



Crisis Communication Plan

Report as of 2023 for External Communications

City of Morgantown
Preparation Starts Here



Introduction

Welcome to the City of Morgantown's Crisis Communication Plan – a strategic guide designed to uphold transparency, instill confidence, and efficiently manage any unexpected challenges that may arise.

In an ever-evolving world, having a well-defined crisis communication plan is not just advisable; it is an essential tool for maintaining public trust, ensuring safety, and preserving the reputation of our beloved city.

At the heart of this plan lies the recognition that crises can happen when least expected. By proactively preparing for such situations, we demonstrate our commitment to effective governance and the welfare of our community. This plan enables us to respond swiftly and cohesively, conveying accurate information and guidance to both residents and stakeholders.

City Council Strategic Goals

Public Safety: Ensuring the safety of residents is a primary concern for city councils. Goals might include reducing crime rates, improving emergency response times, and enhancing community policing efforts.

Transportation and Mobility: Improving transportation options and mobility can be a priority, with goals ranging from expanding public transit to implementing bike lanes and pedestrian-friendly infrastructure.

Transparency and Accountability: City councils often strive for transparency in governance, with goals centered around open communication, accessibility of public records, and engaging residents in decision-making processes.

Health and Wellness: Supporting public health initiatives, such as access to healthcare services, promoting healthy lifestyles, and addressing public health concerns, might be part of strategic goals.



"In times of crisis, effective communication isn't just a tool; it's a lifeline. It's the bridge that connects understanding to action, knowledge to safety, and unity to resilience."

A. Kim Haws
City Manager

Message from our leaders

In the event of a crisis, the key is to communicate swiftly and transparently. Our plan outlines precise procedures for disseminating accurate information to the public, media, and other stakeholders. Prompt communication helps manage rumors and prevents misinformation from spreading. By maintaining an open channel of communication, we demonstrate that we prioritize public safety and the well-being of our citizens.

This Crisis Communication Plan is a living document, adaptable to the ever-changing landscape of challenges that may arise. The City of Morgantown takes pride in owning this plan, reflecting our dedication to serving our community with excellence. By having a well-structured crisis communication plan in place, we stand united, prepared, and steadfast in our resolve to overcome any obstacle that comes our way.

Stakeholders & Partners

Stakeholders are described as persons, groups, or organizations that may be affected by the event, the organization or both.

Partners are described as anyone who may aid communications during a crisis. A list of contacts for this group will be attached.

It is implied in this plan that partners in Crisis Management are also stakeholders. All entities are external unless indicated.

Stakeholders

- City of Morgantown residents
- County residents in the surrounding area
- Businesses within the City
- Previous and future visitors to the City
- City employee's families
- Labor unions

Partners

- City Employees including City Council Members (Internal)
- Other Government Agencies
 - Monogalia County
 - State of West Virginia
 - Federal Government
 - West Virginia State Department of Transportation
 - MECCA
- Community Partners
 - WVU
- Volunteers
 - Churches and Faith-based Community
 - Service Organizations
- Chamber of Commerce
 - Grocery Stores
 - Big Box Retail Stores
 - Lodging for city employees' families

City Leadership's Role in Reporting & Responding to a Crisis Situation

During a crisis situation, the city plays a pivotal role in ensuring the safety and well-being of its citizens. The primary goal of the city administration is to communicate effectively and efficiently in order to protect and guide its residents. This involves disseminating accurate and timely information about the nature of the crisis, recommended safety measures, and any necessary evacuation or shelter-in-place instructions.

The city acts as a central hub for coordination, liaising with emergency services, local agencies, and community organizations to provide a unified response. By prioritizing clear communication, the city empowers its citizens to make informed decisions, stay safe, and contribute to a collaborative effort that mitigates the impact of the crisis.

The three steps that City Leadership take in reporting and responding to a crisis situation are listed in the following slides.

Immediate Assessment and Communication

The first step is to swiftly assess the situation and determine the nature and severity of the emergency. If it involves personal safety or life-threatening circumstances, immediately contact the appropriate emergency services. Simultaneously, communicate with relevant parties and members of the community to inform them of the emergency, its location, and any initial details available.

Formulate a Comprehensive Response Plan

Once the immediate assessment is done and communication is underway, it's essential to formulate a comprehensive response plan. This plan should outline the steps and procedures to be taken to address the emergency effectively. Identify key personnel responsible for different tasks, allocate resources, and consider any potential risks or challenges. The plan should cover aspects such as evacuation procedures, medical assistance, coordination with emergency services, and any specialized measures specific to the type of emergency.

Execute the Response Plan and Continuous Monitoring

With the response plan in place, initiate its execution according to the predefined steps. Assign roles and responsibilities clearly, and ensure that all team members are aware of their tasks. As the situation evolves, continuously monitor the progress of the response efforts and adapt the plan if necessary. Maintain open lines of communication with both internal teams and external emergency services to exchange crucial information. Regularly assess the effectiveness of the response, make adjustments as needed, and keep all stakeholders informed about the progress and changes.

Contact & Resource List

Your safety and well-being are of utmost importance to us, and contacting 911 ensures that the appropriate help will be dispatched to your location without delay.

We encourage you to utilize the following resources for emergency situations. These resources are here to provide support in various situations.

Your responsible actions can make a significant difference in ensuring the safety of yourself and those around you.



MECCA

[MECCA Website](#)

911



WVU

[Crisis Communication Plan](#)

304-293-2677



MPD & MFD

[MPD Website](#)

911

[MFD Website](#)

304-284-7480



The City of
MORGANTOWN

The Journey Starts Here