

## Crisis/Disaster Procedures Flow Chart

### Step 1: Notification of Occurrence

- Assess Magnitude
- Notify CM, other managers, if appropriate
- Notify Department Directors, elected officials if directed
- Monitor occurrence to determine if go to Step 2



1. *Where did the incident occur?*
2. *What happened?*
3. *Are there injuries or deaths?*
4. *Who is involved and responsible?*
5. *When did events occur?*
6. *How could it have happened?*
7. *Where might the problem expand?*

### Step 2: Information Gathering

- Determine extent of situation
- Confirm facts; answer questions in box right ►
- Coordinate at incident scene, if situation requires
- Make determination if a full communications team should be organized



### Step 3: Activate Emergency Public Information Team / Plan

- Coordinate information flow with affected city departments
- Inform Management, Department Directors, Public Information staff



### Step 4: Initiate Response / Action Plan

- Draft materials (holding statement, press release, Q&A, fact sheet, web presence, employee notice)
- Make staffing assignments
- Determine need for Media Briefing Center



### Step 5: Initiate Internal Information Dissemination

- Inform managers not yet aware of or involved about the incident
- Disseminate alerts to all employees, councilmembers, chamber of commerce, others partners
- Work with HR to manage information about injured/impacted employees, if applicable



### Step 6: Initiate External Information Dissemination

- Distribute media statements/materials
- Conduct briefings (phone, Media Briefing Center)
- Post information on web site / activate site (inform media about web site as information source)
- Determine if other agency PIOs should gather to address media's needs
- Evaluate all external audiences and need for various available communications tools



### Step 7: Incident Information Flow

- Continuous update of statements / releases using all appropriate communications tools
- Maintain incident log (written, visual: stills, video) & contact log
- Implement media monitoring for accuracy; correct reports as needed
- Evaluate need for additional staffing resources / implement shift system to meet staffing needs



### Step 8: Conduct Incident Wrap-Up / Post Incident Review

- Analyze media coverage, community feedback
- Provide feedback regarding crisis response
- Revise crisis public information plan