ICS PIO Function

Communications Emergency Management Plan

Introduction

This document serves as a framework for how the PIO and communications function will operate during a storm or other significant emergency for the Town of Jupiter. It deals with two scenarios and the personnel and deployment needs for both: Full Activation and Partial Activation. The remainder of the document deals with activities and operations that occur before, during and after the storm or incident.

Channels of communication include:

- **Printed materials**: signage, printed fliers, hurricane guides, etc.
- **Website**: the Town's website at www.jupiter.fl.us.
- **Social Media**: the Town's social media sites on Facebook, Twitter, Instagram and Nextdoor.
- **Email**: emails to the Town's maintained lists on Mailchimp, in the Utilities customer database, and in the business database.
- **Info Lines and Text Messaging**: recorded voice messages on the Resident and Employee information lines. Text messaging to Town personnel groups through Notify Me (a module in the Town's website content management system).

Personnel

The Community Relations Manager/PIO will lead the ICS PIO section. The members of the Community Relations team and staff from the Police Department are designated as members of the ICS PIO section for various roles and shifts.

The table below lists the members of the ICS PIO section and activation status.

Team Member & Designation	Title
Shawn Reed (at EOC for activation)	Community Relations Manager/PIO
Kristin Rightler (activated post-storm)	Accreditation Manager/PIO
Diana Zeitz (at EOC for activation)	Officer/PIO
Jill Alvarez (activated post-storm)	Digital Content Coordinator
Scott Casteel (activated post-storm)	Web and Multimedia Specialist
Sandy McCready (activated post-storm)	Graphics Designer
Kate Pokorny (activated post-storm)	Communications Project Coordinator

*Kate Moretto, Senior Director of External Customer Service, will also be available at a location designated by the Town Manager and Incident Commander, but may serve dual roles.

1. **Full Activation:** Activation of ICS and EOC (i.e. direct or near hit anticipated; ICS employees stationed at EOC and various locations during storm).

2. **Partial Activation:** Deployment of ICS; partial or no activation of EOC.

Activities & Operations

   1.1. <u>**Before the Storm or Incident**</u>: The checklists below outlines activities by channel of communication that occur before the storm or incident (i.e. when the forecasted track puts Jupiter within the cone, and ICS preparation activities begin).

    Preparation

- ❑ **Printed Material**
  - ❑ Info tubes
    - ❑ Gather/create info bulletin templates.
    - ❑ Create color rotation schedule.
    - ❑ Inventory signs, stakes and colored paper.
    - ❑ Provide PDF map and color rotation schedule to volunteer coordinator.
    - ❑ Move signs, stakes, and paper to designated location.
  - ❑ Hurricane Guide
    - ❑ Make available in lobbies, El Sol, Jupiter Library, etc. (English & Spanish)
- ❑ **Website**
  - ❑ Verify information on /STORM section of website; update as needed.
  - ❑ Activate alternate homepage showing social media streams and visible link to /STORM section.
  - ❑ Determine use of Alert Center on website (based on severity of incident).
  - ❑ Update JNET announcements with employee information. Remind employees that JNET may be accessed from any web-enabled device using their network ID and password.
- ❑ **Social Media**
  - ❑ Create/gather template graphics
- ❑ **Email**
  - ❑ Create/gather template graphics.
  - ❑ Update lists from Utilities.
- ❑ **Info lines and text messaging**
  - ❑ Verify access and passwords for info lines with IS
  - ❑ Create/gather messaging scripts for info lines
    - ❑ Employees: status of EOC activation, activities, timing, etc.
    - ❑ Public: storm update, Town's status, closures, etc.
  - ❑ Establish, update groups for text messaging
    - ❑ Create/gather messaging for texting
    - ❑ Activation instructions and timing for A employees
    - ❑ Closure and reporting instructions for B employees
    - ❑ Update cell phone contact information

Messaging Before a Storm or Incident

External

	JupConnect	Social Media	Email	Web	Info Line/Text
Shelters	✓	✓	✓	✓	✓
Evacuation Zones/Routes	✓	✓	✓	✓	✓
Preparedness (home, business, marine)	✓	✓	✓	✓	✓
Supply Lists	✓	✓	✓	✓	
Declaration of Emergency	✓	✓	✓	✓	✓
911 for Emergencies	✓	✓	✓	✓	✓
Flooding Awareness	✓	✓	✓	✓	
Bridge Closing	✓	✓	✓	✓	✓
School Closing	✓	✓	✓	✓	✓
Tree Trimming	✓	✓	✓	✓	
Trash/Waste Collection	✓	✓	✓	✓	
Town Facilities Closed	✓	✓	✓	✓	✓
Availability of Gas	✓	✓	✓	✓	
Generator Safety	✓	✓	✓	✓	
Info Tube Location	✓	✓	✓	✓	
Other	✓	✓	✓	✓	✓

Internal

	Email	JNET	Info Line/Text
Activation Status	✓	✓	✓
Preparedness	✓	✓	✓
Supply Lists	✓	✓	
Bridge Closing	✓	✓	✓
School Closing	✓	✓	✓
Employee Children's Camp	✓	✓	
Town Facilities Closed	✓	✓	✓
JNET Logon	✓	✓	
Info Line Phone Number	✓	✓	
Other	✓	✓	✓

Messaging During a Storm After a Storm or Incident

External

	JupConnect	Social Media	Email	Web	Info Line/Text
Town Facility Closures	✓	✓	✓	✓	✓
Emergency Personnel Availability	✓	✓	✓	✓	✓
Town Monitoring Storm/EOC	✓	✓	✓	✓	✓
Generator Safety	✓	✓	✓	✓	
Info Tube Locations	✓	✓	✓	✓	✓
911 for Emergencies	✓	✓	✓	✓	✓
How to Report Power Outages	✓	✓	✓	✓	
How to Report Flooding	✓	✓	✓	✓	
How to Report Downed Trees	✓	✓	✓	✓	
Known Power Outages/Flooding	✓	✓	✓	✓	
County EOC Updates		✓			
Other	✓	✓	✓	✓	✓

Internal

	Email	JNET	Info Line/Text
Activation Status Updates	✓	✓	✓
Monitoring Storm	✓	✓	✓
Town Facilities Closed	✓	✓	✓
Employee Children's Camp	✓	✓	
Info Line Phone Number	✓	✓	
Other	✓	✓	✓

Messaging After a Storm or Incident

External

	JupConnect	Social Media	Email	Web	Info Line/Text
Grocery Reopening	✓	✓	✓	✓	
Gas Reopening/Availability	✓	✓	✓	✓	
Bridge Reopening	✓	✓	✓	✓	✓
Town Facilities Reopening	✓	✓	✓	✓	✓
Known Flooding (Avoid)	✓	✓	✓	✓	
How to Report Flooding	✓	✓	✓	✓	✓
Known Power Outages	✓	✓	✓	✓	
How to Report Power Outages	✓	✓	✓	✓	✓
How to Report Downed Trees	✓	✓	✓	✓	✓
Road Closures/Reopening	✓	✓	✓	✓	
Debris Collection Sites	✓	✓	✓	✓	
Trash/Waste Collection	✓	✓	✓	✓	
Free Charging Station	✓	✓	✓	✓	✓
Curfew (if declared	✓	✓	✓	✓	✓
Other	✓	✓	✓	✓	✓

Internal

	Email	JNET	Info Line/Text
Activation Status	✓	✓	✓
Town Reopening	✓	✓	✓
Employee Children's Camp	✓	✓	
Other	✓	✓	✓