EMERGENCY COMMUNICATION PLANNING SUBMISSION CHECKLIST

Action Requirement	Completed (Y/N)	Additional Details (Please write directly in the boxes below)
Step 1: Developed an emergency communications plan outlining the steps the municipality will take to disseminate essential information both internally and publicly during non-routine events, declared or non-declared emergencies or natural disasters.		
We developed an emergency communications plan as a complement to the ESF 2 &/or 15.	Y	(Please share the location of where that plan will reside, for example as an appendix in ESF 2 &/or 15.) The Emergency Communications Plan was developed by the City of Summit Public Information Office in coordination with the Emergency Management Team. It is part of the Emergency Operations Plan, as an annex in ESF 2.
This plan includes a section that explains the difference between declared and non-declared emergencies. It also lists the various types of non-emergency events that apply to this plan.	Y	(No further details required.)
This plan includes directives for disseminating essential information during emergencies to key staff, stakeholders, special facilities liaisons, etc.	Y	(Please share the titles of the key staff that are included to disseminate and receive this information, and as many details as you can on the types of stakeholders and special facility liaisons who also will be notified through this process.) Staff that are included to disseminate information: • Amy Cairns, Chief Communications Officer • Megan Trindell, Public Information Associate • Megan Champney, Assistant to the City Administrator • Rita McNany, Parking Services Agency Manager • Police Department, Chief Robert Weck • Fire Department, Chief Eric Evers and Deputy Chief/Emergency Management Coordinator Don Nelson • Department of Community Programs Stakeholders and special facility liaisons who will be notified: • Emergency Management Team, Police and Fire Departments, First Aid Squad, Department of Public Works, Department of Community Programs

		• All other city departments, Summit Free Public Library, SAGE, YMCA and Connection, Summit Downtown Inc., houses of worship, media contacts, residents
This plan includes procedures for training of staff & key personnel on the specific communications channels to be used by the town.	Y	(Please share details of trainings that took place, including date & location, titles of attendees, whether the County Access & Functional Needs Liaison or other OEM experts were present.) The staff members that have been trained on SwiftReach and social media protocols for emergency communications are as follows: • Amy Cairns: Chief Communications Officer, OEM Public Information • Megan Champney: Assistant to the City Administrator, OEM Public Information • Megan Trindell: Public Information Associate, OEM Public Information • Michael Rogers, City Administrator • Nora Radest, Mayor Through the FEMA Emergency Management Institute, the Chief Communications Officer completed the Public Information Office Awareness Training IS-0029, Introduction to the Incidence Command System ICS 100, and the Fundamentals of Emergency Management. The Public Information Associate completed the Public Information Office Awareness Training IS-0029.
This plan includes methodologies for communicating essential information, alerts, and updates to the general public which are to be carried out via the following communication channels: **(*Please include hyperlinks in the "Additional Details" column to demonstrate use of these channels, or upload screen shots as supporting evidence.*)**		
One page on the municipal website dedicated to emergencies	Y	(Please describe the steps taken to ensure your municipal website will remain online in the case of an emergency. Provide a link to the specific page on your website where the public can access the alert notification registration link, emergency updates, and direct links to any social media pages for updates, if applicable.) The Emergency Management page on the City of Summit website is where citizens can access the emergency alerts (SwiftReach) registration link and links to the official city social media pages. This page and the information contained in it will remain online in case of an emergency for residents to access, and will be updated regularly during an emergency situation. Site administrators will always have access to the website during an emergency situation. https://nj-summit.civicplus.com/215/Emergency-Management
Media Channels	Y	(Provide details on the **two** chosen: social media; regional/community newspapers or online news sites; public access TV; radio) 1. City of Summit Facebook page, City of Summit Twitter page:

		These social media channels are regularly updated during an emergency. **2.** Information is posted on TAPInto Summit, Summit Patch, and NJ.com; these online news sources routinely post city information. **3.** HomeTowne TV, Comcast channel 36 and Verizon channel 33, is the municipal public access TV channel which also distributes city information.
Direct public notices	Y	(Provide details on the **two** chosen: municipal email or mailing lists; text message; call to land line; online community posting boards) 1. The city uses the SwiftReach emergency alert system to notify citizens of an emergency. Land line and cell phone calls are sent out, along with text messages and emails. 2. The Summit Police Department will send out Nixle alerts, when appropriate, during an emergency situation, via text and email. 3. Emergency alerts are posted to the city website during an emergency situation, when appropriate.
Indirect physical notices	Y	(Provide details on the **two** chosen: electric sign boards; sandwich boards; fliers; traditional community posting boards) 1. The Summit Police Department operates an electronic sign board which is used during emergency situations. 2. City officials will go door to door with informational fliers during a declared emergency situation, depending on the severity of the emergency. 3. Sandwich boards are posted at Summit City Hall and the Summit Train Station with information and directions for citizens.
Word of mouth	Y	(Provide details on the **two** chosen: municipal advisory boards; community networks; CERT; route alerting system using trucks and loud speakers) • City will include fliers with Meals on Wheels deliveries during emergency situations. • City will share information with YMCA, Connection, all houses of worship, PTO/PTA. • Summit Police Department runs CERT, trained volunteers, who will

		assist during an emergency situation.
Step 2: Establish a process for the public to sign up for email, text message, and/or voice message notices regarding warnings and alerts. Promote this process as a way to educate the public about the town's public notification system and use of emergency communication channels.		
Created a sign up process for emergency notifications & alerts	Y	(Include the name of the notification platform your town uses and method(s) for notification, i.e. email/text/phone, etc.) The City of Summit uses SwiftReach, which notifies residents by phone call, text message, and/or email. The sign-up link is located on the Emergency Management page on the city website: https://nj-summit.civicplus.com/216/Communications-Information.
Promoted the sign up process for the town's emergency notification system and communication channels which will be used during emergencies	Y	(Please describe your promotional efforts through examples, and include a link to the sign up process on your website. The town should also make the public aware of the communication channels that will be used during emergencies so that people know where to look for pertinent information. Share details on how this was carried out. NOTE: If you are including screen shots as evidence, please make sure the send date is visible.) • The page containing the link to sign up for SwiftReach on the city website is https://nj-summit.civicplus.com/216/Communications-Information. • Notices/updates promoting the program are regularly posted on the City of Summit Facebook page.

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City of Summit
Published by Amy Cairns Harrison [?] · June 20, 2014 ·
The City is replacing its emergency alert system. All members of the community that are interested in continuing to receive emergency alerts and other important information from the City of Summit should visit the City website and click on the SwiftReach logo on the homepage even if previously enrolled in the CodeRED alert system. Members of the community without email, may sign-up in person at City Hall at the Police Department Records window.
City of Summit
Create Page @Username
Home
About
SeeClickFix
Photos
Reviews
Likes
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Home - Summit, New Jersey
The City of Summit, located in Union County, is home to more than 21,000 residents who speak over 35 languages, representing an economically and culturally diverse community. Summit is a major transportation hub with...
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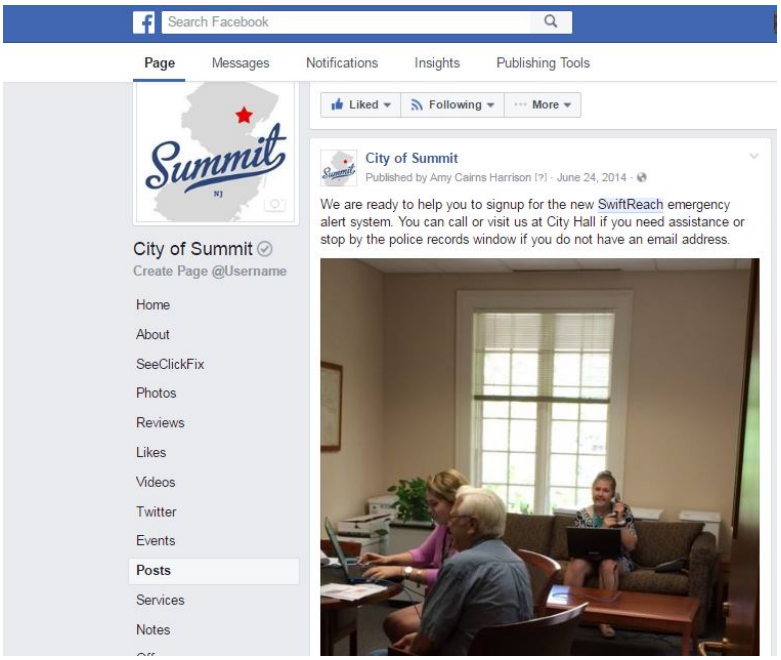
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City of Summit
Published by Amy Cairns Harrison [?] · June 24, 2014 ·
We are ready to help you to signup for the new SwiftReach emergency alert system. You can call or visit us at City Hall if you need assistance or stop by the police records window if you do not have an email address.
City of Summit
Create Page @Username
Home
About
SeeClickFix
Photos
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Likes
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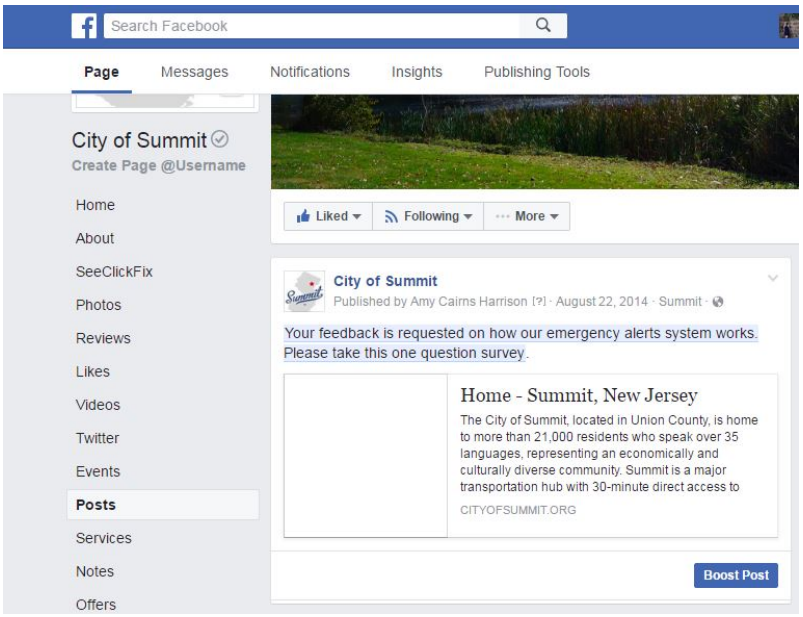
Published by Amy Cairns Harrison [?] · June 25, 2014 ·
if you need assistance registering for the new City of Summit emergency alert system (SwiftReach), we can help you. Stop by City Hall today between the hours of 10 - noon, and 1 - 4 PM (small conference room near the Mayor's office) or call 908-598-2190.
Stay Connected. Register Today
City of Summit Alert
The City of Summit is replacing its existing CodeRED emergency notification provider with SwiftReach Networks, Inc.
SWIFTREACH NETWORKS
Sign up at cityofsummit.org
Boost Post


Search Facebook
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City of Summit
Create Page @Username
Home
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Photos
Reviews
Likes
Videos
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Events
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Services
Notes
Offers
Liked
Following
More
City of Summit
Published by Amy Cairns Harrison [?] · August 22, 2014 · Summit ·
Your feedback is requested on how our emergency alerts system works. Please take this one question survey.
Home - Summit, New Jersey
The City of Summit, located in Union County, is home to more than 21,000 residents who speak over 35 languages, representing an economically and culturally diverse community. Summit is a major transportation hub with 30-minute direct access to
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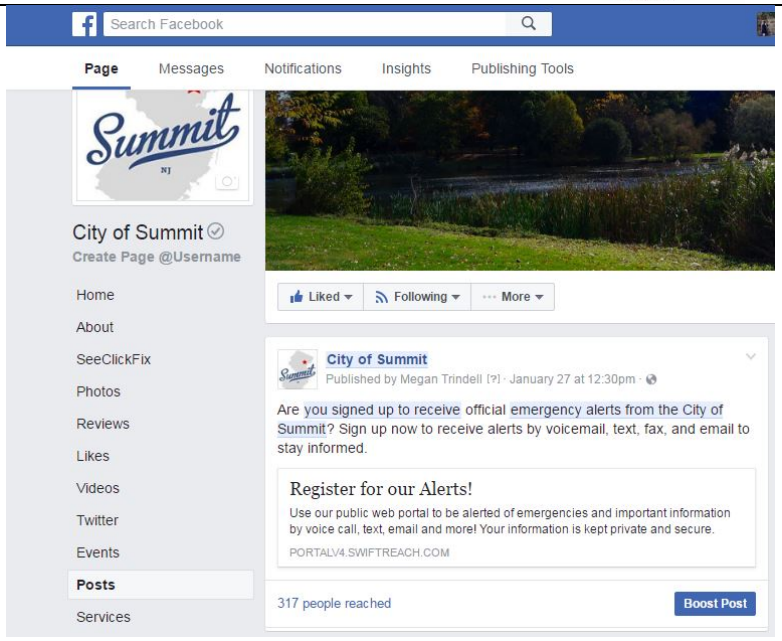
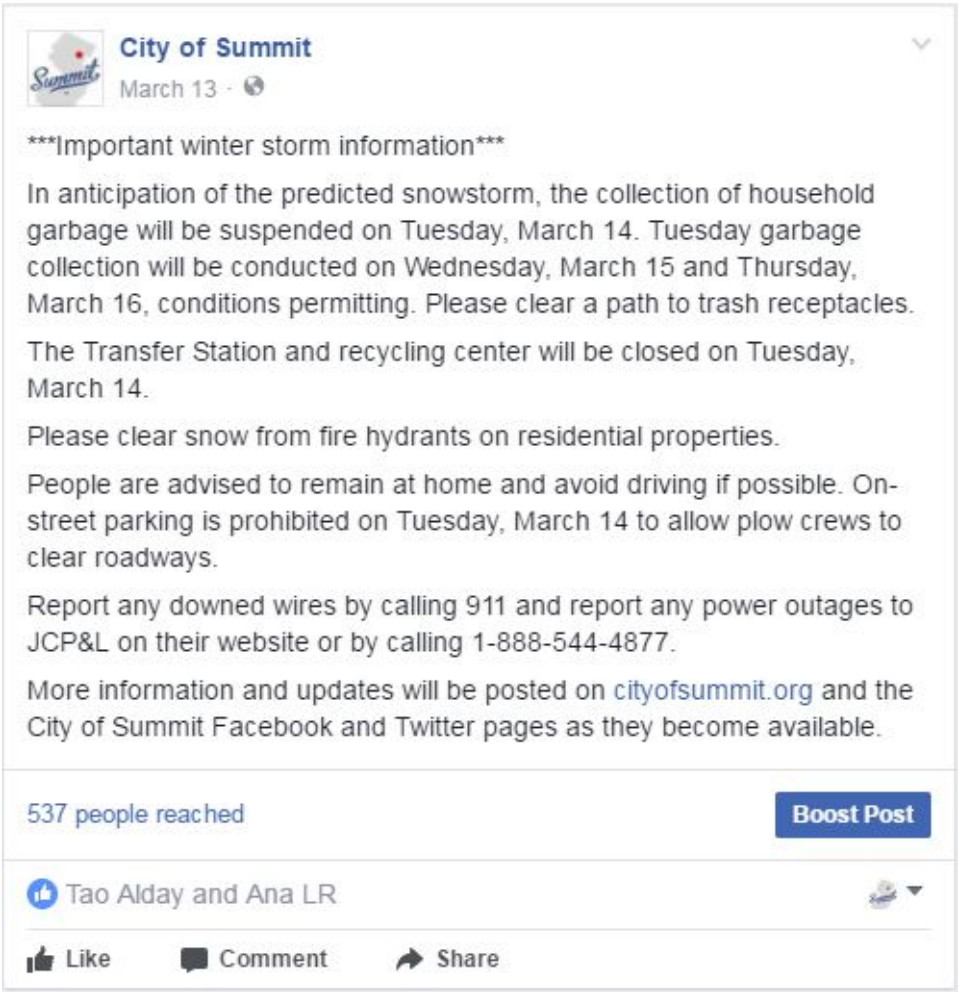
Boost Post

		Search Facebook Page Messages Notifications Insights Publishing Tools City of Summit Create Page @Username Home About SeeClickFix Photos Reviews Likes Videos Twitter Events Posts Services Notes Offers Liked Following More PORTALV4.SWIFTREACH.COM 855 people reached Boost Post City of Summit Published by Amy Cairns Harrison [?] · January 25, 2015 · Have you signed up to receive emergency alerts from the City of Summit? If not, now may be a very good time. Click on the link below and Register Now to get started. Register for our Alerts! Use our public web portal to be alerted of emergencies and important information by voice call, text, email and more! Your information is kept private and secure. PORTALV4.SWIFTREACH.COM Add/Remove Yourself Boost Post Search Facebook Page Messages Notifications Insights Publishing Tools City of Summit Create Page @Username Home About SeeClickFix Photos Reviews Likes Videos Twitter Events Posts Services Notes Offers Liked Following More City of Summit Published by Amy Cairns Harrison [?] · August 26, 2014 · Have you registered for the City's new emergency alert system yet? If you have not, please do. Register for our Alerts! Use our public web portal to be alerted of emergencies and important information by voice call, text, email and more! Your information is kept private and secure. PORTALV4.SWIFTREACH.COM Add/Remove Yourself Boost Post Search Facebook Page Messages Notifications Insights Publishing Tools City of Summit Create Page @Username Home About SeeClickFix Photos Reviews Likes Videos Twitter Events Posts Services Liked Following More 317 people reached Boost Post City of Summit Published by Megan Trindell [?] · January 2 · Have you signed up to receive emergency alerts from the City of Summit? Click on the link below and register now to get started. Register for our Alerts! Use our public web portal to be alerted of emergencies and important information by voice call, text, email and more! Your information is kept private and secure. PORTALV4.SWIFTREACH.COM 855 people reached Boost Post

		
Step 3: Test the developed plan (emergency communication channels & public alert system) either as a separate exercise or as part of a regular municipal emergency exercise.		
Used the emergency communications channels & public alert/notification system at least once during an actual emergency or tested them at least once during a non-declared emergency/major public inconvenience situation.	Y	(Please provide a brief description of the exercise, including whether it was completed during an actual emergency or testing exercise; the date completed; key people involved (titles will suffice); and process that the 1) communications channels were utilized and 2) public notification system was used. If changes were made to the plan as a result to the exercise, you can include such details. NOTE: If you are including screen shots as evidence, please make sure the send date is visible.) • The City of Summit has utilized its Emergency Communications Plan multiple times, such as during severe winter storms when it has disseminated information through SwiftReach, the city website, and city social media channels. The city implemented this communications strategy most recently, on March 13, 2017, when it used SwiftReach, social media, and the website to inform residents that City Hall would be closed the next day due to the impending snow, and trash and recycling operations were suspended. The city also used social media to inform residents that Summit Public Schools were closed. The Chief Communications Officer, Mayor, and Public Information Associate were involved in communications efforts.

Name	Description	Last Used
Mayor's message 031317		3/13/2017 4:34:36 PM
City offices closed 031417	employee alert	3/13/2017 8:13:12 PM
City offices delayed opening 031417	city offices delayed opening	3/10/2017 2:42:12 PM
City offices delayed open 020917 employees	employee alert	2/8/2017 2:21:25 PM
City offices closed 020917 employee	employee alert	2/9/2017 5:16:35 AM
Snow Storm 020917 employee message	employee alert	2/8/2017 2:10:15 PM
Snow Storm 020917	snow storm info	2/8/2017 1:06:27 PM

SwiftReach messages list