

City of Summit Communications



Strategic Key Messages: Emergency

Reinforce that the most accurate source of information for the City of Summit during times of emergency is the City of Summit.

- During times of emergency, it is in the best interest of the City to be the most reliable and timely source of information for citizens and members of the business community about the City's response.
- Use of City of Summit style guide recommendations will ensure consistent, accurate messaging.

Endeavor to communicate in a straightforward, timely and efficient manner.

- Citizens want and expect frequent updates.
 - During times of crisis, hourly is acceptable. If new information is available, more frequent updates would be appreciated.
 - In longer term crisis situations, less frequent intervals of communication are acceptable. Updates two to three times daily are expected.

Communications should focus on impact on town, residents, and business because that is what people care about.

- *"How will this impact me?"* and *"What do I need to do?"* and *"What services is the City providing?"* are the questions on everyone's mind during an emergency.

Action item: Further development of emergency messages will be crisis specific and conducted in collaboration with the City Administrator and Office of Emergency Management (OEM).

Emergency Situations

Declared emergencies

The City of Summit will declare a state of emergency when events, either natural or manmade, exceed municipal resources as well as those available via mutual aid from nearby towns. Examples of a declared emergency include but are not limited to flooding, hurricanes, tornados, mud slides, blizzards, fires, civil unrest, hazmat incidents, etc.

In the event that a county, state, or federal state of emergency is declared, the City of Summit will adopt a state of emergency as well, and look to mutual aid for any required resources.

Non-declared

A non-declared emergency is a major public inconvenience situation, such as a heavy snowstorm or water main break, that requires city services and personnel beyond routine duties, but does not exceed municipal resources.

The Emergency Management Coordinator and two Deputy Coordinators, Mayor, and City Administrator are involved in the declaration process. The process begins with reviewing the events, followed by

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evaluating the impact on the community and the available resources to handle the emergency. This group discusses the situation with the County Emergency Coordinator for input, and when an emergency is declared, it is through the county coordinator.

Communications Vehicles (Emergency)

In emergency situations, the Communications Specialist will utilize a variety of communications vehicles/channels to effectively share information with key constituent groups. These include:

Swiftreach Alerts

Swiftreach serves as the City's official alert system, and is used only when emergency communications are necessary. Alerts are provided by phone, text and email.

Monitor Nixle Alerts

Nixle alerts are distributed by the Police Department by text and email. These include missing or runaway children, traffic advisories, road closures, and non-emergency information such as community events as well. There is a link to Nixle alerts on the Police Department homepage. It could be useful to have a link to a Nixle feed on the City of Summit homepage.

CivicSend

A number of email lists of residential and business community members have been established on the City of Summit website to be utilized for important communications from the City during an emergency situation. This approach is designed to distribute information specific to certain groups of individuals that is not necessary for every resident to know.

News Releases

In emergency situations, news releases play a lesser role but may still be utilized during longer term situations where more comprehensive updates are required. While most media outlets prefer email updates, the Independent Press and nj.com prefer traditional news releases. A list of media contacts is included below.

Emails to members of the media

Emails to members of the media are the best way to get quick coverage during emergency events. Shorter, more frequent updates are what the media want and expect, especially The Alternative Press and Summit Patch. Tips from Town and 365 Things to Do in Summit and New Providence are also included when sending out email updates.

City website "News" section

When information is sent out by news release and email to media outlets, it must also be immediately posted on the City website in the "News" section. Visitors have come to expect up-to-date and timely

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information on the homepage. A notification is sent out to subscribers of the chosen News Feed category, with a link to the news feed and relevant information.

www.cityofsummit.org

Facebook & Twitter

Information in the “News” section of the website and shared through news release and email to media outlets should also be posted on the City Facebook and Twitter pages. Many citizens expect to be able to receive breaking news and other important information from the City through its Facebook and Twitter feeds and directed to the City website for more comprehensive information.

<https://www.facebook.com/City-of-Summit-167658826632366/>

<https://twitter.com/CityofSummitNJ>

NextDoor

The City of Summit posts information on NextDoor to reach specific neighborhoods of Summit residents. Many residents are using NextDoor to communicate with their neighbors about a variety of topics, both non-emergency and emergency related. The City of Summit will share information during an emergency situation on NextDoor to the affected neighborhood(s).

www.nextdoor.com

Other

The City of Summit Police Department owns and operates an electronic sign board that is utilized during emergency situations. Police car loudspeakers are also available for use during an emergency situation.

The City of Summit utilizes sandwich boards at City Hall and the Summit Train Station providing directions and information to citizens during emergency situations.

Informational fliers are delivered door to door and included in Meals on Wheels deliveries.

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<u>Media</u>	<u>Contact Name</u>	<u>Phone</u>
The Alternative Press	Greg Elliott	gelliott@thealternativepress.com
Star Ledger/nj.com	General	ipeditors@njnpublishing.com
FIOS News 1	Brian Powers	bpowers@fios1news.com
	Lenn Thornhill	lthornhill@fiosnews1.com
CBS News	Meg Baker	mbaker@cbs.com
365 Things to Do in Summit & New Providence	Karen Bigos	kbigos@trghome.com
HomeTowne Television	General	info@hometownetv.org
NJ 12 News	General	news12nj@news12.com
Local Source	Jen Rubino	jrubino@thelocalsource.com
	General	editorial@thelocalsource.com
Summit Downtown Inc.	Kathryn Best	Kathryn@summitdowntown.org
	General	office@summitdowntown.org
Ledger Local	Tony Dearing	tdearing@njadvancemedia.com
Suburban Chamber of Commerce	Joe Steiner	collections@suburbanchambers.org
	Karen Hadley	khadley@suburbanchambers.org
Dept of Community Programs	Judith Josephs	jjosephs@cityofsummit.org
	Jamie Colucci	jcolucci@cityofsummit.org
	David Guida	dguida@cityofsummit.org
Board of Education	Mia Bivaletz	mbivaletz@fc.summit.k12.nj.us
Summit Patch	General	summit@patch.com
Summit Times	Renna Media	lori@rennamedia.com
Summit High School newspaper	Teacher	iitriyeva@summit.k12.nj.us
	Student	173011@summit.k12.nj.us
Westfield Leader	General	editor@goleader.com
City of Summit		acairns@cityofsummit.org
		mtrindell@cityofsummit.org
		rlicatese@cityofsummit.org

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EMERGENCY NOTIFICATION SCRIPTS: GENERAL PUBLIC

POWER OUTAGE

TEXT: ALERT! JCP&L reports widespread power outages in Summit. Go to cityofsummit.org for more information.

EMAIL: This is an EMERGENCY alert from the City of Summit. JCP&L reports widespread power outages throughout Summit. Go to cityofsummit.org for more information. Go to cityofsummit.org for more information.

VOICEMAIL: Hello. This is Mayor Nora Radest with an EMERGENCY alert from the City of Summit. JCP&L reports widespread power outages throughout Summit. Go to cityofsummit.org for more information.

Further updates will need to be written in real time during event to include summary of progress in restoring power and any safety considerations (if applicable).

WATER MAIN BREAK

TEXT: Water main break at (location). Please avoid area.

EMAIL: This is an alert from the City of Summit. There is a water main break in the area of (location). Please avoid the area. Crews from NJ American Water have closed streets to vehicle traffic to complete repairs. For more information, go to amwater.com or call 800-652-6987.

VOICEMAIL: Hello. This is Summit Mayor Nora Radest with an alert from the City of Summit. There is a water main break in the area of (location). Please avoid the area. Crews from NJ American Water have closed streets to vehicle traffic to complete repairs. For more information, go to amwater.com or call 800-652-6987.

CONTAMINATED WATER/DO NOT DRINK WATER

TEXT: Boil water alert issued by NJ American Water for Summit at (time), (day), (date).

EMAIL: A boil water alert has been issued by NJ American Water for Summit at (time), (day), (date). The alert is a result (describe incident) and possible contamination by (substance/chemical). For detailed information and updates, go to amwater.com.

VOICEMAIL: Hello. This is Summit Mayor Nora Radest. A boil water alert has been issued by NJ American Water for Summit at (time), (day), (date). The alert is a result (describe incident) and possible contamination by (substance/chemical). For detailed information and updates, go to amwater.com.

REMOVE PARKED CARS FROM ROADWAYS

TEXT: Please remove all parked cars from roadways ASAP for (reason).

EMAIL: This is an alert from the City of Summit. Please remove all parked cars from roadways ASAP for (reason). For more information, go to <http://cityofsummit.org>.

VOICEMAIL: Hello. This is an alert from the City of Summit. Please remove all parked cars from roadways ASAP for (reason). For more information, go to <http://cityofsummit.org>.

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SEVERE WEATHER

TEXT: ALERT! Severe weather report indicates potential impact to Summit. City offices are closed for (duration of time). Residents advised to remain indoors. Go to cityofsummit.org for more information.

EMAIL: This is an EMERGENCY alert from the City of Summit. A severe weather report indicates potential impact to Summit. City offices are now closed for (duration of time). Residents are advised to remain indoors. Go to cityofsummit.org for more information.

VOICEMAIL: Hello. This is Mayor Nora Radest with an EMERGENCY alert from the City of Summit. A severe weather report indicates potential impact to our area. City offices are now closed for (duration of time) and residents are advised to remain indoors. Go to cityofsummit.org for more information.

HAZARDOUS MATERIAL RELEASE EVACUATE

TEXT: ALERT! There is a (spill/release) of hazardous material at (location) in Summit. Evacuate area immediately for (duration of time). cityofsummit.org for more info.

EMAIL: ALERT! There has been a (spill/release) of hazardous material in the City of Summit. Residents (all/targeted location) and members of the business community in area are advised to evacuate immediately for (duration of time). Go to cityofsummit.org for more information.

VOICEMAIL: Hello. This is Mayor Nora Radest with an EMERGENCY alert from the City of Summit. There has been a (spill/release) of hazardous material in the City of Summit. Residents (all/targeted location) and members of the business community in that area are advised to evacuate immediately for (duration of time). Go to cityofsummit.org for more information.

HAZARDOUS MATERIAL RELEASE SHELTER IN PLACE

TEXT: ALERT! There is a (spill/release) of hazardous material at (location) in Summit. Remain indoors for (duration of time). cityofsummit.org for more info.

EMAIL: ALERT! There has been a (spill/release) of hazardous material in the City of Summit. Residents (all/targeted location) and members of the business community in area are advised remain indoors for (duration of time). Go to cityofsummit.org for more information.

VOICEMAIL: Hello. This is Mayor Nora Radest with an EMERGENCY alert from the City of Summit. There has been a (spill/release) of hazardous material in the City of Summit. Residents (all/targeted location) and members of the business community in area are advised to remain indoors for (duration of time). Go to cityofsummit.org for more information.

UNKNOWN SITUATION

TEXT: ALERT! Police are investigation an incident at (location). Please avoid the area.

EMAIL: This is an EMERGENCY alert from the City of Summit. Police are investigation an incident at (location). Please avoid the area. As we receive more information, further updates will be provided at cityofsummit.org.

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VOICEMAIL: This is Mayor Nora Radest with an EMERGENCY alert from the City of Summit. Police are investigation an incident at (location). Please avoid the area. As we receive more information, further updates will be provided at cityofsummit.org.

EMERGENCY NOTIFICATION SCRIPTS: CITY HALL

DELAYED OPENING

TEXT: City offices will have a delayed opening today at 10 AM.

EMAIL: Good morning. City offices will have a delayed opening today at 10 AM.

VOICEMAIL: Good morning. This is City Administrator Michael Rogers. City offices will have a delayed opening today at 10 AM.

EARLY CLOSING

TEXT: Due to (insert reason), City offices will close today at (insert time).

EMAIL: Due to (insert reason), City offices will close today at (insert time).

VOICEMAIL: Hello. This is City Administrator Michael Rogers. Due to (insert reason), City offices will close today at (insert time).

GENERAL EVACUATION

TEXT: Officers are responding to a report of (problem) at (location). Evacuate the building using all available exits. Move away from building. Go to (direction/landmark).

EMAIL: This is an EMERGENCY alert from the City of Summit. Officers are responding to a report of (problem) at (location). Evacuate the building using all available exits. Please move away from building and go to (direction/landmark).

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. Officers are responding to a report of (problem) at (location). Evacuate the building using all available exits. Please move away from building and go to (direction/landmark).

PROBLEM RESOLVED

TEXT/EMAIL/VOICEMAIL: This is City Administrator Michael Rogers. The incident at (location) has been resolved and it is safe to return to normal activity.

SEVERE WEATHER

TEXT: ALERT! A severe weather report indicates potential impact to Summit. City offices are now closed for (duration of time). Go to cityofsummit.org for more information.

EMAIL: This is an EMERGENCY alert from the City of Summit. A severe weather report indicates potential impact to Summit. City offices are now closed for (duration of time). Go to cityofsummit.org for more information.

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VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. A severe weather report indicates potential impact to Summit. City offices are now closed for (duration of time). Go to cityofsummit.org for more information.

ACTIVE SHOOTER /ARMED INTRUDER

TEXT: ALERT! A suspect with a weapon is in the building. Evacuate immediately if possible or go into the nearest available room and lock the door. Follow instructions from Police.

EMAIL: This is an EMERGENCY alert from the City of Summit. There is a suspect with a weapon in the building. Evacuate immediately if possible or go into the nearest available room and lock the door. If you are not in the building, stay away. THIS IS NOT A TEST! Wait for the all clear notification from Police. When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. There is a suspect with a weapon in the building. Evacuate immediately if possible or go into the nearest available room and lock the door. If you are not in the building, stay away. THIS IS NOT A TEST! Wait for the all clear notification from Police. When possible, additional information will be available at cityofsummit.org.

BOMB THREAT

TEXT: ALERT! We have received a bomb threat that we deem credible. If in the building, prepare immediately for possible evacuation. Listen for instructions from officials and follow quickly and carefully. Updates to follow

EMAIL: This is an EMERGENCY alert from the City of Summit. We have received a bomb threat that we deem credible. If you are in the building, prepare immediately for possible evacuation. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. THIS IS NOT A TEST! When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. We have received a bomb threat that we deem credible. If you are in the building, prepare immediately for possible evacuation. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. THIS IS NOT A TEST! When possible, additional information will be available at cityofsummit.org.

BOMB FOUND

TEXT: ALERT! A bomb has been found in City Hall. If in the building, prepare immediately to evacuate. Listen for instructions from officials and follow quickly and carefully. Updates to follow

EMAIL: This is an EMERGENCY alert from the City of Summit. A bomb has been found in City Hall. If you are in the building, prepare to evacuate. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. THIS IS NOT A TEST! When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. A bomb has been found in City Hall. If you are in the building, prepare to evacuate

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Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. THIS IS NOT A TEST! When possible, additional information will be available at cityofsummit.org.

BIOLOGICAL THREAT

TEXT: ALERT! We have received a biological threat that we deem credible. If in the building, prepare immediately for possible evacuation. Listen for instructions from officials and follow quickly and carefully. Updates to follow

EMAIL: This is an EMERGENCY alert from the City of Summit. We have received a biological threat that we deem credible. If you are in the building, prepare immediately for possible evacuation. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. THIS IS NOT A TEST! When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. We have received a biological threat that we deem credible. If you are in the building, prepare immediately for possible evacuation. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. THIS IS NOT A TEST! When possible, additional information will be available at cityofsummit.org.

FIRE

TEXT: ALERT! There is a fire in (building). If in the building, evacuate immediately. Follow instructions from officials.

EMAIL: This is an EMERGENCY alert from the City of Summit. There is a fire in (building). If in the building, evacuate immediately. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. There is a fire in (building). If in the building, evacuate immediately. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. When possible, additional information will be available at cityofsummit.org.

EXPLOSION

TEXT: ALERT! There has been an explosion in (building). If in the building, evacuate immediately. Follow instructions from officials.

EMAIL: This is an EMERGENCY alert from the City of Summit. There has been an explosion in (building). If in the building, evacuate immediately. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. There has been an explosion in (building). If in the building, evacuate immediately. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. When possible, additional information will be available at cityofsummit.org.

GAS LEAK

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TEXT: ALERT! There is a gas leak in (building). If in the building, evacuate immediately. Follow instructions from officials.

EMAIL: This is an EMERGENCY alert from the City of Summit. There is a gas leak in (building). If in the building, evacuate immediately. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. When possible, additional information will be available at cityofsummit.org.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. There is a gas leak in (building). If in the building, evacuate immediately. Listen for instructions from City officials and follow them quickly and carefully. If you are not in the building, please stay away. When possible, additional information will be available at cityofsummit.org.

UTILITIES FAILURE

TEXT: ALERT! A utilities failure has occurred in (building). The building is now temporarily closed. Go to cityofsummit.org for more information.

EMAIL: This is an EMERGENCY alert from the City of Summit. A utilities failure has occurred in (building). The building is now temporarily closed. Go to cityofsummit.org for more information.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. A utilities failure has occurred in (building). The building is now temporarily closed. Go to cityofsummit.org for more information.

UNKNOWN SITUATION

TEXT: ALERT! Police are investigation an incident at (location). Please avoid the area.

EMAIL: This is an EMERGENCY alert from the City of Summit. Police are investigation an incident at (location). Please avoid the area. As we receive more information, further updates will be provided.

VOICEMAIL: This is City Administrator Michael Rogers with an EMERGENCY alert from the City of Summit. Police are investigation an incident at (location). Please avoid the area. As we receive more information, further updates will be provided.

ALL CLEAR

TEXT: ALL CLEAR. The situation is all clear. See City email for more information.

EMAIL: *Will need to be written in real time after event to include summary of event and any safety considerations (if applicable).*

VOICEMAIL: *Will need to be written and recorded in real time after event to include summary of event and any safety considerations (if applicable).*