



Emergency Communications



Update 2020



The Comms Story: Then

2013

- 157 social media followers
- No Instagram or Nextdoor channel
- 4200 email list that e-news was being sent to
- Non mobile-friendly website
- Limited online digital form system
- No citizen survey panel
- No citizen database to text/call
- No formal Privacy Policy/Terms of Use
- No CityServe app





The Comms Story: **Now**

2020

- Nearly 33,000 follower on social channels and now include Nextdoor, Instagram and Pinterest (for city blogs)
- 34,270 subscriber in our Emergency Alert list with a total of 61,654 subscribers to ALL notification lists.
- New CivicPlus site allows us to talk to other software and was designed mobile-first
- Launched sandynow.com (city-citizen web dashboard)
- Digital forms system with modern, mobile-friendly features
- Enhanced our Joint Information Center/Call Center





The Comms Story: Now

2020

- Expanded CAM (Comm & Marketing) team to have a rep from EVERY department
- Citizen Survey Panel through Qualtrics
- Implemented CivicReady that allows us to text/call and geofence (*where citizen has supplied street address*)
- Completed Privacy Policy and Terms of Use
- Supported the launch and promotion of the CityServe citizen app
- Test of the Communication Emergency System (Early 2020)



Emergency Communications Survey Results

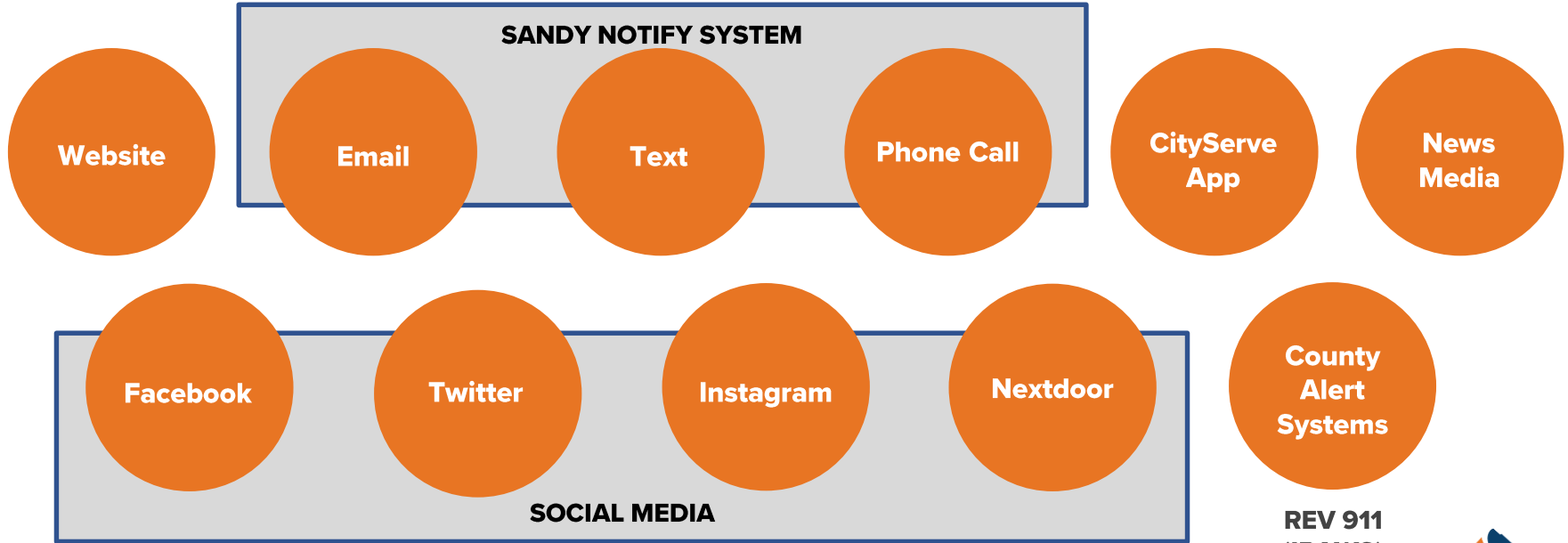


1. 526 respondents
2. 62% aware of sandy.utah.gov/CitizenConnect
3. Preferred emergency communications method:
51% Text | 26% Email | 7% Social Media | 6% CityServe App
6% Nextdoor | 2% Website

Citizen Connect

One place for all the ways to connect to Sandy City

sandy.utah.gov/citizenconnect



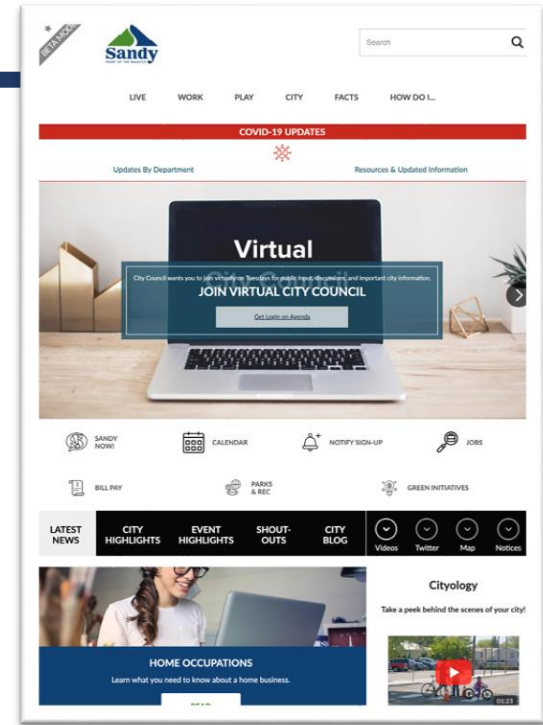
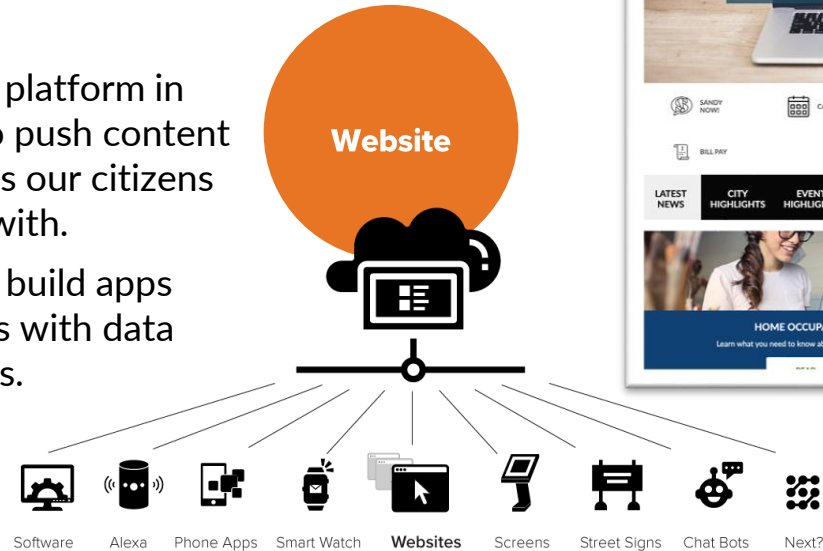
**REV 911
(IPAWS)**



New Web Site Platform Launched

We rolled out a new platform in 2020 that enables us to push content out to all of the devices our citizens are engaged with.


We are now able to build apps or connection points with data and devices.



Sandy **Notify** System

Sign up for all emergency communications at

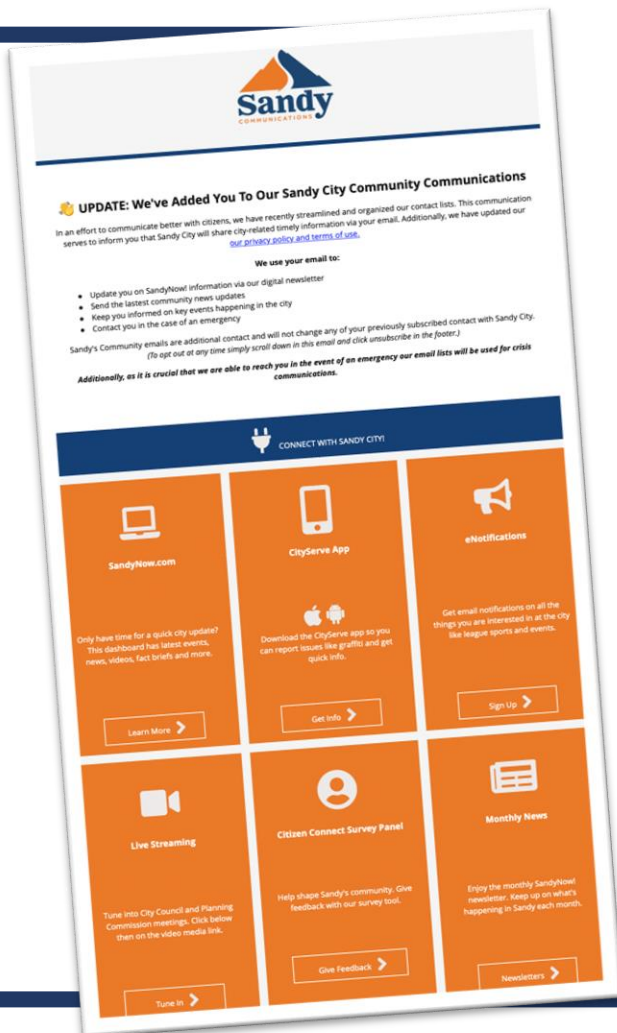
sandywarn.gov/SandyNotify

- 
1. **Email Notification**
2. **Text (SMS) Notification**
3. **Phone Call Notification**
4. **Address** *Include address for geo-targeted messaging for an area-specific incident/emergency*

Emergency Email

- Builds our emergency communications database
- Privacy policy found in the footer of our website.

**34,270 Subscribers in the
Emergency Alert List**



Alerts & Service Requests



CityServe App

Download to your phone to quickly make a service request like streetlight issues or graffiti. You can take a picture and report it.

- 1425 “registered” accounts
 - 3550 downloads
 - Push notifications

Media Release

The city will utilize press releases to disseminate pertinent information to the public during an emergency and to notify the press of upcoming press conferences.



Members of the press often use Twitter for less substantial updates during an emergency. The city will assign a hashtag to each emergency, so updates are easier to follow.

Press Conference

Press Conferences will be used to update the public on information that requires multiple governmental leaders who can provide expertise on the situation .

Social Media

Social Media Notifications

Facebook

Twitter

Instagram

Nextdoor

33,000 Followers

SOCIAL MEDIA on our social media channels



FOLLOW US ON SOCIAL:

@SandyCityUtah



nextdoor



Conducted Tests

1. Community test with accompanying survey in Feb 2020
2. Internal beta test of our new SandyNotify system that we implemented in October 2020 that allows residents to add their address for geofencing and includes a new robocall feature. Sent email to the 30,145 list we had so residents could check/update their profiles.

Emergency Communications Public Education

- Newsletter
- Social Channels
 - Video



Sandy City's **Other/Non-Digital** Emergency Communications

Flyers

Reader Boards

Neighborhood Signs

Traditional Media

Skyward (School District)

Private Social Groups

Town Halls/Public Spokespersons

Public Safety

Neighborhood Watch

CERT Members

Community Coordinators

Church Groups

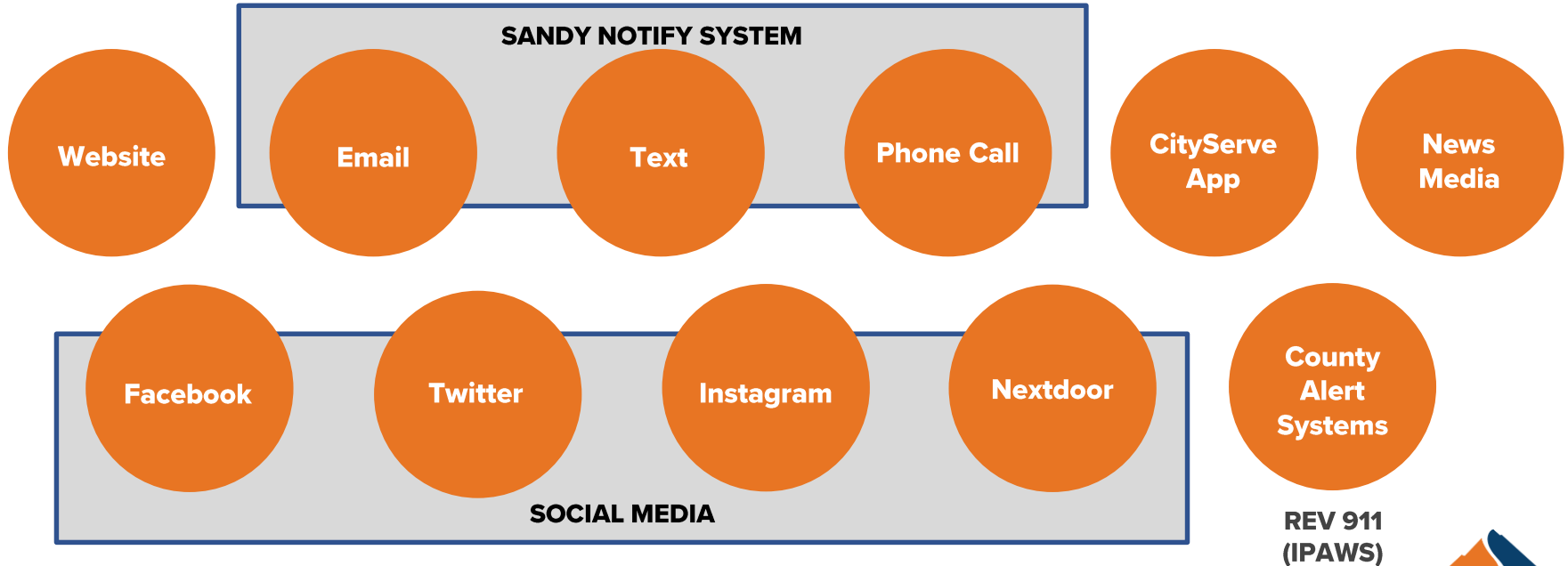
Emergency Volunteer Groups

Call Center



SCENARIOS

- Scenario #1: Earthquake



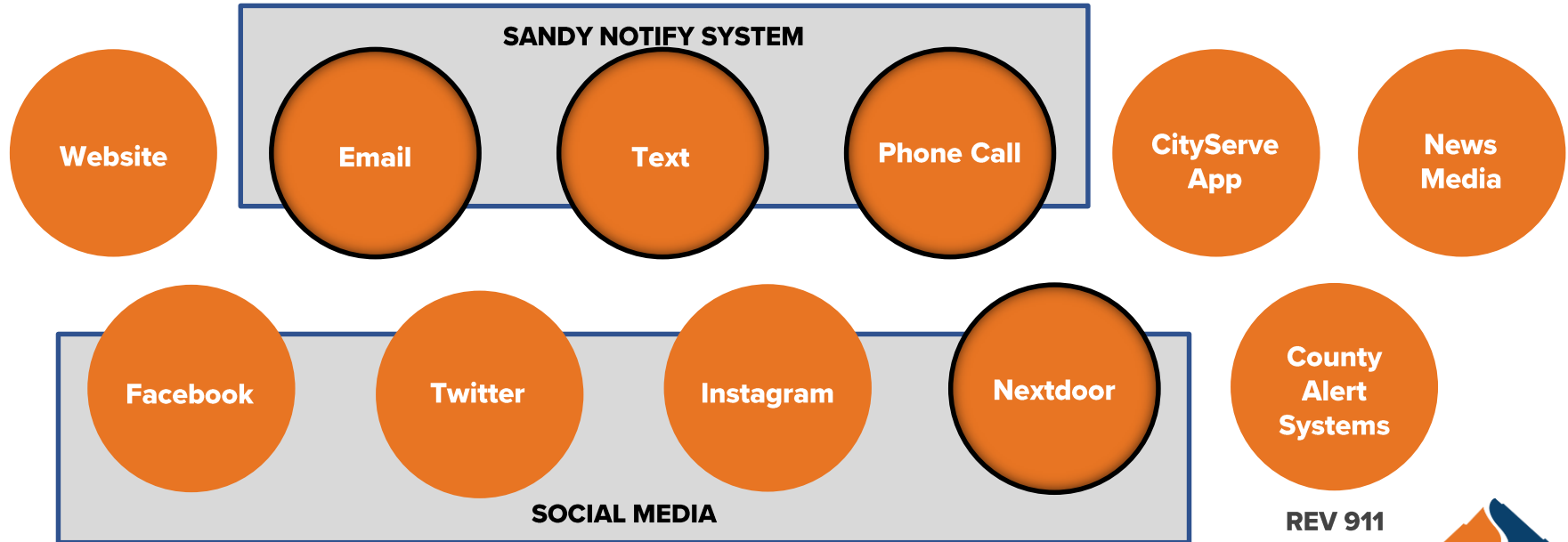
REV 911
(IPAWS)



SCENARIOS

- Scenario #2: Wildfire in Dimple Dell

While we would use all of our channels to communicate, we will also be able to target and GeoFence using the channels circled in black.



REV 911
(IPAWS)



CITIZEN FEEDBACK

1. Mayor, Deputy Mayor, and/or Department PIO assigned to be the spokesperson for critical updates during an incident.
2. Bring neighborhood volunteer groups back together for virtual meetings/emergency management training. Help them understand the measures to take in order to be helpful during an incident.
3. Continue annual test of the emergency communications system.

SUMMARY

1. Increased followers on social channels
2. Included resident input (surveys and citizen feedback)
3. Improved technology
4. Successfully tested the emergency communication system
5. Expanded our subscriber database for email and phone communications
6. Added the ability to robocall and geofence
7. Launched app with notification capability



JOINING IS EASY

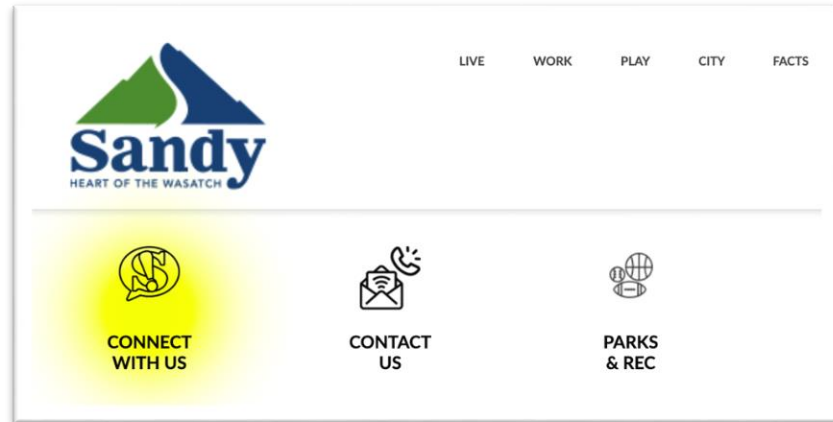
If anyone is listening and hasn't received or signed up for emergency notifications.

Text **Join SandyCity** to 30890

Find **CONNECT WITH US**

Web homepage or

Sandy.Utah.Gov/CitizenConnect



QUESTIONS?