CHARLOTTE

City Council
Follow-Up Report

April 13, 2012

March 26, 2012 - City Council Business Meeting

Emergency Preparedness Information for Citizens
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During the City Manager's Report, Mayor Pro Tem Cannon asked about using the Government Channel (GOV Channel/Channel 16) to provide emergency preparedness information to citizens in Charlotte.

Attached for Council's review is a report from Corporate Communications staff identifying emergency preparedness notifications currently in place and available to citizens.

GOV Channel
mergency Prepared

April 13, 2012

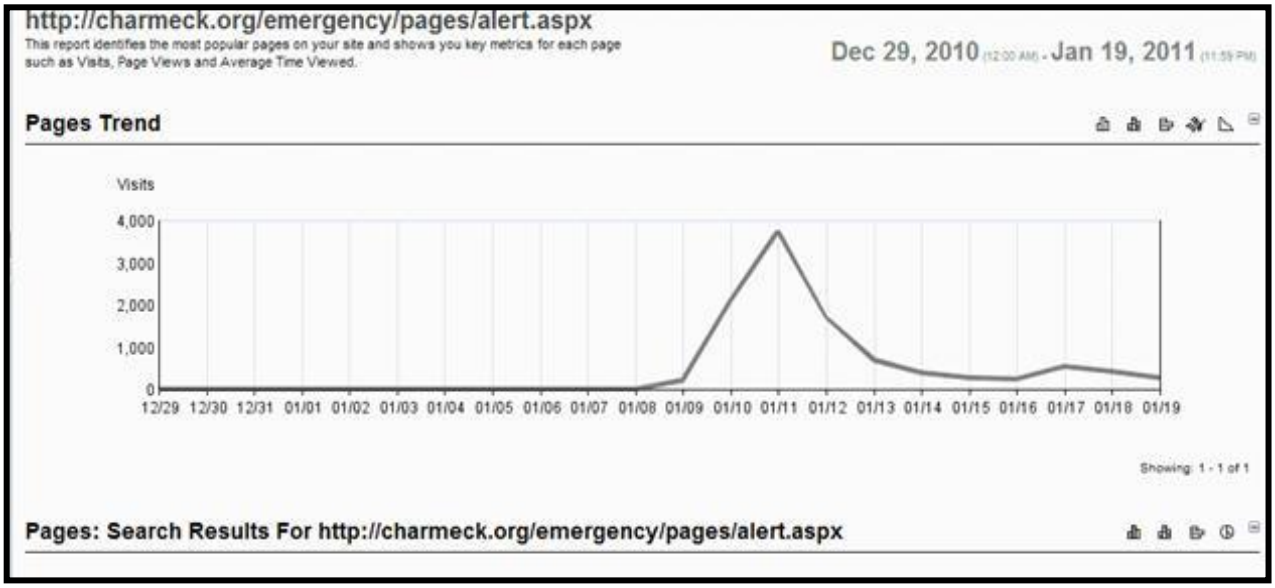
Subject: GOV Channel and Emergency Preparedness

Corporate Communications & Marketing actively utilizes both the GOV Channel and charmeck.org to communicate how to properly prepare for emergencies. For the past two years, staff has streamlined all City and County information onto an emergency preparedness page - http://emergency.charmeck.org - on charmeck.org. Additionally, staff has expanded our "Alerts" box on both the homepage of charmeck.org and charlottenc.gov to draw attention to important notifications and to encourage residents to sign up for alerts.

When activated, a simple scrolling message (in red) is applied and links to a consolidated page for relevant city and county information.

In 2011, after we launched the new feature, the alert center was tested during a winter weather event. Traffic to the page spiked, largely as a result of emailing citizens through our notification system, resulting in an increase of 1,500+ subscribers (now at 4,000 subscribers).

Internally, 311 indicated that its customer service representatives used the page as the source of information to relay to the public during and after the winter storm.



The GOV Channel has created numerous videos and programming addressing storms and preparedness. Staff also utilizes a "live ticker" (scrolling message at the bottom of the screen) which runs 24/7 to provide proactive and recovery effort coverage.

Safety information has always been a high priority. In 2009, staff added the live ticker and this year another support tool will be added - live in-the-field coverage, which is currently in the testing phase and should be fully operational by July 1, 2012. This means that live coverage will be available on the channel, as well as through the website and through the city's social media outlets, thus utilizing every City communication vehicle available.

Lastly, the GOV Channel staff has implemented a 3-tiered emergency response protocol. Each level represents the action that will be taken by the TV staff. Level one would be flooding, snow, etc. Level two and three would be a major emergency or event in which the EOC would be fully operational.

- Level I: Live ticker; obtain footage
- Level II: Live ticker; obtain footage; live press conferences
- Level III: Live ticker; obtain footage; live press conferences; live on-scene coverage reporting/live in the studio

Over the years staff has used CMPD Today, On The Air, Agenda: Charlotte and other internally produced programs to serve as a conduit to proactively provide residents with safety information.

Videos and programs:

March 2009	Winter Weather Alerts	Live ticker
August 2009	Flooding	Live ticker, Live press Conference; Streamed and archived on the website;
January 2010	Hazard Mitigation Hearing	Live hearing; streamed and archived on the website; Facebook; and Twitter
March 2010	Hazard Mitigation Hearing	Live hearing; streamed and archived on the website; Facebook; and Twitter
January 10, 2011	Winter Weather Alerts	Live ticker; Facebook; and Twitter
March 5, 2012	Severe Storm Response	Live ticker; obtained footage for CS story

City Source Stories:

January 15, 2009	Response Area Commanders
May 7, 2009	Reduce Stolen Cars
May 21, 2009	RR Crossing Safety (CATS)
April 16, 2009	Fight Crime/Kids and Violence, how to stop it
August 20, 2009	Larceny from Vehicle: Protect Yourself
September 3, 2009	CMPD Bike Safety for Kids
October 1, 2009	Fire Prevention: Kitchen Safety
October 15, 2009	CMPD: Halloween Safety
November 19, 2009	CMPD: Holiday Shopping Safety
December 12, 2009	Safe Homes, Safe Community
December 17, 2009	Unspoken Crimes in Neighborhoods: Domestic Violence
January 7, 2010	Stimulus: Public Safety
January 7, 2010	CATS: Evacuation Drill
January 21, 2010	Emergency Preparedness
January 21, 2010	Winter Weather Preparations
April 1, 2010	LYNX Security

May 6, 2010	Animal Care & Control: Emergency Drill
May 6, 2010	Emergency Preparedness at Businesses
May 20, 2010	Toxic Chemical Combinations
August 5, 2010	CATS: LYNX Emergency Drill
August 19, 2010	How employees handle the summer heat
August 19, 2010	Bicycle Safety
October 7, 2010	CMPD: Halloween Safety
October 21, 2010	CATS and Safeplace: The Relatives
December 2, 2010	Crime Stoppers
December 16, 2010	AC&C: Keeping Pets Safe During the Holidays
December 16, 2010	CMPD: Holiday Shopping Safety
February 3, 2011	CFD: Live Burn
February 17, 2011	CMPD: Canine Tethering Ordinance
April 21, 2011	Crime Statistics
August 18, 2011	Blind Pedestrian Safety
December 15, 2011	Fire Safety
February 2, 2012	CMPD Sexual Assault Cold Case Unit
March 1, 2012	CMPD Citizen's Academy
April 5, 2012	Grill Safety

Videos that are currently in production - working with CMPD/CFD (scheduled as available):

April 19, 2012	LYNX: Watch out for that train
April 19, 2012	Living with Coyotes
June 7, 2012	Don't be washed away (Flooding)
June 7, 2012	Healing Through Support (CMPD-Homicide victim support group)
June 7, 2012	Safe Pets, Happy Owners (AC&C-Animal Decontamination)
June 7, 2012	Are you ready? (Emergency Preparedness)
June 7, 2012	CMPD Recruiting (community based)