



**ANNUAL  
REPORT  
2021**



**NOLA** READY

THE CITY OF NEW ORLEANS



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# ABOUT NOLA READY

NOLA Ready is the City's Emergency Preparedness Campaign, managed by the New Orleans Office of Homeland Security and Emergency Preparedness (NOHSEP). NOLA Ready provides a direct connection between NOHSEP and the city served, striving to ensure that New Orleanians are prepared and connected to emergency information before, during, and after disasters. Through year-round public engagement, the NOLA Ready team communicates all-hazards to residents, businesses, and community organizations in Orleans Parish. This annual report captures the core work that NOLA Ready conducts during blue skies and grey skies, with an additional focus on this year's large-scale responses related to Hurricane Ida and the COVID-19 pandemic.

This year was remarkable in that New Orleans faced the acute shock of a Category 4 hurricane while still grappling with the effects of the ongoing COVID-19 pandemic. NOLA Ready's response to COVID-19 and Hurricane Ida was necessarily adaptive and required an unprecedented depth of collaboration.

To that point, the efforts detailed below and overseen by the three full-time NOLA Ready employees, would not have been possible without two AmeriCorps VISTAs assigned to the team, one Social Work Field Practicum graduate student, interns, engagement with community partners, and interagency coordination and collaboration. Thank you to every person and agency who worked alongside us to make this work possible.

The NOLA Ready team recognizes the need for a comprehensive, holistic approach to public engagement and breaks down silos that may traditionally exist between communications, community outreach, VOAD/NGO coordination, volunteer management, and accessibility. The success of one branch within NOLA Ready impacts and amplifies the successes of the others.

Recognizing that pre-existing inequities are exacerbated during emergencies, we work with a wide range of partners to pursue the core values of diversity, equity, and inclusion. These core values are not only reflected in NOLA Ready's priorities and strategies, but also in how the NOLA Ready team operates and collaborates.



# COMMUNICATIONS

NOLA Ready strives to ensure that messaging is simple and actionable for residents. Our core strategy is to consistently deploy communications that are values-based and solutions-oriented. The result is emergency messaging that is easy to understand and participate in, and which fosters residents' commitment to connecting with emergency information.

## NOLA Ready provides accessible emergency information to residents using a variety of tools and methods:

- NOLA Ready web site: [ready.nola.gov](https://ready.nola.gov)
- Online resource calendar
- Social media: Instagram, Facebook, Twitter
- Emergency text alerts
- Wireless Emergency Alerts (WEA)
- Paper brochures, door hangers, and flyers
- Resource guides
- Townhalls
- Emergency information printed on giveaways
- Interviewing and liaising with TV, radio, digital, and print media
- Video advertisements on television channels
- Advertisements on billboards, buses, and bus stop signage
- Participation in City of New Orleans press conferences
- Trainings and presentations to residents
- Volunteer trainings





## Emergency Text Alerts

Emergency text alerts are a nearly instantaneous tool to communicate timely, accurate, and relevant information to residents. NOLA Ready uses the RAVE alerting system to inform residents of emergency information that is relevant to Orleans Parish as a whole, and also to send targeted alerts to neighborhoods that are affected by acute incidents, such as boil water advisories.



**Total number of opt-in subscribers in the emergency alerting system:**

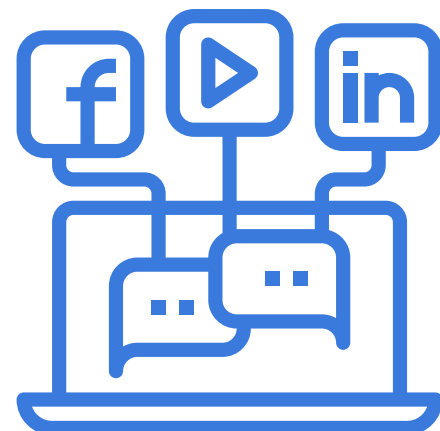
**289,119**

**Types of emergency text alerts used in 2021:**

- Hurricane Ida emergency information, service updates, and resources
- Severe weather warnings (heat, flooding, power outages, etc.)
- Boil water advisories
- COVID updates, safety measures, and City guidelines and restrictions
- Availability of COVID vaccines

## Digital Media

Social media is an especially useful tool to share infographics and illustrative information related to emergencies and preparedness. It provides an interactive space for residents to engage with our content, providing feedback and asking questions, thus allowing for more dialogue with the public in our work. In addition, we frequently use social media to amplify emergency work undertaken by partner groups, which connects our followers with a vast array of community resources.



In total, NOLA Ready has **34,000+** followers on Facebook, **41,200+** on Instagram, and **56,200+** on Twitter. According to social media analytics, NOLA Ready's presence on Facebook, Instagram, and Twitter is far-reaching:

# +26.5%

Increase from the total impressions (the number of times that content was displayed to users) since 2020. Across Facebook, Instagram, and Twitter, and between Jan 1, 2021 and Nov 13, 2021, NOLA Ready had **37,278,352** impressions.

# +65.2%

Increase from the total engagement (number of times that users engaged with posts during reporting period) since 2020. Across Facebook, Instagram, and Twitter, and between Jan 1, 2021 and Nov 13, 2021, NOLA Ready posts had **1,811,038** engagements.

# +26.7%

Increase from the total post link clicks (number of times that users clicked on links from posts during reporting period) since 2020. Across Facebook, Instagram, and Twitter, and between Jan 1, 2021 and Nov 13, 2021, NOLA Ready posts had **43,922** clicks on links in our posts.





# COMMUNITY ENGAGEMENT

Community engagement and outreach is essential in reaching residents who are unable to easily connect with emergency information or services due to barriers in access. NOLA Ready invests in outreach year-round to build relationships and trust with members of the community.

We collaborate with community partners engaged in the full disaster lifecycle. Through our partnerships, we develop and manage innovative outreach and engagement programs that enhance community resilience and emergency preparedness. By committing to this work in blue skies, NOLA Ready is able to communicate vital information to community members in grey skies when a disaster hits.

NOLA Ready's community engagement efforts include developing and staffing trainings, speaking at events, tabling, and other opportunities to speak directly with residents about emergency preparedness, response, recovery, and hazard mitigation. In 2021, NOLA Ready engaged in [184](#) outreach events.

Some of the groups that we engage year-round include:

- Latinx community groups
- Houses of worship
- Neighborhood associations
- Nonprofit organizations
- Public Housing Developments
- Mutual aid groups
- Schools
- Senior living facilities
- Food banks
- Community centers





# VOAD Coordination

In addition to outreach and engagement, NOLA Ready maintains more than one hundred relationships with nonprofit groups that identify as Voluntary Organizations Active in Disasters (VOAD). These VOAD groups activate during grey skies disasters to directly support residents in disaster response, and complement City of New Orleans response efforts.

# of Pre-Hurricane Season 1:1 Meetings: [66](#)

# of VOAD Workshops at Start of 2021 Hurricane Season: [12](#)





# VOLUNTEER CORPS

The NOLA Ready Volunteer Corps (NRVC) was formed in June 2020 in response to the COVID-19 pandemic and the need for a more expanded City-based volunteer group.

Since the formation of the NOLA Ready Volunteer Corps, more than [4,000 New Orleanians](#) have signed up to volunteer with us. Volunteer engagement for NRVC is multipronged and includes both training and activations. NRVC hosts trainings throughout the year for volunteers to enhance their skills in support of emergency operations. Trainings are either developed in-house or are given by a qualified and experienced partner. Once volunteers have trained up, they are able to support emergency operations run by the City of New Orleans.

## Volunteer Service

Number of active volunteers in 2021: [4,086](#)

Number of volunteer hours in 2021: [15,446](#)

Number of volunteers that have completed 10+ hours: [539](#)

Number of volunteers that have completed 20+ hours: [200](#)

Number of volunteers that have completed 30+ hours: [111](#)

Number of volunteers that have completed 100+ hours: [9](#)

The NOLA Ready Volunteer Corps would like to recognize and thank the following nine individuals for the outstanding number of hours completed in 2021:

Over 300 hours - Helena Soreo

Over 250 hours - Daniel Garcia

Over 100 hours - Christine Windom, Fern Watters, Katy Smith, Abigail Sims, Nancy Day, Ninh Tran , and Michael Kohn







### VOLUNTEER OPPORTUNITY CATEGORY

### # OF VOLUNTEER HOURS COMPLETED

### # OF VOLUNTEERS TRAINED & COORDINATED

COVID-19 Vaccine Distribution	11,416	745
COVID-19 Vaccine Patient Scheduling	380	65
Supervised Vaccine Outreach	72	16
City-Assisted Evacuation Exercise	416	64
Special Needs Registry Phone Banking	164	27
Freeze Shelter Activations	201	30
Hurricane Ida Shelter at Rosenwald	191	19
Hurricane Ida Cooling Centers	2,334	256
Hurricane Ida Supply Distribution	425	94
<b>TOTAL HOURS</b>	<b>15,599</b>	





# VOLUNTEER TRAININGS

## **NOLA Ready Volunteer Corps Orientation (NRO 100): 1,084 volunteers trained**

This is a foundational presentation for new and existing volunteers that shares information about what to expect when volunteering during emergencies, relevant trainings to take, the structure of the City's emergency response, and what to expect during an activation.

## **Intro to Vaccine POD Training “How to Run a Vaccine Site” (VAC 100): 2,190 volunteers trained**

This training was developed to orient non-medical volunteers around the expectations for volunteering at COVID vaccine sites, as well as the knowledge needed to be successful.

## **Intro to HIPAA & Confidentiality Training (HIP 100): 2,049 volunteers trained**

With the rollout of COVID vaccines it was necessary to develop and host a training that outlined HIPAA & confidentiality guidelines when dealing with personal protected health information, for non-medical volunteers.

## **Intro to City-Assisted Evacuation (CAE 100): 560 volunteers trained**

This training was developed to train volunteers to support NOHSEP's City-Assisted Evacuation Plan.

## **Intro to COVID Vaccine Canvassing (VAC 200): 132 volunteers trained**

As This training was developed so that NRVC members could learn how to canvass and educate community members on how they could access COVID-19 vaccines.

## **De-Escalation 101 (DES 101): 27 volunteers trained**

De-escalating conflict is a critical skill in times of disaster. This training was developed to support volunteers at COVID-19 vaccine sites, and the skills transfer to other public-facing volunteer roles during emergencies.

**In addition to the above trainings developed by NOLA Ready, the following eight trainings were provided by partner agencies and hosted by NOLA Ready in 2021:**

Intro to Incident Command System (ICS 100): 1,302 volunteers trained

LINKS Data Entry COVID Vaccine Training: 228 volunteers trained

Cultural Competency at Vaccine Sites: 173 volunteers trained

Intro to Sheltering (STR 100): 279 volunteers trained

Intro to Emergency Freeze Sheltering (STR 200): 76+ volunteers trained

Disability Etiquette Training: 37 volunteers trained

Flood Clean-Up Training: 128 volunteers trained

Responding to Survivors of Domestic Violence During a Disaster (DV 101): 34 volunteers trained



# FUNCTIONAL & LANGUAGE ACCESS

NOLA Ready continues to develop our coordinating capacity with regards to language and functional accessibility. Our consideration of accessibility is actualized through working groups, trainings, translation services, and community partnerships. In 2021, NOLA Ready facilitated the Access and Functional Needs Working Group to identify existing gaps and challenges in emergency planning for individuals that require functional assistance or support. This working group continues to spearhead necessary reforms.

NOLA Ready developed and presented the following accessibility guides and trainings in 2021:

- Disability Etiquette guides for City-Assisted Evacuation
- Language Line Training for COVID Vaccine POD Site Leads
- Disability Etiquette Training for COVID Vaccine POD Site Leads
- Special Needs Registry and Hurricane Preparedness Training for Community Health Workers
- City Assisted Evacuation Training for Accessibility Advocacy Groups
- Disability Etiquette and Evacuation Training for NOLA Ready Volunteer Corps

## Accessibility in Communications

In order to make emergency information accessible to a wide audience, NOLA Ready produces written information primarily at a 5th grade reading level. While maintaining this standard of accessibility, this year we prioritized our work with limited English proficient (LEP) speakers, especially residents' whose primary language is Spanish, Vietnamese, or ASL. Our work toward institutionalizing language access in 2021 includes but is not limited to: the production of translated flyers, social media posts, vaccine & testing site information, website copy, and PSAs on Spanish radio stations.

## Language Access in Outreach

The emphasis on language access across NOLA Ready's work this year also extended to community engagement. NOLA Ready worked closely with Spanish speaking community groups and built deep and trusting relationships.





In total, NOLA Ready coordinated **175+** individual interpreter assignments to support access to emergency information for LEPs in the community relating to:

- COVID-19 vaccine education and community engagement meetings
- Language assistance at COVID-19 vaccine sites
- Exercises of city emergency operation plans
- Hurricane Ida Cooling Center resource assistance
- Disaster legal clinics and resource fairs
- FEMA assistance

This considerable increase in language access for City of New Orleans emergency communications and outreach would not have been possible without a dedicated person to enact it.

The addition of a Language Access and Disabilities AmeriCorps VISTA in 2021 made this work possible.

NOLA Ready also coordinated **169,800+** words translated from English into Spanish and Vietnamese, as well as **255+** individual translation requests including, but not limited to:

- Vaccine application and registration forms
- COVID-19 Testing Site information
- Translations used for educational campaigns and flyers
- Social media posts shared by community groups, NOHD, and the City of NOLA
- LA Wallet Instructions
- NOLA Ready Web site

## Generator Safety



- Place generators at least 20 feet away from your home.
- Turn generators off and allow to cool before refueling.
- Do not use generators in wet conditions.
- Have a fire extinguisher and carbon monoxide monitor.
- Never plug a generator into a wall outlet.

## Precaución con los generadores



- Coloque los generadores al menos a 6 metros de su casa y lejos de puertas, ventanas y rejillas de ventilación abiertas.
- Apague los generadores y déjelos enfriar de 15 a 20 minutos antes de ponerles combustible.
- No use los generadores en condiciones de humedad.
- Tenga un extintor y un monitor de monóxido de carbono en su casa.
- Nunca intente suministrar energía al cableado de la casa enchufando el generador a una toma de corriente.

## An toàn Sử dụng Máy Phát Điện



- Đặt các máy phát điện cách xa nhà quý vị ít nhất 20 feet và ra xa cửa ra vào, cửa sổ và lỗ thông hơi đang mở.
- Trước khi đổ thêm nhiên liệu, hãy tắt máy phát điện và để nguội trong 15 đến 20 phút.
- Không sử dụng máy phát điện trong điều kiện ẩm ướt.
- Không sử dụng máy phát điện trong điều kiện ẩm ướt.
- Không bao giờ cố gắng cấp nguồn cho căn nhà bằng cách cắm một máy phát điện vào ổ cắm trên tường.



# NOLA READY'S COVID-19 RESPONSE

New Orleans became an early epicenter in the unprecedented public health and economic crisis brought about by the COVID-19 pandemic. Nationally, with limited accessible community care options and without a reliable social safety net, Black, Indigenous, Latinx, and individuals with limited financial resources were severely impacted by the pandemic. In Orleans Parish, neighborhoods with the highest COVID-19 positivity rates also demonstrated the lowest vaccination rates. There are many reasons for vaccine hesitancy in historically marginalized communities, including the legacy of racism, barriers to access, and misinformation. In January 2021, NOLA Ready launched a public information and outreach campaign, #SleevesUpNOLA, to combat hesitancy and increase vaccination rates in New Orleans.





# COVID-19 RESPONSE: COMMUNICATIONS



Early in the pandemic, NOLA Ready took a leading role in communicating information about the COVID-19 pandemic and actions that New Orleanians should take to stay safe. In 2021, NOLA Ready built on this work and used the following strategies to communicate public safety and health information to residents.

## **Joint Information Center**

NOLA Ready coordinated the Joint Information Center (JIC) for COVID-19 response, and facilitated information sharing between communicators in a variety of government and partner agencies.

## **NOLA Ready COVID-19 Website**

This webpage continues to serve as the City's hub for information related to the COVID-19 pandemic in New Orleans. Information hosted on this page includes but is not limited to: simplified information relating to testing and vaccines, current guidelines and restrictions, resources for impacted New Orleanians, COVID-19 data, and other relevant updates.

## **COVID-19 Resource Calendars**

Integrated into the website are two resource calendars: the community-based COVID-19 testing site calendar, and the community-based COVID-19 vaccine site calendar. These calendars are manually updated on a weekly basis, and provide New Orleanians with low-barrier options to get tested and vaccinated in their community. We are also able to indicate on the calendar which locations are accessible to Spanish, Vietnamese, and ASL LEP individuals.







# COVID-19 RESPONSE: COMMUNITY ENGAGEMENT

Thanks to the unfaltering work of government and partners, New Orleans now has a high COVID-19 vaccination rate. However, when vaccines first became available in January of 2021, the discrepancies in vaccine uptake in New Orleans, as across the nation, were clear. NOLA Ready coordinated with the New Orleans Health Department, healthcare providers, and community organizations to create accessible vaccine events.

## Community Vaccine Site Coordination

NOLA Ready was able to support the New Orleans Health Department during the COVID-19 vaccine rollout. We connected community partners with NOHD to organize vaccine sites in neighborhoods of low vaccine uptake.

## Vaccine Canvassing

Recognizing a need to minimize barriers to COVID-19 vaccines and combat misinformation, NOLA Ready launched a vaccine canvassing campaign in February 2021, two months before the launch of Louisiana's statewide version. NOLA Ready designed and printed doorhangers and trained dozens of community health workers and volunteers in vaccine outreach. NOLA Ready coordinated door-knocking in areas of high social vulnerability, low vaccine uptake, and in proximity to community vaccine sites. The NOLA Ready #SleevesUpNOLA canvassing campaign lasted five months and was scaled back only once other healthcare agencies had the infrastructure in place for direct outreach.







### Physical Outreach Materials:

NOLA Ready designed and distributed **31,000+** COVID-19 vaccine doorhangers in early 2021. These doorhangers came in three iterations to reflect changes in the vaccine landscape of New Orleans, all of which were bilingual in either English/Spanish or English/Vietnamese.

### Government Partnerships: COVID-19 Vaccine Canvassing

NOLA Ready's COVID-19 information campaign was connected to the work of our state and local health partners.

#### Louisiana Department of Health

NOLA Ready is a partner in the Bring Back Louisiana campaign and has been participating in the coordinating committee since its inception in March 2021.



#### New Orleans Health Department

NOLA Ready partnered with NOHD to create the COVID-19 Vaccine Equity and Engagement Task Force in December 2020. We continue to be an active partner in the since-renamed Social Determinants of Health Working Group. NOLA Ready facilitated direct outreach and canvassing for 60+ NOHD community vaccine sites.



### Community Partnerships: COVID-19 Vaccine Canvassing

NOLA Ready created a vaccine canvassing webpage where residents and community groups could sign-up to canvass their surrounding neighborhood. NOLA Ready provided volunteers with maps, a script, and doorhangers to distribute on their canvass. Participating organizations included the Hollygrove-Dixon Neighborhood Association, New Orleans Democratic Socialists of America, New Orleans Residents for Independent Living, and the Junior League of New Orleans. Additional ground was covered by individual volunteers. In addition to this standing opportunity, NOLA Ready directed several community partners through more structured canvassing events

#### Resilience Force

NOLA Ready's primary community partner for vaccine canvassing was Resilience Force, who reached thousands of households in 2021. While the NOLA Ready team provided training, messaging, materials, and maps, Resilience Force oversaw canvassing operations and personnel management for their teams of community health workers. They canvassed at local events, in areas of high social vulnerability, and in neighborhoods near community vaccine sites. Resilience Force canvassed 15,876 unique New Orleans households between February and June.



#### Krewe of Harmonia and Urban Strategies

NOLA Ready partnered with the Krewe of Harmonia and Urban Strategies to canvass four HANO locations in early March. These canvasses reached 1,900+ low-income households.



#### Broadmoor Improvement Association (BIA) and City of New Orleans AmeriCorps

In April, NOLA Ready partnered with the BIA and City of New Orleans AmeriCorps program to canvass Broadmoor Subgroup B. This effort reached 1,500+ households.



# COVID-19 RESPONSE: VOLUNTEER MANAGEMENT

The vaccine rollout in New Orleans, as across the nation, struggled to take root within an already strained healthcare infrastructure. Community-based vaccination sites required a greater degree of staffing than was available. In order to support NOHD's rollout, NOLA Ready developed trainings to activate non-medical volunteers for vaccine outreach and vaccine distribution.

NOLA Ready volunteers spent **11,600+** hours on vaccine outreach, distribution, and patient support in the past year alone.

"I think like many volunteers I had spent much of the pandemic feeling powerless; the opportunity to volunteer was a lifeline. I didn't know how attached I'd get to that feeling... the joy of meeting new people in my community, offering aid, forming connections, better understanding my city, all while participating in this once-in-a-century public health effort that had more tangible meaning (SAVING LIVES) than anything I'd experienced...

It all felt urgent and magical."

- K. S., NOLA Ready Volunteer



NOLA Ready volunteers served in a variety of nonmedical roles at vaccine sites, including patient greeting, registration, navigation, data entry, and observation. Volunteers courageously powered community sites for eligible residents while they themselves awaited the vaccine. They not only served in essential operational roles, but also helped residents navigate unfamiliar territory by maintaining a welcoming atmosphere and vigilant care at community vaccine sites.





# COVID-19 RESPONSE: FUNCTIONAL & LANGUAGE ACCESS

NOLA Ready collaborated with Spanish-speaking communities to host vaccine events for undocumented people throughout the city. NOLA Ready also developed PSA videos that were specifically created for Spanish speaking communities and organized a variety of COVID-19 vaccine information sessions for functional and language accessibility groups.

NOLA Ready directly coordinated several vaccine events that targeted limited English proficient (LEP) speakers, resulting in **500+** vaccine doses for LEP persons within a three-month timespan.





# NOLA READY'S HURRICANE IDA RESPONSE



Hurricane Ida made landfall as a Category 4 Hurricane on August 29, 2021, wreaking havoc in Southeastern Louisiana. A power outage in New Orleans left hundreds of thousands of people without air conditioning and refrigeration in sweltering summer heat for more than 10 days. It was critical to provide information about what resources were available across the city to residents who needed assistance.



# COMMUNICATIONS

NOLA Ready used our existing communications infrastructure to provide information before, during, and after Hurricane Ida. After Ida, communications focused on sharing resources available to New Orleanians, including food, charging, Cooling Centers, baby and pet supplies, financial and support services, and more.

## **Joint Information Center**

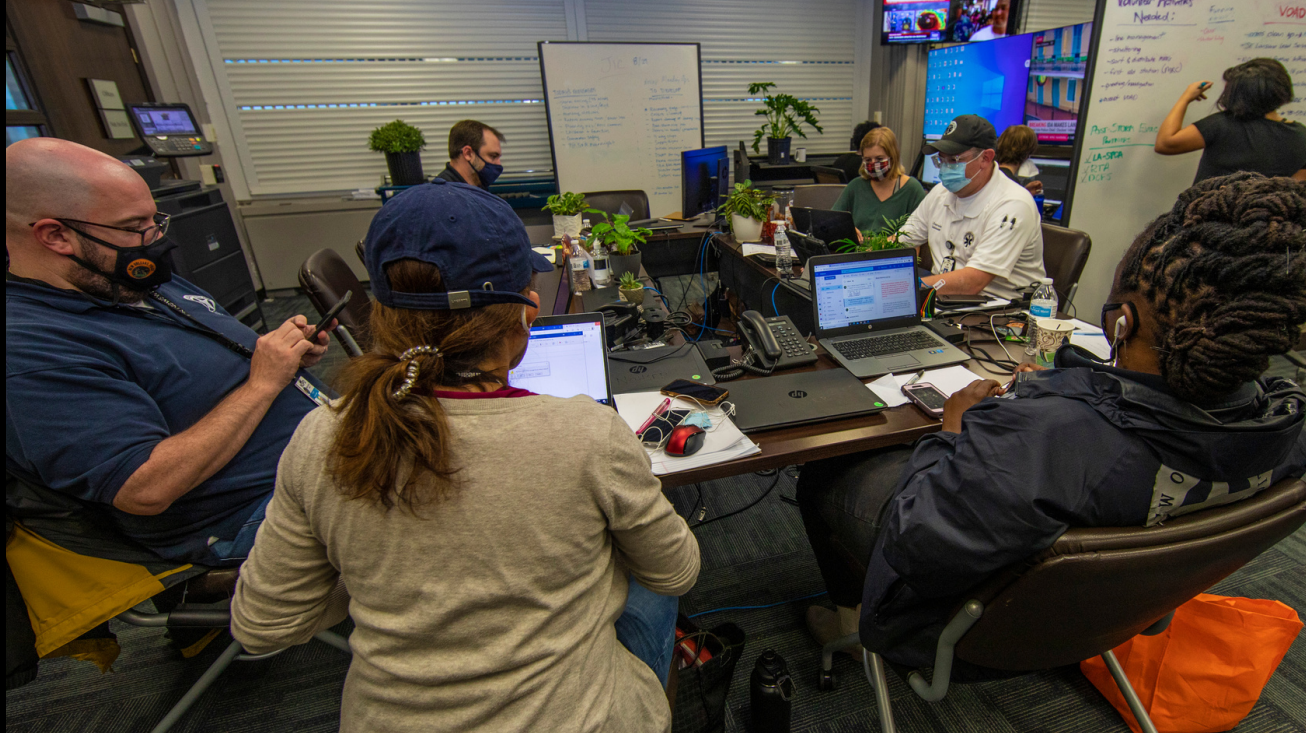
In partnership with the Mayor's Office of Communications, NOLA Ready managed the Joint Information Center (JIC) for Hurricane Ida. This included establishing the JIC, creating a staffing schedule, hosting daily coordination calls, and coordinating ongoing information sharing for Public Information Officers across a variety of government and partner agencies.

## **NOLA Ready Hurricane Ida Website**

This webpage helped share Hurricane Ida information with residents, community organizations, and businesses in Orleans Parish. On the website before and during the hurricane, we hosted information related to the storm forecast, mandatory and voluntary evacuation orders, status of City services, and steps residents should take to prepare. After Ida, we hosted information including local resources available to residents and businesses, open pharmacies, gas stations with fuel, debris cleanup information, transportation assistance, sanitation updates, federal resources including FEMA & SBA assistance, volunteer opportunities, how to donate to community partners, and other relevant updates.







### Emergency Text Alerts

Before and during Hurricane Ida, NOLA Ready used emergency text alerts to communicate important information related to the storm forecast, how to prepare, sheltering in place, voluntary and mandatory evacuation orders, and approaching weather.

After Hurricane Ida, the nola.gov server went down, power outages were widespread, and cell service was spotty. Emergency text alerts worked in combination with the Trumba-hosted Hurricane Ida Resource Calendar to push resources out to community members.

### Wireless Emergency Alerts

NOLA Ready holds the ability to send Wireless Emergency Alerts (WEA) through the RAVE system, and the WEA technology was utilized as Hurricane Ida approached the New Orleans area.

### Hurricane Ida Resource Calendar

We used this calendar to list resources available including hot meals, grocery distributions, cleaning supply distributions, open recreation centers with air-conditioning (Cooling Centers), device charging stations, AC and pet supplies, tarp giveaways, first aid locations, DSNAP assistance, FEMA assistance, FEMA mitigation assistance, and SBA assistance. We were also able to indicate on the calendar which locations were staffed with Spanish, Vietnamese, and ASL interpreters.

Although the nola.gov server was down for several days, we were able to maintain the resource calendar because Trumba was fully operational.





# SOCIAL MEDIA: FACEBOOK, INSTAGRAM, TWITTER

NOLA Ready used social media to share timely, accurate, and relevant information about Hurricane Ida with followers.

## Feedback about NOLA Ready's Ida Response

To gain insight around how NOLA Ready's response during Ida was perceived by the community, we sent out a survey via emergency text alert on September 9th, 11 days after landfall. 1,570 opt-in subscribers shared the following feedback with us:

We asked where people get hurricane information for incoming storms.

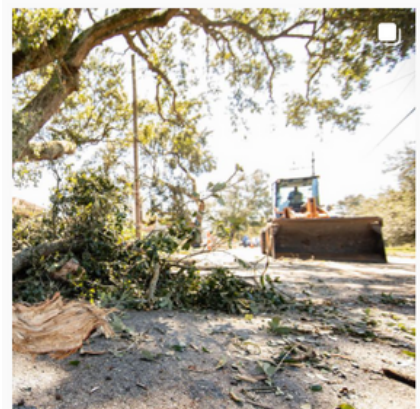
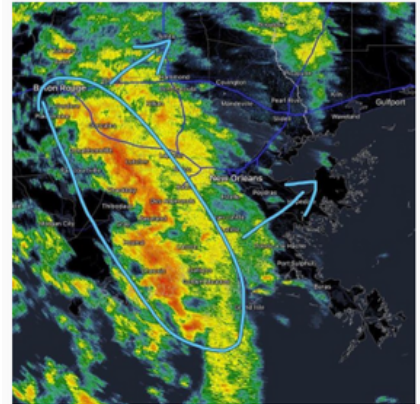
Of 1,570 people surveyed, **90.8%** stated that our text messages were an “Important Source” of information, and **8.9%** stated that our text messages were a “Semi-important source” of information.

We asked how people felt about the frequency of text alerts.

**1,363** people, or **86.8%** reported that the frequency of texts leading up to Ida was “Just right”, and **1,419** people, or **90.4%** reported that the frequency of texts after Ida was “Just right”.

We also surveyed people about how frequently they visited the NOLA Ready website before and after the storm, and how they were directed to visit the page.

Over half of respondents visited the [ready.nola.gov](https://ready.nola.gov) website at least once per day after the storm.



# HURRICANE IDA RESPONSE: COMMUNITY ENGAGEMENT

While the goal of community engagement during response is to activate resources around disaster, truly successful emergency response relies on strong relationships that have been cultivated over time. During Hurricane Ida, NOLA Ready was able to leverage existing partnerships from blue skies and COVID-19 community outreach and VOAD coordination, thereby setting up and distributing essential resources to impacted residents within two days after Ida made landfall.

**In total, NOLA Ready coordinated the distribution of 180,000+ meals, and prioritized areas with vulnerable residents.**

Additionally, NOLA Ready coordinated dozens of feeding sites and supply distribution events, and a grocery distribution event that served more than 1,000 families in New Orleans East, **bringing a total of over \$5 million dollars in much-needed services to New Orleans.**





# VOLUNTEER MANAGEMENT

During and after Hurricane Ida, a total of 369 NOLA Ready volunteers completed **2,950 hours** in a variety of the disaster response activities.

We are incredibly grateful to our volunteers who, in the face of experiencing an emergency themselves, stepped up to help their neighbors.

Thanks to the support of the NOLA Ready Volunteer Corps, the City of New Orleans was able to successfully:

- Open a refuge shelter for unhoused individuals prior to storm impact
- Operate eight neighborhood Cooling Centers with device charging
- Provide City-assisted transportation to State-run shelters
- Deliver and distribute meals and supplies throughout the community

The majority of NRVC hours for Hurricane Ida were accumulated at the New Orleans Recreation Department (NORD) Cooling Centers, which provided essential resources to residents during the power outage.

NOLA Ready volunteers helped residents navigate Ida resources at Cooling Centers: serving hot meals, distributing supplies, and lending a helping hand or ear to impacted New Orleanians who needed it most.





## LANGUAGE ACCESSIBILITY

In the wake of Hurricane Ida, NOLA Ready worked closely with partners and community leaders to facilitate the distribution of emergency information in other languages.

### Generator Safety Messaging

During Hurricane Ida, approximately 75% of generator-related hospitalizations and 50% of deaths reported were Hispanic/Latinx individuals who were limited in their English proficiency (LEP). In response to this, we shared generator safety tips in Spanish and English on NOLA Ready channels, via flyers at Cooling Centers, and with traditional media outlets. A PSA was developed in Spanish and English with Councilmember Moreno. Lastly, NOLA Ready translated New Orleans EMS' talking points for generator safety and shared them with community partners, including Familias Unidas en Accion, El Pueblo NOLA, Our Voice/Nuestra Voz, and Union Migrante. Each community partner made videos within hours of receiving the talking points and distributed to their constituents via existing channels of communication. This work would not have been possible without a dedicated person in the Joint Information Center who was focused on language access.

### FEMA Support

NOLA Ready secured interpreters for FEMA's Disaster Recovery Centers. Our outreach in the community and trust built in blue skies helped account for a high degree of individuals with low English proficiency seeking support. [Clients who did not speak English made up at least 17% of all traffic for in-person FEMA Assistance \(13% Spanish, 4% Vietnamese\)](#). This is the percentage serviced by interpreters hired by the City to support these communities and does not include numbers from FEMA interpreters. It also reflects the outreach that NOLA Ready conducted to inform the communities that these resources were available.





# CONCLUSION



While this annual report highlights the work of each team within NOLA Ready, it is crucial to note that these accomplishments would not have been nearly as successful without NOLA Ready's commitment to work collaboratively – both internally and with partners across all sectors. NOLA Ready would like to thank you for your continued support and we look forward to collaborating with you in the coming year.

