City of Santa Rosa Study Session Part II Communications Plan

City Council Study Session Part II
August 30, 2016

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City of Santa Rosa
Study Session Part II
Communications Plan

Presenting:

- Paul Lowenthal, Assistant Fire Marshal & Public Information Officer
- Neil Bregman, Emergency Preparedness Coordinator

Modes of Communication Defined

- **Routine Messaging** – Department Specific

- **Emergency Public Safety Information** – (Non-Emergency Operations Center) Utilizes the same public information structure without activating Emergency Operation Center (EOC)

- **Emergency Operation Center Public Information –** Full activation of the Emergency Operations Plan (EOP)

Modes of Communication

Department Specific Messaging

Emergency Public Safety Information (Non-EOC)

Emergency Operations Center Public Information

Department Specific Messaging

- Routine messaging is **Department** specific public information

Examples:

- Fire Department: Media releases for high-profile incidents, use of social media, engaged with local and regional media
- Police Department: Nixle alerts/releases, social media, routinely covered by media
- Recreation & Parks: Large social media following, media release for events
- TPW: New Bus Routes
- Water: Newsletters
- Planning & Economic Development: Housing Action Plan
- Housing & Community Services: Homelessness Strategy
- HR/Finance /IT

Department Specific Messaging

- All Departments are expected to have a plan and process to provide information to the public including:
    - ✓ Methods of Communication
        - ✓ Talking Points
        - ✓ FAQ
        - ✓ Holding Statements
    - ✓ Approval Process
    - ✓ Standardized Format
    - ✓ Approved Distribution Lists

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Emergency Public Safety Information (<u>Non</u>-EOC)

- Emergency Public Information: Team of individuals in charge of pushing public safety messages internally and externally. The team uses EOC/PIO structure <u>without</u> the activation of the EOC
- Needs are based on assessment of the situation by the affected Department(s)
- Activated by a recommendation to utilize Public Information Staff
  - How much staff?
  - Need for a call center?

Examples:
  - Significant weather events
  - Wildland fires with evacuations
  - Hazardous materials incidents with shelter in place orders or evacuations
  - Active shooter

Emergency Public Safety Information (Non-EOC) Cont.

- <u>Process & Workflow</u>:

  - Communications to Council, City Manager's Office & Executive Team
    - High level overview

  - Communications to the public
    - Media releases, social media, face-to-face, etc.

  - Communications to City employees
    - Based on the situation - Weather example

Emergency Operations Center (EOC) Public Information

- Based on needs related to large scale and/or long duration incidents
  - ✓ Earthquake, multiple day wildland fire, mudslide, large scale special and or public events

- Structure in place through the Emergency Operations Plan (EOP)

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Emergency Operations Center (EOC) Public Information

- **Resources through the EOC/PIO:**
  - ✓ Call Center for the public to talk to a live person
  - ✓ Joint Information Center (JIC) for PIOs from other involved agencies to work together
  - ✓ Ability to facilitate press conferences
  - ✓ Provide information to our citizens in shelters
  - ✓ Liaison with City Manager/Council/Community Engagement
  - ✓ Coordinate media releases and utilization of social media tools
  - ✓ Utilization of SoCo Alert
  - ✓ Push messaging to local and regional target audience with support of Community Engagement's networking
  - ✓ City of Santa Rosa Auxiliary Service (SR AECS)

Public Information Officer (PIO) Team

<u>Lead Emergency PIOs (Public Safety & Community Engagement)</u>

- Paul Lowenthal (Fire); Assistant Fire Marshal, Advanced PIO, Crisis Communication's Specialist, Incident Management Team PIO
- Jon Wolf (Police); Sergeant, designated PIO, Media Relations Class and handles routine press releases and social media, back up lead PIO in the EOP

<u>Department PIOs</u>

- Adriane Mertens; (Rec & Parks); Marketing & Outreach Coordinator; Accreditation in Public Relations, crisis communications, City of San Jose PIO training, CAPIO
- Elise Howard (Water); Marketing and Outreach Coordinator, member of CAPIO, attended a writing seminar on how to communicate during an emergency

Public Information Officer (PIO) Team
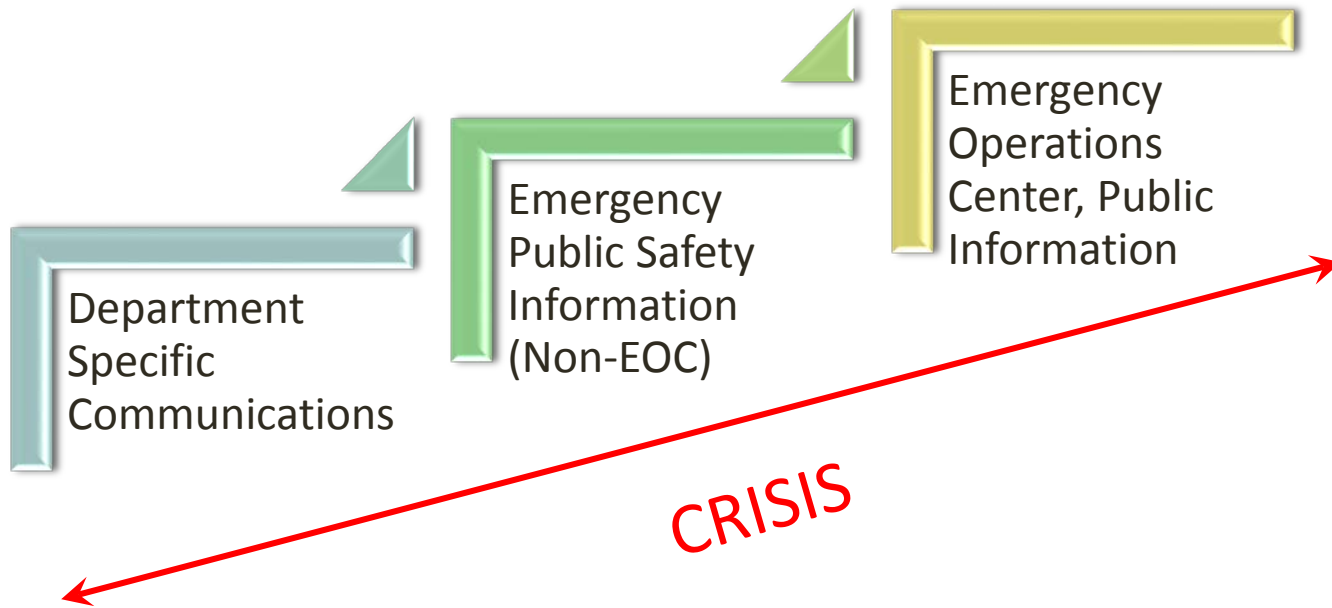
Department PIOs Continued

- Julia Gonzalez (Transit); Marketing & Outreach Coordinator, Attended Working with Media During a Crisis, Sonoma County JIC overview training and Social Media courses, member of CAPIO

- Raissa de la Rosa (PEDH); Acting Economic Development Manager, PIO Team JIC/JIS Workshop, crisis communications strategies workshop, member of CAPIO

- Jake Bayless (IT); Programmer Analyst, Webmaster and attended Social Media for Crisis Communications

Public Information Officer (PIO) Team

Additional Support Staff

- Dylan Karahalios (Rec & Parks); Department Application Specialist and has attended Social Media for Disasters
- Keith Roberts (PEDH); Programmer Analyst
- Teresa Gudino (Water); Sustainability Representative
- Danielle Ronshausen (CE); Community Engagement Coordinator
- Serena Lienau (CE); Interim Program Manager Violence Prevention Partnership

Modes of Communication

Department Specific Communications

Emergency Public Safety Information (Non-EOC)

Emergency Operations Center, Public Information

CRISIS

Actionable Items

1. Review communications structure with City Manager's Office, Executive Team and all Departments communication representative

    - Annual survey of communications tools
    - Communication tool in place to advise Executive Team of public safety emergencies (i.e. SoCoAlert, Nixle)
    - Implement new media policy
    - Monthly meetings with all Marketing and Outreach Coordinators with representatives from Police and Fire.

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Actionable Items Cont'd

2. Establish a seasonal calendar to work on messaging needs ahead of the season with respective communications team members

   - Summer planning in Spring, Winter planning in Summer, etc.
   - Make improvements to the process based on evaluation of previous needs.

Actionable Items Cont'd

3. Provide additional PIO training to staff and implement new social media technology

   - Santa Rosa to host a PIO Team JIC/JIS Workshop through Bay Area UASI, Training & Exercise in December ($30K)

   - Provide training to Executive Team on handling the media and interview techniques

   - Exploring and implementing a platform to manage social media accounts