



Ready, Set, Eclipse

Preparedness Workshop

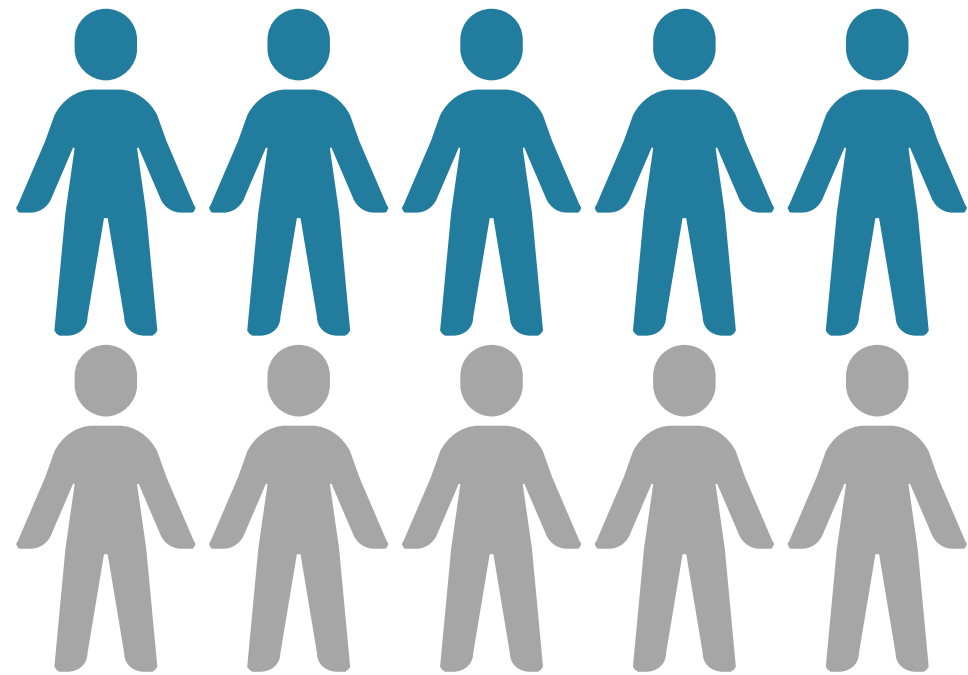
Agenda:

- 1 Know Your Hazards
- 2 Unique Considerations
- 3 Make a Plan
- 4 Get a Kit
- 5 Key Takeaways
- 6 CERT - Engage Community

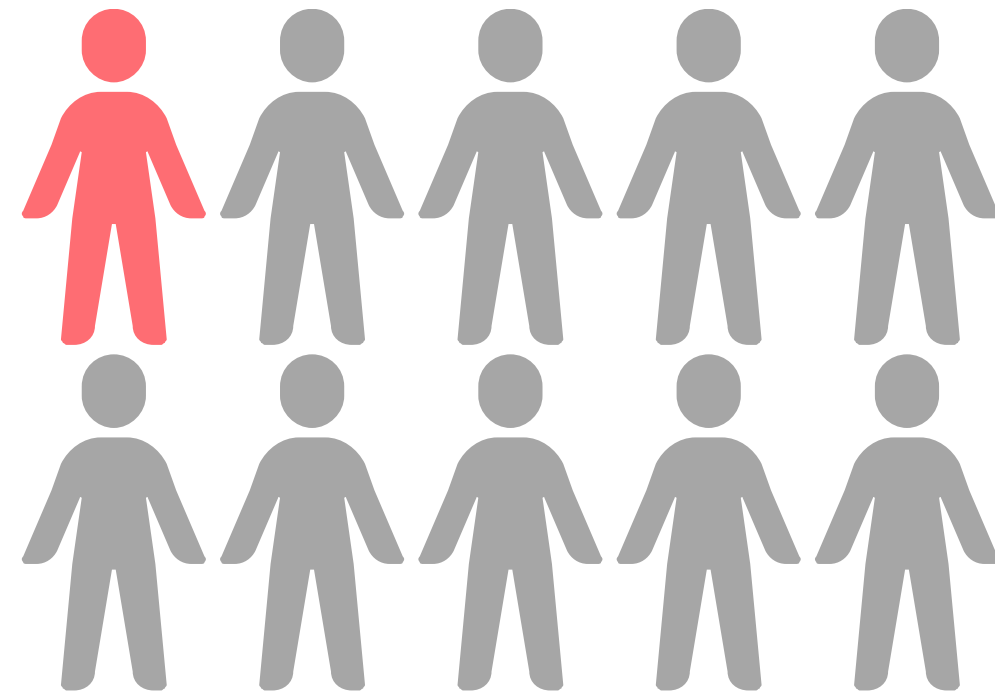


What are your expectations for the total
solar eclipse event?

Arkansas Preparedness Levels



have an emergency
response plan



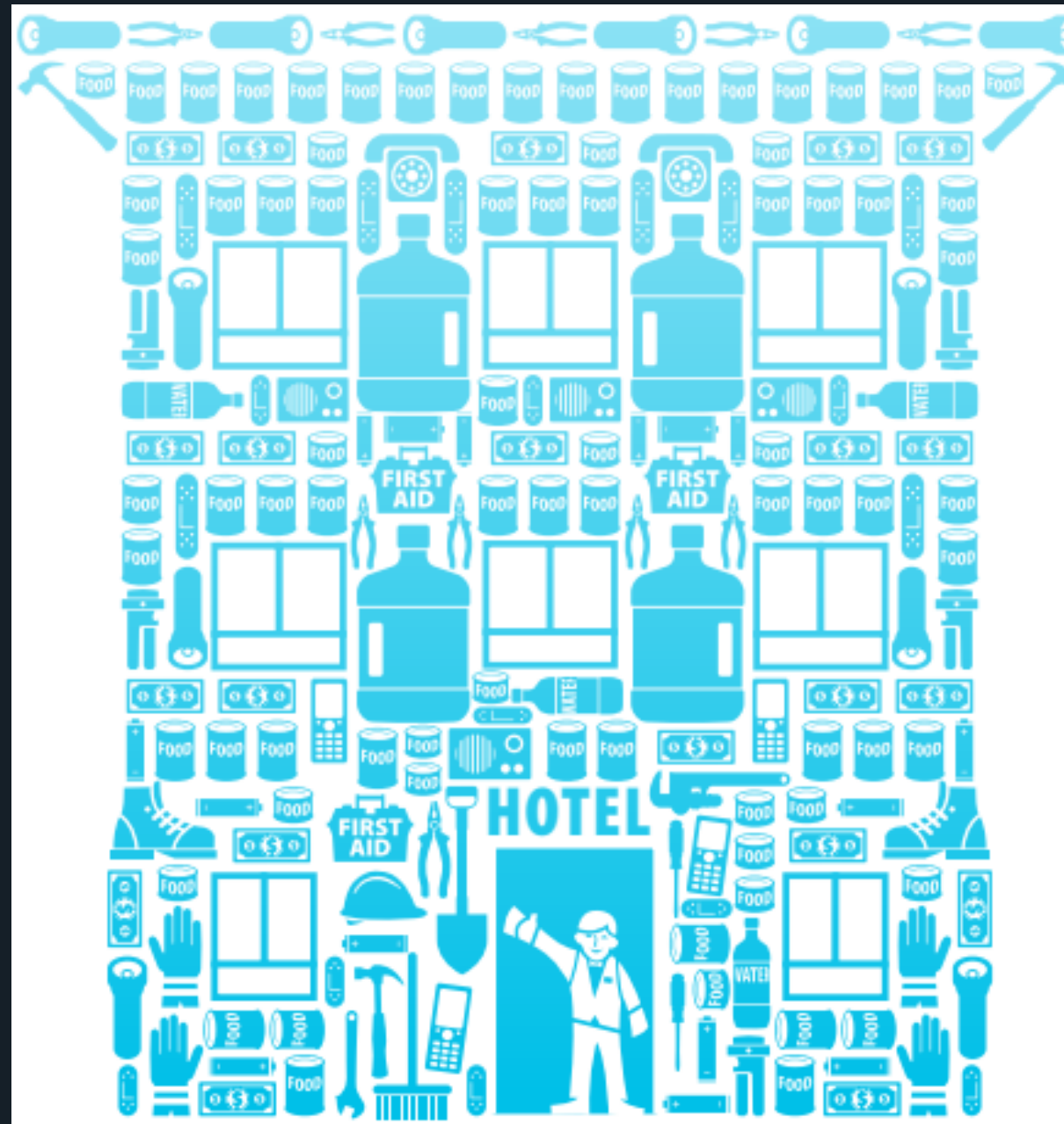
describe plan as “complete”



Common misconceptions:

- Most emergencies are short-lived
- I won't ever have to deal with an emergency
- There are a lot of emergencies I just can't prepare for
- Preparing takes too much time
- It won't be bad and there will be plenty of resources to help

Ok...but why should I care?



Tourists are usually not familiar with the local area and its potential hazards. Meaning YOU are a vital source of information and direction during potential emergencies... or maybe a mega-event?!

The 3 steps to preparedness

FOR INDIVIDUALS & BUSINESSES



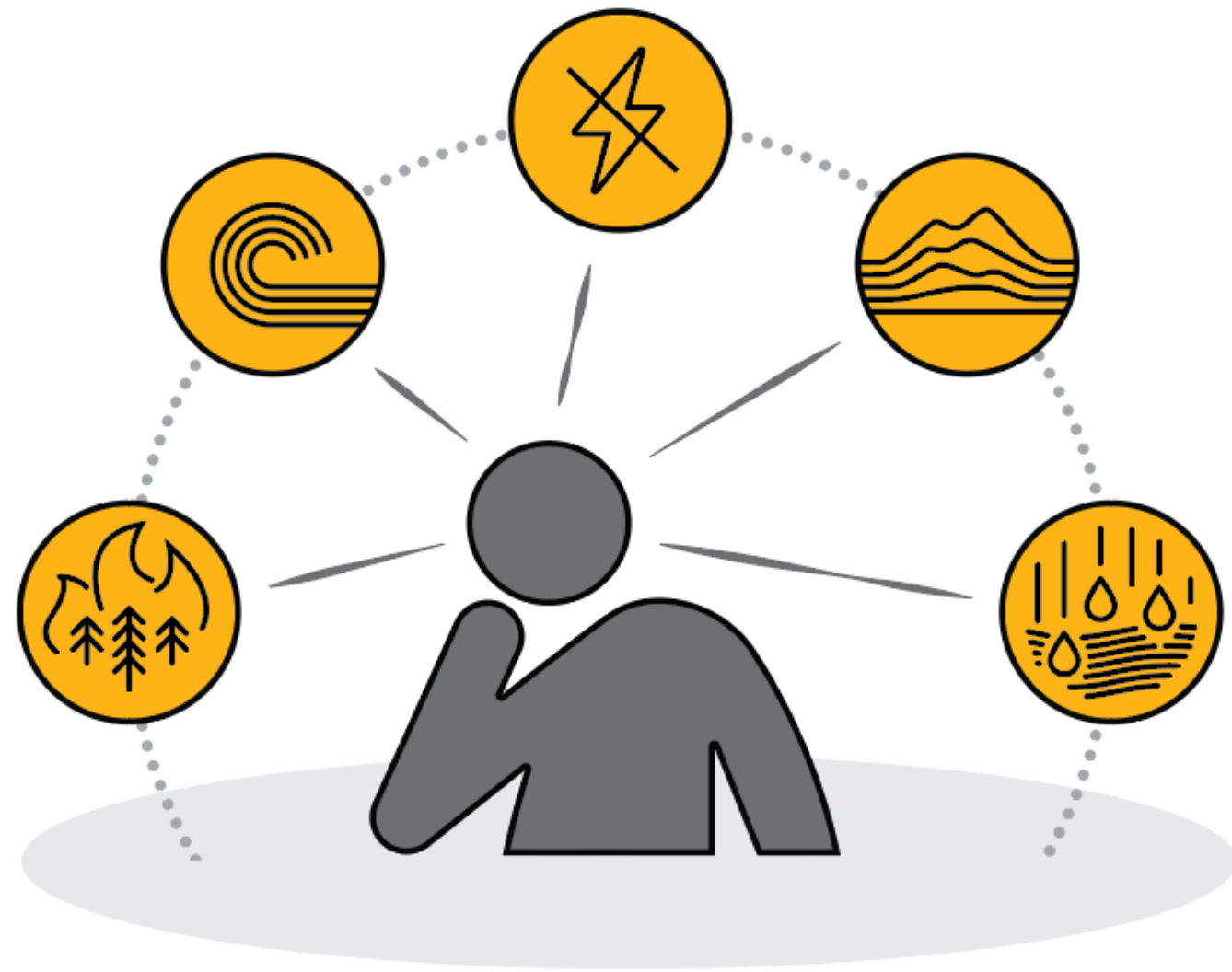
Know your hazards



Make your plan



Gather your supplies



Step #1

Know Your Hazards

What are the top hazards in AR?

Top 10 hazards in AR:



Floods



Disease Outbreaks



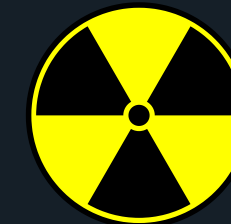
Landslides



Wildfires



Severe Weather



Nuclear



Earthquakes



Power Outages



Hazardous Material
Spills



Tornado

RISK AND IMPACT ASSESSMENT

List all the hazards your tourism business might face, including their likelihood and estimated impact.

Sample:

Hazard	Probability	Level of Impact	Potential Impacts
Wildfire	Likely 4	Severe 5	<div><div></div> Injury</div> <div><div></div> Damage to business infrastructure</div> <div><div></div> Disruption to transportation network</div> <div>20</div>

Probability = How likely a hazard is to occur (very unlikely, unlikely, possible, likely, very likely)

Impact = How big an impact a hazard might have (negligible, low, moderate, significant, severe)

Plot the hazards to determine the risk level:

Impact
How severe would the outcomes be if the risk occurred?

Probability
What is the probability the risk will happen?

	Insignificant 1	Minor 2	Significant 3	Major 4	Severe 5
5 Almost Certain	Medium 5	High 10	Very high 15	Extreme 20	Extreme 25
4 Likely	Medium 4	Medium 8	High 12	Very high 16	Extreme 20
3 Moderate	Low 3	Medium 6	Medium 9	High 12	Very high 15
2 Unlikely	Very low 2	Low 4	Medium 6	Medium 8	High 10
1 Rare	Very low 1	Very low 2	Low 3	Medium 4	Medium 5



Step #2

Make Your Plan



ALL HAZARD PLANNING INCLUDES ECLIPSE PLANNING

individual & business preparedness increases community resilience



What are some potential benefits
and challenges associated with a
total solar eclipse event in our
community?

Unique Considerations

- Traffic & Crowd Management: congestion and safety hazards, parking, traffic flow, road closures, signage, and shuttles
- Communication: outreach, website, social media, events, marketing and promotional activities
- Economic Impact: maximize economic benefits, mitigate any negative economic impacts
- Environmental Impact: waste generation and energy use
- Safety: prepare for potential hazards, medical facilities, and evacuation plans, extra resources for first responders
- Accessibility: provide equal access to the event, such as accessible transportation and viewing areas
- Inclement Weather: rain or cloud cover = alternative viewing locations or indoor events

2017 Statistics:

TRAFFIC

traffic volume increases of 200%, Oregon DOT reported a 30-mile backup on the main highway

SURGE

Wyoming: some communities reported a 500% increase in population

CRIME

Linn County, Oregon: LE reported 25 car break-ins and thefts during the two days surrounding the eclipse

WASTE MGMT

Madras, Oregon: empty the trash bins in the city twice as often, "significant amounts" of litter and garbage

HEAT STRESS

Lincoln County, Oregon: 18 heat-related calls
Hopkinsville, Kentucky: 35 heat-related calls
Carbondale, Illinois: 64 heat-related calls

Mitigation Measures:

TRAFFIC

Hopkinsville, Kentucky traffic management plan with temporary road closures, designated parking areas, and shuttle services, provided real-time traffic updates and alternate routes

SURGE

Perryville, Missouri held community meetings and workshops in the lead-up to discuss challenges and mitigation measures, embraced it with a comprehensive outreach campaign

CRIME

Columbia, South Carolina implemented a "zero-tolerance" policy, promoted responsible tourism practices, and encouraged visitors to report any suspicious activity

WASTE MGMT

Casper, Wyoming implemented a comprehensive waste management as well as public education campaigns on responsible waste disposal and sustainability

HEAT STRESS

Madras, Oregon set up multiple first aid stations and cooling stations, ensured hospitals (911) were ready to handle an increase




SIGNAGE WILL BE YOUR BFF

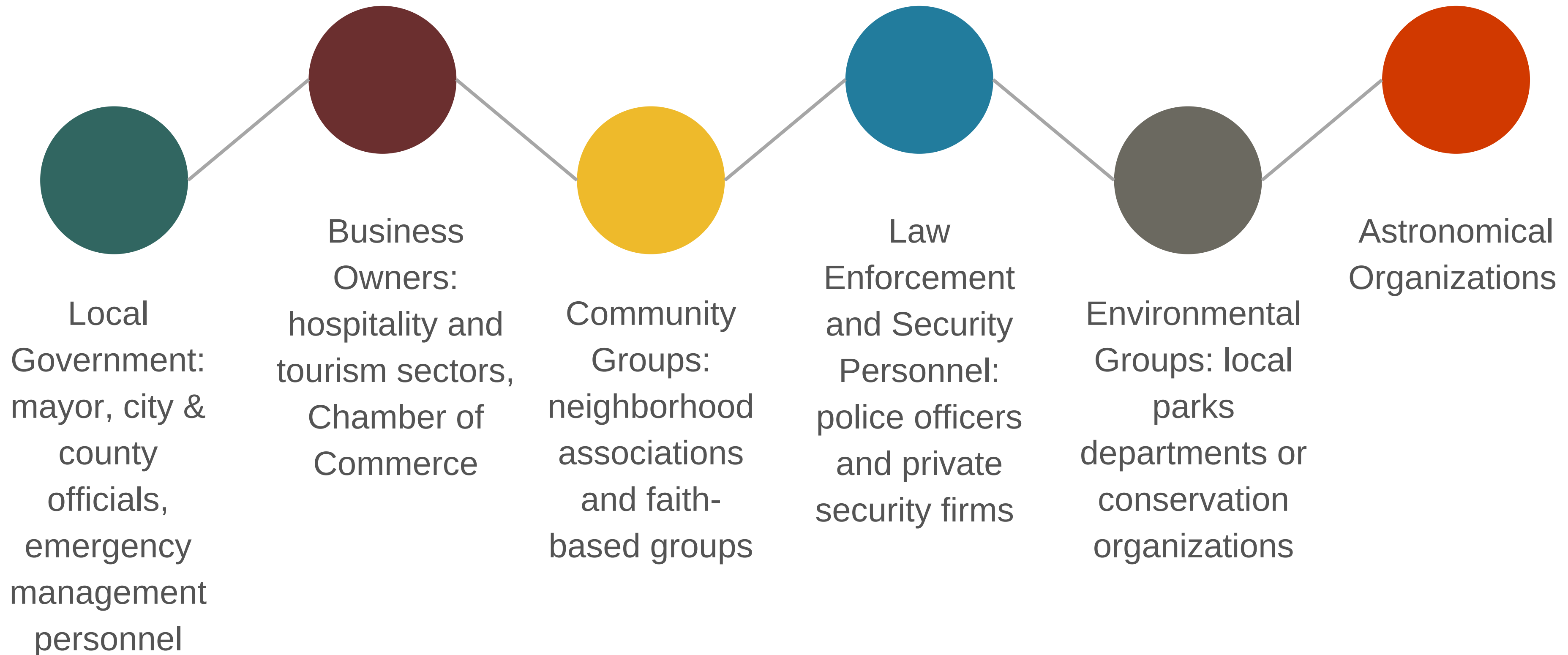


What partnerships should be formed
to ensure the success of the event?

*How can we best engage community members
in the planning process?*



Community Members & Stakeholders



Know how you will communicate:

Determine roles and responsibilities:

- ☐ Appoint primary decision-maker/co-ordinator.
- ☐ Appoint back-up decision-maker(s).
- ☐ Appoint a media spokesperson.
- ☐ Outline roles and responsibilities for additional participants.

Determine who to communicate with:

- ☐ Employees and their family members.
- ☐ Guests and their emergency contacts.
- ☐ Local officials and stakeholders, including tourism agencies.
- ☐ Media

SUPPLIERS AND CONTRACTORS

Sample:

Company Name:

Contact Name:

Account Number:

Address:

Phone:

Fax:

Email:

Materials / Service Provided:

Company Name:

Contact Name:

Account Number:

Address:

Phone:

Email:

Materials / Service Provided:

Safety Considerations:



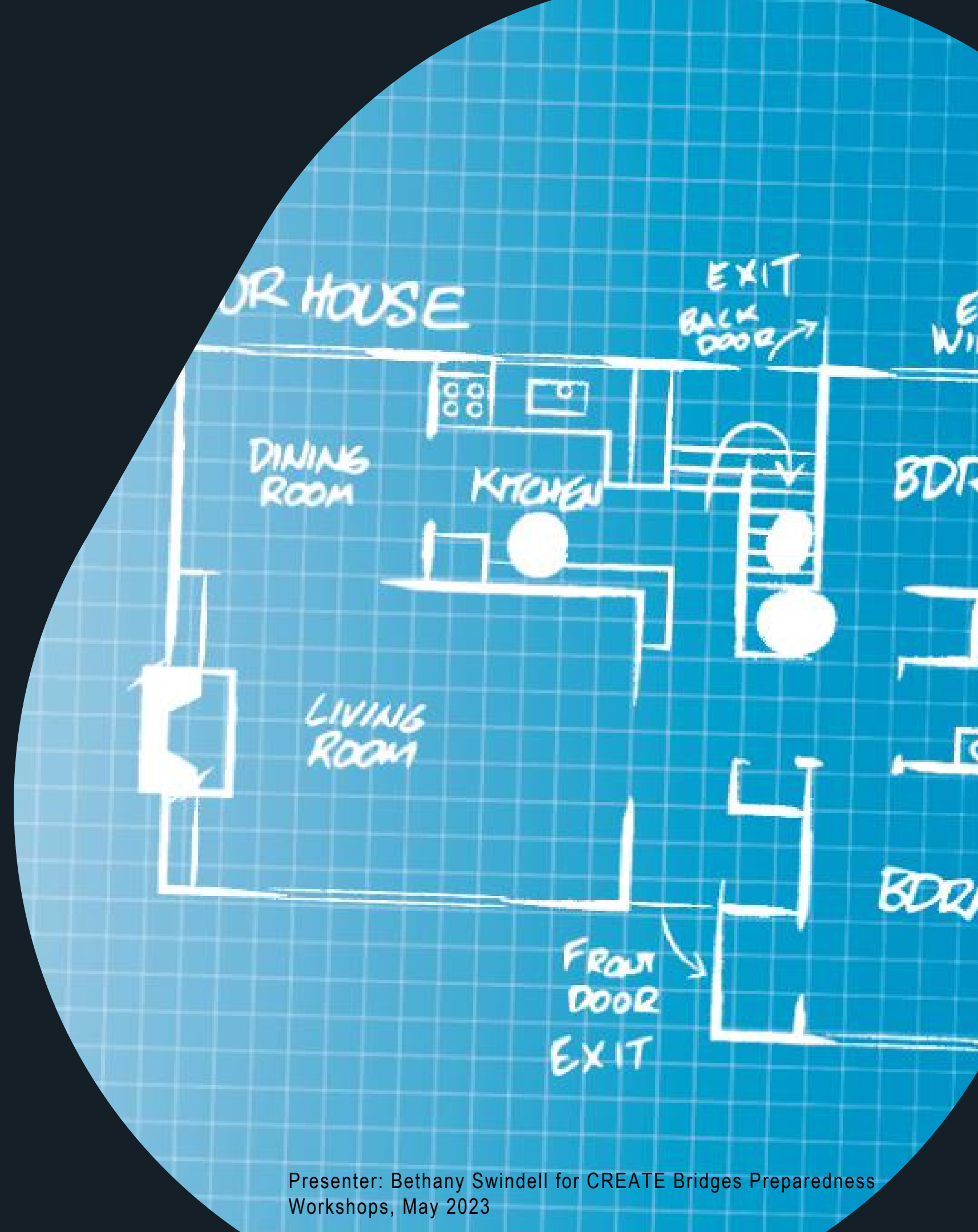
Emergency exits & routes



Physical barriers



Balance access & safety



Planning for special needs:

1

Include service animals (and pets?) in your preparation

2

Batteries for hearing aids and prescriptions

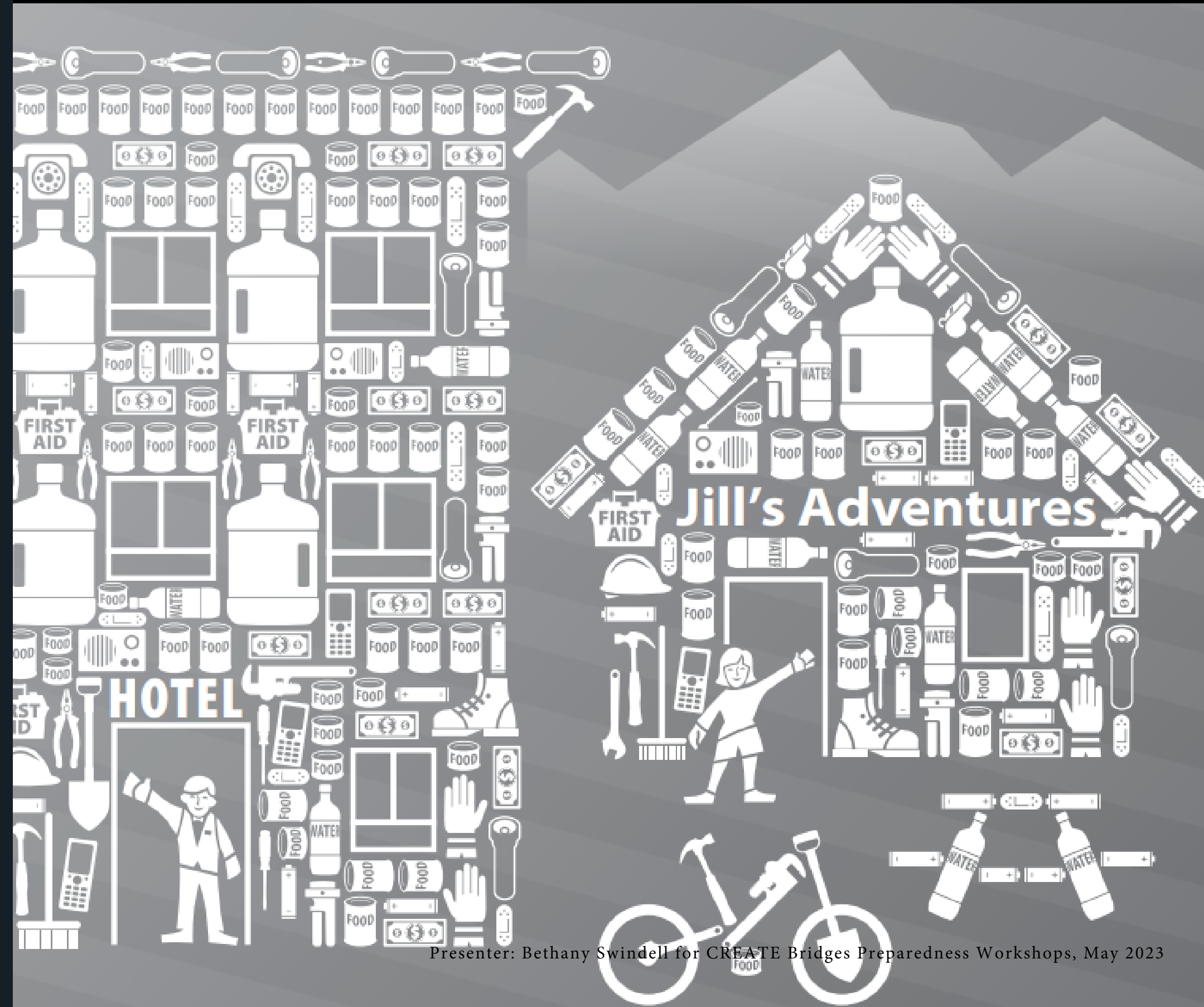
3

Writing pad if verbal communication is difficult,
community board

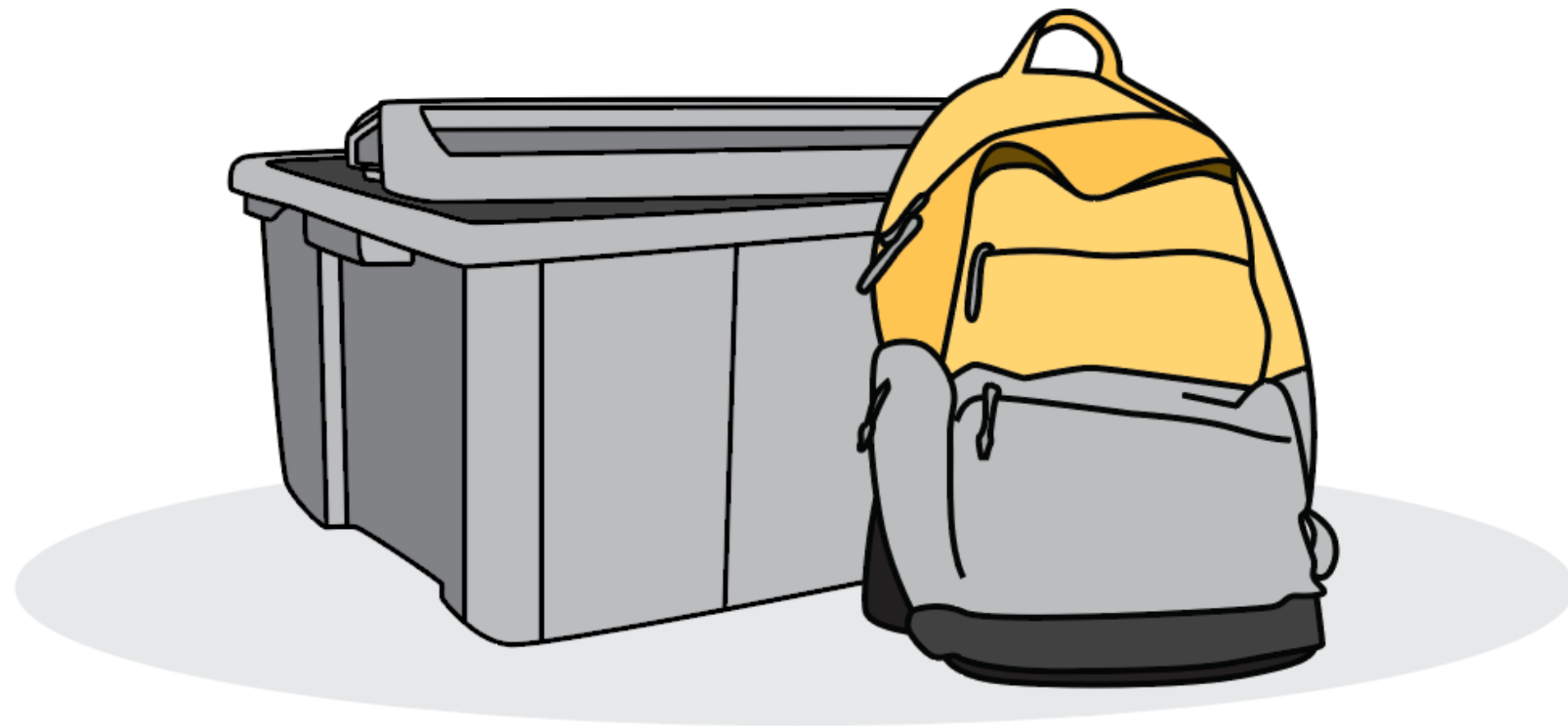
Emergency Plan for Tourism Operators



atu.edu/emergencymanagement/eclipse.php



Presenter: Bethany Swindell for CREATE Bridges Preparedness Workshops, May 2023



Step #3

Gather Supplies

Grab-and-go bag



Key Planning Takeaways

that should be taken into account when preparing for a total solar eclipse:



Transportation



Communication



Emergency Response



Public Safety



Waste Management

Key Planning Takeaways

that should be taken into account when preparing for a total solar eclipse:



Accommodations



Permits



Community Engagement



Collaboration – EMAC

SO NOW WHAT?

Implement plans now to increase your preparedness, improve business continuity, and build community resilience.



Community Emergency Response Teams in Action –Teaser Video



Share

Federal Emergency Management Agency •
The Federal Emergency Management...



Contact your local emergency manager or visit

www.fema.gov/cert



Watch on YouTube

Presenter: Bethany Swindell for CREATE Bridges Preparedness Workshops, May 2023

Engage your community to help!

ATU EMERGENCY MANAGEMENT PRESENTS

YOUTH PREPAREDNESS *Camp*

SCHOOL GRADES


9-12



**27-29
JUNE**



Presenter: Bethany Swindell for CREATE Bridges Preparedness Workshops, May 2023



What legacy should the event leave?

How can we leverage the experience to promote long-term economic, social, and cultural benefits for our community?

Dr. Bethany Swindell

bswindell@atu.edu

Achiever | Learner | Strategic | Positivity | Connectedness

Eclipse Resources:

