



# North Port, Florida

## North Port Supports Community Throughout Historic Storm

180,000

visitors to the emergency site before, during, and after storm

2.5M

social media impressions recorded



Maintained communications with public without power or internet



Emergency response spurred additional projects

### OVERVIEW

With a massive hurricane headed their way, North Port provided citizens with up-to-the-minute emergency information to help them find shelter and then seek assistance once the storm was over.

### SITUATION | A CATEGORY 5 HURRICANE MOVES CLOSER

On September 28, 2022, Hurricane Ian landed on Florida’s western coast just south of Tampa. It was a Category 5 storm that later became the deadliest storm to hit Florida in 87 years. As the hurricane moved closer, the North Port communications team needed to act quickly to provide more than 70,000 residents with vital information to help them make life-saving decisions.

### SOLUTION | UTILIZE MULTIPLE COMMUNICATIONS TOOLS TO KEEP VITAL INFORMATION FLOWING

North Port leveraged govAccess to communicate with residents. The communications team quickly transformed its homepage to highlight emergency information and resources. Then the storm hit, and the communications team had to pivot again. With their power and internet out, the North Port team reached out to their partners at Sarasota County Government, who updated the North Port website, and distributed community messages. This continued for more than two days until power was restored.

### RESULTS | A COMMUNITY STAYS CONNECTED DURING DISASTER

Despite the immense challenges the communications team faced, it could keep lines of communication open with the public when needed most. From September 25 – three days before Hurricane Ian struck – to October 25, the city’s alert web page received more than 180,000 visits.

### MUST HAVE SOLUTION

govAccess

“We were able to reach people when they needed information the most.”

Madison Heid,  
North Port Deputy  
Communications Manager