



**Date:** 04/04/2019

## **AGENDA ITEM SUMMARY**

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**To:** Chair and Directors, Emergency Preparedness Committee

**And To:** John MacLean, Chief Administrative Officer

**From:** Emily Epp, Manager of Communications

**Date of Meeting:** Emergency Preparedness Committee\_Apr11\_2019

**File:** 1470-01

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### **Short Summary:**

Crisis Communication Plan

### **Voting:**

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### **Memorandum:**

One of the recommendations from the Cariboo Chilcotin 2017 Wildfires Report and a subsequent business plan goal for the Communications Department was to create a Crisis Communications Plan for the Cariboo Regional District. Tim Conrad of Butterfly Effect Communications was contracted to develop the plan in coordination with CRD staff.

The purpose of the Crisis Communications Plan is to provide a helpful, hands-on guide for CRD staff to use in a crisis or emergency, when communicating with both internal and external audiences.

Often the words crisis, emergency and disaster are used interchangeably; however, a crisis may only impact reputation, where an emergency or disaster likely impact life safety or property. The incident, length of the incident and size of the incident guides the definition.

This plan will guide the CRD's response to all crises, emergencies or disasters, whether an Emergency Operations Centre is activated or not. This could range from minor crises (such as a localized utility outage, an angry resident at a CRD office or a reputational crisis) to medium crises (such as a Boil Water Notice or minor flooding) to major crises (like a natural disaster with a full Emergency Operations Centre activation).

Following Board review and support of the plan, training will be conducted with staff to help identify a crisis and implement the crisis response process. Also, short reference guides will be developed for staff based on their involvement in the crisis response.

The Crisis Communications Plan will always be a living document with continual updates, along with additional guides, flowcharts and tools, but the foundation of the plan is presented for the Committee's review and endorsement.

**Attachments:**

CRD Crisis Communication Plan

**Financial Implications:**

N/A

**Policy Implications:**

N/A

**Alignment with Strategic Plan:**

- ☐ Ensuring Sufficient and Sustainable Funding
- ☐ Building on our Relationships
- ☒ Providing Cost Effective High Quality Services
- ☒ Focusing on Being Well Governed

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**CAO Comments:**

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**Options:**

- 1) Receipt;
- 2) Receipt and other action.

**Recommendation:**

That the agenda item summary from Emily Epp, dated April 4, 2019, with attached CRD Crisis Communications Plan, be received. Further, that the CRD Crisis Communication Plan be endorsed as presented.