

CITY OF HUDSONVILLE COMMUNICATION STRATEGY

Adopted by City Commission: September 8, 2020

	EVENT	LEVEL	AUDIENCE	OWNER	COMMUNICATION METHOD										
					How is the message communicated and who is responsible for delivery of the message										
	Occurrence that necessitates city communication	Urgency of communication	Who will receive the communication	Who creates content, handles questions, and makes statements											
FACILITIES <small>Closures, cancellations, hour changes</small>	City Hall	3	C - R - S	○	●	●		●		●		○			
	DPW	3	C - S	●								●			
	Library	3	C - R - S	●	●	●	●	●		●		●			
	Parks	3	C - R - S	●	●	●				●		●			
	Terra Square	3	C - R - S	○	○	○	○	●		●		○	○		
CITY SERVICES <small>PSAs, service changes/reminders of infrequent services</small>	Assessing/Taxes	3	R - S	●	●	●	●	●				●			
	Elections	3	R - S	○	●	●	○	●				○			
	Leaf drop	3	R - S	●	●	●	●	●		●					
	Library	3	R - S	●	●	●	●			●					
	Sewer	3	R - S	●	●							●			
	Snow plowing	3	R - S	●	●	●	●			●		●			
	Storm debris pick up	3	R - S	●	●	●				●		●			
	Utility billing	3	R - S	●	●	●	●			●		●			
	Water	3	R - S	●	●	●	●			●		●			
CRIME	Public Threat (Active shooter, bomb threat, etc)	1	C - R - S	●					●	●		○		●	
	Significant Felony (Armed robbery, homicide, etc)	1	C - S	●								○			
	Missing Person	1	C - R - S	●	●					●		○			
PUBLIC EMERGENCY	Hazardous material spill impacting public domain	1	C - R - S	●	●	●				●		●	●		●
	Sewer spill into waterway	1	C - R - S	●	●	●				●		●	●		
	Significant structure fire	2	C - S	●								●			
	Significant train accident	1	C - S	●	●							○			
	Activation of Emergency Operations Center	2	C - S	●	●	●						○			
INFRASTRUCTURE	Road Closure (Traffic Incident)	1	R - S	●										●	
	Road Closure (Construction)	3	R - S	●	●	●				●		●			
	Upcoming Road Work	3	R - S	●	●	●	●			●		●			
	Sewer Backup	1	A - I - R - S	●	●	●				●	●	●	●	●	
	Watermain Break	1	R - S	●	●					●	●	●	●		
	Boil Water Alert	1	R - S	●	●						●	●			
PUBLIC CONCERN OR INCIDENT	Significant Public Complaint	3	A - C - S	○								○	○		
	Protest/Gathering	1	C - S	●	●							○			
	Injury/Crime on Public Property	2	A - C - I	●								○	●	○	
	Threat of legal action	3	A - C - I	○								○	●	○	
WEATHER	Severe Thunderstorm Warning	1	S	●								●			
	Tornado Watch	1	S	●								●			
	Tornado Warning	1	R - S	●								●		●	
	Winter Storm Warning	1	S	●								●			

LEGEND				PRIME DIRECTIVE ON COMMUNICATION			
○ CITY MANAGER	● LIBRARY	A CITY ATTORNEY	1	High level of urgency: requires immediate communication.	All communication should be clear, concise, and factual, and should answer the following: <ul style="list-style-type: none"> • What: Describe what happened or will happen • Who: Describe who is impacted and who will be addressing the issue • Where: Detail the location or affected area • When: When the event will or did happen and length of impact • Why: Explain the factual reason for the event • How: Describe next steps and action items 		
○ CLERK	● MARKETING	C CITY COMMISSION				2	Moderate level of urgency: requires communication within 24 hours.
● DPW	● MAYOR	I INSURANCE PROVIDER					
● EMERG OPERATIONS	● OC SHERIFF'S OFFICE	R AFFECTED RESIDENTS	3	Low level of urgency: communication as needed.			
● FINANCE/ASSESSING	● PLANNING/ZONING	S AFFECTED STAFF					
● FIRE	○ TERRA SQUARE	CM City Manager					