

Concept of Operations	Standard Operating Procedures Community Relations
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Lead Agency	Franklin County Emergency Management Department (FCEMD)
Support Agencies	2-1-1 Big Bend (211)
	Franklin’s Promise (FP)

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1.0 – Introduction

1.1 – Purpose

This procedure provides guidance for the Community Relations activities during the recovery phase of a disaster. Of primary concern is ensuring that all residents of the county have their interests represented during recovery activities.

1.2 – Scope

The Community Relations activity is a critical part of the recovery process. In the aftermath of a disaster, local governments and their residents must have quick access to information about disaster recovery resources that are available. Community Relations ensures that this critical information is available for the benefit of the public. Community Relations personnel can also assist in identifying human needs (food, water, shelter, etc...) that must be addressed throughout the affected community following a disaster.

1.3 – Assumptions



Following a disaster many of the county residents will not be aware of the numerous types of assistance that can be accessed to support their recovery efforts.

Due to the county's rural / remote nature segments of the county's population may be experiencing disaster caused needs but not receiving any help due to lack of individual awareness of available assistance.

2.0 – Concept of Operations

2.1 – General

Interface with individuals in the affected areas, at ESCs¹ and at DRCs² to determine their needs (food, water, medical care, clothing and temporary housing).

Coordinate with the county's community and faith based organizations and governmental agencies in order to facilitate the exchange of information regarding community needs throughout the county.

Ensure that the interests of all segments of the community are being adequately and fairly represented.

Serve as a clearinghouse for providing information describing where county residents can get answers to recovery questions.

Interface and coordinate with state and federal agencies on recovery issues.

2.2 – Organization

The FCEMD Director or designee will appoint a CRO³ who will work with a variety of individuals, agencies and organizations to assist in identifying and determining the disaster caused needs of the community.

This activity is part of the Operations Section of the county's EOC⁴. The county's EOC utilizes the ICS⁵ structure during all activations.

2.3 – Primary Activities

2.3.1 – Coordination

¹ Essential Service Centers

² Disaster Recovery Centers

³ Community Relations Officer

⁴ Emergency Operations Center

⁵ Incident Command System



The CRO will serve as a liaison with the FDEM⁶, FEMA⁷ and other recovery agencies and organizations assisting in the aftermath of a disaster.

The CRO is also responsible for completing a Human Needs Assessment within the first 24 to 48 hours after a disaster. The Human Needs Assessment identifies the immediate disaster caused needs of individuals and families such as food, water and shelter.

2.3.2 – Special Outreach

The county identified several populations and areas requiring special attention through the process of developing the county LMS⁸ and CEMP⁹. These include persons with limited mobility, special medical needs, senior citizens, limited English proficiency and residents of areas that could become geographically isolated such as Alligator Point, Dog Island and St George Island.

The CRO will need to undertake a very targeted outreach campaign to ensure that contact is made with populations and isolated communities.

3.0 – Responsibilities – Lead and Support Agencies

3.1 – Lead Agency

Franklin County Emergency Management Department – Will serve as the coordinating organization for overall recovery operations.

3.2 – Support Agencies

2-1-1 Big Bend – Will provide information and referrals via its telephone information line staffed 24 hours a day seven days a week.

Franklin’s Promise – Various member agencies and organizations will assist in the identification of disaster caused needs and the dissemination of appropriate disaster recovery information.

⁶ Florida Division of Emergency Management

⁷ Federal Emergency Management Agency

⁸ Local Mitigation Strategy

⁹ Comprehensive Emergency Management Plan

