



**An innovative approach to attracting, training and recruiting  
citizen volunteers in disaster preparedness.**

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**Integrated Training Summit  
New Day Challenge  
Final Round Presentation  
April 16, 2010**

## Evacuteer = evacuation + volunteer

**Mission Statement:** Evacuteer.org's mission is to keep New Orleans' highest need residents safe during a hurricane or disaster evacuation. We will accomplish this by recruiting, training and coordinating a corps of community leaders to assist the City of New Orleans in executing its evacuation plans and by engaging New Orleanians in emergency preparedness activities through the use of new and innovative advocacy strategies.



Right: Young evacuee tightens registration bracelet a volunteer attached  
Below: Buses ready for evacuation to begin, Gustav



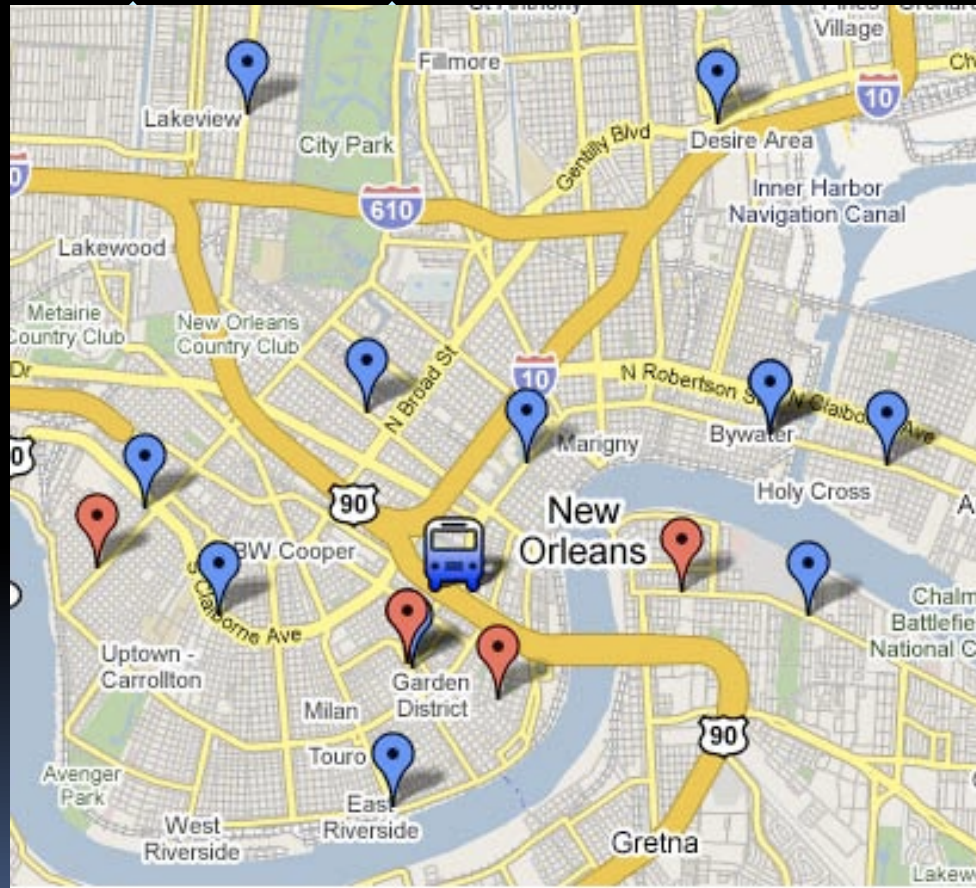
# Why are we here?

## The Problem:

- 30,000 New Orleanians do not have access to reliable transportation in the event of a mandatory evacuation.
- There are no longer “shelters of last resort” for Category 3 or above hurricanes in Orleans Parish



# The Solution: The City Assisted Evacuation Plan



Map: 17 Neighborhood pickup points and Union Passenger Terminal

- Activates for Category 3 storm or higher upon Mayor's declaration of mandatory evacuation
- Takes 48 hours to complete (H-hour 60 to H-hour 12)
- 17 neighborhood pick-up points
- Evacuees leave on trains, planes and buses bound for State and Regional Shelters
- Evacuteers absolutely "vital" to plan

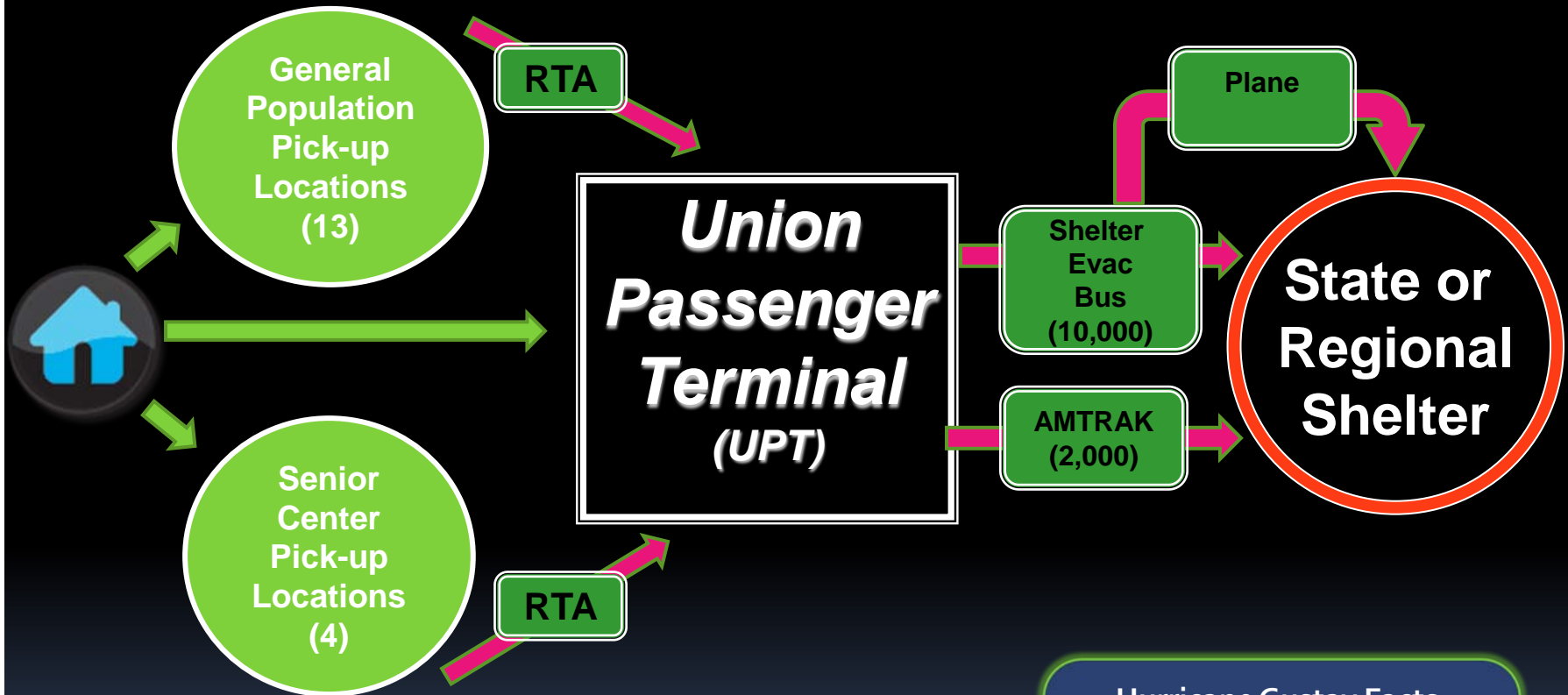
# Evacuteer.org quick facts



Above: Evacuees inside Union Passenger Terminal

- 501(c)(3) tax-exempt status
- MOU with City of New Orleans recognizing evacuteer.org as CAEP volunteer management lead
- Letters of financial support from Council President Arnie Fielkow and Councilmember-elect Kristin Palmer
- 426 evacuteers
- 24 partner organizations

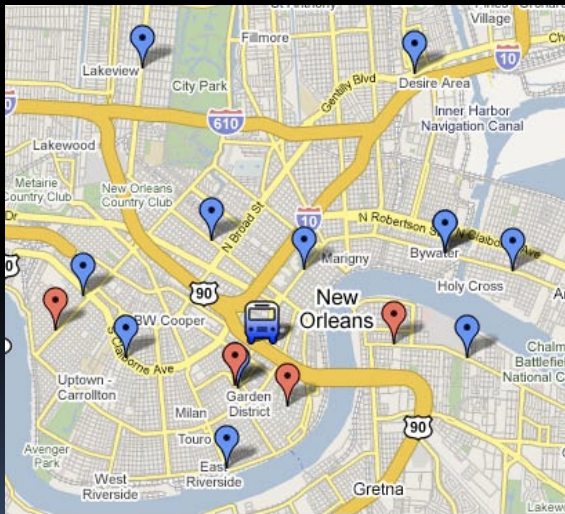
# Evacuee movement



Hurricane Gustav Facts:  
10,000 evacuees left on buses  
6,000 evacuees left on planes  
2,000 evacuees left on trains

# The three evacuteer roles

pick-up point  
evacuteers



UPT evacuteers

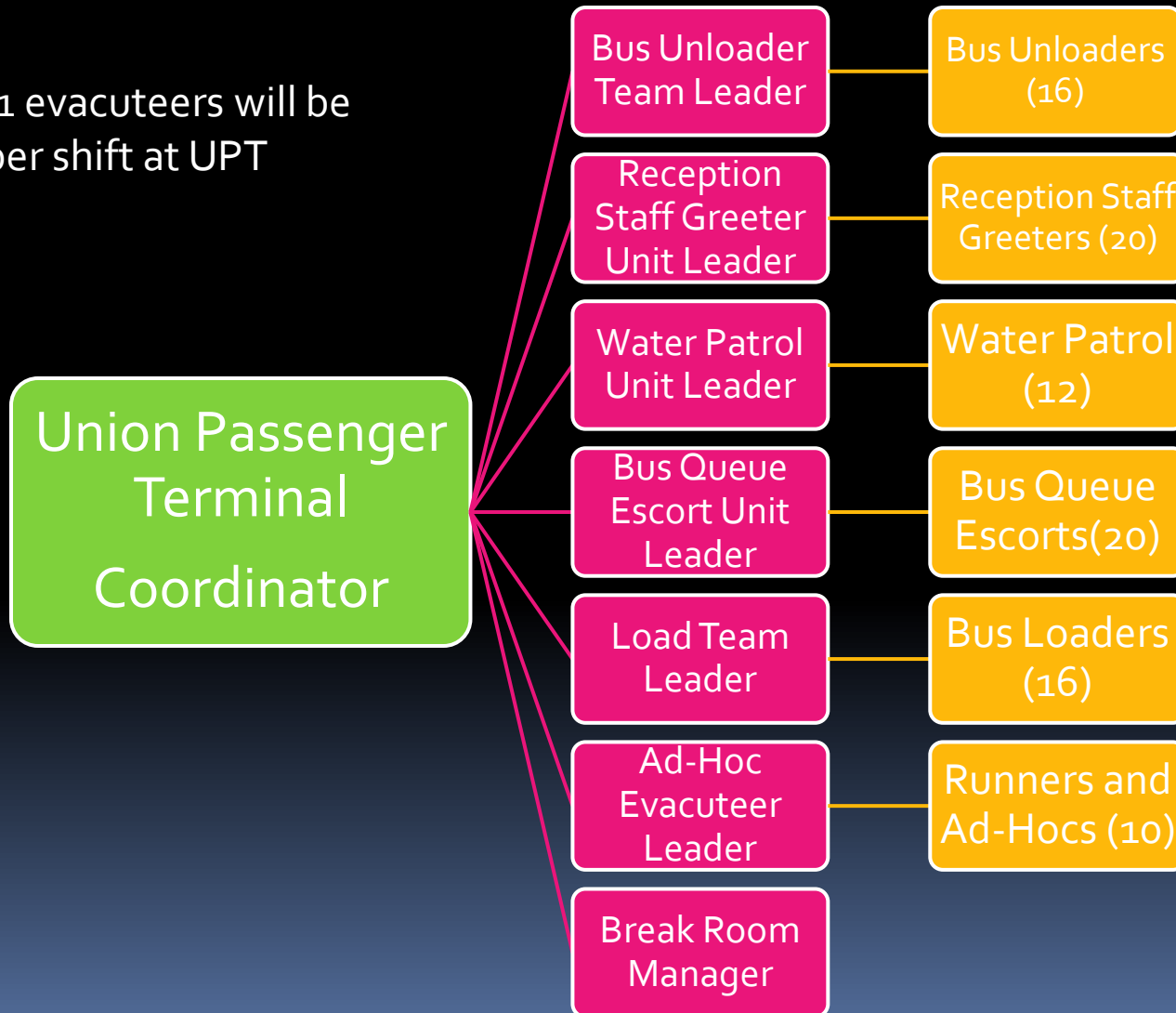


City Hall evacuteers



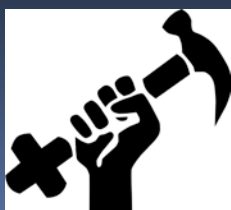
# Example: Operations

FACT: 101 evacuteers will be needed per shift at UPT



# Partnerships

Evacuteer.org has 24 partner groups. To form a group, each partner must commit to bringing 10 volunteers with one captain. Several of these groups have committed to far more than 10 evacuteers.



# Target Evacuteers



- Young adults (18-34 age range) to volunteer
- Established neighborhood associations and members
- Faith-based groups and local non-profit staffs and supporters

# Target Evacuees

- Citizens of Orleans Parish needing to use the CAEP

Larman Sparkman (middle) and friends. September 9, 2008. First CAEP evacuees to return to New Orleans, four days after Hurricane Gustav.



# Our Niche: quantified

## (1) Volunteers

- 41% of Orleans Parish residents live alone
- 20.5% total population between 20-34 years old
- 331,000 volunteers between 16-34 in the U.S.

## (2) Citizens

- 27% of Orleans Parish residents lack access to a vehicle
- 23% Poverty rate
- 18,000 beneficiaries moved during Gustav CAEP

# Differentiation

- MOU-> official recognition by the City
- Approval as 501(c)(3) in record time (6 weeks)
- Innovative use of social media, branding and technology
- Strong Partner organizations
- Specialized knowledge of CAEP process

Profile: evacuteer.org (evacuteer)



<http://www.evacuteer.org>. An evacuation highlights the power of us. Evacuteer.org mobilizes New Orleanian volunteers in the event of an evacuation.  
Location: New Orleans, La.  
Time Zone: Central Time (US & Canada)  
Joined: Tue 02 Jun 2009 23:19  
Following: 384  
Followers: 524  
Updates: 480

# The Colonel



A vertical bar on the left side of the slide, consisting of a white top section with a barcode-like pattern, a grey section, a yellow section, and a pink section.

# The Judge

# Innovation: Try things



# Innovation: Keep them Inspired



## BYE BYE HURRICANE SEASON CELEBRATION

Toast the rain kings, dancing queens and all those who kept us safe in 2009

**WEDNESDAY DECEMBER 2**

7-10:30

REPUBLIC, 828 S. PETERS

**LIVE MUSIC LINEUP:**

**MY NAME IS JOHN MICHAEL**

**THE STOOGES BRASS BAND**

**OPEN BAR** courtesy of Glazer's,

NOLA brewing company and Lazy Magnolia brewing company

Traditional New Orleans Food by Langenstein's Supermarket

Venue courtesy of Lifestyle Revolution Group.

\$20 suggested donation. Proceeds go to [evacuteer.org](http://evacuteer.org) for 2010 hurricane supplies



Innovation, Prepare them- subtly



Does it matter?

Social Return on Investment

**EVACUATION = PREVENTION**

**RESCUE = \$\$\$\$\$**

# SROI – Coast Guard

Katrina Aftermath:

5,600 Coast Guard first responders  
rescued more than 30,000 people  
at an average cost of \$1,600 each

**\$50 million**

Does it matter?  
Political ROI

**ENGAGED CITIZENS = POLITICAL CAPITAL**

**ENGAGED CITIZENS = BETTER OPERATION**

# Thank You! Questions?



"NOLA greater than hurricanes" –evacuteer.org's Bye Bye Hurricane Season Party, December 2009

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