

Hurricane Matthew

Emergency Support Function #15 Response

April 2017

Hurricane Matthew Timeline

September 25: A tropical wave off the African coast

September 28: Named Tropical Storm Matthew near the Windward Islands.

September 30- October 1: Peak intensity as a Category 5 hurricane with 160 mph winds.

October 4: Matthew made landfall in Haiti and eastern Cuba as a Category 4

October 5-6: Matthew makes landfall on the Bahamas as Category 3 and 4 hurricane.

October 7-9: The southeastern United States hit by Hurricane Matthew as it moved very close to the coasts of Florida, Georgia, South Carolina and North Carolina.



Source: Debra Young

*Hurricane Matthew made one official U.S. landfall in South Carolina, as a Category 1 hurricane with 75 mph winds

Hurricane Matthew Impacts

Hurricane Matthew was one of the most destructive storms of recent years. The hurricane's storm surge and torrential rainfall caused severe flooding from Florida to North Carolina and inflicted damage in the US estimated by analysts at a minimum of \$10 billion

Storm surge and run-up caused by large waves elevated water levels at the shoreline and caused beach erosion, overwash of coastal sand dunes, and breaching of a barrier island in Florida.



Source: Jocelyn Augustino

Hurricane Matthew Federal Response

FEMA Staff on the Ground

- 2,900+ on the ground
- 418 housing inspectors

Commodities

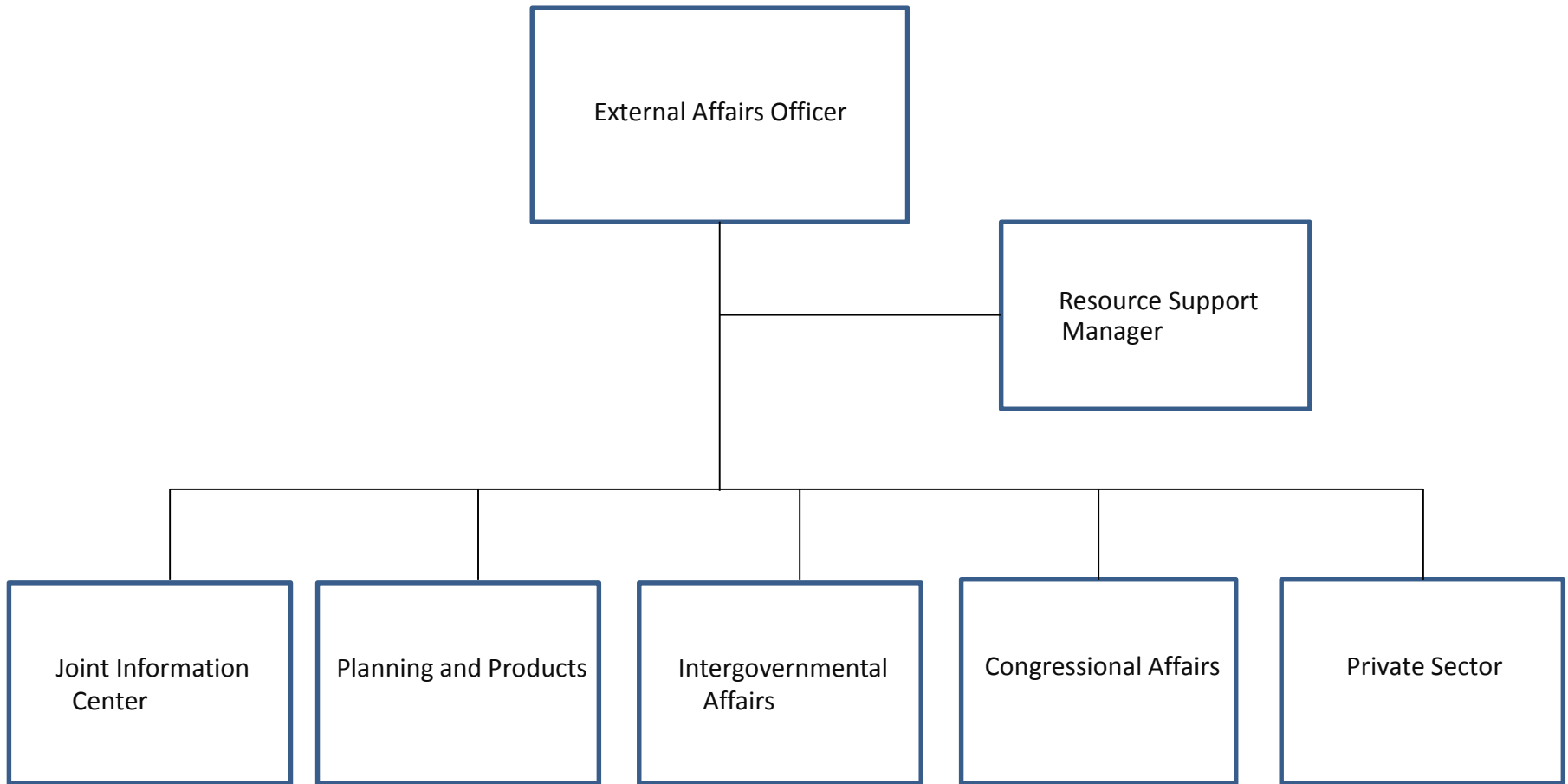
- More than 5,900,000 meals
- More than 4,300,000 liters of water
- More than 87,000 blankets
- 500 generators



Source: Dominick Del Vecchio

Federal agencies supporting the response included the Department of Housing and Urban Development, Small Business Administration, Department of Transportation, Army Corps of Engineers, Department of Health and Human Services, Environmental Protection Agency, Department of Agriculture, Forest Service, Department of Energy, Geological Survey, Urban Search and Rescue and the National Weather Service.

Emergency Support Function (ESF) #15



Hurricane Matthew: Multi-State Response

National News Releases

- One voice
- Broader messaging
- National outlet focused
- Large audience
- Storm impacts unknown



Source: Jocelyn Augustino

Hurricane Matthew: North Carolina Recovery

DR-4285-NC News Releases

- Traditional media push based on survivor demographics
- Local outlet focused
- Targeted messaging
- Produced in coordination with state counterparts
- Linked to state/federal disaster webpages and social media
- Safety concerns for field staff
- Limited field staff for individual interviews



Source: Jocelyn Augustino