

# Spring Lake Park Emergency Operations Plan

## Emergency Support Function #15-External Affairs

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### Primary Agency

The primary agency responsible for this Emergency Support Function (ESF) is delegated to the City of Spring Lake Park Administration.

### Local Supporting Agencies

The supporting agencies for this ESF include;  
Spring Lake Park Emergency Management  
Spring Lake Park Police Department  
Anoka County Emergency Management

### State Resource

Minnesota Department of Homeland Security and Emergency Management

### References

The follow are a list of reference documents for this ESF  
Spring Lake Park Emergency Operations Plan  
Minnesota Emergency Operations Plan

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### Purpose

To outline the responsibility for providing external communications within the City of Spring Lake Park and to identify some of the emergency operation needs.

### Scope

Emergency Support Function #15 focuses on the public information activities that support emergency operations in the City of Spring Lake Park.

Emergency Management will assist in the coordination of an Incident Action Plan with the Emergency Management staff's primary focus on the Planning and Logistic Sections position during a disaster.

### Situation and Assumption

The Spring Lake Park Emergency Operations Plan is designed as an "all hazards" type of plan. It focuses on outcomes of events and incidents rather than cause. There are a number of situations in which this ESF might be enacted for. When a major incident happens within the City of Spring Lake Park, an Incident Action Plan (IAP) will be drafted with the goal of a quick and timely recovery to normal operations. Critical public communication activities within the City of Spring Lake Park are;

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- Evacuation/ shelter in-place direction.
- Media briefings.
- Community relations during a disaster.

When managing an incident that requires a large amount of timely accurate public information, than an Incident Action Plan (IAP) will be drafted with the goal of a quick and timely recovery to normal operations. During the drafting of the IAP these and other considerations will need to be addressed. Additional Standard Operating Procedures may be drafted prior to an emergency to assist in the coordination of operations and resources.

In addition, if the public information involves the coordination of multiple agencies and messages that a Joint Information Center will be operated so that a single accurate message is conveyed to the community.

The Incident Commander or designee will provide public information during a localized emergency situation.

The official(s) authorized to serve as the public information officer (PIO) in a major incident:

Within Spring Lake Park: **City Administrator  
Chief of Police or his designee.**

Outside Spring Lake Park: **Varies depending on city/county SOP**

The PIO will serve as the official point of contact for the news media. If incident overlaps government agencies/jurisdictions, all agencies will work together in a coordinated PIO effort. It is essential that information is given out in a timely, informative, and efficient manner.

The Spring Lake Park PIO has a list of all of the local media outlets for press releases on file. In addition, Central Communications will be able to assist in identifying the phone numbers for the local media outlets.

One key consideration within this ESF is the management of the planning process to ensure that an IAP covers each operational period and that the proper documentation is being completed and accounted for. Additionally, a few items which will need to be addressed throughout the incident include;

1. Maintain Situational Awareness at all times.
2. Complete a continual size up of the affected systems and or areas.
3. Manage the planning process following the "Planning P".
4. Create a communications plan and identify the proper resources to enact the plan.
5. Maintain a record of all activities and expenses in accordance with FEMA standards.

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6. Communicate timely information to the public on the current situation and future outcomes.
7. During the drafting of the IAP these and other considerations will need to be addressed. Additional Standard Operating Procedures may be drafted prior to an emergency to assist in the coordination of operations and resources.

### Concept of Operations

In addition to the responsibilities identified under the Scope Section of this plan, the following is a framework to implement this ESF.

#### Notification and Activation

Notification to the primary responsible agency under this ESF will come through either;

1. Anoka County Central Communication
2. Direct call to Emergency Management

#### Organization

The organization of operational components supporting this ESF will follow the National Incident Management System Components. Specifically for emergency management operations the following positions may be staffed by Emergency Management staff;

- Incident Manager for the EOC
- Planning Section Chief
- Logistics Section Chief
- Liaison Officer

All of the responsibilities under the above positions will be at the direction of Emergency Management

#### Actions: Initial

Immediately following the notification to enact this ESF, the following actions will be taken;

1. Report to the identified location for the coordination of operations. IF the establishment of the Incident Command System is needed then establish a working location. The possible locations which may need to be staffed include;
  - a. Incident Command Post (ICP)
  - b. Emergency Operations Center (EOC)
  - c. Department Operating Center (DOC)
2. Establish a Public Information Officer position and begin to identify affected area's needs.
3. Assign a "Situational Unit Leader" position with the mission of completing a comprehensive and continual size up of the situation.
4. IF additional staff help in the above sections is needed than call for additional help from area Emergency Managers and or the Minnesota Type 3 Incident Management Team.

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5. Coordinate the public information through the media and other outlets to all parties involved in the incident.
6. Identify the nature of the situation what communication systems might be affected and the duration of the outage.
7. Determine the risk to the community and determine if an evacuation or shelter-in place is needed.

### **Actions: Continuing**

1. City government personnel in the field will be responsible for relaying important information about the emergency/disaster to the PIO.
2. The PIO will be responsible for disseminating information and instructions to the public on a timely basis, and will coordinate all City news releases.
3. The PIO will be responsible for (handling or arranging for) rumor control.
4. The PIO will be responsible for ensuring that a system exists for responding to the inquiries of families regarding the status of relatives.
5. The Emergency Management Director or designee will be responsible for ensuring that the Emergency Alert System (EAS) is activated when necessary.
6. The Health Officer or designee will be responsible for the preparation of materials that describe the health risks associated with each hazard, the appropriate self-help or first aid actions, and other appropriate survival measures.
7. The Emergency Management Director or designee will be responsible for the preparation of materials for the visually impaired and non-English speaking groups, if appropriate.
8. The Emergency Management Director or designee will be responsible for the preparation of instructions for people who must evacuate form a high-risk area, and instructions for sheltering in place.
9. The Emergency Management Director or designee in cooperation with Law Enforcement will be responsible for instructions that identify centrally located staging areas and pickup points for evacuees without private automobiles or other means of transportation.
10. The Emergency Management Director or designee will be responsible for preparing instructions for evacuees use upon arrival in a hosting area. Such instructions will indicate the location of reception centers, shelters, lodging, feeding facilities, and medical centers.

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11. If it becomes necessary to establish a news briefing room, a room will be designated by the EOC. The news media personnel will be asked to report to this facility.
12. In the event of a protracted disaster/emergency, news releases will be issued on a regular basis.
13. Public information will be disseminated through all media outlets providing service to the City of Spring Lake Park and surrounding areas.
14. Maintain Situational Awareness and provide timely information to the Command and General Staff.
15. Provide timely information to the Administrative and Elected Officials.
16. Maintain a press briefing schedule.
17. Identify Operational Periods to ensure continuity of operations in order to resolve the situation.
18. Develop Incident Action Plans (IAP) for each operational period.
19. Identify the future resource needs for the management of operations.
20. Some pre-identified basic public information messages to use as a guide for disaster communications are;

### **PUBLIC INFORMATION**

**FLOOD SAFETY** - Public safety is the most important consideration in flood preparedness. Floodwaters can rise very rapidly, evacuation should be considered in the early stage of the emergency. The public should be informed of the following:

1. Keep battery powered radios tuned to local stations and follow emergency instructions.
2. If caught in the house by suddenly rising waters, move to the roof or second floor. Take warm clothing, a flashlight, and portable radio. Wait there for help...do not try to swim to safety. Rescue teams will be looking for you.
3. When outside the house avoid flooded areas and do not attempt to walk through flood waters that are more than knee deep.

**HOMEOWNERS** – If time permits, homeowners should...

1. Turn off all utilities at main power switch and close main gas valve if evacuation is necessary. Do not touch electrical equipment unless it is in a dry area and you are standing on a piece of dry wood while wearing rubber gloves and rubber soled boots or shoes.

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2. Move valuables to upper floors or higher elevations.
3. Fill bathtubs, sinks, and jugs with clean water in case regular supplies become contaminated.
4. Board up windows or protect them with storm shutters or tape to prevent flying glass.
5. Bring outdoor possessions inside the house or tie them down securely. This includes lawn furniture, garbage cans, tools, and other moveable objects that might be swept away or hurled about.

**VEHICLE SAFETY** – If it is safe to evacuate by car you should consider the following:

1. Stock the car with non-perishable foods (like canned goods), a flashlight, blankets, first-aid kit, dry clothing and any special medications needed.
2. Keep the gas tank at least half full. Gasoline pumps may not be working if electricity is cut off.
3. Do not drive where water is over the roads. Parts of the road may already have been washed out.
4. If your car stalls in a flooded area, abandon it as soon as possible. Floodwaters can rise rapidly and sweep a car (and its occupants) away.

Media contacts should be routed to the department head or designee for official information. Employees should not release official information to the media unless instructed by the supervisor or department head. City Administration will be notified in all cases.

**CRISIS MEDIA RELATIONS** – Crisis media relations will be coordinated through City Administration. All official public information will be released through this office.

### **QUESTIONS THE MEDIA WILL ASK IN A CRISIS**

1. **CASUALTIES**
  - Numbers killed or wounded
  - Number who escaped
  - Nature of injuries
  - Care given to the injured
  - Where injured are being cared for or were taken
  - Disposition of the dead
  - Prominence of anyone who was killed, injured, or escaped
  - How escape was hindered or prevented

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2. **PROPERTY DAMAGE**
  - Estimated value of loss
  - Description (type, kind of building, etc.)
  - Importance of the property (historic value, environmental value, etc.)
  - Other property threatened
  - Insurance protection
  - Previous emergencies in the area
3. **CAUSES**
  - Testimony of participants and witnesses
  - Testimony of key responders (Crisis Management Team, Police, Fire, etc.)
  - How emergency was discovered
  - Who sounded the alarm
  - Who summoned aid
  - Previous indications of danger
4. **RESCUE AND RELIEF**
  - The number engaged in rescue and relief operations
  - Any prominent persons in the relief crew
  - Equipment used
  - Handicaps to rescue
  - Care of destitute and homeless
  - How the emergency was prevented from spreading
  - How property was destroyed
  - Acts of heroism
5. **DESCRIPTIONS OF THE CRISIS OR DISASTER**
  - Spread of the emergency
  - Blasts and explosions
  - Crimes or violence
  - Attempts at escape or rescue
  - Duration
  - Collapse of structures
  - Colors of flames
  - Extent of spill
6. **ACCOMPANYING INCIDENTS**
  - Number of spectators, spectator attitudes and crowd control
  - Unusual happenings
  - Anxiety, stress of families, survivors, etc.
7. **LEGAL ACTIONS**
  - Inquests, coroner's reports
  - Policy follow-up
  - Insurance company actions
  - Professional negligence or inaction
  - Suits stemming from the incident

(Adapted from the book, Emergency Public Relations Manual by Alan B. Bernstein. PASE Inc., 1981)

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### **MEDIA DO'S & DON'TS**

1. Treat all reporters equally, don't get them mad at you, what you give to one reporter (in terms of photos opportunities and information) give to all.
2. Release only verified information, deal with here and now, don't speculate.
3. Select credible spokes people, train them and make sure they are well informed.
4. Be accessible to the media so they won't go to other sources for news.
5. Tell your story quickly, openly, and honestly to allay suspicion and rumors.
6. Record events as the crisis evolves.
7. Avoid "no comment" as it leads to speculation.
8. Don't debate the subject.
9. Don't attempt to assess blame; rather, address and solve the problem at hand.
10. Don't make "off the record" statement; there is no such thing.
11. Don't speculate about:
  - Dollar value of loses
  - Resumption of normal operations
  - Outside effects of the event
  - Hypothetical questions

**NOTE:** Being available to reporters does not mean being casual. If there is a time conflict, ask the reporter for his/her absolute time deadline. Explain why you cannot respond immediately (e.g., need more time to gather factual information) and promise to call back. Then get the facts, verify them, and call back.

### **THE MEDIA INTERVIEW**

1. Take advantage of the media opportunity
  - Who has been or will be interviewed
  - What did others say
  - What is the reporter's deadline
  - Establish the interview ground rules: When, where, length of time
2. Alert City Administration for assistance with aspects of the story
3. Prepare for the interview
  - Who is the audience (this is not the reporter)
  - Determine communications objective and key messages,



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remember this is an  
Opportunity to get your message out to the public.

### 4. The interview

Be yourself  
Stick to the subject agreed upon earlier  
Only answer the questions in your area of expertise, it is acceptable to say you  
Don't know something: however, say you will find out.  
Follow through.  
There is no such thing as "off the record"  
Repeat your key message

### 5. After the interview

Evaluate whether or not you shared your key messages and achieved your  
Communications objective  
Evaluate whether the piece was generally accurate  
Address kudos or issues with the reporter

## ELEMENT OF A NEWS RELEASE

1. **The title** should tell the reader about the major benefit of the information contained in the news release.
2. **The lead paragraph** - Make it interesting, factual, statistical and intriguing as you remind the readers of their problem.
3. **The second paragraph** - This paragraph should provide the answer to the problem. Readers may only read up to the second paragraph before they decide whether or not to continue reading
4. **Quotes** - Quotes should be intelligent and knowledgeable so that the readers feel secure that you are the expert and the one to call
5. **Transitions** - Since each paragraph is a new thought, it's important for the reader to know where they are headed as they read each new paragraph. Every paragraph should have its own transition sentence, including one with a quote
6. **The last paragraph** - This is the place to use your advertising savvy to sell your readers and tell them why they should use your product or service
7. **The end** - The last part of the news release is to write the "call to action." This is where you should be contacted for more information. Write the information in bold and always list your business, the address and the phone number or any other pertinent information such as business hours and contact person.

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### **Actions: Closeout**

1. Once the communication system has been restored, communicate the information to all affected parties.
2. Demobilize the Incident Management Team.
3. Complete an After Action Review and establish a Corrective Action Plan.
4. Maintain documentation on the incident within the department and copy Spring Lake Park Emergency Management if needed.