

CITY OF LATHRUP VILLAGE COMMUNICATION STRATEGY

	EVENT	LEVEL	AUDIENCE	OWNER	COMMUNICATION METHOD										
	Occurance that necessitates City Communication	Urgency of communication	Who will receive the communication	Who creates content, handles questions, and makes statements	How is the message communicated and who is responsible for delivery of the message										
					SOCIAL	WEB	NEWS-LETTER	LED SIGN	PRESS RELEASE	E-BLAST	HAND DELIVER	INTERNAL CALL/ EMAIL	EXTERNAL CALL/ EMAIL	PRESS CONF	SIREN
FACILITIES Closures, cancellations, hour changes	City Hall														
	DPW														
	Parks														
	Sanitary Retention Tank														
CITY SERVICES PSAs: service changes / reminders of infrequent services	Assessing/Taxes														
	Elections														
	Leaf drop														
	Sewer														
	Snow plowing														
	Storm debris pick up														
	Utility Billing														
	Water														
CRIME	Public Threat (Active shooter, bomb threat, etc)														
	Significant Felony (Armed robbery, homicide, etc)														
	Missing Person														
PUBLIC EMERGENCY	Hazardous material spill impacting public domain														
	Sewer spill into waterway														
	Significant structure fire														
	Activation of Emergency Operations Center														
INFRASTRUCTURE	Road Closure (traffic incident)														
	Road Closure (construction)														
	Upcoming Road Work														
	Sewer backup														
	Watermain Break														
	Boil Water Alert														
PUBLIC CONCERN OR INCIDENT	Significant Public Complaint														
	Protest/Gathering														
	Injury/Crime on Public Property														
	Threat of Legal Action														
WEATHER	Severe Thunderstorm Warning														
	Tornado Watch														
	Tornado Warning														
	Winter Storm Warning														

Legend					PRIME DIRECTIVE ON COMMUNICATION	
City Administrator	MAYOR	A CITY ATTORNEY	1	High level of urgency: requires immediate communication	All communication should be clear, concise, and factual, and should answer the following: What: Describe what happened or will happen Who: Describe who is impacted, who will be addressing the issue Where: Detail the location of 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	OC SHERIFF'S OFFICE	C CITY COUNCIL				
DPW	PLANNING/ZONING	I INSURANCE PROVIDER	2	Moderate level of urgency: requires communication within 24 hours		
POLICE	FIRE	R AFFECTED RESIDENTS				
FINANCE	EMERG OPERATIONS	S AFFECTED STAFF	3	Low level of urgency: communication as needed		
		CA CITY ADMINISTRATOR				