Crisis Communications Plan Update

Dec. 16, 2025

Crisis Communications Plan

- Purpose: strengthen emergency response efforts, help protect lives, and support a more effective recovery

- Originally adopted in 2020, updated as needed

- Citywide plan – AB1646 notifications requirements will be incorporated in the plan, once finalized.

Crisis Communications Team

- Fire Chief
- Police Chief
- Deputy City Manager
- Public Works Director
- Communications Manager (PIO)
- Emergency Management Coordinator

Crisis Communications Key Audiences

- Primary Populations
  - Resident Population
  - Daily Workforce
  - Nightly Workforce
  - Weekend Workforce

- Transient Populations
  - Unknown numbers in lodging (2,652 hotels rooms)
  - Business Travelers
  - Those on Transportation Routes

- Homeless Population
  - Less than 20, varies daily

- Critical Infrastructure

- Businesses

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Crisis Communications Plan Overview

- Categories

  - Major Emergency
  - Emergency
  - Public Concern

- Message Sequence

- Message Delivery Options

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Appendix A - Crisis Communications Decision Flow Chart

Internal Notification Process

- IC to notify the Department Head (Police, Fire or Public Works) or designee.
- IC will select the messaging type: Major Emergency, Emergency or Public Concern.
- Department Head will notify the City Manager and Crisis Communications Team.
  - Fire Chief
  - Police Chief
  - Deputy City Manager
  - Public Works Director
  - Communications Manager (PIO)
  - Emergency Management Coordinator
- The City Manager will notify City Council and the Executive Team.
- The Crisis Communications Team will identify message initiator who will establish communications with the IC.
- IC will provide input for messaging to the Department Head and Crisis Communications Team to communicate to City Council, the public and stakeholders.
- Messaging will follow the message sequence and utilize the pre-scripted messages to fit the incident.

Message Sequence
- Initial Notice
- Focused Information
- Periodic Updates
- End of Incident Message
- Post-Incident Information

Message Delivery Options

External - Public/Stakeholders

Everbridge – Alert South Bay

- Everbridge Disaster Notification
- Everbridge Social - Facebook (City, FD, PD) & Twitter (@ElSegundoAlerts)
- Wireless Emergency Alerts (WEA/IPAWS)
- Emergency Alert System (EAS) - To activate EAS call the Sheriff's Emergency Operations Bureau at Los Angeles County Sheriff's Warning Point. Primary: 1-323-980-2101 Alternate: 1-323-881-8100

Social (Facebook, Twitter)
City Website(s) Emergency Alert Banners, Emergency Alerts Page
Email/ GovDelivery (cloud-based email system)
ES Media (Community Cable& YouTube)
El Segundo Radio
Vehicle Based Public Announcement (PA)
Local Media

Internal – City Staff

Email – Internal Outlook and GovDelivery
Cisco Phone All Page

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Crisis Communications Plan Flow

Step 1 – Is the Incident a Major Emergency, an Emergency, or a Public Concern?

Major Emergency?		Emergency?	Public Concern?

Step 2 – If it is a major emergency, is the threat immediate, requiring people to shelter in place or evacuate?

Shelter In Place Messaging	Evacuation Messaging	Major Emergency Messaging	Emergency Messaging	Public Concern Messaging

Step 3 – Determine messaging and channels, deploy and monitor

Messaging Sequence

1. Initial Notice/Holding Statement
2. Focused Information
3. Periodic Updates

Messaging Channels

External

1. Everbridge – AlertSouthBay
2. City website
3. Social Media
4. ES Media YouTube/Community Cable

Internal - Email, phone system, intranet

Step 4 – End of Incident Message

Shelter In Place Lifted Message	Evacuation Lifted Message	Major Emergency End of Incident Message	Emergency Mitigated End of Incident	Public Concern Mitigated End of Incident Message

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Crisis Communications Plan Maintenance

- Post-Incident Reviews

  - Lessons learned, opportunities for improvement, best practices

- Ongoing Tabletop Exercises

- Training New Employees

- Annual Contact Information Reviews and Updates

Thank you.

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