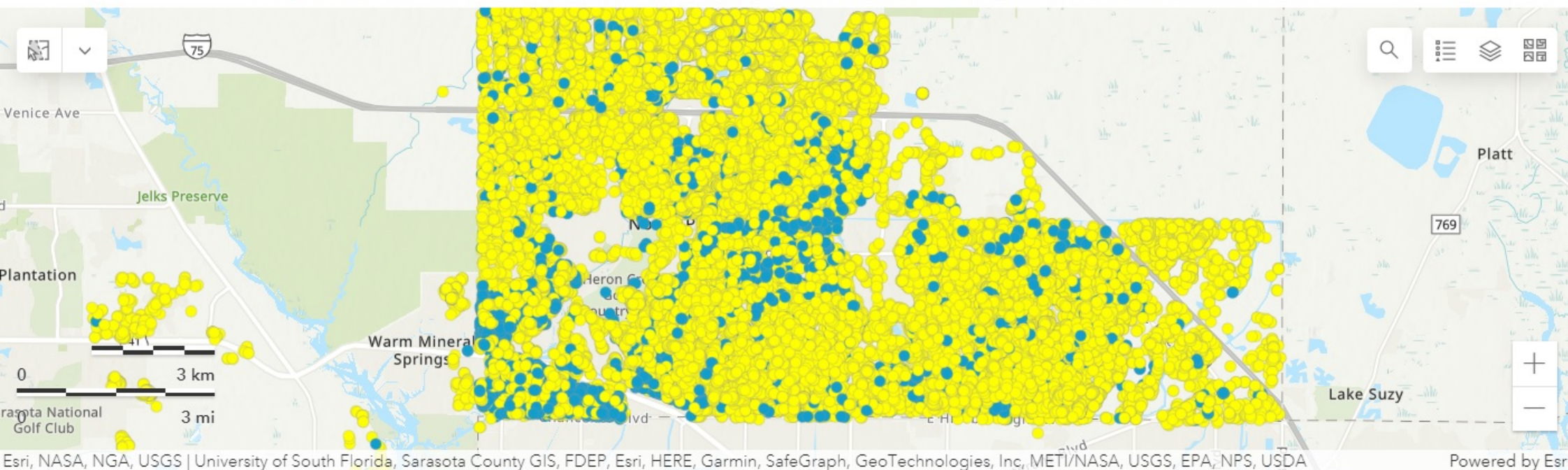
The Alerts webpage went through constant revisions and improvements as new information and resources became available throughout this emergency. In addition to updates on City services and facilities, we included a multitude of links to other community resources from local, state and federal government agencies and charitable organizations. Having all of this information compiled in one place provided a lifeline for disaster survivors, whether they were looking for information on how to get a permit to repair their home, where to find a meal distribution site, how to apply for disaster assistance or which roads were open and closed.

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

In a two-week period during and immediately after the storm, we received more page views on NorthPortFL.gov/Alerts (nearly 170,000) than to the City homepage (130,000). We successfully established the page as a go-to resource for our community. Local media outlets and the general public were continually referring to and sharing our Alerts page for storm updates and information.

Last Updated - 1/25/2023, 12:00 AM

Current Roads Conditions and Debris Loading Sites in North Port



Map Legend

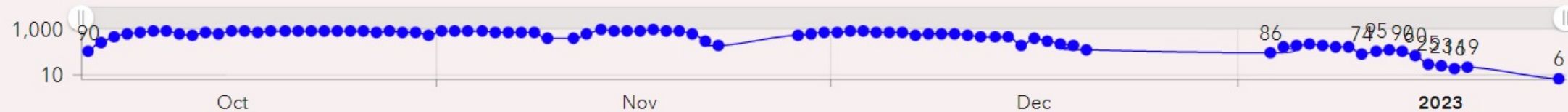
Debris Loading Sites

- VEG
- C&D
- Hanger

Cubic Yards of Debris Removed

2,363,507.9

Number of Debris Loading Sites Picked Up by Day





[Government](#) » [City Services](#) » [Fire Rescue](#) » [Emergency Management](#)

ALERTS

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Hurricane Ian recovery

The deadlines for both [FEMA Individual Assistance](#) and [Small Business Administration](#) assistance applications was Jan. 12, 2023. To coincide with the application deadline, the Disaster Recovery Center (DRC) at the Shannon Staub Library, 4675 Career Lane, North Port, closed permanently on Jan. 12.

For questions about your FEMA Individual Assistance application, call the FEMA Helpline 1-800-621-3362. For questions about your Small Business Administration assistance application, call the SBA Helpline 800-659-2955.

Are you curious about how to appeal a determination letter from FEMA? Please see [Eight Tips for Appealing a FEMA Determination Letter](#).

[DEBRIS PICKUP MAP & SCHEDULE](#)

[View our Hurricane Ian Debris Cleanup and Solid Waste Information & FAQs](#)

[City Manager Jerome Fletcher's open letter to North Port: We'll recover from Hurricane Ian together.](#)

Stay informed! Sign up for weather alerts at AlertSarasotaCounty.com, and opt-in for alerts from the City of North Port.

Latest City updates



Frequently Asked Questions



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Hurricane Preparedness



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