

# CENTRO

## COMMUNICATIONS

### **Crisis Response Plan: Redmond**

#### **Team Members**

- Mayor
- City Manager
- Head of Deschute's County Sheriff Department
- Director of Communications
- Community Development Commissioner

The City Manager is the internal director of the crisis team, with the task of managing decisions to be cohesive among the city ideals. The Director of Communications is in charge of all material written and spoken presented to the public and news media outlets. The remaining members of the team are consulted for information and recommendations when necessary to the outstanding circumstances.

#### **Crisis Communication Procedure**

1. After The City Manager is informed of the crisis, depending on the severity of the scenario, the team will either meet at the City Hall immediately or communicate via phone calls. The City Manager will then release the primary statement to the public regarding the situation, written by the Director of Communications.
2. The City Manager and the Director of Communications will contact representatives of the parties involved to obtain accurate information and to communicate the steps of action.
3. Alert media and let citizens know that you will be transparent with information as the crisis develops. Media outlets will be determined and used at this time by the Director of Communications.
4. The City Manager, if it is appropriate to the situation, will hold a press conference set up by the Director of Communications.
5. The Director of Communications will respond to social media concerns and set up meetings with news media if necessary.
6. The crisis team will use the information to use resources to act immediately and continue to implement the chosen steps of action moving forward as the crisis unfolds.

#### **Possible Crisis Scenarios**

##### Violent

- Wildfire
  - Dry summer conditions lead to a wildfire approaching city limits, creating the necessity for citizens to evacuate their homes.
- Extreme snow/ice conditions
  - After multiple weeks of intense winter conditions, half of the snow removal equipment needs repairs, limiting safe driving conditions across half of the county.
- School shooting
  - A shooting at the local high school resulting in multiple citizen casualties.

## Nonviolent

- Activists protesting legislation
  - A group of local activists protesting for multiple days outside of the City Hall in contrast of the county's local laws regarding legal marijuana.
- Lack of affordable housing
  - The population of Redmond is expanding and the housing market cannot keep up with the high demand for housing for the middle to low income families.
- Contaminated water
  - 500 homes are affected by E. coli contaminated tap water. No one has died, but 12 linked cases have been confirmed by the St. Charles Medical Center.

## **School Shooting Template Message**

The City Manager, alongside the Head of the Sheriff Department, will release the initial statement to the media and public. This statement will first include the time, date and location of the shooting to provide specificity of the situation. The statement will then include further details of the situation, any and all details that have been confirmed by the local police department, potentially including the number of victims, the name of the shooter and the current condition of the situation. Moving from the details, the statement will discuss the initial plan of action and the steps moving forward to grieve as a community and stand with the families of the victims.

The City Manager:

“At [time] a gunman walked into Redmond High School and open-fired on students who were in the hallway during class. [Number of students] were killed on the scene, along with the gunman and [number of students] are in the hospital in [critical/stable] condition. Redmond Police and Emergency Medical services arrived at the scene within [number of minutes] of the initial phone call to 9-1-1. This devastating tragedy has shaken our community and our thoughts and prayers are with the families of the victims. We will continue to investigate this situation and update our community on the progressing situation. Further questions, concerns or information can be directed to Redmond's Director of Communications at (XXX) XXX-XXXX. Thank you.”