



**Ready, Set, Eclipse**

**Preparedness  
Workshop**

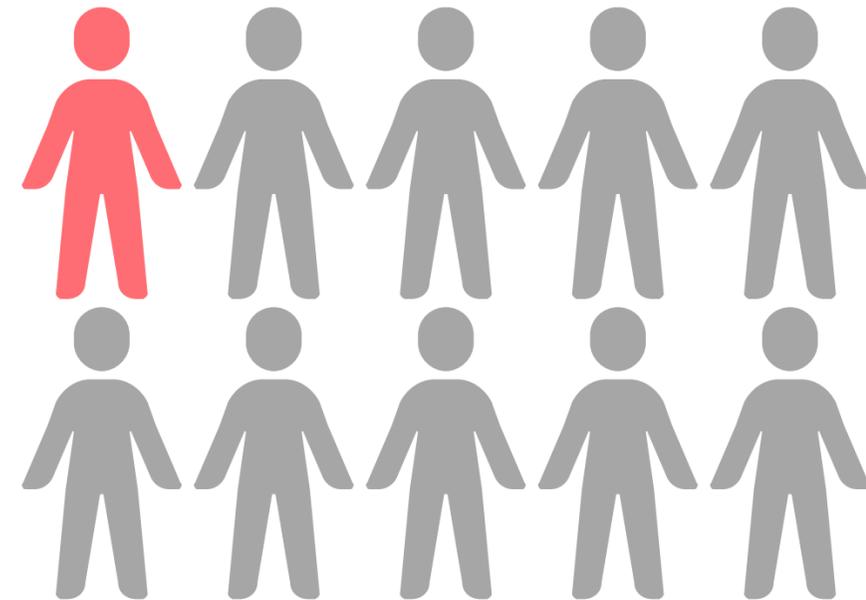
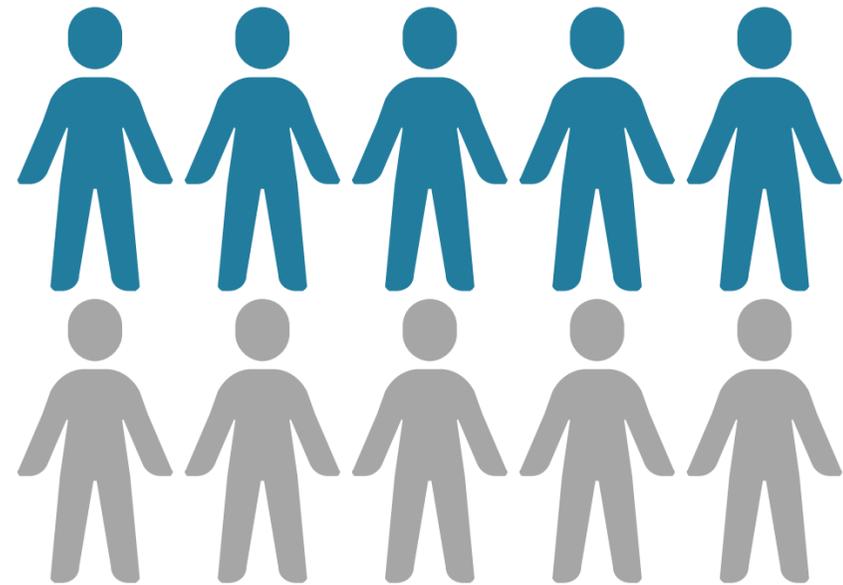
# Agenda:

- 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

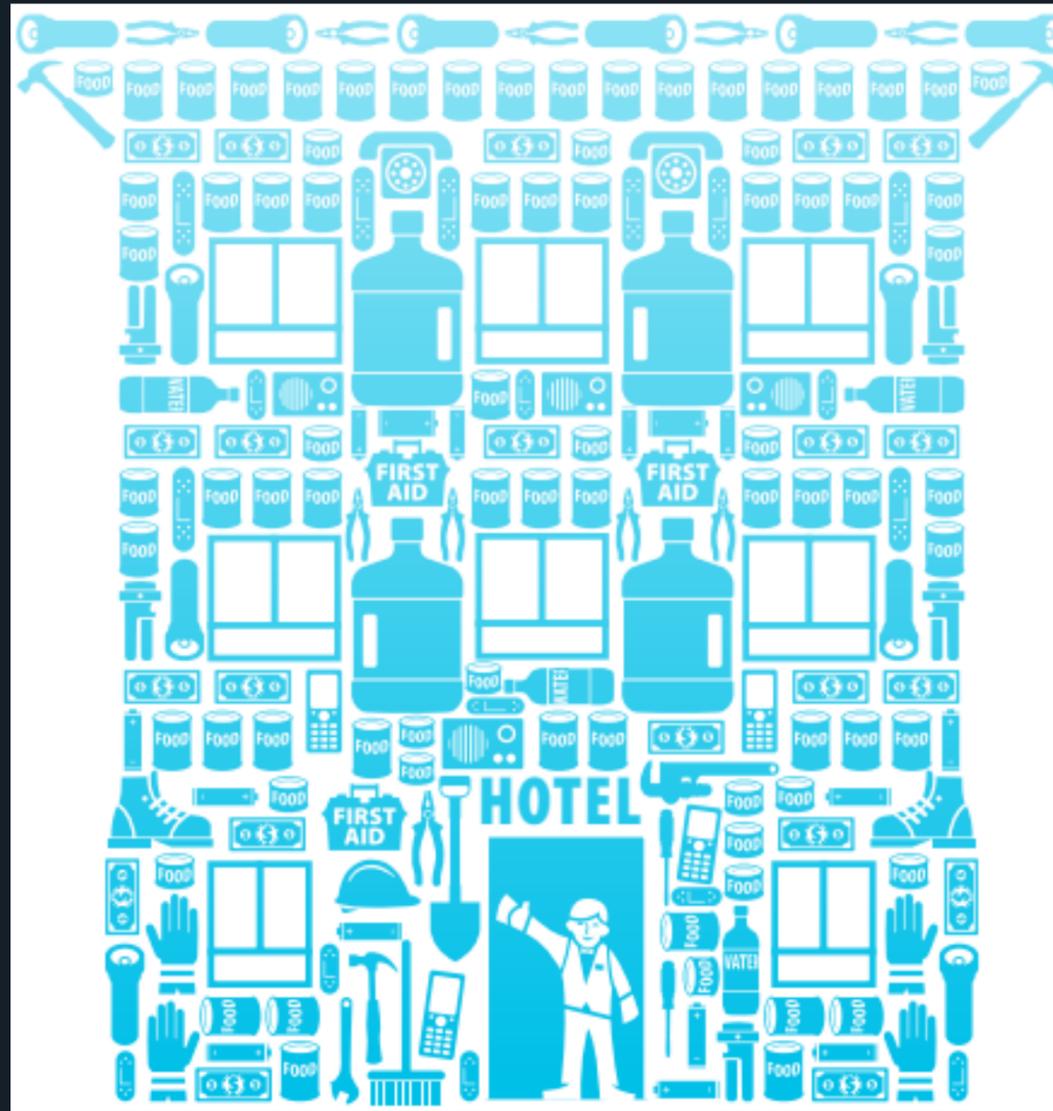
describe plan as “complete”



# 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 <b>4</b>	Severe <b>5</b>	<ul style="list-style-type: none"><li>■ Injury</li><li>■ Damage to business infrastructure</li><li>■ Disruption to transportation network</li></ul> <b>20</b>

**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

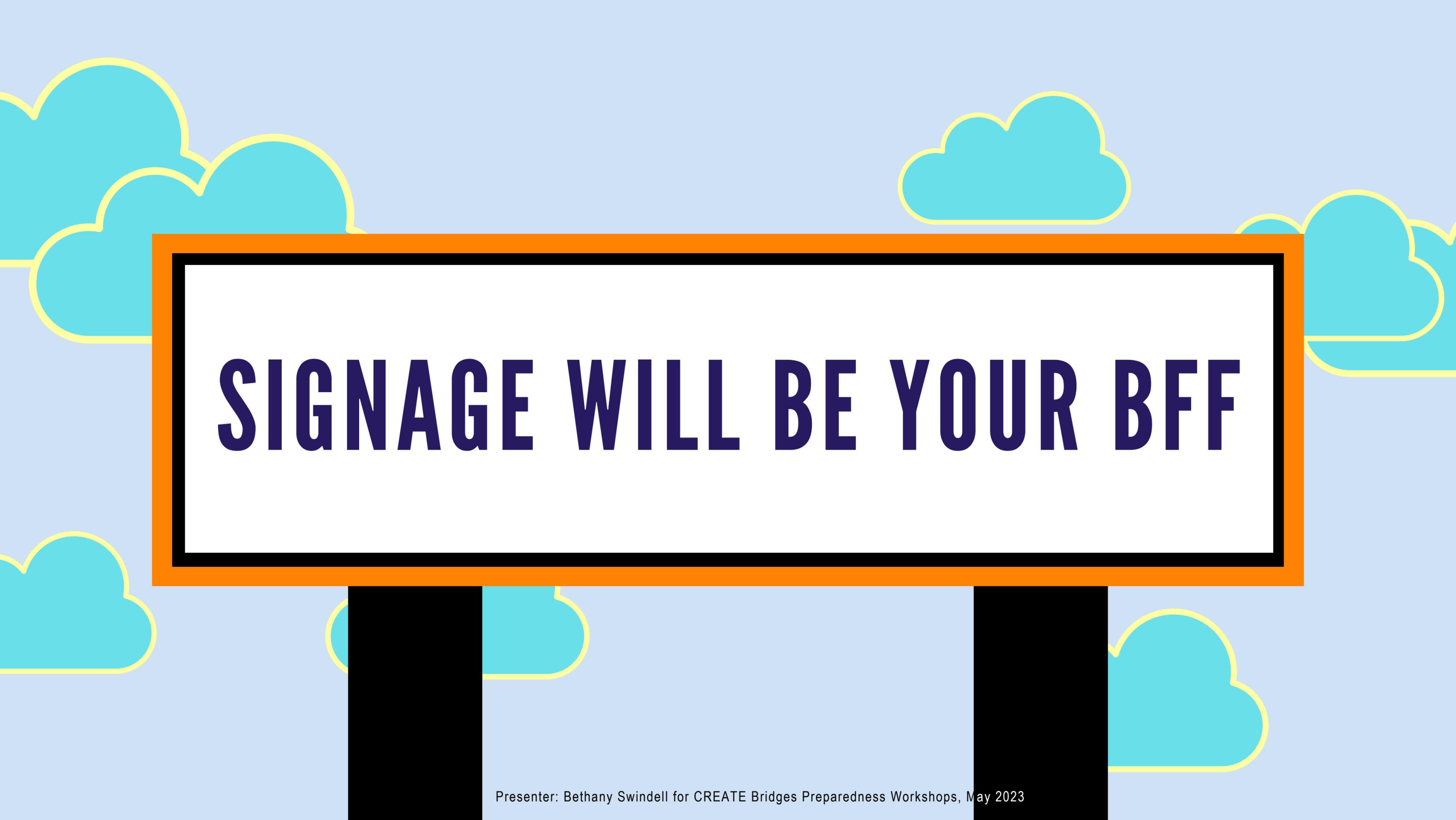
Columbia, South Carolina implemented a "zero-tolerance" policy, promoted responsible tourism practices, and encouraged visitors to report any suspicious activity

## 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

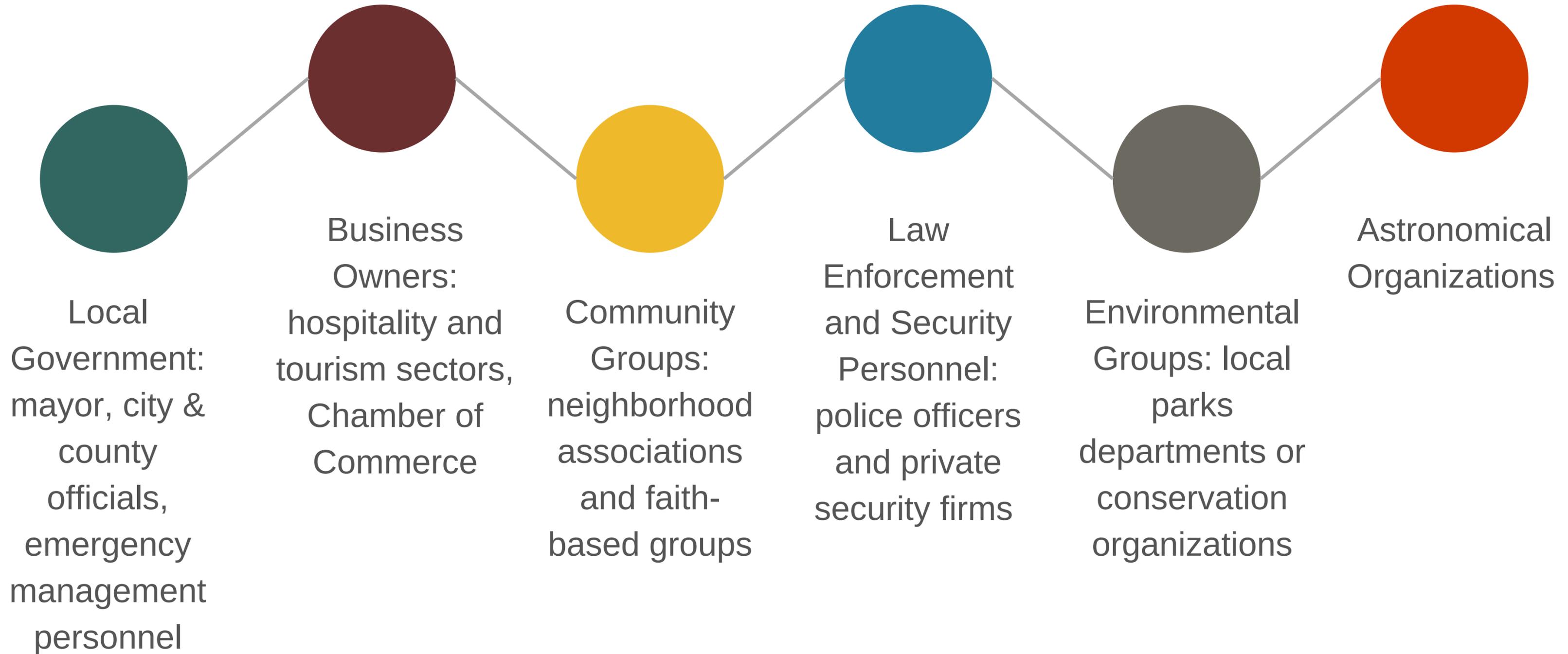


**SIGNAGE WILL BE YOUR BFF**

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:**

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**Company Name:**

---

*Contact Name:*

---

*Account Number:*

---

*Address:*

---

*Phone:*

---

*Fax:*

---

*Email:*

---

*Materials / Service Provided:*

---

---

**Company Name:**

---

*Contact Name:*

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*Account Number:*

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*Address:*

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*Phone:*

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*Email:*

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*Materials / Service Provided:*

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# Safety Considerations:



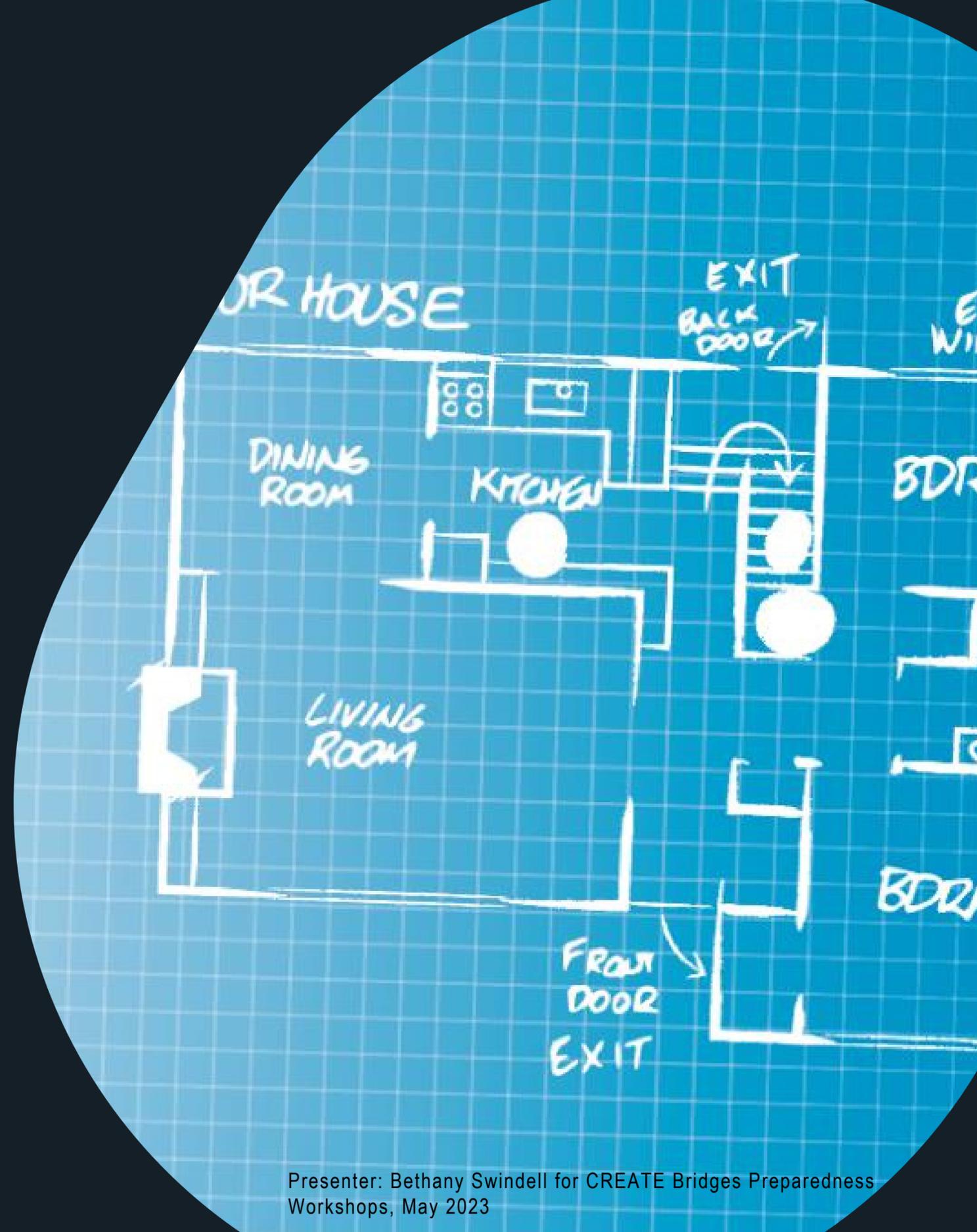
Emergency exits & routes



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

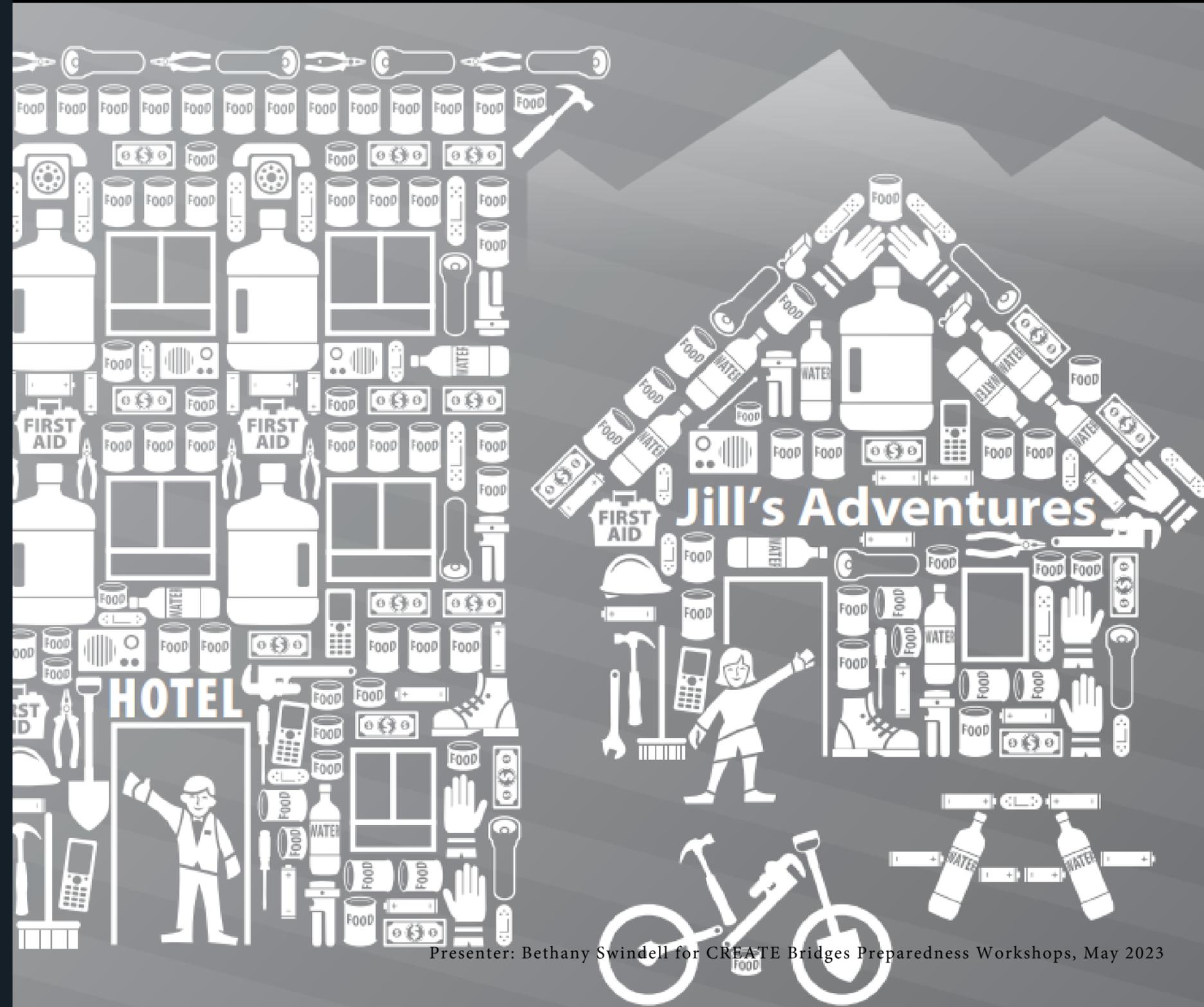
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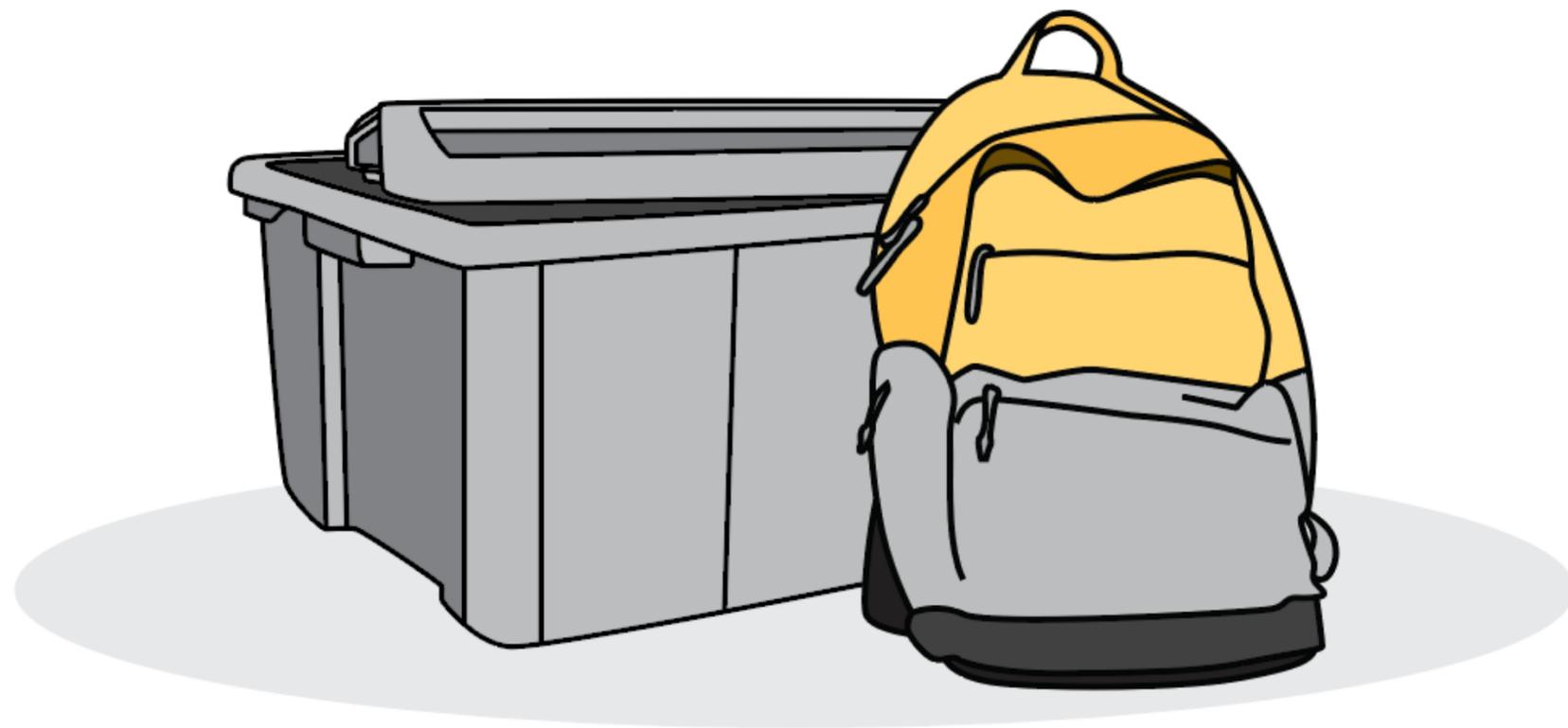
Writing pad if verbal communication is difficult, community board

# Emergency Plan for Tourism Operators



[.atu.edu/emergencymanagement/eclipse.php](https://www.atu.edu/emergencymanagement/eclipse.php)





# 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.



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



Contact your local emergency manager or visit  
[www.fema.gov/cert](http://www.fema.gov/cert)



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

Watch on YouTube

*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

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Achiever | Learner | Strategic | Positivity | Connectedness

*Eclipse Resources:*

