

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: PAUL LOWENTHAL, ASSISTANT FIRE MARSHAL & PUBLIC
INFORMATION OFFICER
FIRE DEPARTMENT
ALISA RAWSON, SENIOR ADMINISTRATIVE ASSSITANT
SUBJECT: COUNCIL GUIDE TO EMERGENCY MANAGEMENT BASICS,
PART II – COMMUNICATIONS PLAN

AGENDA ACTION: STUDY SESSION

RECOMMENDATION

It is recommended by the City Manager's Office that the Fire Department hold a Study Session on emergency communications based on a request by the Council.

EXECUTIVE SUMMARY

This presentation is intended to provide a high level overview of the City's modes and methods of communication, including responses during a crisis or disaster situations. This is a basic orientation to help Council and the Mayor understand the roles and responsibilities City staff play in communicating with the public, City Council and City of Santa Rosa employees.

BACKGROUND

During an incident or planned event, coordinated and timely communication is critical to effectively inform the target audience. Effective and accurate communication can save lives and property, and helps ensure credibility and public trust. The Public Information Officer (PIO) is responsible for communicating with the public, media, and/or coordinating with other agencies, as necessary, with incident related information. The PIO is responsible for developing and releasing information to the public and news media, appropriate agencies and organizations.

PRIOR CITY COUNCIL REVIEW

NOT APPLICABLE

COUNCIL GUIDE TO EMERGENCY MANAGEMENT BASICS, PART II –
COMMUNICATIONS PLAN

PAGE 2 OF 3

ANALYSIS

Staff defined and formalized the modes of communications utilized by and available to the City of Santa Rosa. The three modes of communication are Department-specific routine communications, Emergency Public Information (Non-EOC) and EOC Public Information. The modes outline the roles and responsibilities that will guide the City of Santa Rosa to effectively disseminate information with all applicable audiences during an emergency or planned need.

With today's increasing demand for public information, our objective is to communicate facts as quickly as possible, updating information regularly as circumstances change, to ensure our community is informed. Our mission is also ensure a line of communication is established to Council, the Executive Team, City employees and the community as needed.

To ensure that public information being released to the public during an emergency or planned need is accurate and up-to-date, the Public Information function is coordinated through the Management Command Section of the Emergency Operations Center or as needed through the City Manager's Office, Fire, Police or Community Engagement Departments. The level of coordination is dependent on the mode of communication for the matter at hand.

FISCAL IMPACT

Holding this study session does not have a fiscal impact

ENVIRONMENTAL IMPACT

NOT APPLICABLE

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

NOT APPLICABLE

NOTIFICATION

NOT APPLICABLE

COUNCIL GUIDE TO EMERGENCY MANAGEMENT BASICS, PART II –
COMMUNICATIONS PLAN

PAGE 3 OF 3

ATTACHMENTS

NOT APPLICABLE

CONTACT

Paul Lowenthal
Assistant Fire Marshal
Santa Rosa Fire Department
(707) 543-3542
plowenthal@srcity.org