

Orange County
Division of Emergency Management

Effective Use of Social Media In Pending Emergencies



Wednesday, February 13, 2013

There is more to SOCIAL MEDIA than just posting cute pictures



Heather LaBruna

A little game I like to call, 'place napkin on baby's head, watch her get happy and pull it off...till Mommy does it for the ump-teenth time then baby gets M-A-D!'



Emergency Notification Sites Prior to 2011

Benefits

- NYALERT**
- Free to Counties / Municipalities
 - I.T. Department available for assistance
 - Clients can set their own parameters
 - Real time notification
 - Accessible via cell (text) or email
 - Easy to set up notification alerts
 - Alert notifications can be 'canned'



Emergency Notification Sites Prior to 2011

Challenges

- NYALERT**
- Have to sign up for NYALERT
 - Clients report not getting any notifications or too many
 - Limited on number of characters
 - Not interactive
 - Can not show / upload photos
 - 7 years, 2500 clients signed up



facebook®

SELLING THE IDEA



SELLING THE IDEA

Methods for Public Notification

1.) *T.V.*

2.) Radio

3.) Newspapers



No power = No T.V.

News media runs on a 4 hour news cycle



SELLING THE IDEA

Methods for Public Notification

1.) T.V.

2.) *Radio*

3.) Newspapers



News reports are REGIONAL, not area specific



SELLING THE IDEA

Methods for Public Notification

1.) T.V.

2.) Radio

3.) *Newspapers*



24 hours behind current news

No guarantee of content

No delivery during significant weather



SELLING THE IDEA

Methods for Public Notification

1.) T.V.

2.) Radio

3.) Newspapers

4.) *Internet (Social Media) by cell*

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right of the "k". The logo is centered within a dark blue rectangular background.

SELLING THE IDEA

Methods for Public Notification

1.) T.V.

2.) Radio

3.) Newspapers

4.) *Social Media (internet)*

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right of the word. The logo is centered within a dark blue rectangular background.

People will burn the last drop
of gas in their car to charge
their cell phone





** By The Numbers **

Harvard Study - Social Network Statistics

Total number of Facebook (FB) users worldwide	1.2 Billion
Total % of 18-24 yr already using social media	98%
Total daily amount of minutes people spend on FB	700 Billion
Average amount of time a person uses FB per month	15.5 hours
Total amount of people who access FB with phone	250 million
Total pieces of content shared on FB per month	70 billion
Total % of teenagers who log onto FB over 10x's daily	33%





** By The Numbers **

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The public is already ON Facebook

SELLING THE IDEA

➤ Brought up other FB sites for Government Agencies

- White House
- FEMA
- NYC OEM



➤ Focused on pending planned event: Orange Regional Medical Center hospital merge



SELLING THE IDEA

'Father Knows Best'



**Inform the public of what they WANT to know,
not what you WANT to tell them.**

**Give the public the information they NEED,
not what you THINK they need.**



How To Start



Joined Facebook: May 20, 2011

"NYALERT is part of New York State's ongoing commitment to provide New Yorkers with information so that they will understand the risks and threats that they may face and know how to respond accordingly. Sign up for your FREE NYALERT account today! "



[NY-Alert - Civilians Portal: Sign-In Options](#)

users.nyalert.gov

+150 Friends

How To Start

➤ Build the followers by 'friend' requesting others;

- High School Students
- 911 dispatchers
- EMS community
- Fire community



EMERGENCY PREPAREDNESS INFORMATION

EMERGENCY PLANNING

Find a friend or relative in another state. Make sure all your family members have that person's phone number programmed in their phone. The in the event of a regional emergency (i.e.; tornado/ hurricane) you can all relay information through another source who is not effected by the same disaster. For more tips like this visit the 'Are You Ready' website. "



FEMA: Are You Ready?
www.fema.gov



❖ Daily Weather

- ❖ 511NY – NYS Official Traffic Website
- ❖ Hazardous Weather Advisories
- ❖ Cooling center locations and hours
- ❖ Power Outages & est restoration times
- ❖ West Nile / Public Health information
- ❖ Ready.gov information
 - Family Plan
 - Parents & Kids involvement
 - Pets
 - Teachers
 - Caring for Elderly & Disabled
 - Small Business

+568 Friends

Orange Regional medical Center Hospital Merge - Aug 5th 2011



"TWO DAYS until the *NEW* Orange Regional Medical Center will be OPEN! This Friday at 5am both Horton and Arden Hill Hospitals (including Emergency Rooms) will be CLOSED! For more information, please see the following link "



[Orange Regional Medical Center | Health Care | Medical Services |](#)
[Mid Hudson Valley | Orange County](#)

www.ormc.org

+1,048 Friends

Orange Regional medical Center Hospital Merge - Aug 5th 2011



- Due to the anticipated increased traffic of the ORMC hospital move in the Middletown / Goshen area, residents are advised to avoid the Route 17 - Crystal Run Road area as much as possible between the hours of 5am-5pm."
- UPDATE: 0637 hrs - 1st patients from both Arden Hill & Horton have been delivered to ORMC! - Congratulations!!!! "
- UPDATE: 1108 hrs – Arden Hill Medical Center is officially CLOSED
- UPDATE: 1430 hrs – Horton Hospital is officially CLOSED

***Aug 5th: 500 + Facebook
'Friend' requests***

+1,586 Friends

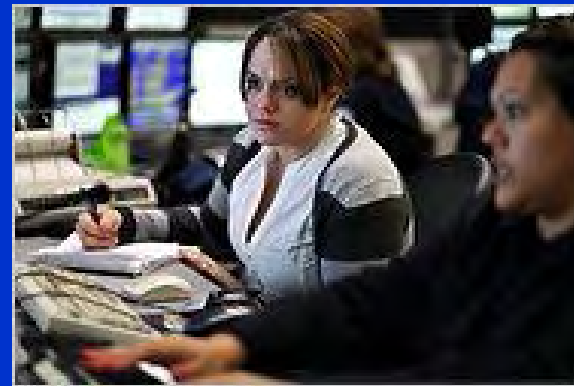
MEDIA POSTS



Orange County opens Emergency Ops Center in support of ORMC move
www.midhudsonnews.com



Busy year for Orange County Emergency Management
hudsonvalley.ynn.com



Colleges Now Offering Education in Disaster Studies
(Interns at SUNY New Paltz are trained in emergency management and disaster response at Orange County)

www.nytimes.com

+1,928 Friends



facebook

TRIAL BY FIRE

- HURRICANE IRENE -



Hurricane Irene & Tropical Storm Lee

Aug 27th – Sept 16th



Aug 25th: OCEM remains in contact with the NWS and is currently monitoring the development of Hurricane Irene. Current forecast models are predicting an impact to the OC area beginning on Saturday, Aug 27th.

More information as it becomes available.

For additional information on hurricane preparedness please visit the link provided below;



www.nhc.noaa.gov/prepare/ready.php

+2,146 Friends

Hurricane Irene & Tropical Storm Lee

Aug 27th – Sept 16th



Aug 27th – 11:37 p.m.: ****CALL FOR ASSISTANCE**** OCEM would like to ask for the assistance of the public. We ask that you please consider tagging OCEM in photos you may have taken relating to damage in and around Orange County. Be sure to tell us WHERE the photos were taken as it will help us maintain increased situational awareness throughout this event -
Thank You!!!



+2,948 Friends

Hurricane Irene & Tropical Storm Lee
Aug 27th – Sept 16th



**ORANGE COUNTY EMERGENCY MANAGEMENT
SHUT DOWN**



Orange County Emergency Management (2)



Launch 2nd Facebook Page: Government Page
Orange County Emergency Management



'Friend' vs. 'Like'



'Friend' – formatted as a **PERSON**

*OrangeCounty
EmergencyManagement*



'Like' – formatted as a **BUSINESS / AGENCY**

*Orange County
Emergency Management*

Hurricane Irene & Tropical Storm Lee

Aug 27th – Sept 16th



**ORANGE COUNTY EMERGENCY MANAGEMENT
ACCESS GRANTED**



+4,841 Friends

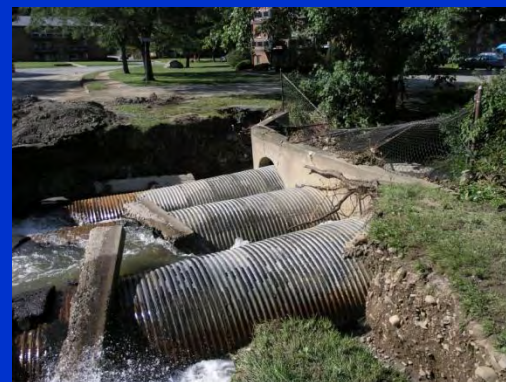
Aug 29th – Back on Facebook



facebook



1,200 photos
36 videos



Orange County Emergency Management

Topics Posted

- Power Outage Updates & Estimated Restoration Times
- Emergency shelter locations
- Disaster Assistance definitions and updates
- Transit information & roadway status
- Boil water advisories
- Dry ice distribution locations and times
- Health department safety recommendations (ie; food, mosquitos)



+6,267 Friends

Orange County Emergency Management

Topics Posted

- FEMA assistance availability and contact information
- **FREE Disaster Clean Up assistance**
- Training Opportunities: Flood recovery work safety for homeowners
- Municipality State of Emergency Declarations (and definitions)
- Emergency Preparedness Info; NYALERT, Ready.gov
- FEMA applicant briefings and timeframes
- Local DOT closures & repair work



+6,936 Friends



OCEM would like to say THANK YOU to all those of you who not only helped get the word out on this page to our community, but also to those of you who helped EOC operations by submitting photos of the damage throughout the County.

The information you helped facilitate is and will continue to make a huge difference in how OC comes back from this storm. Thank you for your support of our first responders, dispatchers, utility workers, shelter volunteers and all those who have worked tirelessly over the past few days to get us through the initial response.

We still have a LONG way to go, but thank you for all you have already done!



Thank You
- OCEM!

+7,311 Friends

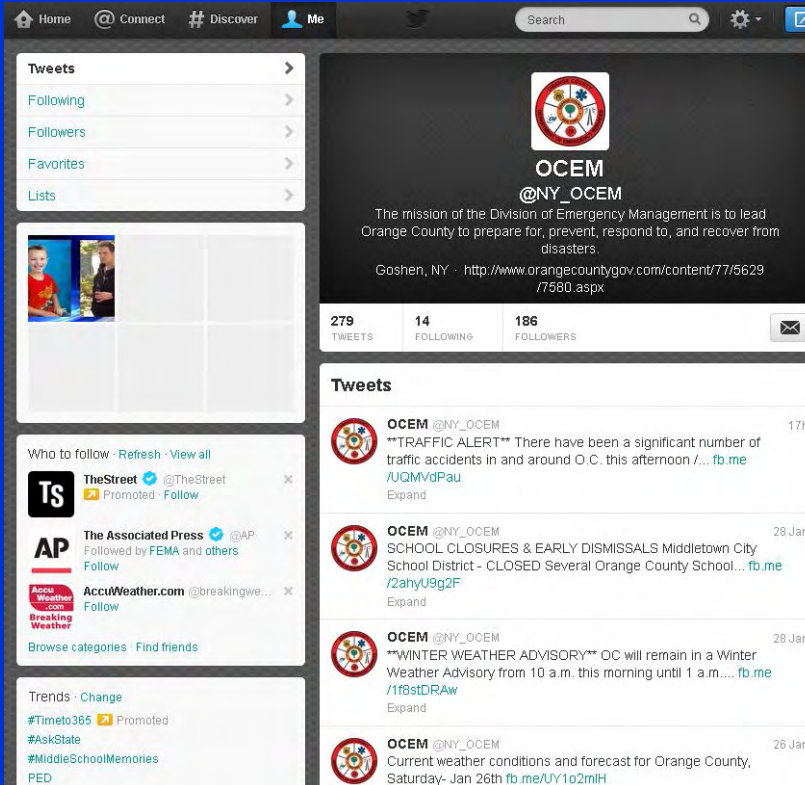
facebook

LESSONS LEARNED



Orange County Emergency Management

Alternative Social Media Sites



TWITTER
September 26, 2011



- ✓ Linked to Facebook
- ✓ 279 followers to date



ADDITIONAL INFORMATION POSTS

- ❖ Significant fires in the area
- ❖ Hazmat responses
- ❖ Emergency school closures
- ❖ Significant weather alerts, warnings
- ❖ Training opportunities
 - FEMA
 - RDPC
 - EMS
- ❖ Special needs registry information
- ❖ Additional agency announcements
 - Governor's Office, EPA, NYSP, DEC, Red Cross,
- ❖ Indian Point notifications
- ❖ Water conservation tips
- ❖ Drill & exercise advisories
- ❖ Amber alerts
- ❖ LEPC notification updates
- ❖ Community Blood Drive notices
- ❖ McGruff Safe Kids: Child fingerprinting event: days, times, locations
- ❖ NYS Dept of Health advisories – Flu



facebook®

Using Facebook to SOLVE Immerging Disasters



Facebook to **SOLVE** Immerging Disasters

October 29th 'Halloween' Snowstorm

West Point vs. Fordham University



- Blizzard began at noon
- Kick off 3 p.m.
- Game ended 6 p.m.
- 6 hours into blizzard conditions
36,000 visitors UP Rt. 6 (two lane road)



+10,648 Friends

Facebook to **SOLVE** Immerging Disasters

October 29th 'Halloween' Snowstorm

West Point vs. Fordham University



- 2,000 vehicles stranded with no gas
- Only two gas stations on post were without power
- Visitors unfamiliar with the area
- Little / no gas to search for open service stations



***Resource request to the County &
State for 'fuel truck'***

+10,743 Friends

Facebook to **SOLVE** Immerging Disasters

October 29th 'Halloween' Snowstorm

West Point vs. Fordham University



OrangeCounty EmergencyManagement

October 30, 2011 at 9:05 am

OCEM is in need of VERIFIABLE information on gas stations which are open and operating in the West Point / Highland Falls area.

Of course information on gas stations open and operating county wide would be helpful for area residents who may read this thread – however, we are trying to obtain priority information for the W.P. & Highland Falls area.

Thank you for ALL the help and information our community has shared with us through this storm and the response efforts!



+11,586 Friends

Facebook to **SOLVE** Immerging Disasters

18 responses
including real
time
'corrections'



- Like · Comment · Promote · Share 4 21 3
- Patty Capocciamo, Kimberly Calvino and 2 others like this.
- Vince Wosneski** Quick Check in Florida is open and pumping gas!!
October 30, 2011 at 9:07am · Unlike · 1
- Patty Capocciamo** Goshen Gulf has gas & pumping
October 30, 2011 at 9:12am · Unlike · 2
- Deborah Gibbons Hansen** Town of Montgomery has power and operable fuel / food availability on Rt 208 by the Rt 84 exit 5 intersection. Most of the village residents (Maybrook, Walden, Montgomery) are still without power.
October 30, 2011 at 9:17am · Unlike · 2
- Kathleen Cooper Downey** Quick check on dolson ave on middletown is open
October 30, 2011 at 9:18am · Unlike · 1
- Hope Conley** Friends with Shawn Conley and 34 others I am way, way away from West Point, but I know Milton (in my area at least) has power and we have a Stewart's right down our road that I am sure is operating!!!!
October 30, 2011 at 9:23am · Unlike · 1
- OrangeCounty EmergencyManagement** OCEM has found that the Harriman Gas station in Central Valley (just down the mountain from WP) is open. Address for those in the area is 2 Locey Lane, Central Valley. THANK YOU to everyone for the information...lets keep it coming...I am sure we have dozens of area residents that can use this intel!
October 30, 2011 at 9:23am · Unlike · 2
- Robert Smith** A little Further down 9w the Mobil station in Stony Point just before Helen Hayes Hospital is open as is new shop rite across 9W
October 30, 2011 at 9:24am · Unlike · 3
- Ryan Silverthorne** All gas stations in chester(mobile,shell,sunoco,cumberland farms) are open for buiness
October 30, 2011 at 9:37am · Unlike · 1

- Kurt Hahn** Cumberland at 94 and Shore in Salisbury lost power 15mins ago. NO GAS NOW.
October 30, 2011 at 10:11am · Unlike · 2
- Erin Sullivan** Friends with Kelly Hubbard and 20 others A plus and mobile in central valley are also open
October 30, 2011 at 10:39am · Unlike · 1
- Erin Sullivan** Friends with Kelly Hubbard and 20 others Mobil*
October 30, 2011 at 10:40am · Unlike · 1
- Patty Capocciamo** Chester ShopRite just opened & Chester Tractor Supply is taking one customer at a time. Lowe's in Chester is open!
October 30, 2011 at 10:54am · Unlike · 1
- Bruce Perry** Stewart's 17k newburgh and sunoco at 300/32 have gas and long lines
October 30, 2011 at 10:55am · Unlike · 1
- Eva C. Thomson-Whorley** One foot.
October 30, 2011 at 11:32am · Like
- Sharon Roser** Was just gonna report the Mobil in Stony Point as open - just went down there!
October 30, 2011 at 11:58am · Like
- Joann Stabile Stopanio** All the gas stations are open in central valley. Make right off rt 6just past the commons is a Mobil and a sunoco
October 30, 2011 at 2:03pm · Like
- Erwin Benz** Valero in fair oaks good to go also.
October 30, 2011 at 9:03pm · Like
- Eva C. Thomson-Whorley** Cornwall School district closed Mon. due to massive power outages.
October 30, 2011 at 9:26pm · Like
- Erwin Benz** Pine Bush School district is closed as well
October 30, 2011 at 9:27pm · Like



Hurricane Sandy

Oct 27th – 30th

Preparation Activities



Oct 27th - "OCEM would like to take time before the storm to find out what questions you may have that we can help answer ahead of time. Questions on emergency preparedness, response operations...remember, if you have a question others are probably wondering the same thing."

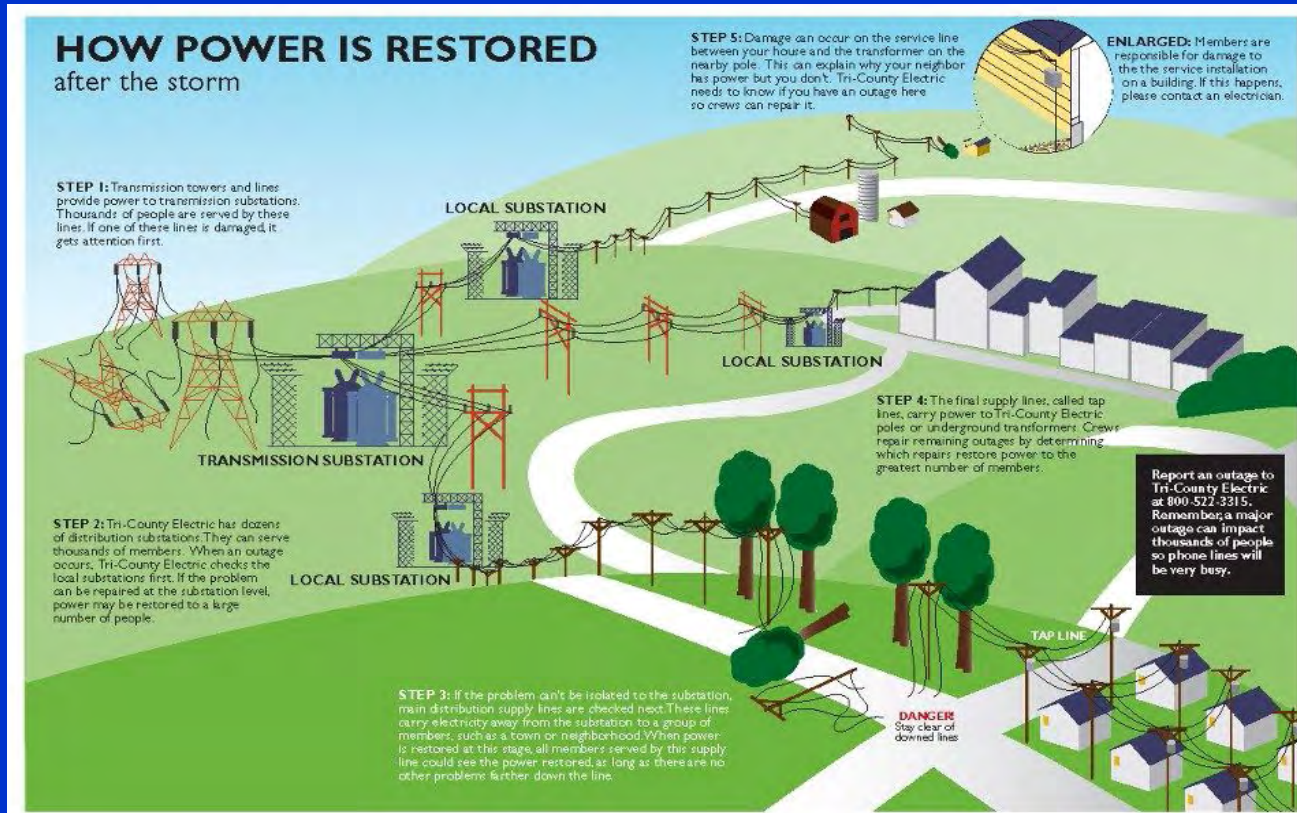
- New York Alert sign up link
- NWS update information
- FEMA - Hurricane preparedness tips and links for families
- FEMA - Small Business protection tips
- Red Cross links
- Animal boarding shelter locations
- Caring for elderly and disabled
- Emergency car kit checklist
- News interviews – OC specific preparedness activities



+12,324 Friends

Hurricane Sandy

Oct 27th – 30th



Description of Power Restoration by local utility company

Hurricane Sandy Oct 27th – 30th



Orange County **Emergency Management**

FAQ's

WHERE ARE OUR EMERGENCY SHELTER LOCATIONS?

Over a dozen emergency shelter locations are pre-identified and evaluated as potential shelter locations in and around OC, however, WHICH site will be used cannot be identified until after the height of the storm has passed.

Sites need to be evaluated to ensure they are not damaged themselves, have power in order to support the needs of the shelter and finally that the roads to the site are accessible to the public (ie; no downed trees or washed out bridges prohibiting the public from getting to the shelter location).

There are also limited resources (blankets, cots, and volunteers to run a shelter) in OC for which to open a shelter. With this in mind the harder hit areas or more densely populated areas will most likely have a Red Cross shelter opened in their area.

For information on how to volunteer to assist, please visit <http://www.redcross.org/support/volunteer>

FAQ's

- ✓ **Emergency Shelters**
- ✓ **State of Emergency Declarations**
- ✓ **Power Restoration times**
- ✓ **FEMA recovery**
- ✓ **'What's Taking So Long'**





Hurricane Sandy Oct 27th – 30th



Oct 29th - "OCEM would like to thank WRWD and Tommy Lee Walker for mentioning OrangeCounty EmergencyManagement on his morning show today and helping get the word out!

Thank You Tommy!"



+12,486 Friends



**October 31 @ 11:23 p.m.
URGENT CALL FOR ASSISTANCE!!!**

Orange County 911 center is being flooded with angry calls from the public regarding the power restoration progress in the area.

Please help get the word out, 911 is for LIFE-SAFETY ISSUES ONLY! While we recognize that it is a major inconvenience if it is not a life-safety issues please dial 211 for information.

OCEM has been updated by all utility companies that the preliminary damage assessment has been completed and they are hoping to be able to report municipality specific power restoration times by tomorrow...that is good news!

NYS currently has 2 million customers without power. Orange County currently has 60,000 - it is inconvenient but we are by no means as bad as the rest of the state.

Orange County has had no fatalities, major roads are open, gas stations and grocery stations accessible, hospitals servicing people, schools re-opening and reestablishing a sense of normalcy ...we are ok!

Please stay calm, keep our inconvenience in perspective in light of the magnitude of this storm and the damage it has caused and where we are in relation to those around us.

THANK YOU!



+12,967 Friends



Hurricane Sandy Recovery Operations



Morning Radio Host

- 5am-10am
- 9,482 followers on Facebook
- 219 followers on Twitter
- 30,000 listeners

***5 hour discussion on Hurricane Sandy,
Orange County Emergency Management
Facebook posts and public reaction.***



+14,982 Friends



Community Response



[Travis Burgess](#) · Simple solution to the problem of idiots calling 911 – TICKET THEM FOR EVERY NON-EMERGENCY CALL THEY MAKE. Geri – what have YOU done to help anyone else in this mess other than just complaining? Hey OCEM – I have a CDL license and a truck, I can take anything you need anywhere you want. What can I do? / [October 31, 2012 at 4:44pm](#)

- ✓ **Notifications of conference calls with municipal leaders**
- ✓ **Volunteer requests**
- ✓ **Emergency Relief Donation drop off locations**
- ✓ **Volunteer groups deployed to NYC**
- ✓ **Submissions by the public;**
 - **Gas stations**
 - **Convenience stores**
 - **Grocery stores**
 - **Available transportation routes**
 - **Day cares open and available**
 - **Cell phone charging stations**



+16,569 Friends

facebook

PUBLIC RESPONSE

- The Good, The Bad & The Ugly -



PUBLIC FEEDBACK



[Sharon Murphy OConnell](#) thank you for the wonderful job you did and continue to do. without this site the public would've been left in the dark not knowing what was going on. thank you, thank you, thank you! / September 2 at 6:21pm ·



[Dan Morse](#) Great. Thank you. Your facebook has been invaluable to most everyone affected by this storm. Thank you for keeping us all informed. / September 2 at 2:03pm ·



[Patty Capocciamo](#) "Stumbling" upon your page on FB was a lifesaver! Always valuable info; especially electrical updates & places & times to pick up ice, etc! / September 2 at 3:40pm



[Debbie Zenick](#) You guys are awesome!! Keep up the good work!!! We would never have received the info you shared from the local news. Thanks to you and allowing others to post info as well as photos, we were all able keep up to date on road conditions and reroute as needed. So sorry for all that have lost anything (including homes) important to them / August 31 at 9:04pm ·



[April Riley](#) Now if only the other counties would follow your example to help those of us not lucky enough to be in O.C.... Thank you for keeping ALL of us informed as no other agency has!!! / August 30 at 12:35am ·



Dealing with Negative Feedback



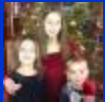
Joann Root Are we paying a county employee to post daily weather updates (when no emergency situation even exists yet). Don't you think you SCARE the public by posting information such as 'we currently don't have any info right now'? Seriously???

Nov 12, 2012 at 9:12pm · Like



Steven Fleckenstein Geese Joann. Are you posting during working hours, taking away time from your employer? or perhaps you are not working, have lots of spare time and are willing to volunteer that spare time to help out your community?

Nov 12, 2012 at 1:04pm · Like · 52



Christine Mullikin Are you serious???? Are you kidding me? Have you not been paying attention to these guys? They seriously helped save our ASS and all your gonna do is bitch that you don't like a weather update? Did it ever occur to you that maybe they update us (even when they have no specific info) just so we know they are at least watching what is going on? This site has made people feel informed and also has been a place to share their personal pictures from around the county during Oct. Snowstorm and flooding, etc. Don't knock the hard work by these guys. They certainly do a hell of a lot more than just weather updates – what the hell did you do to help out during Irene?. Nov 12, 2012 at 3:27pm · Like · 129



Dealing with Negative Feedback



[Jennifer Williams](#) Joann – WHO THE HELL DO YOU THINK YOU ARE? 1st off OCEM Has worked there asses off and the purpose for the updates is to keep our community safe! I know almost all my 400+ friends on fb appreciate the updates like last month when we had friends and family affected by the hurricane and also I PERSONALLY know for a FACT that these updates are Volunteered (they sure as hell do not have to do this for us) so next time you decide to bash our Emergency services for the hard work and keeping us updates you should get your facts straight and if you dont like the updates unfriend them!

[Nov 12, 2012 at 3:35pm](#) · [Like](#) · [61](#)



[Kati Geehern](#) It really burns my butt when people sit and complain when there is someone who is trying to do the best they can for the people they serve. OCEM has worked their butts off in the last few months to keep us informed and running... if you don't like that they are trying to make sure that the county knows that they are here and available (which would be indicated by daily posts) then maybe you should just hit the unlike or unfriend button, and go get a life. Would you be willing to be away from your family or children during a disaster? I wouldn't, but that is what these people do all the time... how about showing some appreciation, instead of complaining?

[Nov 12, 2012 at 5:06pm](#) · [Like](#) · [201](#)



facebook®

Making Facebook Work For You



USING Facebook

facebook

Orange County Emergency ... Timeline Now Admin Panel



Orange County Emergency Management
8,330 likes · 478 talking about this

→ 

 Add Information About Orange County Emergency Management

About  8,330  Likes

Highlights

Status Photo / Video Offer, Event +

Write something...

  Post

Recent Posts by Others See All

 **Danielle Williams**
Middletown Schools are already closed for tomorrow Mon...
1 1 · Monday at 12:52am

 **West Point Tours**
We Thank you for the important information and Care!
1 · Sunday at 2:56pm



USING Facebook

facebook

Orange County Emergency ... Timeline Now Admin Panel



Orange County Emergency Management
8,330 likes · 478 talking about this

Add Information About Orange County Emergency Management

About Photos

Highlights

Status Photo / Video Offer, Event +

Write something...

Promote Post

Recent Posts by Others See All

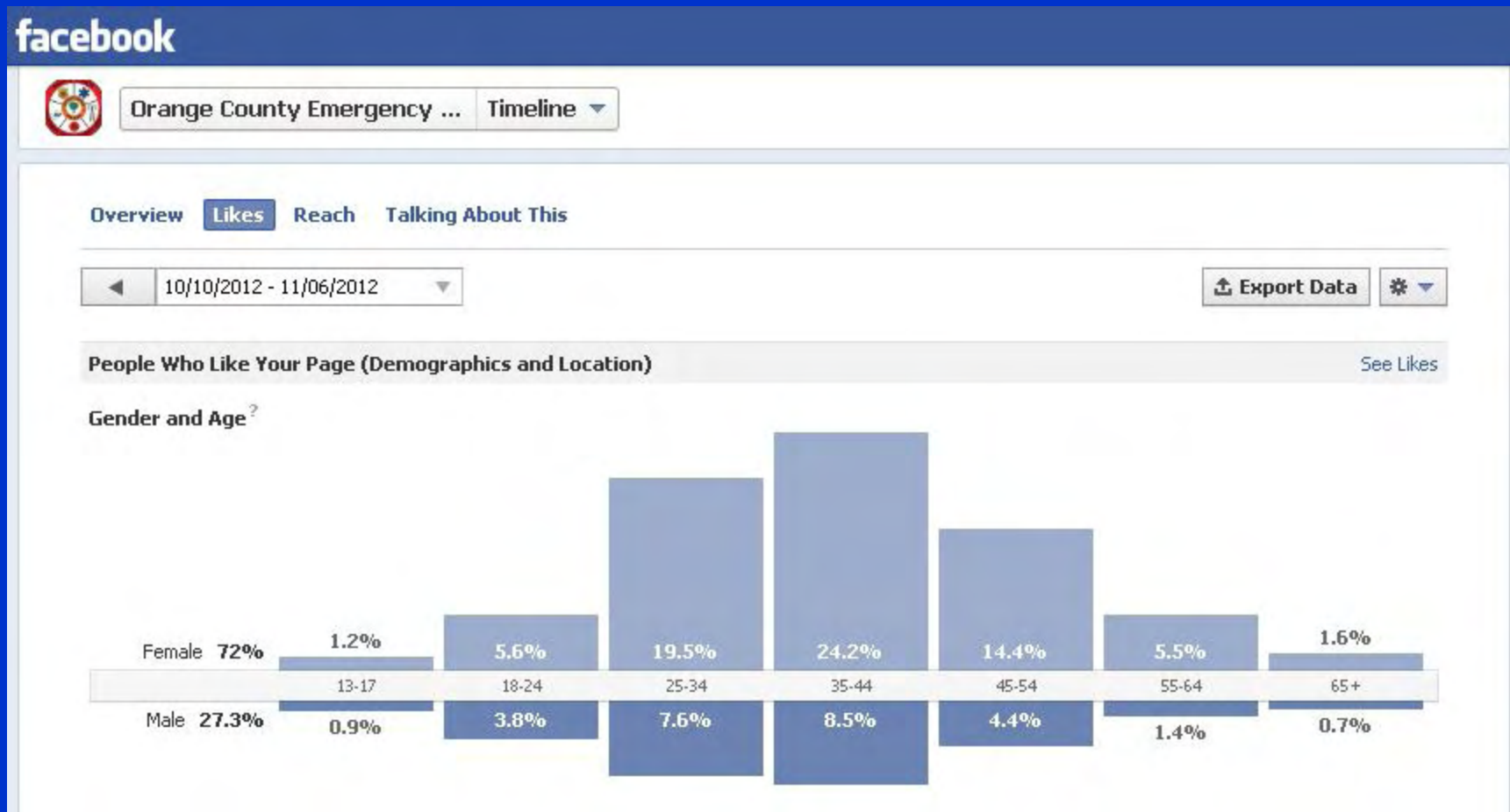
Danielle Williams
Middletown Schools are already closed for tomorrow Mon...
Monday at 12:52am

West Point Tours
We Thank you for the important information and Care!
Sunday at 2:56pm

Add to Interest Lists...
Create a Page
Create an Ad
Share...
View Insights
Visit Help Center
Send Feedback
Privacy
Terms



'I always feel like somebody's watching me'



Gender & Age demographics

'I always feel like somebody's watching me'

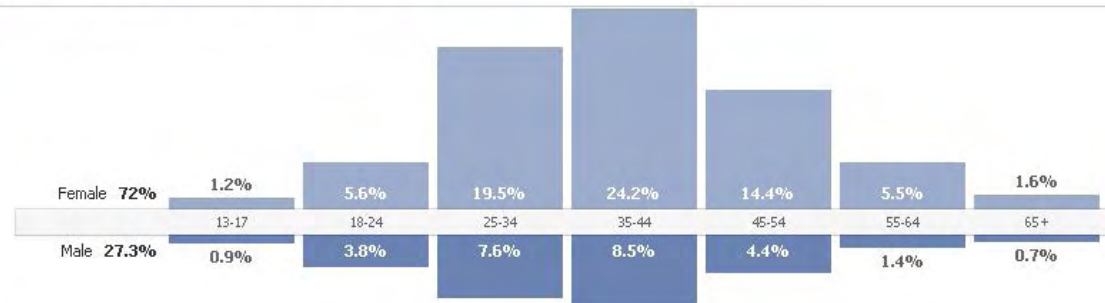
Location Demographics



facebook



Orange County Emergency ... Timeline ▾



Countries?

7,470 United States of America

- 4 United Kingdom
- 3 Canada
- 3 Puerto Rico
- 3 Peru
- 2 Philippines
- 2 Australia
- 2 India
- 2 Dominican Republic
- 2 Italy
- 2 Mexico
- 1 Spain
- 1 El Salvador
- 1 Sweden
- 1 Laos
- 1 Syria
- 1 Indonesia
- 1 Ireland
- 1 Greece
- 1 Brazil

Less ▲

Cities?

- 967 Middletown, NY
- 650 Newburgh, NY
- 355 Monroe, NY
- 353 Warwick, NY
- 348 New Windsor, NY
- 286 Goshen, NY
- 261 Port Jervis, NY
- 243 Montgomery, NY
- 243 Walden, NY
- 237 New York, NY
- 187 Pine Bush, NY
- 159 Washingtonville, NY
- 156 Poughkeepsie, NY
- 140 Chester, NY
- 128 Cornwall, NY
- 102 Westtown, NY
- 91 Highland Mills, NY
- 90 Greenwood Lake, NY
- 78 Wallkill, NY
- 75 Bloomingburg, NY

Less ▲

Languages?

- 7,369 English (US)
- 128 English (UK)
- 7 Spanish
- 4 English (Pirate)
- 2 Japanese
- 1 Polish
- 1 Spanish (Spain)
- 1 German
- 1 French (Canada)
- 1 Romanian
- 1 French (France)
- 1 Finnish
- 1 Korean

Less ▲

'I always feel like somebody's watching me'



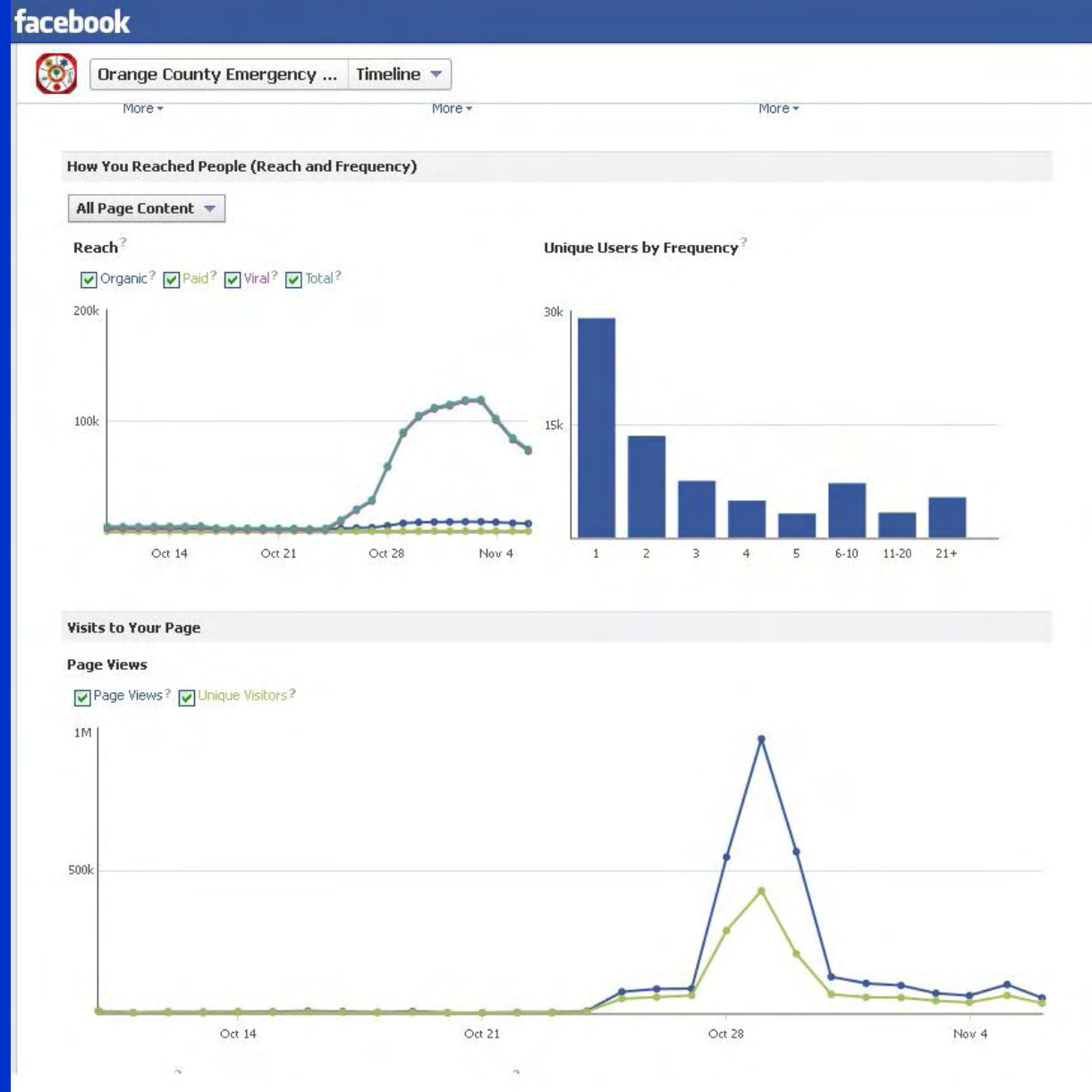
'Like' our page



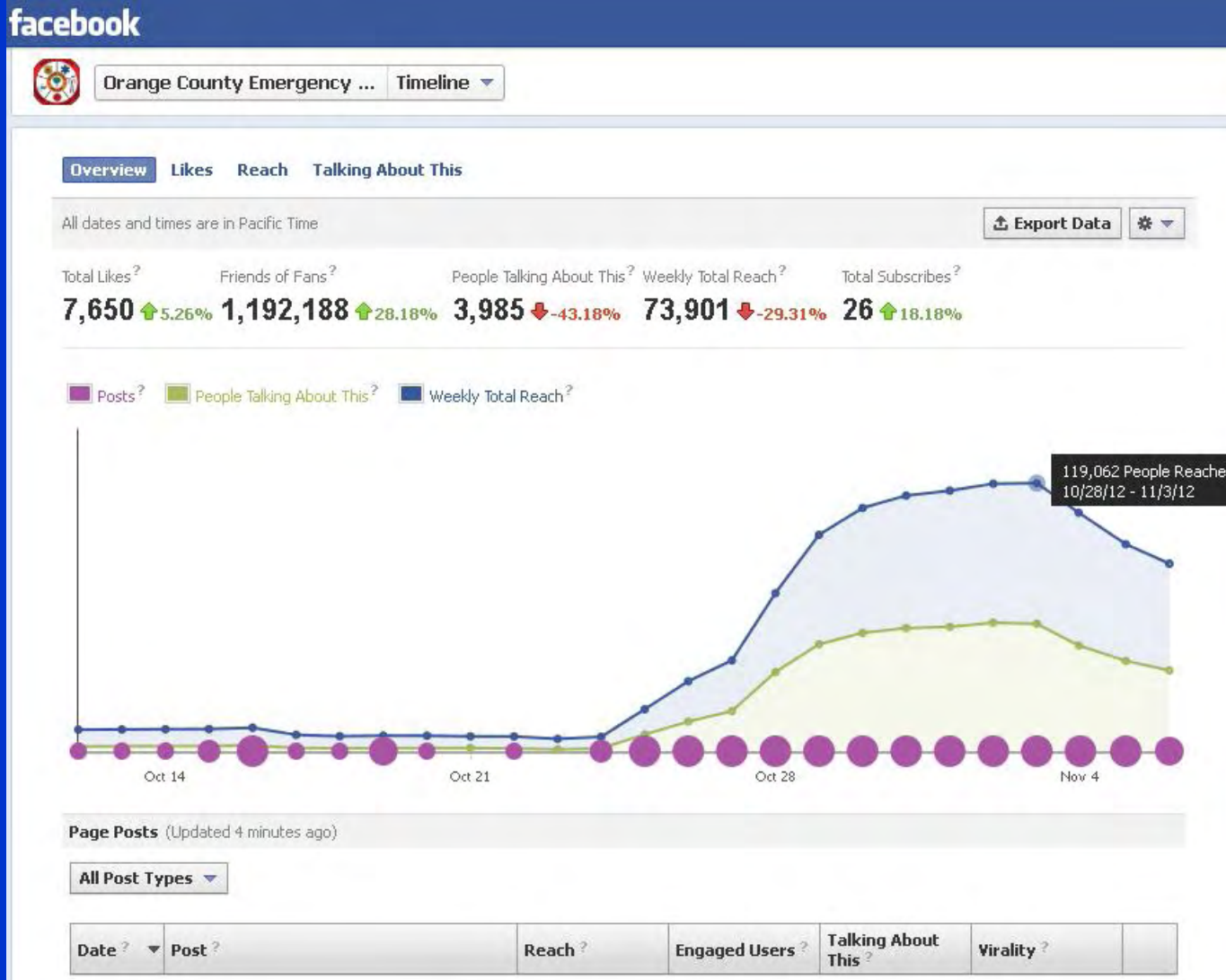
'I always feel like somebody's watching me'

*Who we
found*

*Who found
us*



'I always feel like somebody's watching me'



Overview Statistics



OrangeCounty shared [a link](#). Sept
2nd 2012

[OCEM 2012 - Volunteer Survey](#)
www.surveymonkey.com

*****VOLUNTEER SURVEY**** OCEM is reviewing the possibility of assisting in further development of several existing volunteer groups and the possible development of new volunteer organizations in and around Orange County.

If interested, please complete the survey listed below and feel free to forward this information to anyone you feel may also be interested.

https://www.surveymonkey.com/s/OCEM_VolunteerSurvey"





OrangeCounty shared [a link](#).
Sept 2nd 2012

[OCEM 2012 - Volunteer Survey](#)
www.surveymonkey.com

■ **80 responses**

Fire
Police
EMS
Hazmat
Army Medic
S&R
Translators
Counselors
Nuclear Engineers



Doug Schultz – OCEM Intern

facebook®

Suggestions for use





facebook



Pictures Are A Must



Pre-Canned Information Tools



Orange County Emergency Management

FAQ's

WHERE ARE OUR EMERGENCY SHELTER LOCATIONS?

Over a dozen emergency shelter locations are pre-identified and evaluated as potential shelter locations in and around OC, however, WHICH site will be used cannot be identified until after the height of the storm has passed.

Sites need to be evaluated to ensure they are not damaged themselves, have power in order to support the needs of the shelter and finally that the roads to the site are accessible to the public (ie; no downed trees or washed out bridges prohibiting the public from getting to the shelter location).

There are also limited resources (blankets, cots, and volunteers to run a shelter) in OC for which to open a shelter. With this in mind the harder hit areas or more densely populated areas will most likely have a Red Cross shelter opened in their area.

For information on how to volunteer to assist, please visit <http://www.redcross.org/support/volunteer>



Orange County Emergency Management

FAQ's

ARE WE UNDER A STATE OF EMERGENCY

OCEM often is asked if the County is in a 'State of Emergency' (SOE). In simple terms a SOE means that conditions have deteriorated so significantly that in order to save lives or mitigate property damage, the County must operate beyond the normal scope of our authority. In short, we need to 'side-step' local laws in order to safety and effectively respond to the emergency.

An example of some of these laws might include (but are not limited to); restricting travel, issuing curfews, limiting water usage, or obtaining a minimum of three bids from vendors before purchasing emergency response equipment.

The legal document which allows this 'TEMPORARY' action is Executive Article 2-B. In order to read more about this document, please visit the link provided below.

<http://www.dhss.ny.gov/laws-policies/documents/Exec-Law-Art-2-B-2012.pdf>



Pre-Canned Education Topics

TEACHERS

OCEM TIP – TEACHERS: The FEMA 'Ready Classroom' program provides learning packages to help talk to your students about disasters and allow you to integrate safety and preparedness with science instruction. What to expect, what to do in the event of, what to have ahead of time. FREE information, downloads, and resources available online <http://readyclassroom.discovereducation.com/#/map>

SCHOOLS

OCEM TIP – If your child's school needs to be evacuated, do you know where they will be taken? Do you know what the plan is? Don't wait – ask the questions now. Contact your local school to find out not only what the plan is but what you need to do in the event they must activate their plans.

SCHOOL OFFICIALS- Below is a link to the Red Cross 'Ready Rating' Program to help school officials review emergency procedures and identify resources to help plan and respond to disasters.
http://www.readyrating.org/Portals/1/RR_sample_assessment_questions_schools.pdf

ELDERLY

OCEM TIP – CARING FOR THE ELDERLY AND PERSONS WITH DISABILITIES: Children and the elderly are always the most susceptible to life-threatening effects of Natural Disasters. For information on how to plan for older family members (both close to home and far away) please visit the following link [http://www.redcross.org/www-files/Documents/pdf/Preparedness/Fast%20Facts/Disaster Preparedness for Srs-English.revised_7-09.pdf](http://www.redcross.org/www-files/Documents/pdf/Preparedness/Fast%20Facts/Disaster_Preparedness_for_Srs-English.revised_7-09.pdf)

Additional information available at; <http://www.citycent.com/dp2/>



Pre-Canned Emergency Response Posts

BOIL WATER ADVISORY

Several municipalities continue to be on 'boil water advisory'. For information on which areas and safety information for such advisories, please visit the link provided below;

<http://www.orangecountygov.com/content/124/1334/1088/7677.aspx>

MOTOR VEHICLE ACCIDENT / ROAD CLOSURE

****TEMP ROAD CLOSURE**** Route 17M near Golf Links Road is temporarily closed due to a motor vehicle accident in the area. Area residents are advised to seek alternate routes and avoid the area where possible. No further information is available at this time.

ROAD CLOSURES (1)

For updated information on road conditions in and around the Orange County area please visit <http://www.511ny.org/> or dial 511 on your phone. Please save this information and share it with friends and family.

- ✓ Structure Fires
- ✓ Special Weather Statements
- ✓ Heat Advisories
- ✓ Severe Thunderstorm
- ✓ Road Closures
- ✓ Power Outages
- ✓ Motor Vehicle Accidents



Introduction Headers

****WINTER STORM WARNING****

OCEM has completed our 11:30 phone call with the NWS. Current status for OC remains as follows;

OC remains in a Winter Storm Warning until 1 a.m. Saturday morning. Sustained winds of 10-20 mph with potential gusts of 30 mph are anticipated.

Snow fall totals vary between 10 inches on the western side of the County (Port Jervis area) and 14 inches on the eastern side of the County (Newburgh area). Current snow-liquid ratio rates are appx 10:1

OCEM will activate the EOC at 3:00 p.m. where we will continue to monitor the storm as it develops. Area residents are advised to remain off the roads where possible. Additional posts at that time



facebook

Monitor Feedback

Like · Comment · Promote · Share 4 21 3

Patty Capocciamo, Kimberly Calvino and 2 others like this.

Vince Wosneski Quick Check in Florida is open and pumping gas!
October 30, 2011 at 9:07am · Unlike · 1

Patty Capocciamo Goshen Gulf has gas & pumping
October 30, 2011 at 9:12am · Unlike · 2

Deborah Gibbons Hansen Town of Montgomery has power and operable fuel / food availability on Rt 208 by the Rt 84 exit 5 intersection. Most of the village residents (Maybrook, Walden, Montgomery) are still without power.
October 30, 2011 at 9:17am · Unlike · 2

Kathleen Cooper Downey Quick check on dolson ave on middletown is open
October 30, 2011 at 9:18am · Unlike · 1

Hope Conley · Friends with Shawn Conley and 34 others
I am way, way away from West Point, but I know Milton (in my area at least) has power and we have a Stewart's right down our road that I am sure is operating!!!!
October 30, 2011 at 9:23am · Unlike · 1

OrangeCounty EmergencyManagement OCEM has found that the Harriman Gas station in Central Valley (just down the mountain from WP) is open. Address for those in the area is 2 Locey Lane, Central Valley. THANK YOU to everyone for the information...lets keep it coming...I am sure we have dozens of area residents that can use this intell
October 30, 2011 at 9:23am · Unlike · 2

Robert Smith A little Further down 9w the Mobil station in Stony Point just before Helen Hayes Hospital is open as is new shop rite across 9W
October 30, 2011 at 9:24am · Unlike · 3

Ryan Silverthorne All gas stations in chester(mobile,shell,sunoco,cumberland farms) are open for buisness
October 30, 2011 at 9:37am · Unlike · 1

Kurt Hahn Cumberland at 94 and Shore in Salisbury lost power 15mins ago. NO GAS NOW.
October 30, 2011 at 10:11am · Unlike · 2

Erin Sullivan · Friends with Kelly Hubbard and 20 others
A plus and mobile in central valley are also open
October 30, 2011 at 10:39am · Unlike · 1

Erin Sullivan · Friends with Kelly Hubbard and 20 others
Mobil*
October 30, 2011 at 10:40am · Unlike · 1

Patty Capocciamo Chester ShopRite just opened & Chester Tractor Supply is taking one customer at a time. Lowe's in Chester is open!
October 30, 2011 at 10:54am · Unlike · 1

Bruce Perry Stewart's 17k newburgh and sunoco at 300/32 have gas and long lines
October 30, 2011 at 10:55am · Unlike · 1

Eva C. Thomson-Whorley One foot.
October 30, 2011 at 11:32am · Like

Sharon Roser Was just gonna report the Mobil in Stony Point as open - just went down there!
October 30, 2011 at 11:58am · Like

Joann Stabile Stopanio All the gas stations are open in central valley. Make right off rt 6just past the commons is a Mobil and a sunoco
October 30, 2011 at 2:03pm · Like

Erwin Benz Valero in fair oaks good to go also.
October 30, 2011 at 9:03pm · Like

Eva C. Thomson-Whorley Cornwall School district closed Mon. due to massive power outages.
October 30, 2011 at 9:26pm · Like

Erwin Benz Pine Bush School district is closed as well
October 30, 2011 at 9:27pm · Like



Daily Posts



OrangeCounty EmergencyManagement shared a link.

January 26

Current weather conditions and forecast for Orange County,
Saturday- Jan 26th



Weather in Orange County, NY - Current Weather Conditions

www.emergencyemail.org

Current Weather Condition in Orange County, NY
provided by The Emergency Email and Wireless
Network



QUESTIONS



Thursday, Feb 14th
18,859 Friends

Contact Information

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