THE CALLS ARE COMING FROM INSIDE THE STATE: Phone-banking after Hurricane Irma
2017 Hurricane Season

Harvey

Irma

Maria
$50 Billion in Recovery Costs (USA)

All 63 FL counties Declared Federal Disaster Areas

1 in 3 Florida households applied for FEMA assistance

17 US Deaths
6.5 FL Million Evacuations
63% FL Households without power
UF Closed
9/8-9/12
Formulating a Response

NATIONAL HERITAGE RESPONDERS

202.661.8068

Heritage Emergency National Task Force
Project Planning

- Who to contact?
- How to call them?
- What to ask?
- How to collect info/data?
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Contact List</strong></td>
<td><strong>Headsets or Phones</strong></td>
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<tr>
<td><strong>Script/Survey</strong></td>
<td><strong>Volunteers</strong></td>
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<td><strong>Google Voice Numbers</strong></td>
<td><strong>Snacks</strong></td>
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<tr>
<td><strong>Computers</strong></td>
<td><strong>Time</strong></td>
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What’s Florida Heritage?

NHR volunteers compiled list of museums, libraries, archives, historic sites, botanical and zoological gardens
<table>
<thead>
<tr>
<th>Institution Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
<th>County</th>
<th>Region</th>
<th>Institution Website</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Contact Name</th>
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<td>FL</td>
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<td>SE</td>
<td>jewisuseum.org</td>
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<td>The Wolfsonian-Florida International University</td>
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<td>FL</td>
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<td>Audubon House &amp; Tropical Gardens</td>
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Organizations Per Region
Count of Type of Institution (Primary)

- Museum: 381
- Historic House: 26
- Nature: 75
- Zoo: 19
- Library: 57
UF Disaster Relief Phone Banking Form

Please fill out this form as you proceed through your call.

* Required

Your Name: *

Your answer

Today’s Date:

Date

mm/dd/yyyy

Time:

Time

: AM

Which institution are you calling? *
September 20, 2017
Contacted by NHR and HENTF

September 26, 2017
Organized UF team lead by Museum Studies Graduate Students

October 3, 2017
Phone-banking begins

Maria hits Puerto Rico
Nate forms in Southern Caribbean
53.5 person hours of calls
Average length of call: 5 minutes 45 seconds
Average length of call recording damage: 10 minutes 10 seconds
Longest call: 32 minutes
Outcome:

- We are talking: 123
- They are fine. No damage: 75
- No Answer: 59
- Refused to give info: 7
- Send email: 3
- Hang-up: 15
- I left a message: 237
- Other: 8
- The call was answered, and: 42
Damage to Buildings

- Yes: 68 (34.0%)
- Unknown / Not sure: 6 (3.2%)
- No: 130 (65.0%)
Of these, how would you describe the damage:

69 responses

- Major: 65.2%
- Minor: 26.1%
- Destroyed: 7.2%
- Not sure: 0%
Of these three, would you describe the damage as

22 responses

- **63.6%** Major
- **31.8%** Minor
- **x%** Destroyed
Damage by Institution Type

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<th>Institution Type</th>
<th>Count</th>
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<tbody>
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<td>Museum</td>
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<tr>
<td>Historic House</td>
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<tr>
<td>Nature</td>
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<td>Zoo</td>
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<td>Library</td>
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Total Claims as of 4/6/2018
### Reported Damage

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<tr>
<th>Region</th>
<th>SE</th>
<th>SW</th>
<th>CE</th>
<th>C</th>
<th>CW</th>
<th>NE</th>
<th>NC</th>
<th>NW</th>
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<td>20</td>
<td>5</td>
<td>8</td>
<td>11</td>
<td>9</td>
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<td>3</td>
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### % of Total Reported Damage

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<th>SW</th>
<th>CE</th>
<th>C</th>
<th>CW</th>
<th>NE</th>
<th>NC</th>
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<td>%</td>
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<td>8</td>
<td>12.5</td>
<td>17</td>
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<td>5</td>
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### Rate of Damage

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<td>35</td>
<td>30</td>
<td>7</td>
<td>18</td>
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1 out of 4

Florida Heritage Orgs Sustained Damage
69% of orgs with damaged collections wanted an NHR call back

61% with damaged facilities wanted a HENTF contact
IT’S NEVER A GOOD TIME FOR A HURRICANE

- Hurricane Maria
- Mid-terms
- Richard Spencer visit/campus shutdown

Planning and preparation make response faster, easier, and better.
LESSONS LEARNED/FUTURE MOVES

Better Lists
Goldman and Tansey’s Repo Data Project, funded by SAA, seeks to identify archival repositories in the USA.

https://repositorydata.wordpress.com

Tech Mis-Steps
Call center model means multiple Google Hangouts/Voice accounts needed. Can’t rely on volunteers to set accounts up.

Volunteers
Hard to maintain efforts. Seek to boost turnout in first 2 weeks when enthusiasm is highest.

Communication Keys
Use improved list to send out preliminary survey by email. But list needs to include general addresses or be kept up-to-date.

Polish Script
Format script to provide earlier yes/no for damage to shorten calls. Rewrite text for voicemail to push org to call back or fill out web form.

Outreach
Let orgs know that outreach is coming and who we are. Most time on calls spent explaining project and building trust.
Can we use this data to target disaster response efforts? Was it helpful? Are there limits?
THANKS TO

Lauren O’Neill
Elizabeth Bouton
Lourdes Santamaria-Wheeler
Briley Rasmussen
Lori Foley
Jess Unger
Andrew Robb
Rebecca Elder
Any questions?
You can find me at
@fletcherdurant & fdurant@ufl.edu