

# ***Emergency Public Information Plan Table of Contents***

- Plan Changes .....
- Section 1: Purpose/Policies .....
- Purpose.....
- Plan Review, Training .....
- Communications Mission and Vision; County Business Plan.....
- Emergency Public Information Support of Emergency Operations Plan.....
- Section 2: Definitions .....
- Section 3: Phases of the Incident; Crisis v. Incident .....
- Notification.....
- Level 1 -2 – Triggering Event: Stand By/Local Emergency Response.....
- Level 3-4 – Regional Emergency/National Emergency .....
- Public Information in a Crisis .....
- Public Information in an Incident .....
- Location of the EOC: .....
- Section 4: Information Flow / Incident Progression.....
- Information Flow: Crisis or Incident .....
- Progression: From Normal Business to Crisis to Incident.....
- Section 5: Crisis Communication Response/Roles .....
- What Triggers a Coordinated Crisis Communication Response?.....
- Types of Crises .....
- Section 6: Public Information Response/Roles .....
- Who is the Lead Public Information Officer?.....
- Role of the Public Information Officer.....
- Basic Lead Public Information Officer Responsibilities.....
- Activating the Joint Information System .....
- Scalable System: Single Individual v. Team .....
- Note Regarding Organization Chart, Checklists in This Plan.....
- Section 7: Public Information in the Incident Command System.....
- Introduction.....
- Incident Command System.....
- Disaster Public Information Principles.....
- Section 8: Joint Information System/Joint Information Center .....
- Coordinated and Consistent Messages .....
- Principle of Autonomy.....
- Joint Information Center Operation .....
- Joint Information System Organization/Functions.....
- Demobilizing the JIC .....
- Joint Information Center Organization Chart .....
- Section 9: Incident Public Information Elements - Description.....

Lead PIO.....	.....
JIC Manager .....	.....
Lead PIO Writing Assistant .....	.....
Research, Writing, Information Gathering Group .....	.....
Dissemination Group .....	.....
Field Information Group .....	.....
<b>Section 10: Field Information / Media Briefing Center .....</b>	<b>.....</b>
Make Determination to Establish Field Information Center .....	.....
Make Determination to Establish a Media Briefing Center .....	.....
<b>Section 11: Message Development Steps .....</b>	<b>.....</b>
Message Development Questions.....	.....
<b>Section 12: Reaching People with Access and Functional Needs (AFN).....</b>	<b>.....</b>
<b>Section 13: Privacy, General Access Issues, Special Situations .....</b>	<b>.....</b>
HIPAA Privacy Rules.....	.....
Media Photo Site .....	.....
Barrier Tape Rules .....	.....
Command Posts / On-Site Media Briefing Center .....	.....
Media Pools at Crime Scenes .....	.....
Media / Public Safety Aircraft Guidelines.....	.....
Bomb Squad Incidents.....	.....
Media and Undercover Officers .....	.....
Special Weapons/Tactics Team (SWAT) Operations .....	.....
K-9 Operations.....	.....
Police Radio Communications .....	.....
Media Vehicles .....	.....
<b>Appendix A: Checklists – Joint Information Center Positions.....</b>	<b>.....</b>
Lead Public Information Officer.....	.....
JIC Manager .....	.....
Lead PIO Writing Assistant .....	.....
Group Supervisor – Research/Writing Group.....	.....
Unit Leader – Research/Information Gathering Unit .....	.....
Unit Leader – Strategy/Messaging Unit.....	.....
Unit Leader – Writing Unit.....	.....
Unit Leader – Rumor Control/Media Monitoring Unit .....	.....
Unit Leader – Translation Unit .....	.....
Group Supervisor – Information Dissemination Group .....	.....
Unit Leader – Employee/Internal Communications Unit .....	.....
Unit Leader – Media Phone Spokesperson Unit.....	.....
Unit Leader – Media Briefing Center / Press Conference.....	.....
Unit Leader – Web/Social Media.....	.....
Unit Leader – Call Center Unit .....	.....
Group Supervisor – Field Information Group .....	.....
Unit Leader – Field Media Unit.....	.....

Unit Leader – V.I.P. Unit .....  
Unit Leader – Community Relations Unit .....  
Unit Leader – Special Interest Unit .....  
Unit Leader – Special Assignments Unit .....  
**Appendix B: Audiences List** .....  
    Agencies .....  
    Additional Audience Lists .....  
**Appendix C: Information Dissemination Tools Checklist**.....  
    Internal Communications Tools List .....  
    External (Public) Communications Tools List.....  
    Dissemination Checklist List .....  
**Appendix D: Pre-Prepared Holding Statements** .....  
    How to Use the Sample Messages, Press Release .....  
    Standard “Stay Connected” Boilerplate for All Communications .....  
    Wildland Fire .....  
    Flood.....  
    Earthquake .....  
    General Evacuation Order / Warning .....  
    Local Assistance Center .....  
    Severe Storms.....  
    Hazardous Materials.....  
    Infectious Disease.....  
    Terrorism and WMD.....  
    Nuclear Waste .....  
    Civil Disorder .....  
    County Facility Workplace Violence [non-law enforcement content] .....  
    Drought.....  
    Energy Emergency .....  
    Red Flag Warning.....  
    Cybersecurity Incident.....  
**Appendix E: PIO Procedures Flow Chart** .....  
**Appendix F: Generic Fact Sheet Development Outline** .....  
**Appendix G: Worksheet: People with Access and Functional Needs (AFN)** .....  
**Appendix H: EOC Roster** .....  
**Appendix I: News Media Distribution List/Roster** .....  
**Appendix J: Public Information Liaisons List/Roster** .....  
**Appendix K: Legislative Contacts List/Roster** .....  
**Appendix L: Utilities PIO Contacts List/Roster** .....  
**Appendix M: PIO Services Vendors** .....  
**Appendix N: Website, Social Media Posting Directions** .....  
**Appendix O: Web/Social Media Log-in** .....

Appendix P: EOC Layout; EOC/JIC Systems Activation .....  
Appendix Q: Social Media Policy Summary – Best Practices During An Incident.....  
Appendix R: Translators or Services .....  
Appendix S: Proclamation Press Release .....  
Appendix T: Area PIO Conference Call Briefing Procedure, Agenda .....  
Appendix U: 2-1-1 System Login, Procedures .....  
Appendix V: Call Center Phone Bank Activation, Operations Procedure .....  
Appendix W: Press Conference Checklist.....  
Appendix X: Community Meeting Checklist .....  
Appendix Y: PIO Go-Kit.....  
    Office & Field Go-Kit .....  
    Personal Home or Vehicle PIO Go-Kit (source, price details above) .....  
Appendix Z: Forms .....  
    Media Contact Log.....  
    Media Check-In Log .....  
Appendix AA: Emergency Alert System (EAS) Radio Station Activation Procedures..  
Appendix BB: Activation Procedure .....  
Appendix CC: Text/SMS Content.....  
Appendix DD: Local Assistance Center (LAC) Set-up Checklist.....  
Appendix EE: Visual Storytelling; Facebook Live Checklist.....  
    Checklist Before You Go Live on Facebook.....  
    Going Live on Facebook.....

## ***Sample Key Message Platforms***

### **Horticulture Department Cash Irregularities Key Messages**

**Background:** MiraCosta College became aware of what is believed to be illegal cash handling activity by a college Horticulture Department employee in July 2015. Following an investigation, the sole employee involved in the activity resigned; there are no indications of involvement by any other college employees. In September 2015 the college referred the results of the investigation to the San Diego County District Attorney's office. The amount of missing cash is approximately \$9,000.00, and the college is seeking full reimbursement.

**MiraCosta College is disappointed in the actions of the employee involved in the missing cash issue but took immediate steps to investigate and to prevent future situations involving improper cash handling.**

- The college swiftly launched an investigation focused on possible criminal activities.
- The investigation, which has been referred to the District Attorney, was conducted by an officer trained in forensic accounting.
- Initial findings resulted in the employee being placed on administrative leave; subsequently, the employee resigned.

**MiraCosta College has received the highest level of audit results for many years, and has retained a separate firm to conduct an audit focused on cash handling.**

- The college has received the highest level of audit results for the past five years and continually seeks to strengthen its financial operations.
- The college has expanded an already-started audit to include a more extensive focus on cash-handling procedures.
- The college is moving to a no-cash system for payments in the Horticulture Department, instead requiring payment by debit or credit card, or check.

**MiraCosta College recognizes the trust placed by those it serves and is committed to being a responsible steward of public funds.**

- The college regularly examines all aspects of its financial operations through audits and other methods; this diligence will continue so that issues such as this one do not recur.
- The college's attainment of the highest level of audit results ensures that college operations are focused on student success.
- The move to no cash sales, at this site, provides a more secure financial environment.



# Key Messages for Hurricane Michael

## Advisory 10: 10:00 PM CDT Mon Oct 08, 2018



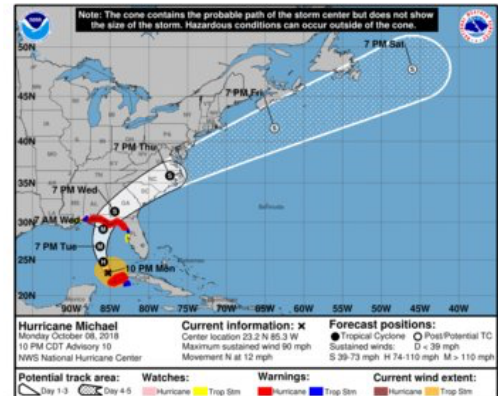
1. Life-threatening storm surge is likely along portions of the coasts of the Florida Panhandle, Big Bend, and Nature Coast, and a storm surge warning is in effect for these areas. Residents in these areas should follow all advice given by their local officials.

2. A hurricane warning has been issued for portions of the Florida Gulf Coast, and everyone in these areas should prepare for life-threatening winds associated with the core of Michael. Damaging winds will also extend inland across portions of the Florida Panhandle, southern Georgia, and southeast Alabama as Michael moves inland.

3. Heavy rainfall from Michael could produce life-threatening flash flooding from the Florida Panhandle and Big Bend region into portions of Georgia and South Carolina.

4. Hurricane conditions will continue in portions of western Cuba through this evening, where a hurricane warning is in effect.

5. Michael is expected to produce heavy rainfall and flash flooding over portions of western Cuba and the northeastern Yucatan Peninsula of Mexico during the next couple of days.



For more information go to [hurricanes.gov](http://hurricanes.gov)

# **Coastal Commission Permit Application**

## **Key Messages**

### **Goleta Beach County Park is the largest coastal park with free coastal access parking in the County**

- More than 1.5 million visitors annually, including a high proportion of lower income and disadvantaged community members
- The loss of park facilities due to periodic storms impacts many County residents who rely on Goleta Beach County Park for their only coastal access
- [Insert data from beach user survey]

### **The existing Goleta Beach revetments provide a last line of defense during unusual and infrequent times the potential for storm damage is high – a surprising finding of the EIR**

- Goleta Beach is generally calm and shielded from surf; however, unusually severe winter storms periodically cause severe erosion and destruction of park facilities
- Since the revetment was installed at Goleta Beach in 2004 there have been no major incidents of server erosion and loss of park improvements

### **The rock structure, which is generally buried by sand and not highly visible, has done a superior job of protecting various public facilities -- including restrooms, parking lot, play areas, sidewalks, bike path and utilities – with no/little interference with the sand supply.**

- The Goleta Beach revetment, due to its location high on the beach with very little impact by the surf, has caused no or very little adverse erosion or sandy supply issues
- Approximately 90 to 95 percent of the long term sand supply is from local streams and rivers, according to the EIR

### **The County looks forward to working with the Coastal Commission to get the permit approved and continue to enhance public access to this free park.**

- The County has enjoyed a positive and constructive relationship with the Commission and the staff and shares the common goal of coastal access for all
- Santa Barbara County has initiated a number of significant improvements to Goleta Beach park, including adding a new handicapped lift station, restoring the restroom facility, repaving of one parking lot and beginning work on a new bridge to connect Highway 217 to the County Park

## **IV Investigative Report Questions and Answers**

**1. Should the report have been issued on the day of the Chinese New Year considering some of the victims were of Chinese descent?** The families apparently requested a one-day delay in the report's release? While the Sheriff can respond to that specific issue, we do believe it's imperative for the report to be available to the public to ensure we are aware of what transpired.

**2. The Sheriff's report states that early intervention in cases of mental illness is needed, as well as community-based treatment and providing more mental health facilities/programs as alternatives to jails. What is the County doing on these fronts?** SB82: crisis stabilization unit, residential respite, and mobile crisis and triage teams to identify those with early indications of mental illness or who are in crisis to more proactively address issues before they become critical and law enforcement becomes involved. Crisis stabilization unit and respite residential programs in Santa Barbara expected to open in June of 2015. Funding allocation approved for development of a crisis stabilization unit in Santa Maria. Current exploration of site for use is underway. Mobile triage teams are nearly fully staffed and in operation countywide. Mobile crisis team in Lompoc is nearly fully staffed and is currently operational. We've formed a focused team working on the need for collaboration between law enforcement and mental health professionals to help provide integrated services. Crisis Intervention Training (CIT) will continue with law enforcement teams countywide. Collaborative field response between law enforcement and mental health triage teams occurring. Recent grant funding awarded through Substance Abuse and Mental Health Services Administration (SAMHSA) to provide community outreach and education on First Episode Psychosis as well as train college campus and develop college campus peer teams – Allan Hancock, SBCC and UCSB participating in this effort. Outpatient forensic teams are being developed to allow for the coordination with the courts on the identification and treatment for individuals with mental health needs. In addition, these teams are able to provide competency restoration, when clinically possible, on an outpatient basis and in the least restrictive of settings, avoiding inpatient admissions whenever possible.

**3. The Sheriff states that a thorough review of the investigative report by mental health professionals will assist in the development of new and improved intervention techniques and practices related to cause, identification and treatment of those who suffer from mental illness. What's your response?** While it's hard to know what would have helped the individual responsible, we do know that there is a national lack of funding available for facilities and services. We also know that 18 percent of Californians are experiencing some form of mental illness and 9 percent have a substance abuse problem. Locally, Santa Barbara County is working very hard to improve our system of care for the most vulnerable and seriously mentally ill in our region.



**4. Are the County's mental health programs enough to help prevent another IV mass murder?** The County's programs are designed to support those with no other option for assistance. Programs offered publicly or via private health care rely on an individual who suffers from mental illness or addiction to be an active participant in their own treatment.

**5. Are those who are mentally ill stigmatized by the report or these types of incidents?** If you believe your child or loved one shows indications of behavioral health issues – depression, addiction, anxiety, socialization skills – please call the Santa Barbara County ACCESS help line at 1-888-868-1649. The ACCESS line is available 24 hours a day/7 days a week.

**6. In April 2014, the suspect's mother initiated a welfare check through the suspect's life coach, who in turn contacted Santa Barbara County mental health. The request was made due to disturbing videos that the suspect had posted on YouTube. What exactly was the role of County Mental Health during the phone call/what was said? While deputies visited the suspect, could Mental Health have made a difference at this time?** We've formed a focused team working on the need for collaboration between law enforcement and mental professionals to help provide integrated services. Crisis Intervention Training (CIT) will continue with law enforcement teams countywide. Collaborative field response between law enforcement and mental health triage teams occurring.

**7. Would Laura's Law have made a difference in this situation? Should Santa Barbara County implement that law?** Santa Barbara County is currently analyzing the merits of adopting Laura's Law. It provides for assisted out-patient treatment yet focuses on voluntary engagement. It's important to know that Laura's Law does not force medication on those unwilling to take it.

## Fact Sheet



### COUNTY EXECUTIVE OFFICE

105 E. Anapamu St. • Santa Barbara, CA 93101  
(805) 568-3400 • FAX (805) 568-3414  
[www.countyofsb.org](http://www.countyofsb.org)  
Facebook.com/countyofsb  
Twitter: @countyofsb

## FACT SHEET

**News Media Contact:**  
Joint Information Center  
(805) 696-1188

Sunday, June 20, 2016

**FOR IMMEDIATE RELEASE**

## **Sherpa Fire Facts June 20, 2016, 10:00 a.m.**

### **Current Summary Update**

Last night's winds from the north pushed fire activity into previously burned areas allowing crews to establish and reinforce containment lines.

Weather today will be hotter and drier than Sunday. There is a very high potential for active fire.

Firefighters will continue to work on building and reinforcing containment lines along the north and east sides of the fire and along the Camino Cielo Ridge.

Aggressive aerial operations by both fixed-wing aircraft and helicopters are suppressing the edge of the fire and giving support to ground crews with water and retardant.

**The Federal Aviation Administration (FAA) has implemented a temporary flight restriction for the airspace around the Sherpa Fire burn zone, including West Goleta and nearby incident command posts. This restriction applies to all manned and unmanned aircraft systems. Drones can pose a safety hazard and delay firefighting aviation operations.**

### **Ongoing Facts**

- A fire started off of Refugio Road at approximately 3:15 p.m. on Wednesday, June 15.
- The cause is under investigation

- Power outages are possible in the County between 10:00 a.m. and 9:00 p.m. on June 20 as result of high local temperatures.
- Currently Southern California Edison is reporting that 19 customers near El Capitan Canyon are without power because power poles and lines were downed from the fire. Repair crews have been notified; power is expected to be restored on June 21.
- There are **270** structures threatened. One small water treatment building @ El Capitan state beach burned.
- Current estimate of **acres burned is 7,893 acres** and 54% contained.
- Continued threat to structures, agriculture crops, state parks, and critical infrastructure: communication sites, power lines, rail and Hwy 101.
- Primary fuel: brush, tall grass chaparral (60+ years of growth)
- Sundowner winds developed over the fire and were gusting to 50mph. Relative humidity was lower than previous nights. Temperatures are expected to increase Monday to high 90's to low 100's on the fire.
- **Red flag warning** remains in effect for the fire.
- Fire activity along Highway 101 is under continuous evaluation by fire managers and the California Highway Patrol. The 101 Highway may be closed again if the fire is determined to be a hazard to motorists.
- Overall fire behavior was moderate yet the fire still has the potential to increase in activity due to strong winds.
- Aggressive aerial and ground suppressions efforts limited fire behavior to isolated consumption of chaparral and tall grass along containment lines.
- Unified Command
  - US Forest Service
  - SB County Fire Department
  - CalFire
- Equipment/Personnel:
  - **14** dozers
  - **129** engines
  - **27** water tenders
  - **49** hand crews
  - **1926** personnel
  - Air support rotation of:
    - **18 helicopters**
    - **4 air tankers**
    - **1 DC-10s**
- Air quality condition checks can be found at [www.ourair.org](http://www.ourair.org)

#### **AGRICULTURAL IMPACT**

- Crops damaged: avocado, lemon, olives, and ranch land. Value of damages unknown.

- Firefighters are coordinating fire suppression efforts with farmers and ranchers to protect properties.
- County has established a “helpline” for farmers and ranchers:  
[sherpaag@agcommissioner.com](mailto:sherpaag@agcommissioner.com)

## **ROAD CLOSURES**

- Highway 101 and rail service remain open, potential for overnight closures exists.
- One hard road closure: Calle Real from El Cap to Refugio Rd at Cathedral Oaks. This closure remains.

## **EVACUATIONS**

- There are **No New Evacuations**.

### **Mandatory:**

- From east of the Refugio burn area, Refugio State Beach: Refugio Canyon, Venadito Canyon, Canada del Venadito Canyon, Las Flores Canyon, El Capitan Canyon, El Capitan Ranch, El Capitan State Beach, and Canada de la Destiladera.

### **Warning:**

- Calle Lippizana east to Farren Road, Las Llagas Canyon, Gato Canyon, Las Varas Canyon, Dos Pueblos Canyon, and Eagle Canyon
- Residents who live in West Goleta are encouraged to formulate an emergency evacuation plan.

## **SHELTERS**

- The following shelters have been established:
  - **Wake Center**, 300 N. Turnpike Road, Santa Barbara
    - Currently has 5 people
    - Small pets okay

## **ANIMALS:**

- Anyone in the evacuation area that needs assistance with small and large animals evacuations should call 681-4332.(Earl Warren is no longer an animal shelter.)

## **RESIDENTS**

- **Call 211 or 1-800-400-1572**
- Information boards have been put up at Calle Real Marketplace, the 76 gas station on Winchester Canyon Road, and the southbound Gaviota rest stop on the 101.
- Monitor the status of the fire and any guidance on the County of Santa Barbara website:  
[www.countyofsb.org](http://www.countyofsb.org)

- Sign up for Aware and Prepare alerts: [www.awareandprepare.org](http://www.awareandprepare.org)
- Consider if additional travel time will be needed through the area.

#### **MEDIA**

- JIC: 805-696-1188
- Forest Service Information Line: 805-968-6640
- Hashtag: #SherpaFire

Websites, social media and channel 20 updated

## ***Holding Statement***

### **Mass Incident County Mental Health Holding Statement**

For media inquiries coming in this week re: the role of Mental Health, what took place, what calls came in/when, how they were handled, etc., generally the messages/response should be along these lines:

1. This is a highly complex and sensitive situation that requires an extremely careful review of all the contacts that came into Mental Health.
2. We have begun a thorough review of exactly what took place and are working on a timeline of contact with various county agencies.
3. Due to federal HIPAA requirements that protect the confidentiality of patients as well as others in these types of situations, there will be some information that must remain confidential. Therefore, it will take time to prepare information that can be released as well as the portions that must remain protected.
4. We are committed to providing as much information as possible so that the public and our agency know what took place. If improvements in our systems are needed, we will address them.
5. We are working as fast as possible to prepare this information and anticipate having as complete as report as possible for the June 2 meeting of the Board of Supervisors.

### **Earthquake Holding Statement**

- The \_\_ earthquake that has affected Port of Long Beach facilities has activated a comprehensive crisis response to the \_\_ earthquake that has impacted the Port of Long Beach facilities. Port officials have diligently prepared for disasters of this nature and the Port has activated its Business Continuity Plan.
- The Port of Long Beach is a gateway for goods that are distributed worldwide, and an earthquake-related closure of any duration seriously impacts the economies of Southern California and the nation. The Port is in contact with other West Coast ports and distribution facilities to ensure that goods continue to flow efficiently.
- The top priority of the Port of Long Beach is the safety and security of our neighbors, community, customers, tenants, visitors, and employees. Once this safety is assured, the Port will either fully resume operations as soon as possible. The earthquake that has

affected Port of Long Beach facilities has activated a comprehensive crisis response. Port officials have diligently prepared for disasters of this, and many other, types.

The earthquake is not expected to seriously affect Port of Long Beach operations. The top priority of the Port of Long Beach is the safety and security of our neighbors, community, customers, tenants, visitors, and employees. Once this safety is assured, the Port will either fully resume operations as soon as possible.

The earthquake will impact the Port's ability to distribute goods worldwide, but the Port is currently unable to provide an estimate of its effect. Investigation of Port facilities is currently underway.

Initial damage to Port facilities includes

- Evacuation of the Port administration building and survey trailers
- Closure of Maintenance Facility
- Evacuation and Closure of Security Command and Control Center
- Closure of:
  - o Queensway Bridge
  - o Ocean Blvd/Pico Avenue
  - o Queensway Bridge, ramp M
  - o Harbor Plaza WB/RR
  - o Gerald Desmond Bridge: Pier D/T
  - o Pier J Grade Separation, Pier G
  - o Pico to Ave Grade Separation
  - o Heim Bridge: Pier A/S

Initial response to the incident by Harbor Patrol consisted of windshield survey. There are no injuries reported at this time.

The Port of Long Beach recognizes that the livelihood of thousands of Southern California residents depends on its facilities and services. Port officials and their crisis response partners are doing everything possible to keep goods flowing.

The Port of Long Beach is currently partnering with (list partnering government agencies) to work together and gather information to repair the situation and resume business operations to their regular production levels.

The Port of Long Beach is the second busiest port in the United States and the 21st busiest cargo container port in the world. The Port of Long Beach accounts for almost 40 percent of all container cargo moving through California ports, a third of container cargo moving through west coast ports and more than 15 percent of containers moving through all United States ports."