Communications Platforms
Websites, El Segundo TV, Social Media, Advertising, Public Relations, Newsletters, Media Coverage, Events, Community Meetings, Nixle/Everbridge
Communications Platforms

- City Council
- City Employees
- Residents
- Commissions, Committees & Boards
- Visitors
- Businesses

Public Safety/ Emergency Management

Websites, El Segundo, Social Media, Advertising, Public Relations, Newsroom, Media Coverage, Events, Community Meetings, Nixle/Everbridge
• Strategic Plan
  • Goal: Support Community Safety and Preparedness
  • Objective: The City has a proactive approach to public safety, preparedness and crime that is outcome focused.

• Improve the city’s internal and external emergency communications procedures to ensure that city council, city manager, department heads, and the public are notified of significant events quickly.

• The city to be on the leading edge of public notification when a significant event occurs that generates interest/or concern from the community or gains media attention.
Defining a Significant Event
Type 1 – Imminent Threat or Protective Action Required

- Hazardous material spills or release involving injuries and/or evacuations
- Significant fire
- Active shooter
- Credible Bomb threat
- Drinking Water Contamination
- Significant water quality issues
- Widespread, simultaneous incidents that overwhelm our resources (significant flooding, wind, earthquakes, etc.)
- Confirmed or highly likely incidents with pre-warning, such as substantiated terrorist threats and/or possible civil unrest
- Tsunami
- Any Type 2 event that city officials deem necessary to alert the public in mass
Defining a Significant Event
Type 2 – Potential for Public Concern and/or Disruption to Routine Activities

• Road closures
• Fatal traffic collisions
• Traffic signal outages that disrupt the flow of traffic
• Officer involved shooting
• Homicide
• Unscheduled water outages
• Urban Search and Rescue (USAR) calls that have an economic impact or receive attention in the media or the community
• Incidents where mutual aid is called into the city
• Rescue calls that are major or likely to cause broad-based community concern
• Large water main breaks
• Power outage that affects a significant portion of the community
• Wastewater spills
• Controlled incidents at the refinery (smoke, flare, etc.) that may be noticeable to the public
• Any significant event involving media coverage
Communications Tools

- Holding Statement
- Nixle
- Reverse 911
- Social Media (Facebook, Twitter)
- Website Homepage
- Website Dedicated Page
- Press Statement
- Press Release
- Media Interviews
## Type 1 Incident
Imminent Threat or Protective Action Required

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Party/Communications Lead</th>
<th>Secondary Communications Support</th>
<th>Communications Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notify City Council, City Manager, Executive Team, and Emergency Coordinator</td>
<td>Incident Commander</td>
<td>Deputy City Manager</td>
<td>Email and Text</td>
</tr>
<tr>
<td>Holding Statement</td>
<td>Incident Commander</td>
<td>Deputy City Manager Emergency Coordinator</td>
<td>Email and text to City Council, Reverse 911, Nixle, Social Media</td>
</tr>
<tr>
<td>More Detailed Statement</td>
<td>Incident Commander</td>
<td>Deputy City Manager Emergency Coordinator</td>
<td>Email and text to City Council, Reverse 911, Nixle, Social Media, City Website, Dedicated page on city website</td>
</tr>
<tr>
<td>Ongoing Updates</td>
<td>Incident Commander</td>
<td>Deputy City Manager Emergency Coordinator</td>
<td>Email and text to City Council, Reverse 911, Nixle, Social Media, City Website, Dedicated page on city website</td>
</tr>
<tr>
<td>Press Statement and/or Press Release</td>
<td>Incident Commander</td>
<td>Deputy City Manager</td>
<td>Phone Calls and/or emails to local media contacts, Social Media, City Website, Dedicated page on city website</td>
</tr>
<tr>
<td>Incident Resolved Statement</td>
<td>Incident Commander</td>
<td>Deputy City Manager Emergency Coordinator</td>
<td>Email and text to City Council, Reverse 911, Nixle, Social Media, City Website, Dedicated page on city website</td>
</tr>
</tbody>
</table>
## Type 2 Incident
**Potential for Public Concern and/or Disruption to Routine Activities**

<table>
<thead>
<tr>
<th>Action</th>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
<th>Step 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notify City Council, City Manager, Executive Team, and Emergency Coordinator</td>
<td>Holding Statement</td>
<td>More Detailed Statement</td>
<td>Ongoing updates</td>
<td>Incident Resolved</td>
<td></td>
</tr>
</tbody>
</table>

| Responsible Party/Communications Lead | Incident Commander | Incident Commander | Incident Commander | Incident Commander |

| Secondary Communications Support | Deputy City Manager Emergency Coordinator | Deputy City Manager Emergency Coordinator | Deputy City Manager Emergency Coordinator | Deputy City Manager Emergency Coordinator |

| Communications Channels | Email and Text | Email and text to City Council, Nixle, Social Media | Email and text to City Council, Nixle, Social Media | Email and text to City Council, Nixle, Social Media |

- Email and text to City Council
- Nixle
- Social Media
Next Steps

- Staff to develop and disseminate a citywide emergency communications policy and procedures memo
- Determine emergency communications policy training requirements
- Coordinate access to the communications tools (i.e.: Nixle, Reverse 911, etc.)