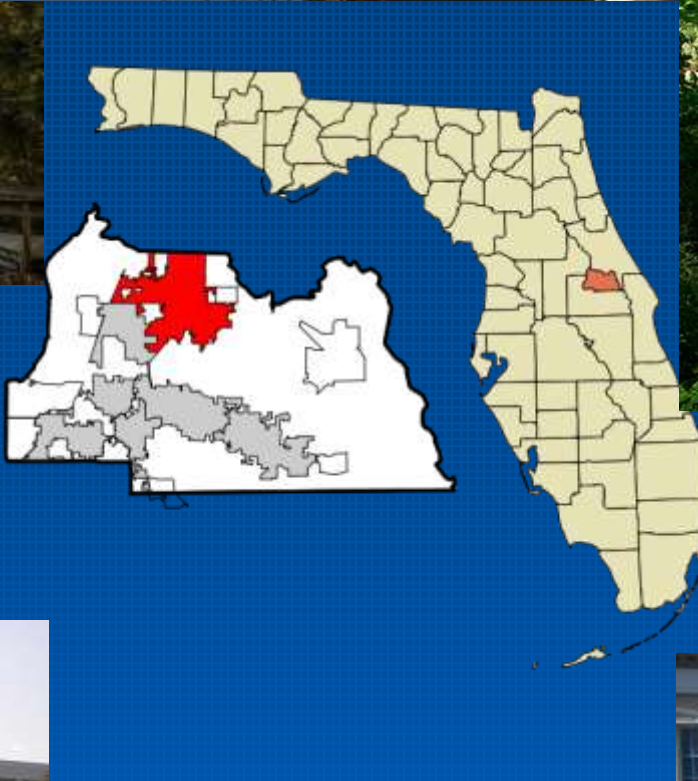




# ***Seminole County's Response To Trayvon Martin Event***







# ***History of OEM Activations***

- Tornadoes of 1998
- Wildfires of 1998
- Mass Casualty Incident / Bus Crash 2002
- Hurricanes of 2004
- Flood Event of 2005
- 2006 Agriculture - Drought
- Tropical Storm Fay 2008
- 2010:
  - ✓ Cold Weather Event (Agriculture)
  - ✓ Operation Haiti Relief
- 2011 Casey Anthony Trial (Orange County)
- 2012 Trayvon Martin Protests / Rallies
- 2013 State of Florida vs. George Zimmerman
- 2014 O.M.G. Trial
- 2016 Pulse Mass Shooting (Orlando)
- 2016 Hurricane Matthew



# ***Trayvon Martin Shooting***

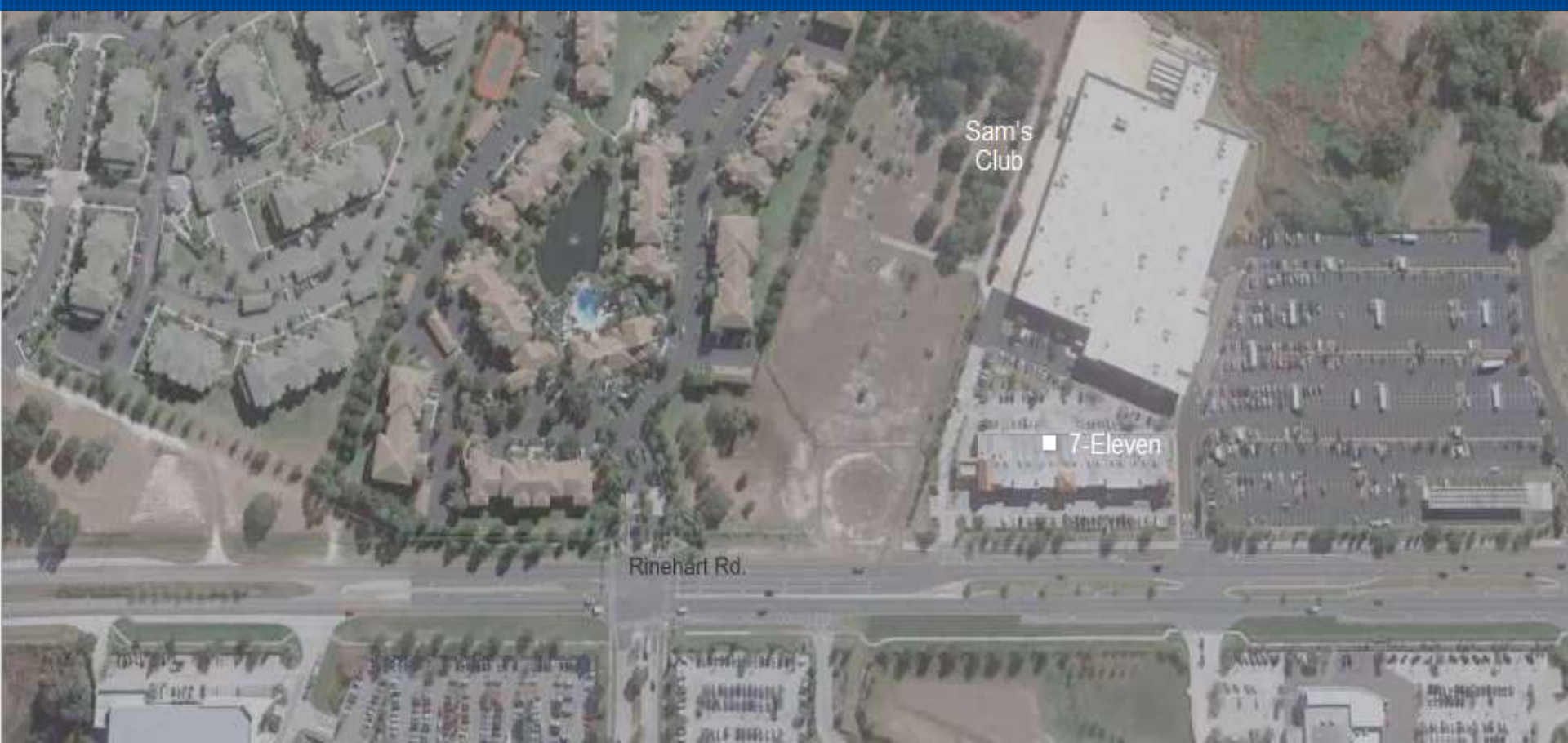
- Date February 26, 2012
- Time 7:09 PM
- Location The Retreat at Twin Lakes, Sanford
- Shooter: George Zimmerman





# ***Events Leading Up To Shooting***

- Trayvon leaves 7-11 convenience store
- Walks to Father's girlfriends home in same neighborhood as George Zimmerman
- Carrying Skittles and Iced Tea



# ***Events Leading Up To Shooting***

- Trayvon is seen entering the complex
- George Zimmerman (neighborhood watch coordinator) spots Trayvon
- Zimmerman states “Trayvon was staring and looking around”





# ***Events Leading Up To Shooting***

- 7:11 PM - George Zimmerman calls 9-1-1
- Reports suspicious person in neighborhood



# ***Events Leading Up To Shooting***

- Zimmerman continues to follow Trayvon
- Parks vehicle near “cut-through”





# ***Events Leading Up To Shooting***

- Zimmerman leaves vehicle to follow Trayvon
- States to 911 operator he is looking for street sign
- 911 operator states Zimmerman does not need to follow suspect



# ***Events Leading Up To Shooting***

- 7:16pm – 911 calls report screams
- 7:17pm – Sanford Police Department arrive
- 7:30pm – Trayvon Martin declared dead





# ***Investigation / Discovery***

- Police Report
  - Zimmerman red jacket and blue jeans ripped
  - Back appeared to be wet and covered in grass
  - Bleeding from the nose and back of head.

r identified as George Zimmerman  
that he had shot the subject and he  
located on the inside of Zimmerman's  
close contact with Zimmerman, I could  
on the ground. Zimmerman was also b  
Officer Ricardo Ayala arrived on scene  
served Officer Ayala make conta  
to arrive on scene alone

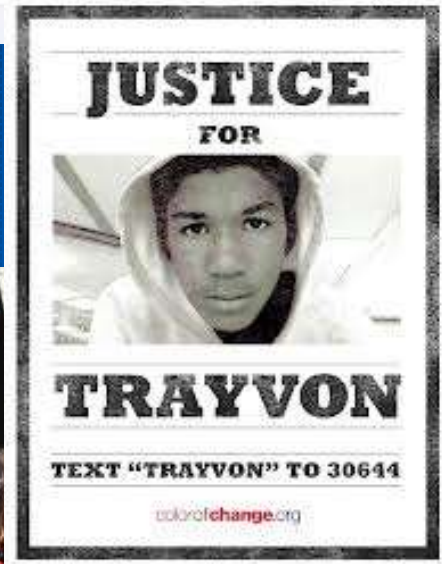
VS.

- Police Surveillance Video
  - Zimmerman led out of a police cruiser
  - Hands cuffed behind his back
  - Clothes appear intact
  - Does not appear to be badly injured
  - No signs of blood not visible



# Social Media / Protests

- Twitter and Facebook Erupt
- High profile leaders make comments
- “I am Trayvon” campaign begins
- “Justice for Trayvon” campaign
- Protests scheduled in Sanford
- Rallies in multiple cities across Nation





# ***Local Government Response***

- Activation of Emergency Operations Center



# ***Local Government Response***

- Agencies:
  - Sanford Fire Department
  - Sanford Police Department
  - State Attorney's Office
  - Seminole County Sheriff's Office
  - Seminole County Fire Rescue
  - Florida Department of Law Enforcement
  - Department of Justice
  - Florida Highway Patrol
  - Seminole County School Board
- Additional Agencies:
  - Central Florida Regional Hospital
  - South Seminole Hospital
  - Florida Hospital
  - Progress Energy
  - Florida Power and Light
  - Department of Transportation
  - Central Florida Rail Corridor
  - Polk Jail Facility
  - Seminole County Criminal Justice Center





# ***Local Government Response***

- Activation of a Joint Information Center
- Designated Public Information Officer
- Regularly scheduled press conferences
- Regular press releases to all media



# ***Local Government Response***

- Activation of Business Information Hotline





# Local Government Response

- Monitor Social Media
- Contingency Planning
- Screen Packages/Letters
- Special Event Management



# ***Local Government Response***

- Use of Technology





# ***Protests / Rallies End***

- State Attorney Angela Corey announces George Zimmerman will be tried.
- George Zimmerman turns self in.



# ***Lessons Learned***

- Location of Emergency Operations Center, Joint Information Center, Forward Operations and Staging?
- Activation timing of Joint Information Center (JIC)
- Who should be included in the JIC?
- Depth of media relations / public information staff
- Monitoring social media
- General E-mail / Voice Mail for PIO
- Business Hotline
- Use / Information sharing with PIOs
- Future planning for events







***State of Florida***  
***vs.***  
***George Zimmerman***



# ***Pre-Planning Phase***

- Hospitals
- Business Outreach
- Utility providers
- Schools
- Faith Based Coordination
- Social Media
- Website

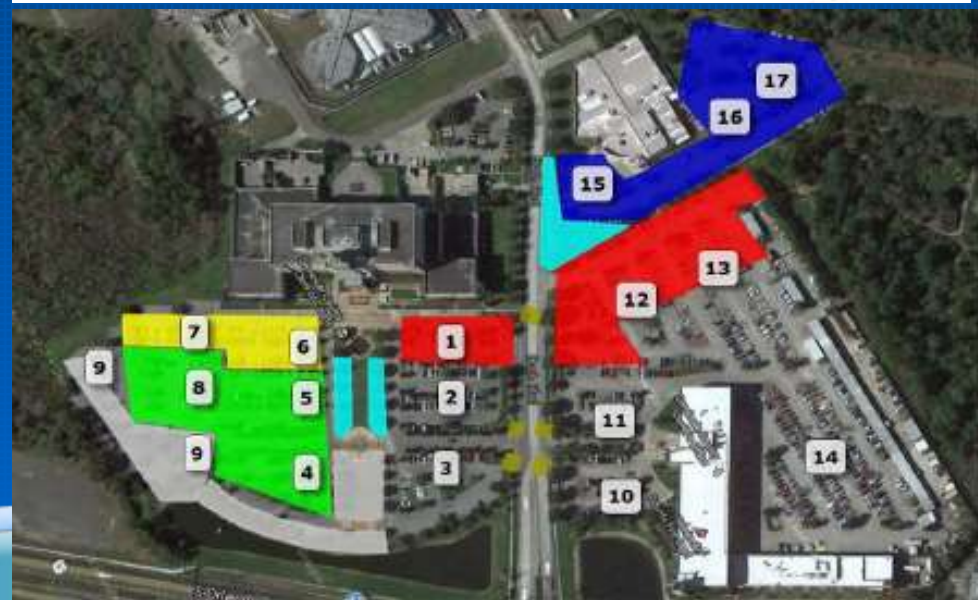






# ***Pre-Planning Phase***

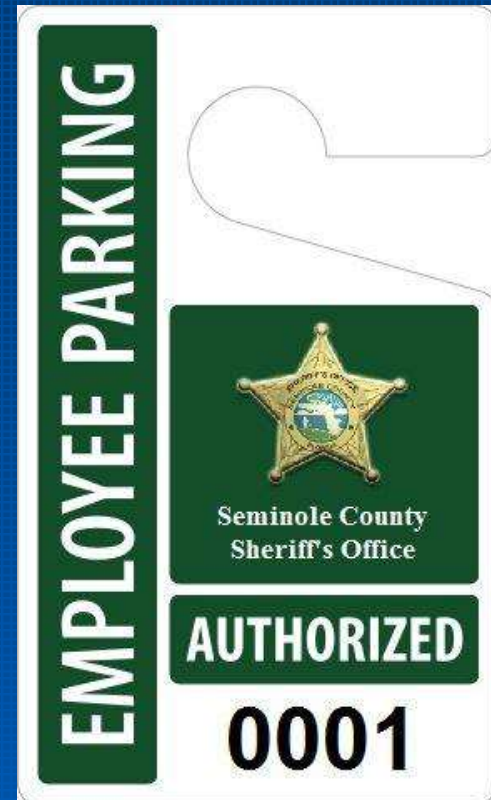
- Parking, Traffic, and Security Planning
- Identified Staging Area
- Communications
- Tabletop and Functional Exercises
- Video Surveillance
- License Plate Readers
- Air Monitoring Devices
- Technology Enhancements
- Administrative Orders
- Jury Sequestration Plan
- Judicial Operation Plans





# ***Traffic Control and Parking***

- All employees provided video message explaining plan
- Issued rear view mirror hangars week prior
- Created public and employee entrances



# ***EOC Activation Pre-Planning***

- **Joint Information Center (JIC)**
  - Centralized unified message in media releases
  - SC Court Administration for all Court related matters
  - SCSO for all event management related matters
  - Media Consortium met monthly prior to trial
- **Intelligence – EOC Function**
  - SCSO Intel lead (Domestic Security Division)
  - SPD, SCSO, OEM, CFIX, FDLE, FBI, DOJ
  - Video monitoring (courtroom, parking, hotel, roads)
  - ALPR











Human Services Branch  
ESF 1, 6, 11, 15, 17, 18

COMMAND AND GENERAL STAFF  
ESF 3, 5, 7, 9

Emergency Services Branch  
ESF 4, 8, 9, 10, 12, 16

Support Branch  
ESF 2, 13, 14, 19

SEMINOLE COUNTY  
EMERGENCY OPERATIONS  
CENTER



# ***EOC Activation Criminal Trial***

- **Week 1**
  - Operation Period (0600-2000)
  - Activation of EOC at Level 1
  - 500 potential jurors first week
  - Rapid Deployment Force (RDF)
  - Public Assembly Area
  - Security Detail
  - Security of potential jury members



# ***Criminal Trial Plan***

- Unified Command concept
- Concept of Operations beginning on June 6, 2013
- Single Incident Action Plan (IAP)
  - **Phase 1:** Normal Operations for High Profile Court Proceedings
  - **Phase 2:** Response to Significant Civil Disturbance and Preparation for Public Response to Verdict





# ***Phase 1 Incident Objectives***

- Protect county infrastructure by providing safe egress and ingress for county employees and public.
- Maintain traffic order and control on Bush Loop Complex.
- Prevent and/or respond quickly to civil disorder
- Adapt to intelligence and/or on-scene assessment reports
- Provide controlled areas for the media.
- Provide interior and exterior law enforcement security during court proceedings.



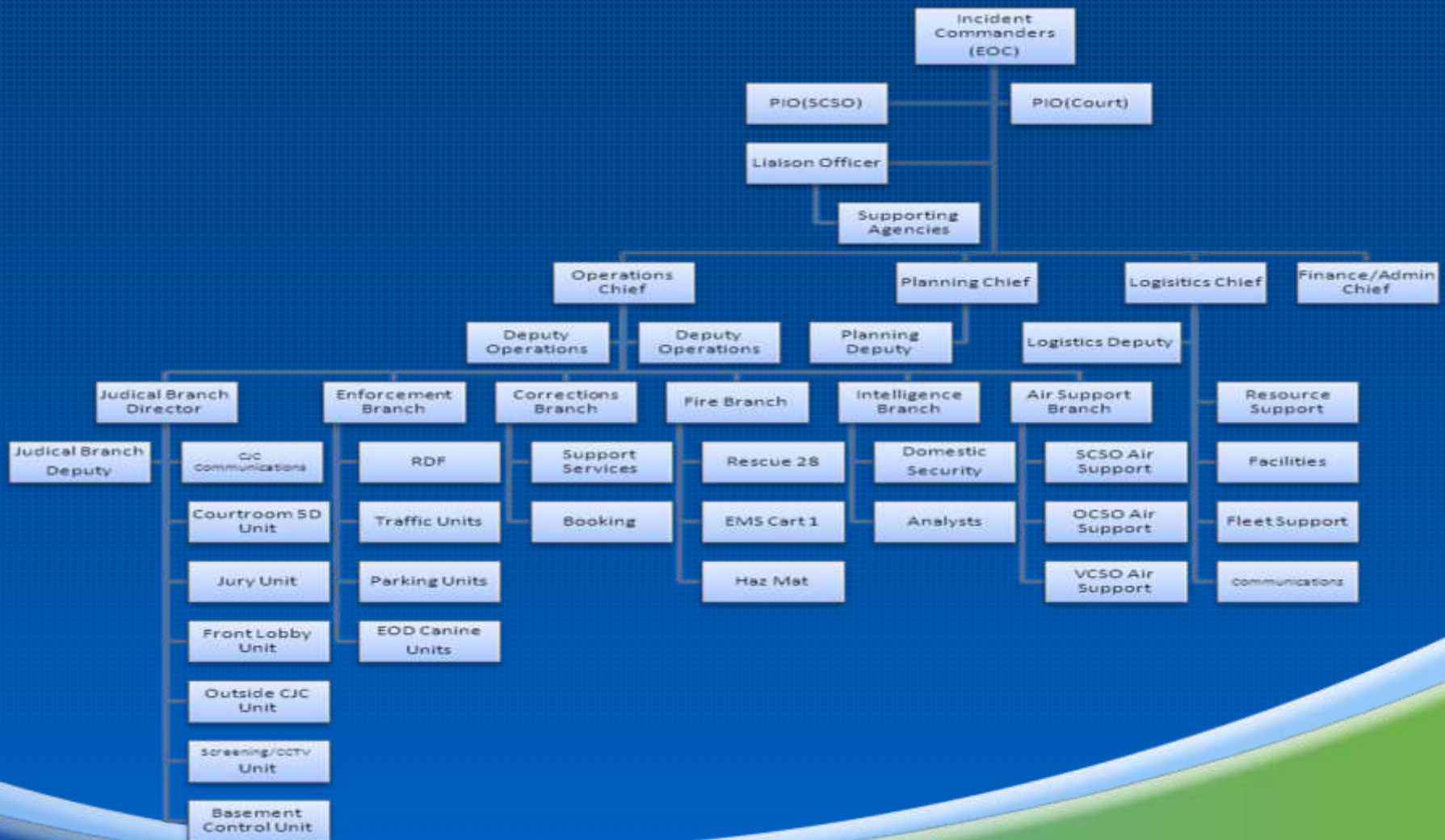
# ***Phase 2 Incident Objectives***

- Protect city and county infrastructure.
- Guard the safety of first responders and citizens.
- Maintain traffic order and control.
- Prevent and/or respond quickly to civil disorder in a coordinated effort between Law Enforcement, EMS, and Fire
- Adapt to intelligence and/or on-scene assessment reports.
- Provide public awareness to the citizens of Seminole County

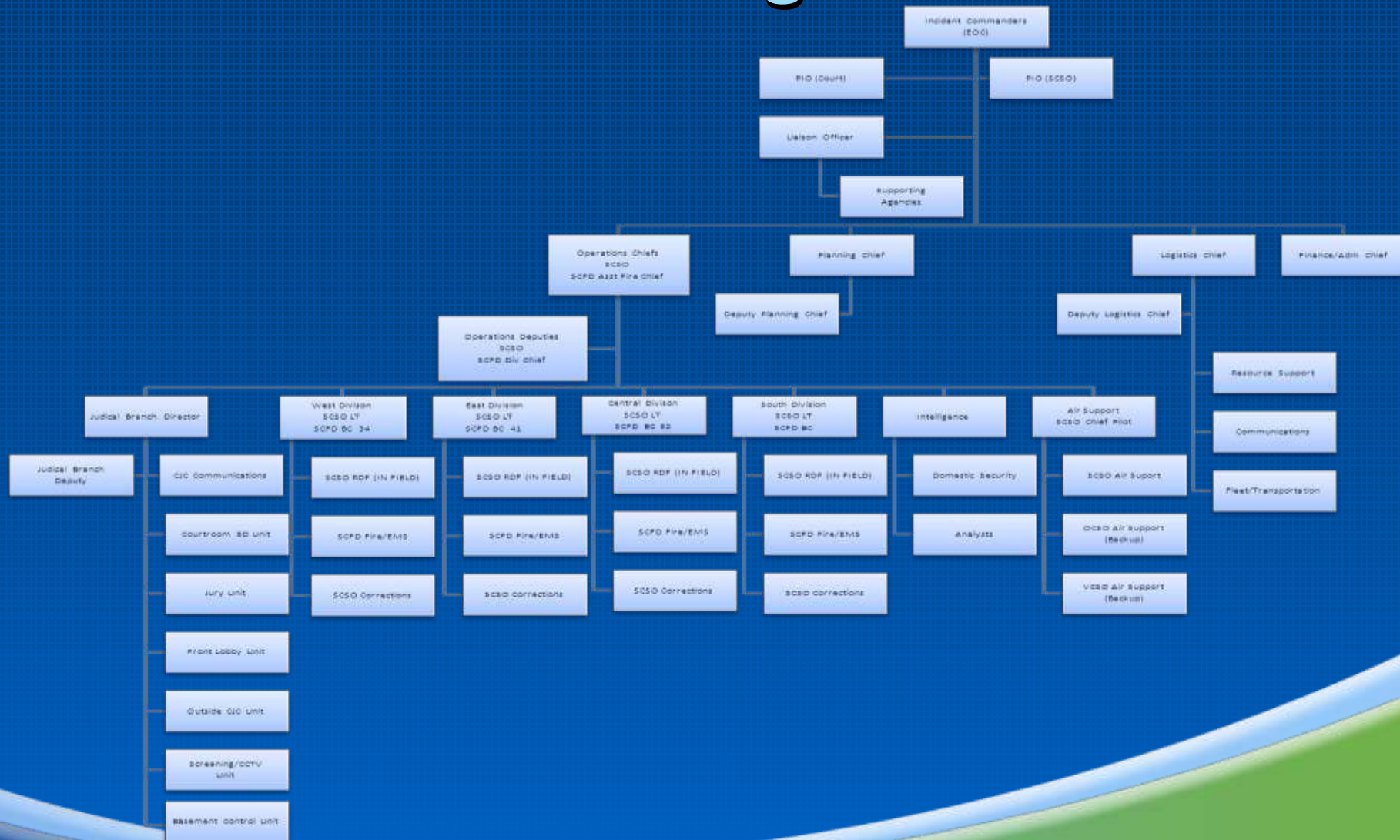




# Phase 1 Org Chart



# Phase 2 Org Chart






# Planning Section

- Published 37 Incident Action Plans
- 29 Situational Reports prepared
- Posted on a Virtual Command Center at [www.leo.gov](http://www.leo.gov)
- Addendums not distributed – Jury Sequestration Plan, Protective Details, etc.
- Phase 2 IAP never released or published electronically

Seminole County, Florida

**INCIDENT ACTION PLAN #30**

Operation: Zimmerman Event - Phase 2



07/15/2013 0600 -

**FOR OFFICIAL USE ONLY**  
Limited Distribution  
Do not copy, print or email without

For Official Use Only (FOUO)  
**SITUATION REPORT**  
For: July 13, 2013 1700

| SEMINOLE COUNTY<br>EMERGENCY OPERATIONS CENTER   | STATE OF FLORIDA REGION V<br>FEMA REGION IV   | INCIDENT NAME:<br>ZIMMERMAN TRIAL |
|--|---|-----------------------------------|
| <b>GENERAL INFORMATION</b>   |   |                                   |
| EOC Activation Level   | Level 2 - Partial Activation  |                                   |
| Executive Order: Public Assembly   | Number: 13-358  | Dated: 05-May-2013                |
| Executive Order: Media Policy  | Number: 13-358  | Dated: 25-Oct-2012                |
| <b>EOC MANAGEMENT TEAM</b>   |   |                                   |
| Unified Command:   | Capt. Ed Allen x1801 / Mark Oakes x5142   |                                   |
| EOC Manager:   | Alan S. Harris x1870  |                                   |
| OPS - Fire / Rescue  | Jeff Ward x1864   |                                   |
| OPS - Law Enforcement  | Matt Handersly x1863  |                                   |
| Planning Section Chief:  | Marty Fehlbrown / Shirley Emen / David Brown x1842  |                                   |
| Logistics Section Chief:   | Bill Liffon / Amy Curtis x1845  |                                   |
| PIO / Joint Information Officer:   | Heather Smith / Kim Cannaday x5189  |                                   |
| Liaison Officer:   | Jim McAuliffe x1868 Sanford Police Department<br>Ernie Amantess x1851 Florida Sheriffs Association<br>Josh Mead x1867 Florida Department of Law Enforcement<br>Katie Tonino / Heather Smith x1855 CFX Fusion Center |                                   |
| Safety Officer:  | Alan Fisher x1838   |                                   |
| NOTE: All numbers begin with 407-666-  |   |                                   |
| <b>CURRENT EVENT STATUS</b>  |   |                                   |
| <p><b>Public Information:</b><br/>All requests for public information must come thru the Joint Information Center inside the EOC. The lead agency for this information is the Seminole County Sheriff's Office. No one should discuss tactics, EOC activation levels, staffing, or any other incident related information.</p> <p><b>Deliberation Yesterday:</b><br/>At 1200, Judge Debra Nelson announced the jury wanted to end deliberations for the day and resume on Saturday morning. Neither the prosecution nor the defense opposed the request, at which time Judge Nelson adjourned for the day and stated deliberations would resume Saturday at 0900.</p> <p><b>Public Assembly Area Yesterday:</b><br/>Late yesterday afternoon, protestors gathered in the public assembly area holding signs stating, "Creepy A... Cracker is Racist," "Justice for Trayvon," "Zimmerman is Guilty," and "No Justice! No Peace!"</p> <p>Members of the New Black Panther Party were also present in the assembly area passing out fliers that read "No Justice! No Peace! Let's Get Organized." During an interview with the media, Mikhael Muhammad, a leader of the Panther Party was shouting, "What do we want? Justice! When do we want it? Now!"<br/><a href="http://www.cbsm.com/story/16000000">http://www.cbsm.com/story/16000000</a></p> <p>During an interview in 2012 Muhammad told Anderson Cooper "I don't obey white man's law... American Law". The group also put a bounty out for Zimmerman before his arrest. However, the parents of Martin stated they were not asking for an eye for an eye, they were only asking for justice.</p> <p>The African People's Solidarity Committee from St. Petersburg rallied with signs stating "AFRICAN PEOPLE MUST STAND OUR GROUND: JUSTICE for TRAYVON" <a href="http://aopsouthu.org/">http://aopsouthu.org/</a></p> <p>The individual displaying a large cardboard sign, which reads, "STAND YOUR GROUND, Judge NELSON Lied! Equal Justice 4 EVERYONE!!!" was back again yesterday.</p> |   |                                   |

# Logistics Section

- Coordinated all resource requests
- Communications
- Food and beverages (Food Trucks)
- Lighting
- Fuel
- Barricades
- Signage
- Credentials



| Priority   | Agency                           | Resource Requested  | When needed       | Request location | Created            | Current Resource Location | Created By     |
|------------|----------------------------------|---|-------------------|------------------|--------------------|---------------------------|----------------|
| (1) High   | Seminole County Fire Dept.       | 5 Pallets of Water  | 6/5/2013 6:00 AM  | Donnerman Trail  | 6/6/2013 11:08 AM  | Donnerman Trail           | Lester, Steven |
| (1) High   | Seminole County Sheriff's Office | 2 Desert Golf Carts                                       | 6/11/2013 8:00 AM | Donnerman Trail  | 6/10/2013 12:29 AM | Donnerman Trail           | Lester, SE     |
| (1) High   | Seminole County Sheriff's Office | 6 signs "No Trespassing Seminole County Sheriff's Office" | 6/11/2013 8:00 AM | Donnerman Trail  | 6/11/2013 12:54 PM | Donnerman Trail           | Lester, SE     |
| (2) Normal | Seminole County Sheriff's Office | French Barricades   | 6/16/2013 9:00 AM | Donnerman Trail  | 6/6/2013 4:40 PM   | Donnerman Trail           | Lester, SE     |
| (2) Normal | Hells Connection                 | Bridge between Overpass Parking and CIC                   | 6/6/2013 12:00 AM | Donnerman Trail  | 6/11/2013 4:00 PM  | Donnerman Trail           | Lester, SE     |
| (2) Normal | Seminole County Sheriff's Office | Pix 77 Equipment (Pine County SC)                         | 6/7/2013 1:00 PM  | Donnerman Trail  | 6/10/2013 2:00 PM  | Donnerman Trail           | Lester, SE     |
| (2) Normal | Seminole County Sheriff's Office | Pix 77 Equipment (Pine County SC)                         | 6/10/2013 6:00 AM | Donnerman Trail  | 6/5/2013 3:47 PM   | Donnerman Trail           | Lester, SE     |
| (2) Normal | Seminole County Sheriff's Office | Cardboard Trail Boxes                                     | 6/10/2013 9:00 AM | Donnerman Trail  | 6/10/2013 2:16 PM  | Donnerman Trail           | Lester, Steven |
| (2) Normal | Seminole County Sheriff's Office | 2 Hangers/Markers from Pine County Sheriff's Office (PSC) | 6/12/2013 9:00 AM | Donnerman Trail  | 6/11/2013 2:12 PM  | Donnerman Trail           | Lester, SE     |
| (2) Normal | Seminole County Sheriff's Office | 5 Signs for the Back of CIC (Loading Area)                | 6/14/2013 9:00 AM | Donnerman Trail  | 6/13/2013 12:26 PM | Donnerman Trail           | Lester, SE     |



# ***Operations Section***

- Led by LE and FD Command personnel
- Made over 2400 entries in daily log
- Tracked movement of all key players
- Monitored local and regional events and deployed resources as needed



# ***Operations Section***

- Traffic Control and Parking
- Demonstration Area Security
- Interior CJC Security
- Protective Details
- Jury Sequestration
- Intelligence Collection and Dissemination
- Hazard and Threat Detection





# ***Hazard and Threat Detection***

## **Law Enforcement**

- Conducted security briefing for Media Consortium 30 days prior
- Mail screening process
- EOD Tech on site
- Daily bomb dog sweep of CJC

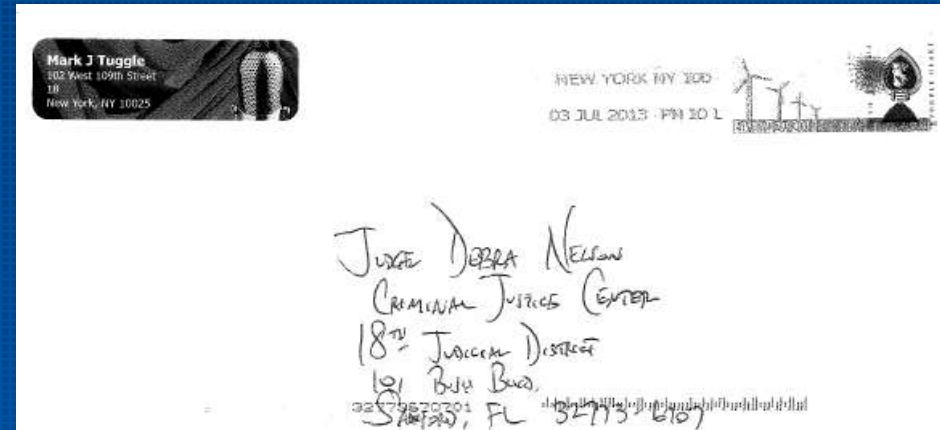
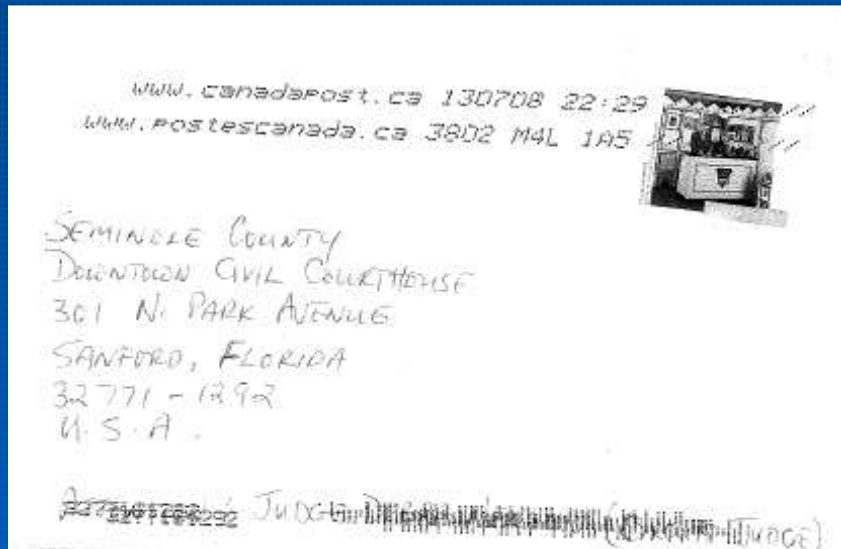
## **Fire/EMS**

- FD SHOT and MAP on site
- Medic Team in CJC
- Modified fire alarm response and evacuation procedures
- Safe Site detection system installed



# Mail Screening

Investigated 66 pieces  
of threat mail





# ***Bomb Threats***

- Phone threat received through hearing impaired relay service from hacked Wi-Fi IP in Miami
- Second threat led to hacked Wi-Fi IP in Sacramento



# ***Jury Sequestration***

- Coordination with Hotel
- Security Detail
- Transportation Route
- Rules of Sequestration
- Logistics
  - Camera systems
  - Monitoring of communication
  - Family visits for jury members
  - Special activities during the trial period
  - Fire Rescue unmarked and plain clothes



# ***Media Consortium***

- Chaired by local station
- 85 pre-registered parking spaces for media organizations
- 200 media personnel on site daily once trial started
- Coordinated all communication to and from the media
- Provided deposit for damaged grass and landscaping
- Multiple planning meetings
- Provided clear expectations and rules regarding parking, security and communication
- Responded to 115 media requests regarding security / event management





# Media Consortium Court Seating



- Intelligence Gathering
- Open Source Sites
  - Twitter
  - Instagram
  - Facebook
  - Hootsuite
  - TweetDeck
  - Twitterfall
  - Trendsmap



# ***EOC Activation Partner Agencies***

## **Federal Agencies:**

- Federal Bureau of Investigation (FBI)
- Transportation Security Agency
- United States Department of Justice (USDOJ)

## **State Agencies**

- Central Florida Intelligence Exchange (CFIX)
- Duke Energy
- Florida Department of Law Enforcement (FDLE)
- Florida Highway Patrol (FHP)
- Florida Power and Light
- Florida Division of Emergency Management
- Florida Fire Chief Association
- Florida Fusion Center
- Florida Sheriff's Association
- Florida Emergency Preparedness Association

## **Local Agencies**

- Altamonte Police Department
- Brevard County Sheriff's Office
- Central Florida Regional Hospital
- Casselberry Police Department
- Florida Hospital Altamonte
- Lake Mary Police Department
- Longwood Police Department
- Orlando Sanford International Airport Police
- Orange County Sheriff's Office
- Orlando Police Department
- Oviedo Police Department
- Sanford Fire Department
- Sanford Police Department
- Seminole County Economic Development
- Seminole County Fire and Rescue
- Seminole County Leisure Services
- Seminole County Office of Emergency Management
- Seminole County Public Works
- Seminole County Public Schools
- Seminole County Sheriff's Office
- South Seminole Hospital
- University of Central Florida Police Department
- Volusia County Sheriff's Office
- Winter Springs Police Department





# ***Public Assembly Area***

- Public Assembly Area
  - Various Groups (SYG, Assault Weapons, 2<sup>nd</sup> Amendment, Florida's 500<sup>th</sup> Birthday)



# ***Public Assembly Areas***

- Various Demonstrators were present





# ***Public Assembly Areas***





# ***EOC Activation Deliberation***

- Phase 2 (Started at Closing Arguments)
  - 24 hour operations
  - Development of Divisional Response Areas (LE/FD)
  - Activation of Staging Area
    - Deployment of RDF Teams
    - Increase Staffing of Fire Personnel in Designated Areas
    - Increase of Staffing in PSAP
    - Feeding of Personnel (RDF Teams)
  - Bomb Threat
    - Suspicious package by CJC



# ***Phase 2 Staging Area***



## ***Phase 2 Deliberation/Post Verdict***





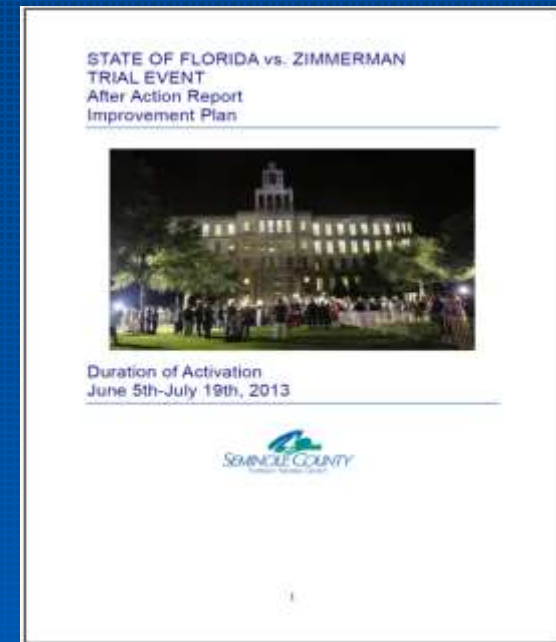
# ***EOC Activation Verdict***

- Jury Release and Security
- Zimmerman Release and Security
- Judge Security Detail



# ***EOC Activation Post Verdict***

- Intelligence of protests around the nation and world
  - Distributed to FFCA, FEPA, FSA, and SWO
- Demobilization Plan
  - Release of Staff
  - Return to daytime operations
  - Closed staging
  - Return of mutual aid resources
- Cost Analysis
- Hot wash
- After Action Report / Improvement Plan



# *Post Verdict*





# *Post Verdict*





# ***Post Verdict Nationwide Event***



# *Los Angeles, CA*







**Oakland, CA**







# International Reaction



## Timeline Photos

[Back to Album](#) • [HOMSup-to-date,News's Photos](#) • [HOMSup-to-date,News's Page](#) [Previous](#) • [Next](#)



[Like](#) [Comment](#)

**HOMSup-to-date,News**  
#Justice4Trayvon #idlib | A sincere message of empathy from #Syria to the family of Trayvon Martin, #Kafanbel:  
[Like](#) • [Comment](#) • [Share](#) • 14 hours ago

27 people like this.  
6 shares

Album: Timeline Photos  
Shared with: [Public](#)

[Open Photo Viewer](#)  
[Download](#)  
[Report](#)

### People You May Know

[See All](#)

**Calvin Dade**  
[Add Friend](#)

**Rick Miller**  
[Add Friend](#)

**Mal La**  
[Add Friend](#)

**Collin Scott Aubry**  
[Add Friend](#)

[Find More Friends](#)

**Abiga**, Try the Friend Finder

Find friends the easy way using the automatic friend finder.

[Find Friends](#)



# ***Demobilization Plan***

- Monitor current protests/events:  
(Local, Region, Nation)
- DOJ Media Release on Civil Rights violation
- Maintain mail screening
- Jury - Transition from sequestration to security
- Breakdown of media and demonstration areas
- Reduce staffing levels incrementally



# ***Cost Analysis***

- Rotation of Personnel
- Threat Level Staff Management
- Technology Enhancements
  - License Plate Readers
  - Fiber Optics Cable
- Ancillary Costs Nation Wide
  - Personnel and Equipment



# ***Strengths/ Lessons Learned***

- Lessons Learned
  - Depth in Staffing
  - Social Media
  - Notification
  - Facility Operations
  - Information Sharing
  - Contact Lists
- Strengths
  - Partnerships
  - Use of Technology
  - Maps
  - Staging Selection
  - Planning/ Preparation
  - Community Involvement
  - Media Coordination
  - Intelligence Gathering









***Seminole County***  
***Office of Emergency Management***  
***Alan Harris, Chief Administrator***  
***(407) 665-5102***  
***[aharris@seminolecountyfl.gov](mailto:aharris@seminolecountyfl.gov)***

