

# Coastal Storm Preparedness Story Map

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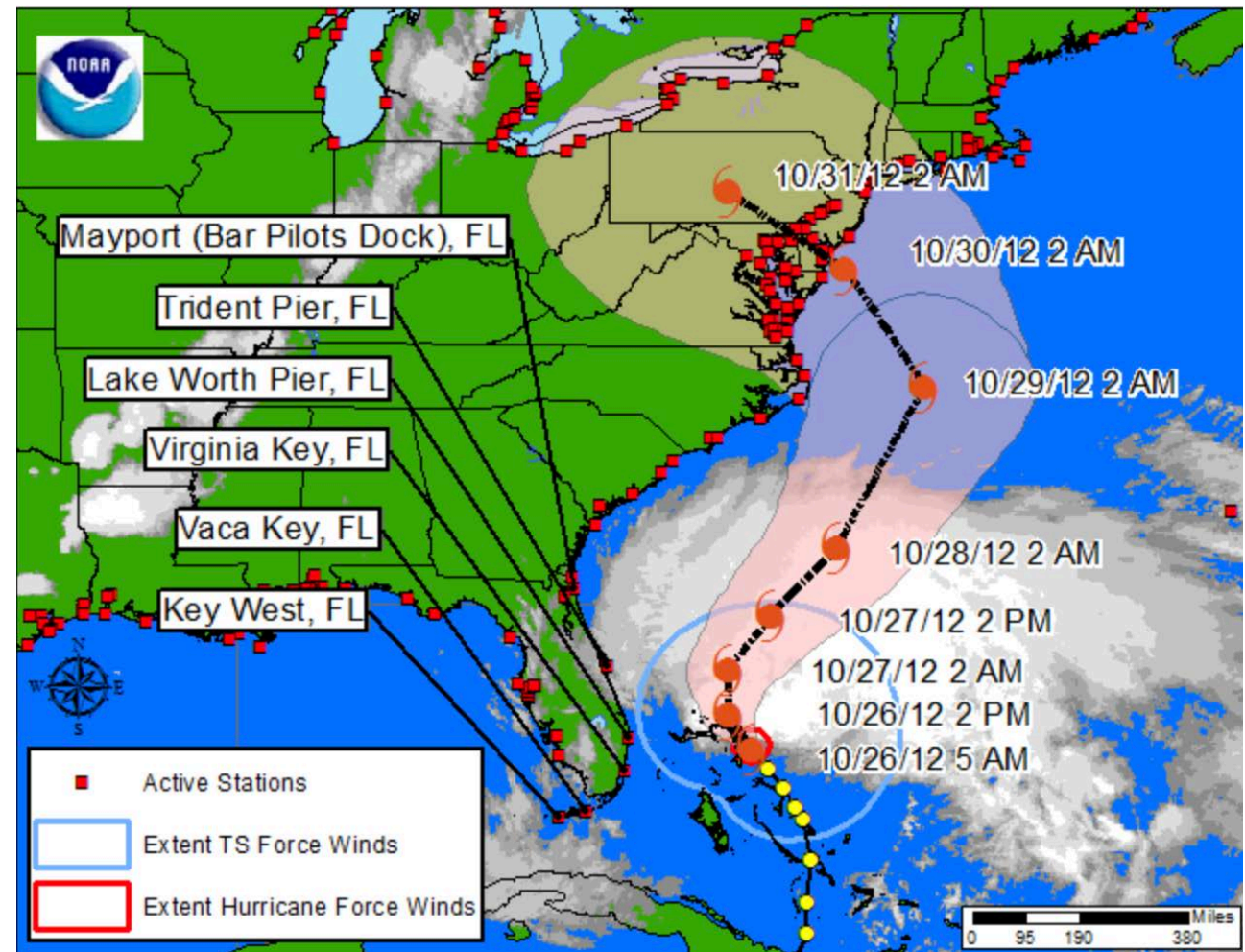
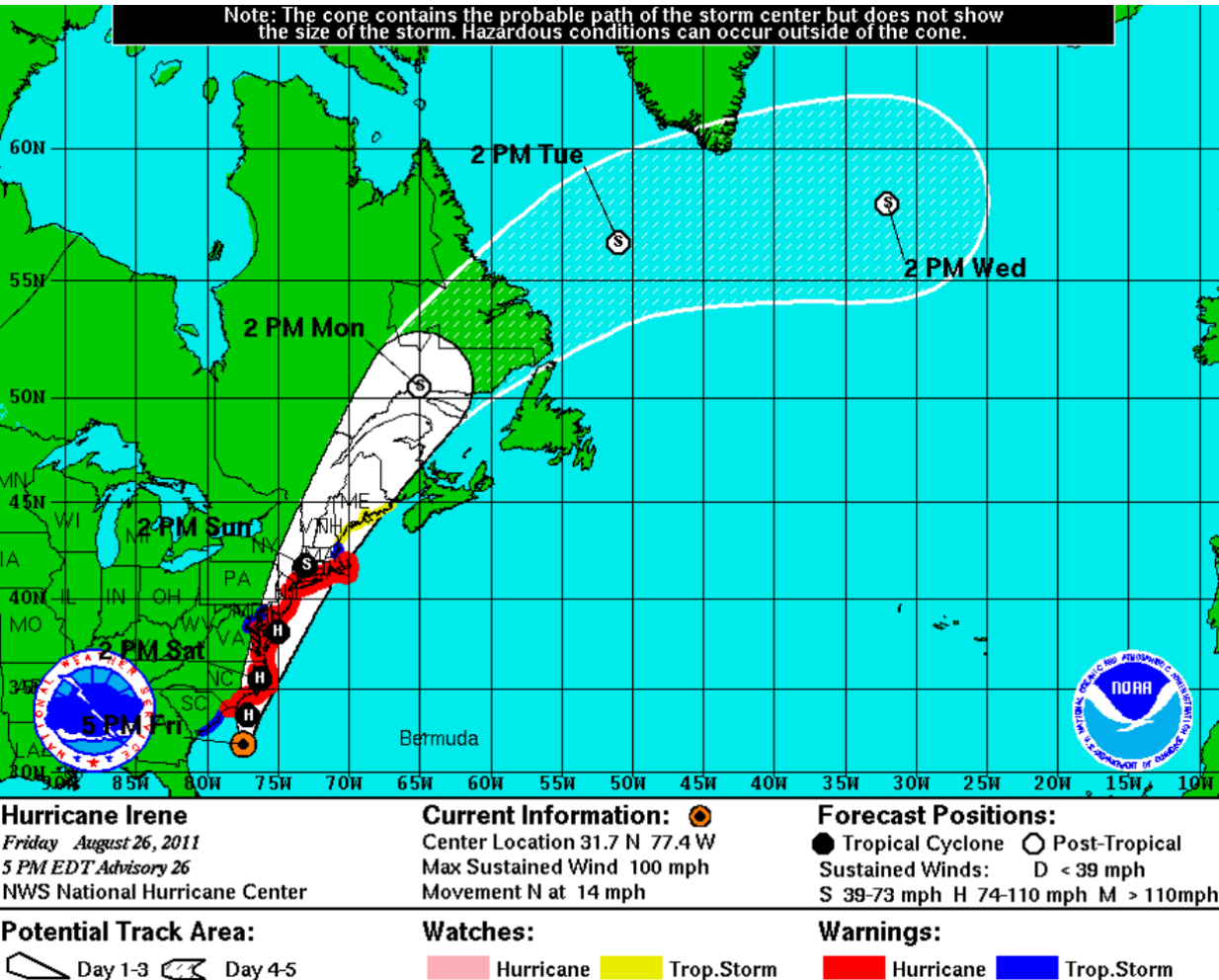
University of Connecticut

Connecticut Association of Managers Conference

October 24, 2018



# Tracks of our most recent major storms: TS Irene and Superstorm Sandy



# Evacuations ordered in many coastal towns for both storms

## Town after town tells residents to evacuate as Irene approaches

Frank Juliano, John BurgesonAnd Michael P. Mayko, Staff Writers Updated 10:46 pm EDT, Saturday, August 27, 2011



# Coastal Storm Awareness Program (CSAP)

## *Key Findings*

We find that most Connecticut (CT) coastal residents are ill-prepared for the significant safety and economic threats posed by severe coastal storms. Highlights include:

- Only 21% of coastal CT residents in Zone A say they would evacuate in the event of a Category 2 hurricane if they did NOT receive an official notice; about six in ten (58%) say they would evacuate if advised to by an official.
- About one third (34%) of coastal CT residents believe it would be safer to stay at home during a Category 2 hurricane; slightly less (31%) believe it would be safer to evacuate, and a final third (35%) say it's about 50/50.
- Coastal CT residents generally underestimate storm impacts: about half (52%) say damage from past storms was more than they had expected, whereas 19% say past damage was less than they had expected.
- Only about one third (31%) of coastal CT residents have evacuated at least once to avoid a storm in the past six years (since the beginning of 2009).
- About 22% of coastal CT residents evacuated for Superstorm Sandy. In Zone A (closest to the shoreline), 27% of coastal CT residents evacuated, whereas 11% in Zone B did so. Of the Zone A evacuees, 82% left before the storm arrived or just as it was arriving.
- Zone A residents, on average, tend to be older, Caucasian, have higher household incomes, higher educational attainment levels, and have made more storm preparations than Zone B residents.
- **70% of coastal CT residents are either unsure or unaware that their home is in an evacuation zone (as defined by the Army Corps of Engineers).**
- **Three quarters of coastal CT residents (74%) have never seen a local evacuation map.**



# Connecticut residents were better prepared for Sandy but still not well prepared

**Five Hurricane Audience Segments  
in Coastal Connecticut**

<b>First Out</b> 21%	Anxious and eager to leave if a hurricane is in the forecast
<b>Constrained</b> 14%	Aware of risks & willing to evacuate but face barriers
<b>Optimists</b> 16%	Doubt that a hurricane will occur but willing to evacuate
<b>Reluctant</b> 27%	Reluctant to evacuate but will leave if ordered to
<b>Diehards</b> 22%	Confident they can safely ride out hurricanes at home

*Based on a representative survey of Connecticut residents in Coastal Evacuation Zones A and B who have experienced a storm (n=996). Data collected Sept.-Oct., 2014. Source: <http://environment.yale.edu/climate-communication/article/coastal-ct-hurricane-segments/>*

How can we reach these 3 categories and provide information that will encourage them to evacuate when asked to do so?



How can we engage these 3 categories of people in the importance of evacuation and build on/support efforts of Connecticut's emergency managers?





## Coastal Storm Preparedness

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Whether you're a resident or a visitor to the Connecticut coast, knowing that you are prepared as a coastal storm approaches provides peace of mind. Preparedness can be as simple as having supplies on hand or knowing how to safely get you, your family and pets to an inland site away from flood waters.

This story map provides information for several coastal towns on evacuation routes, local





# Questions or Comments?

<http://s.uconn.edu/coastalstormpreparedness>

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