



# HURRICANE MICHAEL: RAPID RESPONSE WHEN EVERY SECOND COUNTS

Q&A WITH ROBERT MARSHALL, VICE PRESIDENT, SOUTHEAST REGION

Hurricane Michael made landfall Oct. 10, 2018 along the Florida Panhandle. With sustained winds of 155 mph, Michael was the third-most intense Atlantic hurricane to make landfall in the U.S. and the first Category 4 storm to make landfall along the Florida Panhandle since records began. By evening, the storm moved into Georgia and Alabama, packing 115 mph winds. It was the first Category 3 hurricane to make a direct hit on the state in more than a century. By the time it was over, Hurricane Michael claimed at least 60 lives and caused unprecedented damage, with estimates of more than \$11 billion.

## How did the Motorola Solutions Emergency Response team help?

We staged our emergency response teams and extra equipment in Georgia so we could get into the hardest hit areas quickly after the storm hit. We mobilized our teams – and our suppliers – with a surplus of two-way radios and chargers, programming cables to configure talk groups, antennas to ensure expanded coverage and backup site equipment. We also stocked up on generators and fuel so we could operate even if the local power grid was crippled.

The moment we thought we could access roads after Hurricane Michael made landfall, the Motorola Solutions Emergency Response Team immediately headed to the most affected areas in the Florida Panhandle, as well as locations in Alabama and Georgia. This was within 24 hours of landfall.

We worked closely with state and local authorities to prioritize and coordinate repair efforts. As a result, we were able to immediately restore systems that were directly in Hurricane Michael's path in Lee County, Georgia and Bay County, Florida, including the Tyndall Air Force Base.

This included antenna and line replacement, temporary tower construction, fuel delivery, in-field equipment repair and generator installations. When widespread debris stood in our way, we rolled up our sleeves and helped the local fire departments clear roads. With a disaster of this scale, it's important for all responders to work as a team to get the job done.

Our teams worked around the clock to restore service for our customers

**"I personally have never seen a corporation respond to the needs of others, outside of public safety, like Motorola has."**

- Joseph Humphries, City of Tallahassee,  
Radio System Specialist

as quickly as possible. Then we turned our attention to installations not contracted or supported by Motorola Solutions as well as state emergency teams, as they requested our help. It was important for us to help as many people as possible, regardless of whether or not they were customers of Motorola Solutions.

## How did Motorola Solutions' LMR systems respond during Hurricane Michael?

Our LMR networks are built to respond and perform during natural disasters like this, which is why they remain the technology of choice for public safety customers around the world. Only LMR delivers what our customers need during and immediately after a natural disaster: Always-on, reliable push-to-talk functionality that can deliver resilient mission-critical communications during the worst imaginable conditions.

Hurricane Michael left a trail of destruction few could escape. Radio towers collapsed and antenna were destroyed as unprecedented winds whipped through the Florida panhandle. In most cases, this would mean interruption of service. Our customers, however, were able to use other, interoperable LMR systems and direct mode device-to-device operation that enabled mission-critical communications, during and after the storm.

## What is Motorola Solutions doing as recovery efforts continue?

Motorola's emergency response teams will remain in affected areas to provide support for recovery efforts over the coming weeks and months. Additionally, the Motorola Solutions Foundation, our charitable giving arm, made a \$10,000 donation to the American Red Cross to assist with recovery efforts and is matching personal donations made by employees.