

Welcome to the 2023 FRPA Conference!



August 28 - 31, 2023 | Orlando, FL

Becoming Essential: One Disaster at a Time





Jeanine McPherson

Jeanine.McPherson@colliercountyfl.gov



Aaron Hopkins

ahopkins@naplesgov.com

LEARNING OBJECTIVES

1. Recognize the benefits to both Community and Parks & Rec agencies when Parks takes an active role in disaster response.
2. Identify opportunities to develop new and strengthen old partnerships as a result of participation in a disaster response.
3. Examine ways to raise the Community's awareness of Parks while assisting with a natural disaster.





Becoming Essential: One Disaster at a Time

OUR STORY

You don't often hear "recreation" and "emergency management" used in the same sentence...

but we should...



**ARE
YOU
ESSENTIAL
?**



ESSENTIAL

adjective

1. absolutely necessary; indispensable
2. pertaining to or constituting the essence of a thing

noun

1. a basic, indispensable, or necessary element

Dictionary.com



ESSENTIAL: NRPA View



NRPA article describes why Parks & Recreation agencies are essential and provides supporting research

- Promotes health and wellness
- Programming and educational activities are critical to childhood development
- Drives economic opportunity
- Unites people and strengthens communities
- Provides essential and adaptable infrastructure that makes our communities resilient in the face of natural disasters and climate change.

<https://www.nrpa.org/our-work/building-a-movement/parks-and-recreation-is-essential/>



ESSENTIAL: National CISA

Cybersecurity & Infrastructure Security Agency



CISA's 16 Critical Infrastructure Sectors

- Chemical
- Commercial Facilities
- Critical Manufacturing
- Dams
- Defense
- Emergency Services
- Energy & Nuclear
- Financial Services
- Food & Agriculture
- **Government Facilities & Services**
- Healthcare & Public Health
- Information Technology
- Law Enforcement
- Telecommunications
- Transportation & Logistics
- Water & Wastewater

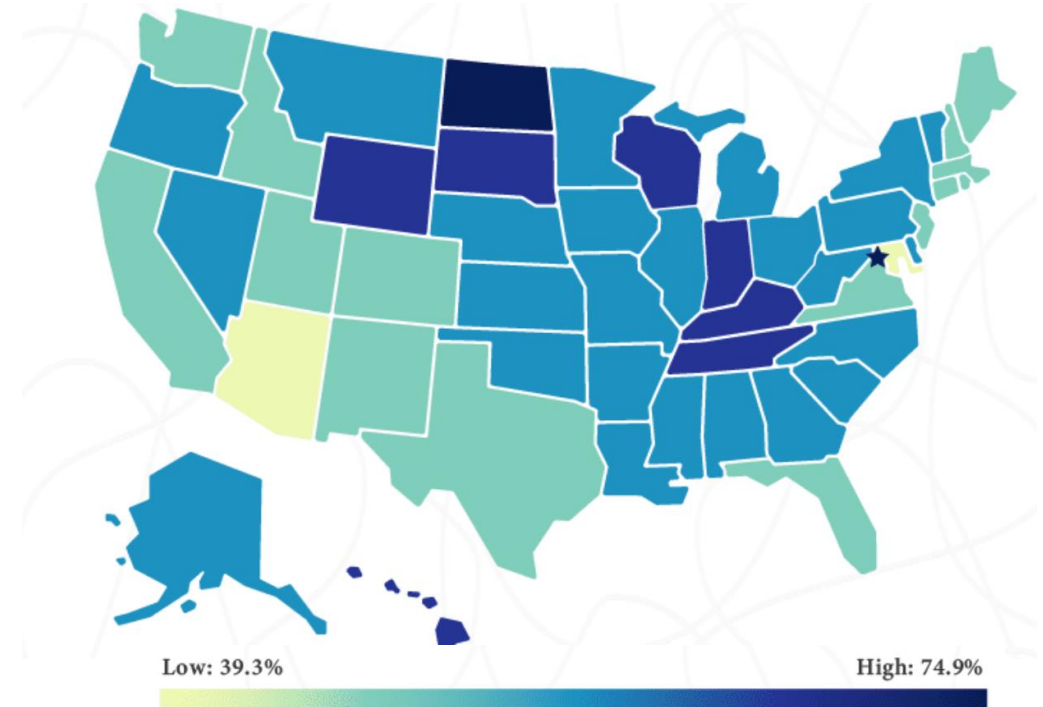
Public Facilities

- Offices and office building complexes
- Housing for government employees
- Correctional facilities
- Embassies, consulates, and border facilities
- Education facilities
- Courthouses
- Maintenance and repair shops
- Libraries and archives
- Monuments



ESSENTIAL: National Picture

In 2020 the United Way NCA published an article, *Percentage of Essential Workers in Every State* based upon data from the Department of Homeland Security.



Florida 40.0%
FL Rank 47 out of 50

National Ave. 45.2%

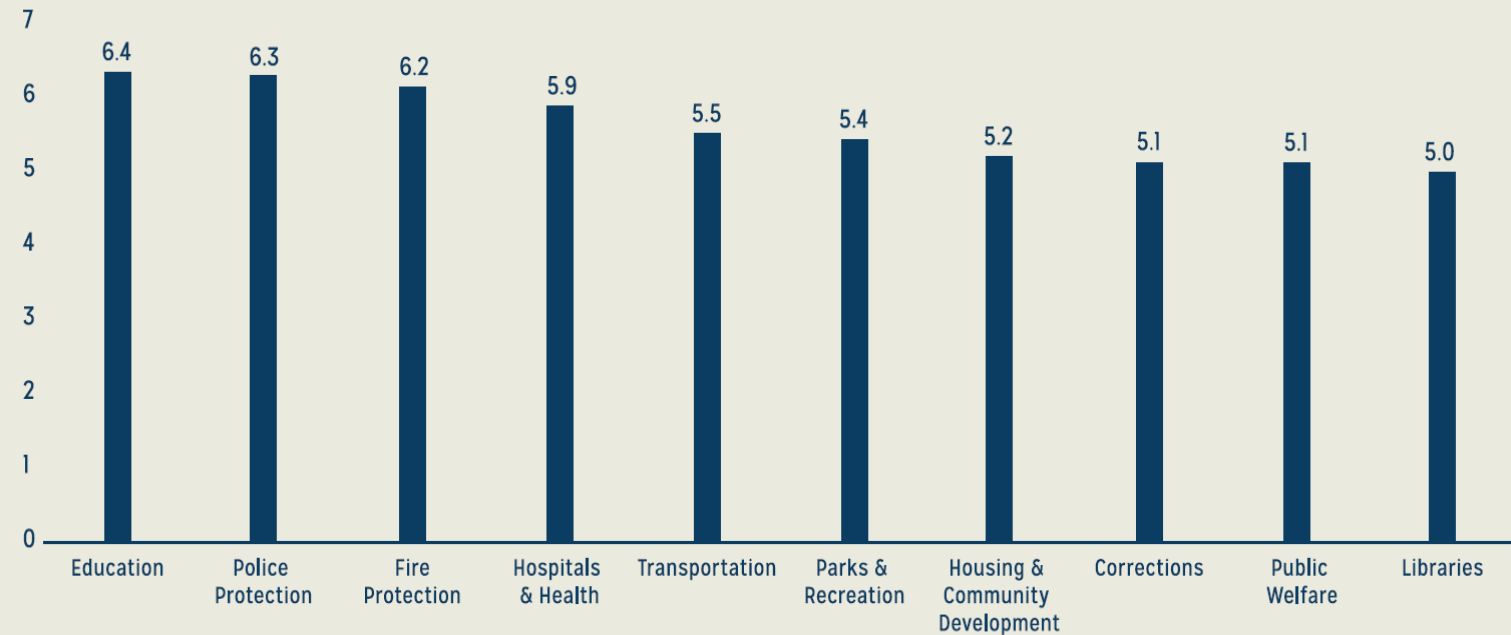
<https://unitedwaynca.org/blog/us-states-with-the-most-essential-workers/>





ESSENTIAL: Local Perceptions

Local
Government
Services
Rated BY
Importance
To Local
Government
Officials



While 6 in 7 agree that parks and recreation
IS WELL WORTH THE TAX DOLLARS SPENT ON IT,
they indicate that parks and recreation is likely to be hit with the
largest cut in funding when the city/town/county suffers budgetary pressure

Local Government Officials Perceptions of Parks and Recreation. Mowen, A. J., Barrett, A. G., Graefe, A. R. and Roth, K. (2017).



ESSENTIAL: Operation Recreation Response

GPRED REDline Survey 2019

Findings:

- Local **park and recreation agencies** play a **significant role** in disaster response, recovery and management
- **Managing shelters** and **assessing damage** are the most common roles that agencies fill, but other roles are common as well
- A **majority** of the agencies represented **have been affected** by or responded to **major disasters/emergencies** within the past 10 years
- A majority of the agencies represented have **NOT received training or preparation** for an emergency or disaster in the past three years
- Disasters addressed by these agencies take a **wide variety of forms**
- **Financial concerns** and **staffing levels** are the **primary barriers** faced by agencies in providing disaster services

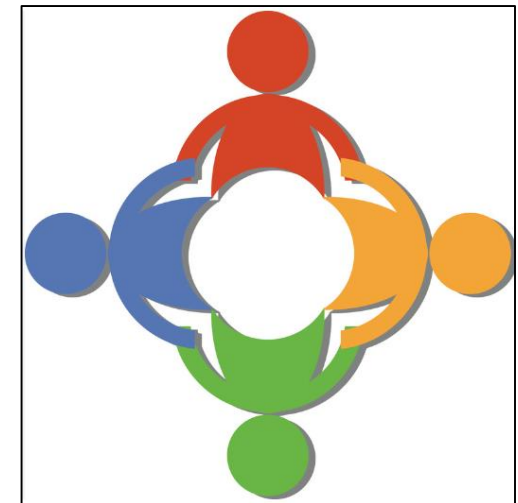
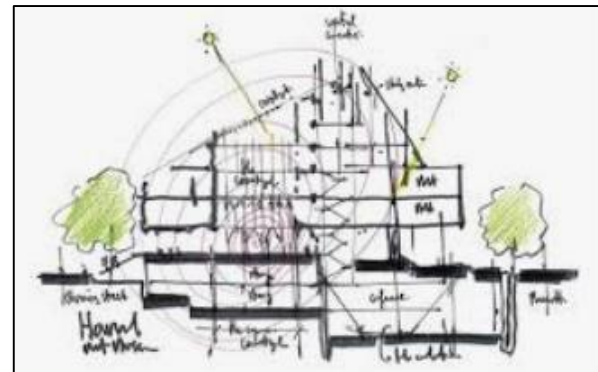


Take Away

- Parks & Rec **IS** important but we aren't always considered **ESSENTIAL**
- One way to change this perception is to Partner with those considered **ESSENTIAL**
- *In a Disaster, no sector is as important as*
EMERGENCY MANAGEMENT



Benefits to Parks & Rec Agencies



Benefits to the Community

Parks is a Resource Multiplier

- **Increases services**
- **Decreases costs**
- **Enhances Communications streams**
- **Assistance provided by trusted organization**
- **We help restore normalcy**



Emergency Management Functions (ESF)

Emergency Support Functions Used in National, State , Local Disasters

ESF 1	Transportation	ESF 9	Search & Rescue
ESF 2	Communications Industry	ESF 10	Hazardous Materials
ESF 3	Public Works	ESF 11	Agriculture & Environment
ESF 4	Firefighting	ESF 12	Energy
ESF 5	Emergency Management	ESF 13	Public Safety & Security
ESF 6	Mass Care, Human Services	ESF 14	Long Term Recovery
ESF 7	Logistics & Resource Support	ESF 15	External Affairs, Public Info,
ESF 8	Public Health & Medical		Community Relations



Emergency Management Cycle

There are numerous roles
Parks & Rec agencies can
play in the Emergency
Management Cycle



Benefit to Community: Mitigate & Prepare

Mitigate & Prepare

IMMEDIATE BENEFIT TO COMMUNITY

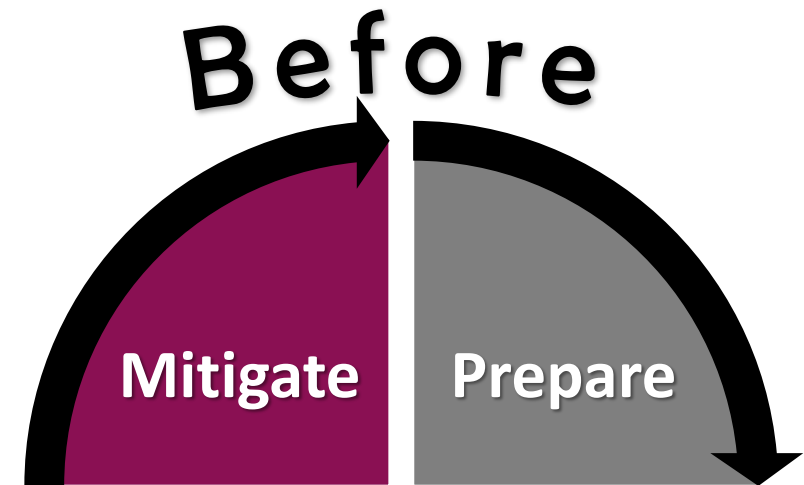
Information distribution; education events; provide public CPR/AED/First Aid courses; assist public in pre-registering for services

POTENTIAL BENEFIT TO COMMUNITY

Readiness: Facility, Staff, Equipment, Supply Stocks

Develop Specialized Response Teams

Planning: Department Emergency Response Plan,
Emergency Management Planning & Exercises, Staging
Area & Debris Area Planning



Benefit to Community: Response Phase

Respond *(DURING)*

IMMEDIATE BENEFIT TO COMMUNITY

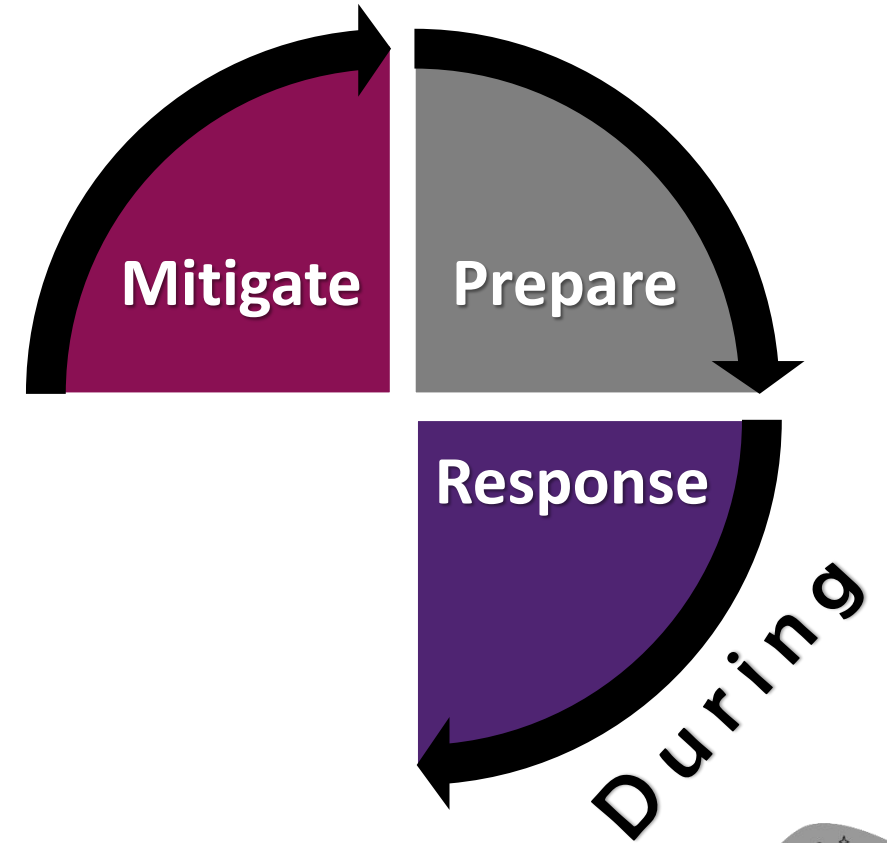
Operate Shelters, Transport supplies & equipment, Distribute supplies, House out of area first responders, Clear public areas of debris, Security at park locations and staging areas, Staff Phone Bank, Provide child care, Assist with the Emergency Management Response at Emergency Operations Command

POTENTIAL BENEFIT TO COMMUNITY

FEMA Documentation: Correctly identifying the resources used for possible reimbursement purposes

Purchasing: Correctly following FEMA purchasing guidelines for possible reimbursement purposes

Planning: Recovery assessment and operations, Deactivation Plan



Benefit to Community: Recovery Phase

Recovery (AFTER)

IMMEDIATE BENEFIT TO COMMUNITY

Continue activities from **RESPOND** phase as long as needed.

Assess damage & safety concerns, begin repair/renovation process, manage hazards, operate/host long-term Shelters and cooling/heating centers.

Assist return to normalcy by re-opening modified parks & programs as quickly as possible.

Provide locations & support for community to access social services, FEMA, and other relief organizations. Assist with donations.

POTENTIAL BENEFIT TO COMMUNITY

Continue FEMA documentation of purchases, staff actions, and damage

Document lessons learned.



Partnerships



Misery acquaints a man with
strange bedfellows.

~ William Shakespeare



Develop & Strengthen Partnerships

PARTNER

BENEFITS

Emergency Management	Acclaim, Equipment for events: Generators, Lights, etc.
Meals of Hope	Set up ongoing Food Distribution sites at several park locations
School District	Better working relationship, we get Yes instead of No
Naples Community Hospital	Closer relationship, Funding, supplies
Health Department	Easier access to info, partnership on health initiatives, signage
Road & Bridge Dept	Loan us Heavy Equipment & operators for maintenance projects
Publix Grocery Store	Closer relationship, food donations for our events
Fire Department	Summer Camp Water Fun, reciprocal use, free CM training
Sheriff's Office	Informal assistance when needed, Co-sponsor events
Local Restaurants	Event Donations



A Critical Partnership: ORR



**OPERATION
RESILIENCY
RESPONSE**

Raising Awareness of Parks During a Disaster Response

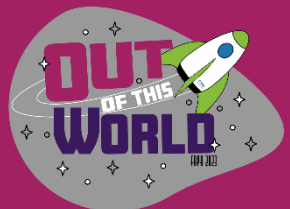


- **Wear Parks & Rec T-shirts**
- **Parks & Recreation elevator speech**
- **Distribute Business Cards**
- **Use Relief Effort Photos in Presentations & reports**
- **Maintain partnerships developed in Disaster Relief efforts**
- **Join Relief Efforts and initiatives greater than ourselves**



Wrap Up

- Being Considered ***Essential*** is critical to Parks' sustainability
- ***Positive Trend:*** more Parks & Emergency Management agencies are working together more often
- Participation in Disaster Relief efforts is extremely beneficial to Park agencies: ***Funding, Team Development, Awareness, Partnerships, Self-Esteem***
- Disaster relief actions are great opportunities to develop beneficial partnerships and deepen existing partnerships
- Parks serves as a ***Resource Multiplier*** in Disaster Relief efforts due to our ***Facilities, Equipment, Staff Skill, and Relationship to the Community***
- ***Good Ideas:*** Use relief efforts to increase awareness of Parks and participate at a regional level through initiatives like ***Operation Recreation Response***





Thank You!

Jeanine McPherson

Jeanine.McPherson@colliercountyfl.gov

Aaron Hopkins

ahopkins@naplesgov.com

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

For more information about the
Florida Recreation and
Park Association
visit frpa.org