

2024 CITY OF RENTON

Communications & Engagement Strategic Plan





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EXECUTIVE SUMMARY

PLAN PURPOSE

The purpose of this Communications Plan is to clearly define the messages, priorities, strategies, and tools the City of Renton will use when communicating both externally and internally. The Plan ensures Renton's story is told effectively despite interference, and engagement between the city and the community is implemented in a timely and effective manner.

This Plan aligns with the strategic priorities of Mayor Armondo Pavone and the Renton City Council, furthering the city's mission, enhancing customer service and increasing resident trust in local government through transparency and access.

PLAN GOAL

The goal of the Communications Plan is to increase resident engagement and community understanding of city services, initiatives, and resources, and to record measurable outcomes that inform future communication. This plan will outline the priorities that drive the content production of the city's Communications & Engagement Division each year.

VISION

Renton: The center of opportunity in the Puget Sound Region where families and businesses thrive

MISSION

The City of Renton, in partnership and communication with residents, businesses, and schools, is dedicated to: 1) Providing a safe, healthy, vibrant community; 2) Promoting economic vitality and strategically positioning Renton for the future; 3) Supporting planned growth and influencing decisions to foster environmental sustainability; 4) Building an inclusive informed city with equitable outcomes for all in support of social, economical, and racial justice; 5) Meeting service demands and providing high-quality customer service with measurable outcomes.

FOUNDATIONAL MESSAGING

Communication efforts should consistently support the city's vision, mission, and goals, as well as align with city council priorities. The following are taken from the City of Renton's Business Plan (2024-2029).

STORYTELLING

The services delivered by every city department play a critical role in the lives of those in our community. We have a unique story to tell within each project and program the city oversees. The Communications & Engagement Division helps to both create and sustain productive connections between city services and Renton community members, businesses, and visitors to tell the city's story, and listen to and share our community's stories.

EXECUTIVE SUMMARY *(continued)*

BRAND PILLARS

To guide our efforts, the Communications & Engagement Division focuses on telling the stories that support seven brand pillars. These are based on feedback received through the city's extensive community survey. Brand pillars represent the values of our residents and the goals we collaboratively set for our future. These should be considered at the baseline of all content development on behalf of the City of Renton.

ECONOMIC OPPORTUNITY: Renton is the most advantageous place in the Puget Sound region to locate a business. In addition to a central location with ease of access to Seattle and the Eastside, businesses have access to a highly educated workforce and competitive pricing for real estate and office space. Leading aerospace businesses such as Boeing have a long history in Renton, while the city is also home to well-known tech and gaming companies such as Wizards of the Coast.

Renton is home to the practice facility for the Seattle Seahawks and serves as the Seattle Sounders headquarters. Leading healthcare providers Valley Medical Center, UW Medicine, and Seattle Children's Hospital all have a presence within Renton as well. Incubators and services for entrepreneurs and start-ups are also regularly available.

CULTURE & DIVERSITY: Renton is #17 on the list of the most diverse cities in the nation. Our community is welcoming and inclusive of all. We celebrate the strength and informed perspective that our diversity inspires. We seek out feedback from all genders, ages, races, ethnicities, national origins, range of abilities, sexual orientations, gender identities, financial means, education levels, and political perspectives. We celebrate our

LIVABILITY: Renton offers a mix of housing at all levels, including long-term density and transportation planning, to reflect the needs of those who live and work in Renton. Home to the Cedar River running through downtown, and

situated at the south end of Lake Washington, Renton offers a robust number of parks, trails, and year-round recreational opportunities.

From Renton's central location, one can be in Seattle or Bellevue in less than 20 minutes, fly out of the Renton airport, be on the water via Lake Washington, or skiing at Snoqualmie Pass in less than an hour. We are also good stewards of our environment, focusing on the long-term sustainability of our natural resources and pristine setting.

CUSTOMER SERVICE: Renton provides exceptional customer service to our residents, and retains best in class staff. We focus on innovation and continuous improvement to serve Rentonites and inform them of the services offered. We find collaborative partnerships and investment strategies to extend the offerings we provide our residents.

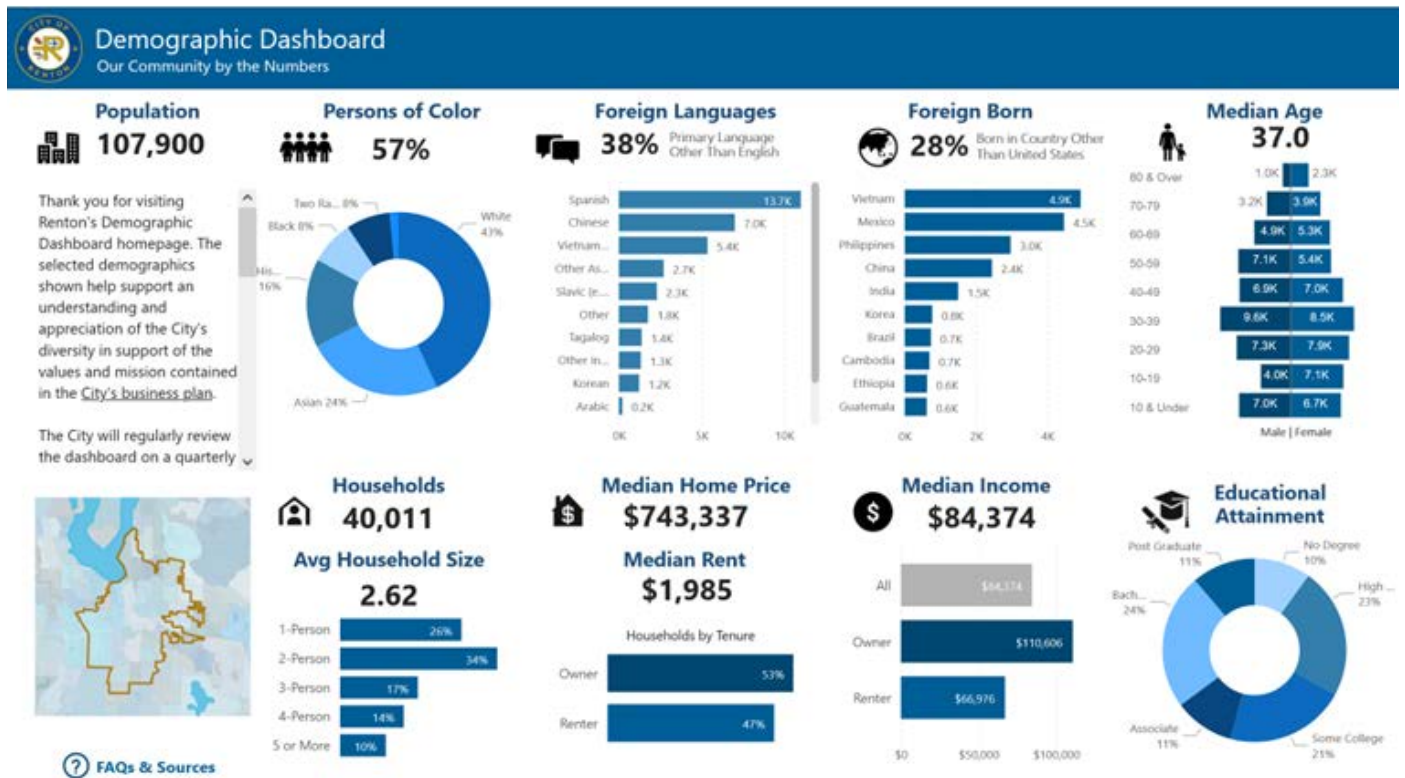
INTERNAL CULTURE: The City of Renton is a municipal employer of choice, investing in continuing education and professional development in order to provide the highest level of service to our residents. We have respect for the varied talents of our staff, and the demanding work they do, providing the equipment and training necessary to retain long-term staff and offer stability and reliability to our residents.

PUBLIC SAFETY: Renton is a leader in safety, health, and security, focusing on effective communication and high-level service delivery to our residents. We work to address the challenges of housing and mental health needs, and we ensure our city is pedestrian and bicycle-friendly, with connections between neighborhoods and community gathering places. We ensure communication is open and our community is prepared in the case of emergencies.

GOOD GOVERNANCE: The City of Renton applies the highest ethical standards to our work. We are transparent and an excellent steward of public funds.



OUR AUDIENCE



rentonwa.gov/demographics

ROLE OF COMMUNICATIONS & ENGAGEMENT

The role of the Communications & Engagement Division is to establish, nurture, and sustain a high level of trust in Renton’s government among residents, businesses, visitors, and other key stakeholders.

Strategic communications form the foundation of public trust – we reinforce our integrity as a transparent and open organization through the access we provide to information. We encourage input from our residents. We secure a continued positive reputation through consistency and response to queries, concerns and bringing to light the long-range planning that benefits our community today and 20 years down the road.

The Communications & Engagement Division serves the function of gathering the stories that impact our community, and putting them forward on a number of platforms to best reach our audience.

We share news and relevant information that is accurate, impactful, and relevant to our widely varied audience.

Below is an overview of the functions and processes within the Communications & Engagement Division.

Strategic Communication Planning Process

We work to implement the city’s business plan, mission, and vision through content delivered on efficient, accessible, and effective platforms. We are focused on connecting with our residents – we serve others with a sense of dignity, care, and respect.

We not only focus on the services the city provides, but we tell those stories through the eyes of the impacted residents. This brings our high-level and long-range priorities a sense of humanity, personal investment, and an understanding of how abstract issues translate to action for our residents.

Production

The Communications & Engagement Division is responsible for all content production, including written press releases, newsletters, magazines, broadcast video, podcasts, website content, social content and short film edits. The division manages all photography and videography, and runs the internal video production studio, along with all content on public access Channel 21.

Communications Consulting

The Communications & Engagement Division consults with all departments and divisions on the appropriate platforms and messaging to ensure that projects and initiatives are part of the city story in total, and refer back to the city’s brand pillars and business plan goals.

Engagement

Communications staff works to develop and carry out successful strategies to engage the public in their local government through participation at events, through digital platforms, and with city services.

Brand Management

The Communications & Engagement Division ensures the City of Renton brand is being used across all departments and communications efforts.

Crisis Communication

In partnership with the Emergency Management Division and Renton Police Department, the Communications & Engagement Division develops emergency messaging, and prepares elected leaders and subject matter experts in 15 potential crisis areas. In the event of an emergency, staff will manage media relations and effectively disseminate information across the appropriate and available platforms. (See Crisis Communications Plan)

PRIORITIES FOR COMMUNICATIONS & ENGAGEMENT

The Communications & Engagement Division is responsible for defining new audiences, managing outreach, researching, and planning the city's annual communications output, along with building the platforms and content we use to effectively reach our audience. We measure the rate of delivery and engagement within our messages through data, and are committed to continuous refinement. We also provide tangential support to the Renton Police Department, Renton Downtown Partnership and the Renton Community Marketing Committee.

This Communications Plan is based on the priorities below. Practical strategies and tactics to achieve these goals follow each item. Our overall goal is to increase resident confidence in local government, strengthen community ties and include all voices in effective and forward-thinking city policies.

PRIORITY 1

Lead Strategic and Effective Communication Efforts (this includes crisis communications advance planning)

Create a year-long proactive plan, informed by work across all departments to ensure our communications work reaches the greatest number of residents, and ensure our content ties back to our city business plan goals.

PRIORITY 2

Create Opportunities for Education and Engagement

Ensure two-way communication from our residents, giving opportunities to become well-informed on topics of importance to the city and how government works. We gather feedback and correct misinformation through regular question-and-answer opportunities.

PRIORITY 3

Modernize our Communications Outlets

Ensure we are using efficient and modern solutions in order to best reach our residents.

PRIORITY 4

Reinforce Brand Identity

In everything we do, we relate back to who we are as a city. Our residents experience the same high level of service at the front desk that they do on the web, at our events and in our parks, while our content is consistent and recognizable.

PRIORITY 5

Build Internal Information Flow

Create regular contact with all departments, along with interdepartmental opportunities for social interaction. This increases our ability to find synergies, reduce overlap, and call in all departments on creative problem-solving. This ensures the Communications & Engagement Division can actively forecast the materials, time and energy to expend telling city stories in a proactive way.

PRIORITY 6

Provide Measurements of Progress and Success

Using a variety of metrics including key performance indicators, data and results-based accountability measures, regularly create internal reports on the progress of our outreach, and use results to continuously refine and grow our communications and engagement efforts.

PRIORITY 1

Lead Strategic and Effective Communication Efforts (this includes crisis communications advance planning)

Create a year-long proactive plan, informed by work across all departments to ensure our communications work reaches the greatest number of residents, and ensure our content ties back to our city business plan

STRATEGIES

1. By forming a large-scale and accessible editorial production calendar, we create a centralized understanding of news topics across the city, bringing a proactive focus to our content creation efforts. This forms a clear plan
2. Create a comprehensive crisis communications plan, with planned statements, identify subject matter experts on each, and provide media training to those that can and should speak directly with media.
3. Utilize technology to organize content, follow deadlines and meet expectations from our internal and external audiences.

TACTICS

1. Retire the old C&E liaison system in favor of monthly meetings with department administrators to ensure our content production is on time and on message, and arising topics or issues are clearly communicated and planned for.
2. Update leadership and elected officials on hot-button issues, crafting short soundbites to ensure all points of contact are informed of the city's position and action.
3. Fully staff the Communications & Engagement Division to ensure bandwidth to cover all topics
4. Re-energize the programming of Channel 21 to accurately reflect all city initiatives and services available to residents. Take an editorial and personal approach to content.
5. Each initiative or project ties back to a specific bullet point within our business plan, and we ensure an equal representation for these goals throughout the year.
6. Create standardization for communications processes and procedures, including social media, proclamations and public recognition, press releases and events.
7. Utilize refined work order system to better create holistic and proactive communications plans and limit reactive one-off last minute requests.

PRIORITY 2

Create Opportunities for Education and Engagement

Ensure two-way communication from our residents, giving opportunities to become well-informed on topics of importance to the city and how government works. We gather feedback and correct misinformation through regular question-and-answer opportunities.

STRATEGIES

1. Increase interactive opportunities for communication with key constituent groups and representative community leaders, using new platforms, regular outreach and real-time feedback methods
2. Create programming to educate our residents on what the role of the city is, the services we offer, what we can and cannot do, and how policies and procedure are followed within municipal government, in order to have a better-informed populace, and, in turn, more refined and actionable feedback.

TACTICS

1. With the addition of an engagement coordinator to the Communications & Engagement Division, identify key audiences and create regular opportunities
2. Working with all departments, create a short briefing on complex projects and long-term initiatives using engagement software to inform quickly, provide city contacts, and create the opportunity for open feedback through a public comments section and one-on-one opportunity to make a direct staff contact.
3. Open social media comments for real-time feedback and measurable engagement numbers per post, and answer questions in real-time to prevent the flow of misinformation.
4. Launch the “Civic Academy” program, recurring throughout the year, in order to provide in-person and virtual learning opportunities on what the city does and how we operate.

PRIORITY 3

Modernize Our Communications Outlets

Ensure we are using efficient and modern solutions in order to best reach our residents.

STRATEGIES

1. In partnership with IT, research and launch several solutions to streamline digital communications on all fronts – including media monitoring software and a media database, organization software, a branded graphic design hub, and a new city website
2. Utilize our data to measure where our messages are being delivered, and where they are not – expand outreach to targeted neighborhoods and cultural groups to ensure our messaging is received by our diverse population. Recognizing the limitations of in-person engagement during business hours, seek out ways to digitize our information to expand our reach.

TACTICS

1. Using data-informed design, re-imagine the city website to best serve our audience through understanding blockades and paths to the information most requested by residents. Utilize modern storytelling tools like PowerBI to increase data visualization, and embedded video to tell short, compelling stories.
2. Find our key audiences and perform regular internal audits to ensure we are accurately reaching them on the platforms that best suit their needs. We serve a wide variety of ages, languages, cultural backgrounds and will utilize translation services and accessible content in order to reach our audience.
3. Shift print communications into a quarterly mailed Renton magazine, utilizing the production schedule we carry for Recreation Guides, but increasing the audience and mailing to residences and businesses.

PRIORITY 4

Reinforce Brand Identity

In everything we do, we relate back to who we are as a city. Our residents experience the same high level of service at the front desk that they do on the web, at our events and in our parks, while our content is consistent and recognizable.

STRATEGIES

1. Give internal employees the right toolbox to easily and efficiently represent the city's brand with consistency and clearly communicated expectations. We empower subject matter experts to interact and engage with media via the city's Communications & Engagement Division. Every interaction a staff member has with the public is an opportunity to build our detract from our brand.
2. Tell our brand story internally and externally, creating a clear vision and buy-in from our front-line staff. Reinforce that the city brand is not the logo or pictures, instead, it's the way we tell our story again and again.

TACTICS

1. Host regular "Renton 101" Sessions and training on using new tools including a Digital Asset Management Platform and Adobe Express for signage and content creation
2. Organize Photo and Video Content in a Digital Asset Management Platform in order to make items readily available to the correct audiences.
3. Launch self-service graphic design platform with pre-loaded branded content, and links to most recent and accurate photography and videography.
4. Launch Annual Branding Guidelines, replete with new fonts, color options – and pre-load the Graphic Design Hub to readily reflect those.
5. Host media trainings for identified subject matter experts, with a minimum of two per department certified as Public Information Officers.

PRIORITY 5

Build Internal Information Flow

Create regular contact with all departments, along with interdepartmental opportunities for social interaction. This increases our ability to find synergies, reduce overlap, and call in all departments on creative problem-solving. This ensures the Communications & Engagement Division can actively forecast the materials, time and energy to expend telling city stories in a proactive way.

STRATEGIES

1. Utilize a two-way communication process within the Communications work order system to increase "Communications Consults" to get ideas flowing and to identify upcoming projects, initiatives and long-term stories to tell. Include representatives from all departments within brainstorming for new content, and identify creative "storyseeker" delegates in each department.
2. Manage up – hold monthly check-in meetings with appropriate department administrators and division directors to actively showcase work in the pipeline and encourage brainstorming on big ticket items. This includes contact with ELT, Council and the Mayor.

TACTICS

1. Continue the Social Media group, meeting monthly to ensure regular education and conversation about how to tell stories in a compelling, brand-focused way.
2. Utilize focus groups with representatives from every department, including the Website Focus Group, the Branding Focus Group, and an Engagement Focus Group to help identify blind spots, forecast potential issues and ensure city-wide buy-in.
3. Continue to publish the internal monthly newsletter, the CORE Connection. Include "guest columnists" from a variety of city departments to highlight their day to day, and suggestions on improvements the city can make in total.

PRIORITY 6

Provide Measurements of Progress and Success

Using a variety of metrics including key performance indicators, data and results-based accountability measures, regularly create internal reports on the progress of our outreach, and use results to continuously refine and grow our communications and engagement efforts.

STRATEGIES

1. Build out a stable of performance indicators and utilize reporting software to readily measure and analyze the reach of our messaging.
2. Refine our approach based on results and feedback, understanding communication goals include qualitative measures as well as quantitative ones.

TACTICS

1. Invest in reliable data-based measurement tools – Cision for media reach, GovDelivery for open and click-through rates, social media audience growth and engagement numbers.
2. Seek feedback from media, external audience representatives and internal audiences.



Communication Channels / Tools (Assessment)

Evaluation of the existing communication channels used by the city (Tripepi Smith report/review); list of communications channels that exist

Identification of additional channels that could be employed to reach a wider audience (recording studio)

Communications Channels:

SOCIAL

City of Renton

- » Facebook
- » Instagram
- » X / Twitter
- » Nextdoor
- » YouTube
- » Flickr
- » LinkedIn

Mayor Armondo Pavone

- » Facebook

Emergency Management

- » Facebook
- » Instagram
- » X / Twitter
- » YouTube

Airport

- » Facebook
- » Instagram
- » X / Twitter

Arts Commission

- » Facebook
- » Instagram

Visit Renton

- » Instagram
- » Facebook

Parks & Recreation

- » Facebook
- » Instagram

Neighborhoods

- » Instagram

Henry Moses Aquatic Center

- » Facebook

Renton Farmers Market

- » Facebook
- » Instagram
- » Twitter

Renton History Museum

- » Facebook
- » Instagram
- » Twitter

Police Department

- » YouTube
- » Facebook
- » Instagram
- » X / Twitter
- » Nextdoor

Renton Animal Control

- » Facebook

RPD School Resource Officer -

- » Instagram

Renton Police Business Watch

- » Facebook

DIGITAL/PRINT

Newsletters & Brochures

Our Renton Newsletter
Monthly, Print & Email

This Week in Renton
Weekly, Email

Mayor's Update
Ad Hoc, Email

CORE Connection
(internal use only)
Monthly, Email & SharePoint

Let's Go Renton! Recreation Guide
3x year, Print & Online

Community Engagement

Bang the Table
"In the Loop" changing to **"Your Voice"**
Ad Hoc, Online

Renton Responds
Online and App

Email

GovDelivery
Ad Hoc

Digital Screens

Readerboard
Daily

Raydiant

Daily, Digital Screens
(City Hall Lobby, Renton Community Center, Senior Activity Center, and Golf Course)

Digital Broadcast

Channel 21

CISION

Mayor in a Minute
Weekly (Not started)

City of Renton Podcast
Monthly (Not started)

Council Meetings: Filler Segments + Packet
Weekly (Not started)

Sprout Social

Daily, Digital

Crisis Communication Plan

Creation of a plan to effectively communicate during emergencies or crisis situations

Establishing protocols and procedures for rapid response and dissemination of information (partially by EM)

Refer to Appendix A

Implementation and Timeline

Outlining the implementation plan

Establishing a timeline for the execution of different tasks and initiatives

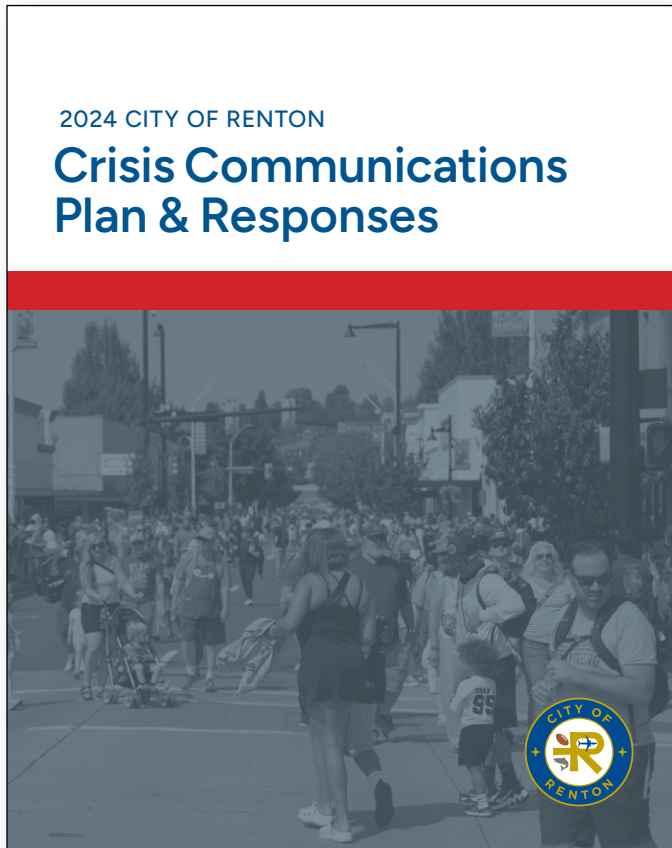
2024 – Launch of New Communications Work Order System

Late 2024 – Launch of Digital Asset Manager (Canto)

Late 2024 – Update of Communications Guideline

Early 2025 – Launch of New Website

Early 2025 – Launch of Recording Studio





APPENDIX A

2024 CITY OF RENTON

Crisis Communications Plan & Responses



1.	NATURAL DISASTERS Such as hurricanes, tornadoes, earthquakes, and floods	1
2.	ACTS OF TERRORISM Including bombings and mass shootings	2
3.	CYBERATTACKS ON CRITICAL INFRASTRUCTURE Such as power grids, water supply, and transportation systems.....	3
4.	PUBLIC HEALTH EMERGENCIES Such as pandemics or disease outbreaks	4
5.	CIVIL UNREST, RIOTS, AND PROTESTS	5
6.	INDUSTRIAL ACCIDENTS Such as chemical spills or explosions	6
7.	TRANSPORTATION ACCIDENTS Including plane crashes, train derailments, and bus accidents.....	7
8.	PUBLIC SAFETY EMERGENCIES Such as active shooter situations or hostage situations.....	8
9.	ENVIRONMENTAL DISASTERS Such as oil spills or toxic waste leaks.....	9
10.	FINANCIAL CRISES Such as recessions or stock market crashes that impact the city’s budget and ability to provide services to its residents.....	10
11.	OFFICER-INVOLVED SHOOTING	11
12.	PERSONNEL ISSUES	12
13.	EQUIPMENT FAILURES and injuries caused by city-owned equipment	13
14.	LARGE-SCALE FIRE Naturally occurring, and non-natural.....	14
15.	OFFICER KILLED IN THE LINE OF DUTY	15

1 NATURAL DISASTERS

LEAD DIVISION: EMERGENCY MANAGEMENT

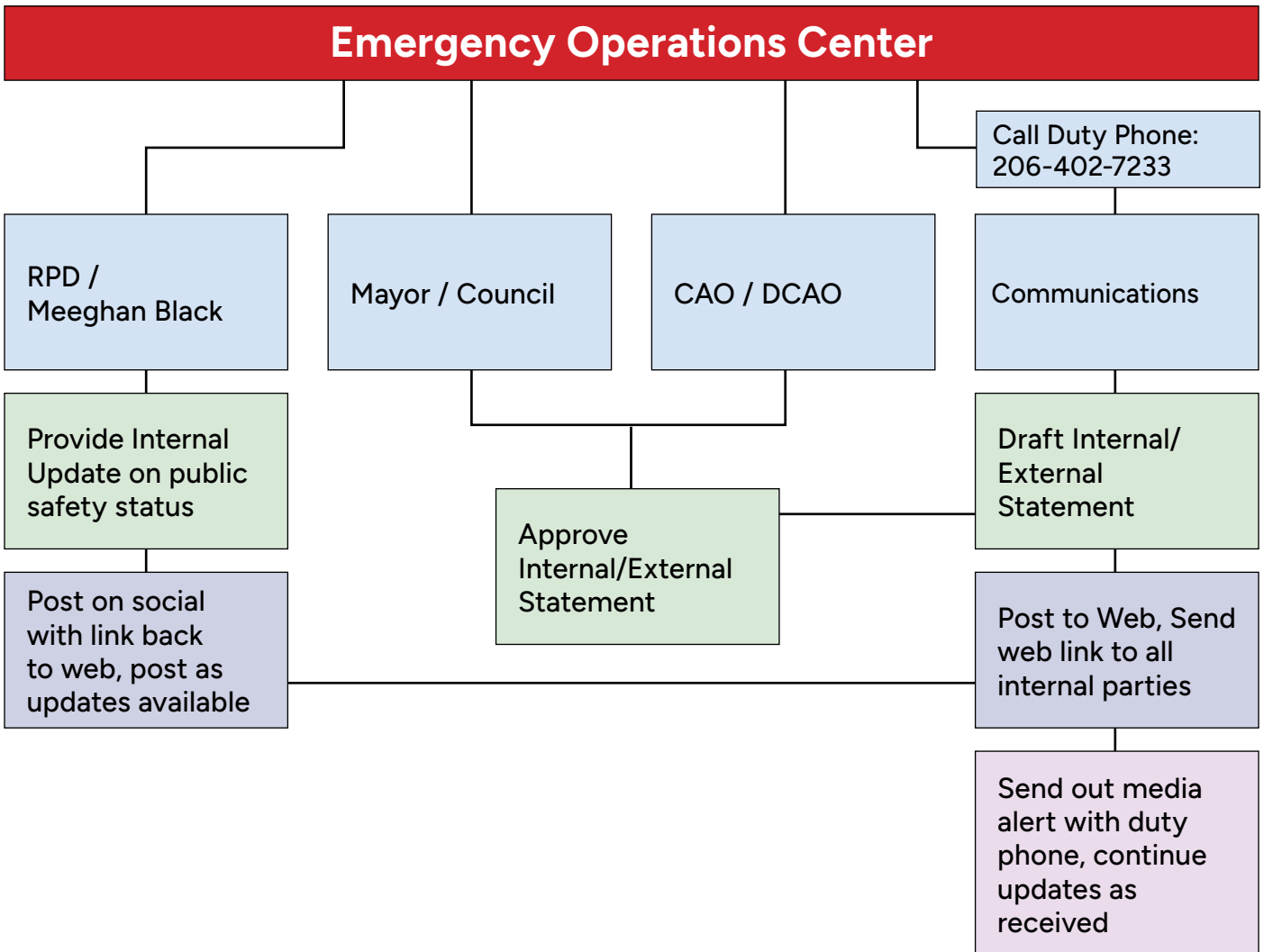
SUBJECT MATTER EXPERTS:

- » **Flooding:** Ron Straka, Public Works & Maintenance on Sandbagging, Vector Trucks, Emptying Storm Drains
- » TBD

OUTREACH PLAN: Follow the EOC Duty Officer Manual. When an anticipated natural disaster strikes, preparation time is possible to loop in all parties. When an unanticipated natural disaster occurs, the following protocol will be observed.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING: "An incident involving (INSERT DISASTER AT LOCATION) has occurred. The City will be updating information as it becomes available at (WEB LINK HERE)."

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP TO DATE CONTENT.



2 ACTS OF TERRORISM

LEAD DIVISION: RENTON POLICE

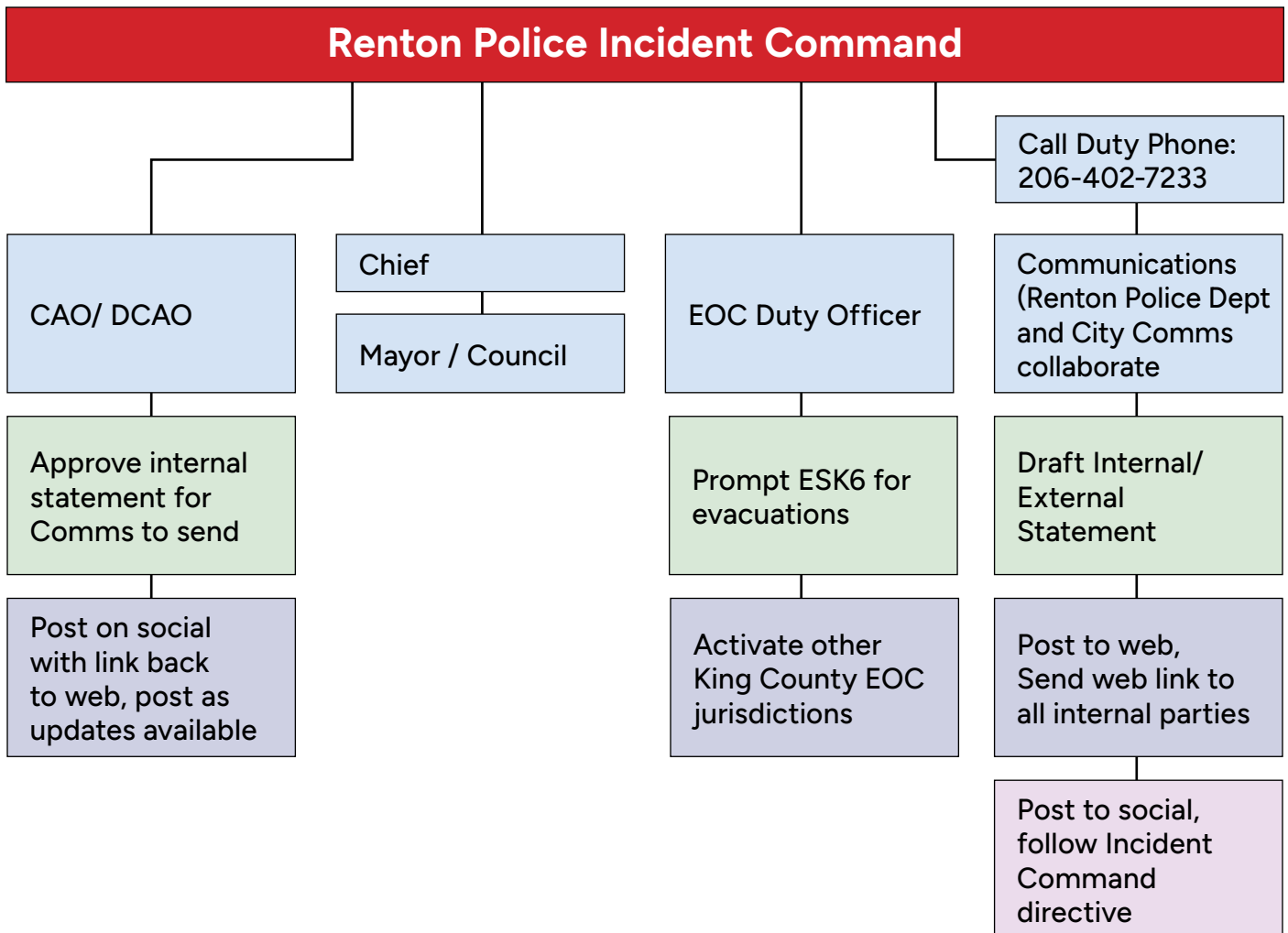
SUBJECT MATTER EXPERTS:

- » Incident Command
- » Chief Jon Schuldt
- » External Federal Agencies as involved

OUTREACH PLAN: During our upcoming Council retreat, offer media training for electeds to ensure understanding of the chain of command when speaking publicly about city crisis issues (G402). Ensure all protocol are followed as directed from incident command.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING: "An incident involving (INSERT DISASTER AT LOCATION) has occurred. The City will be updating information as it becomes available at (WEB LINK HERE)."

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. CONTENT OWNERS ARE RPD IN THIS CASE.



3

CYBERATTACKS ON CRITICAL INFRASTRUCTURE

LEAD DIVISION: EMERGENCY MANAGEMENT / COMMUNICATIONS

SUBJECT MATTER EXPERTS:

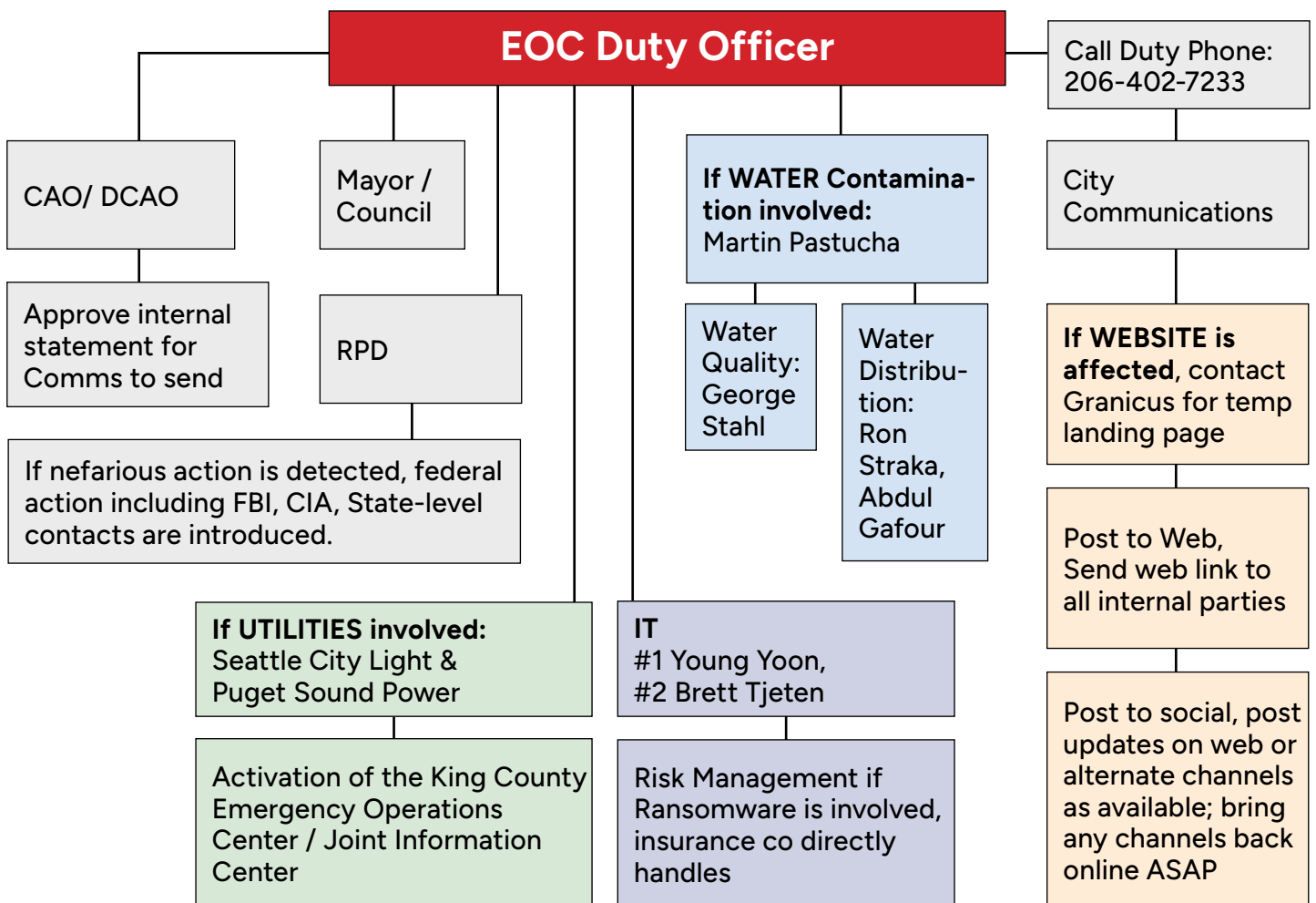
- » Seattle / King County Public Health
 - will disseminate messaging to share

OUTREACH PLAN: Seattle / King County Public Health will speak on our behalf, Emergency Management and Communications will disseminate information as it is available. Communications and EM will work in partnership on relaying Renton-specific messaging on what is closed,

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

“An incident involving (INSERT DISASTER AT LOCATION) has occurred. The City will be updating information as it becomes available at (WEB LINK OR ALTERNATE MEDIA FORMAT HERE).”

STATEMENT TO BE POSTED TO MAIN WEBSITE IF AVAILABLE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT.



4

PUBLIC HEALTH EMERGENCIES

LEAD DIVISION: SEATTLE-KING COUNTY PUBLIC HEALTH

Direction will be provided to EM, Comms from the King County Emergency Operations Center.

SUBJECT MATTER EXPERTS:

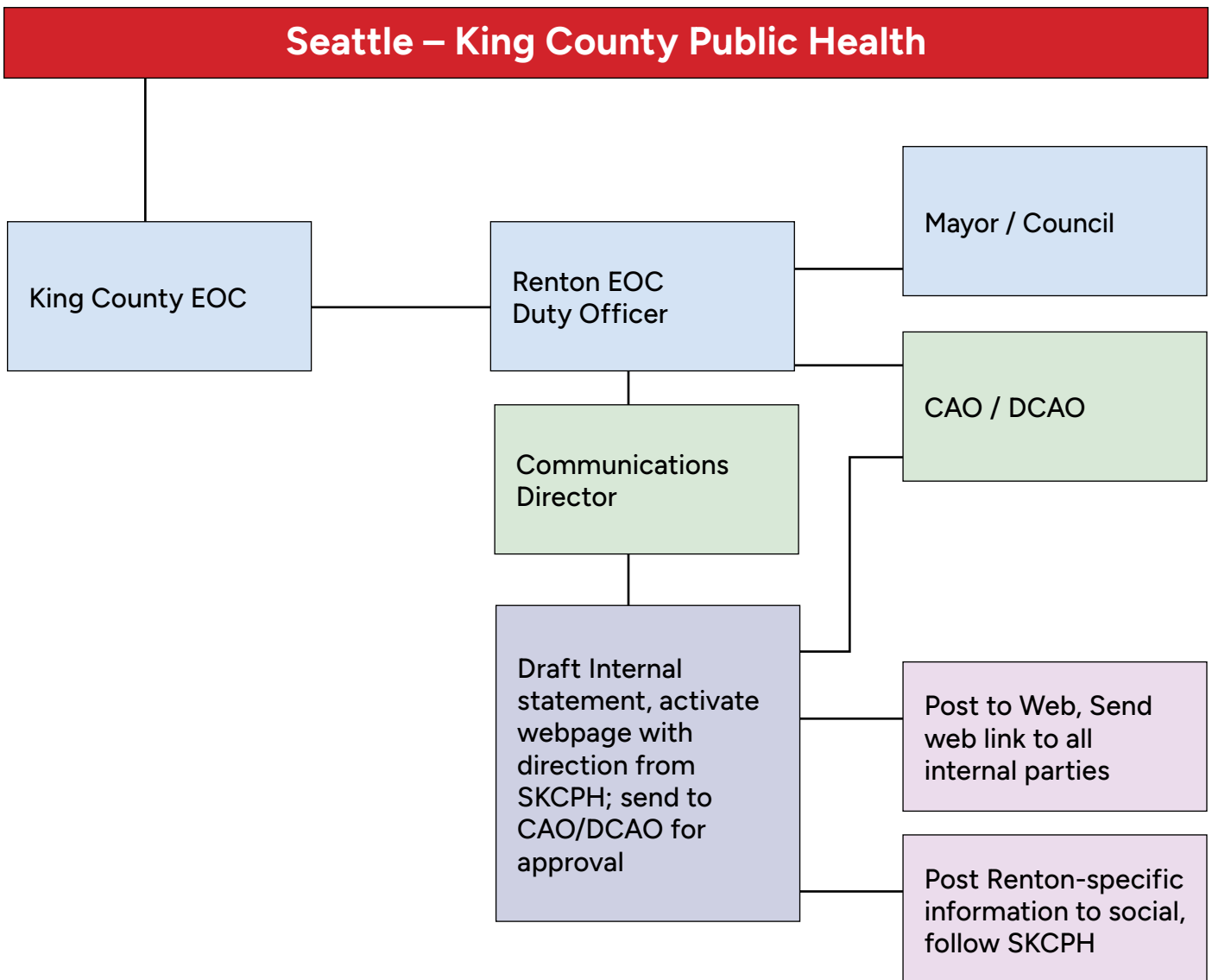
» Defer to SKCPH

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

N/A. Re-post or take direction from Seattle-King County Public Health

STATEMENT TO BE POSTED TO MAIN WEBSITE.

ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. COMMUNICATIONS IS THE CONTENT OWNER HERE, CONTENT WILL BE PROVIDED BY OR RE-DIRECTED TO SKCPH.



5

CIVIL UNREST, RIOTS & PROTESTS

LEAD DIVISION: RENTON POLICE

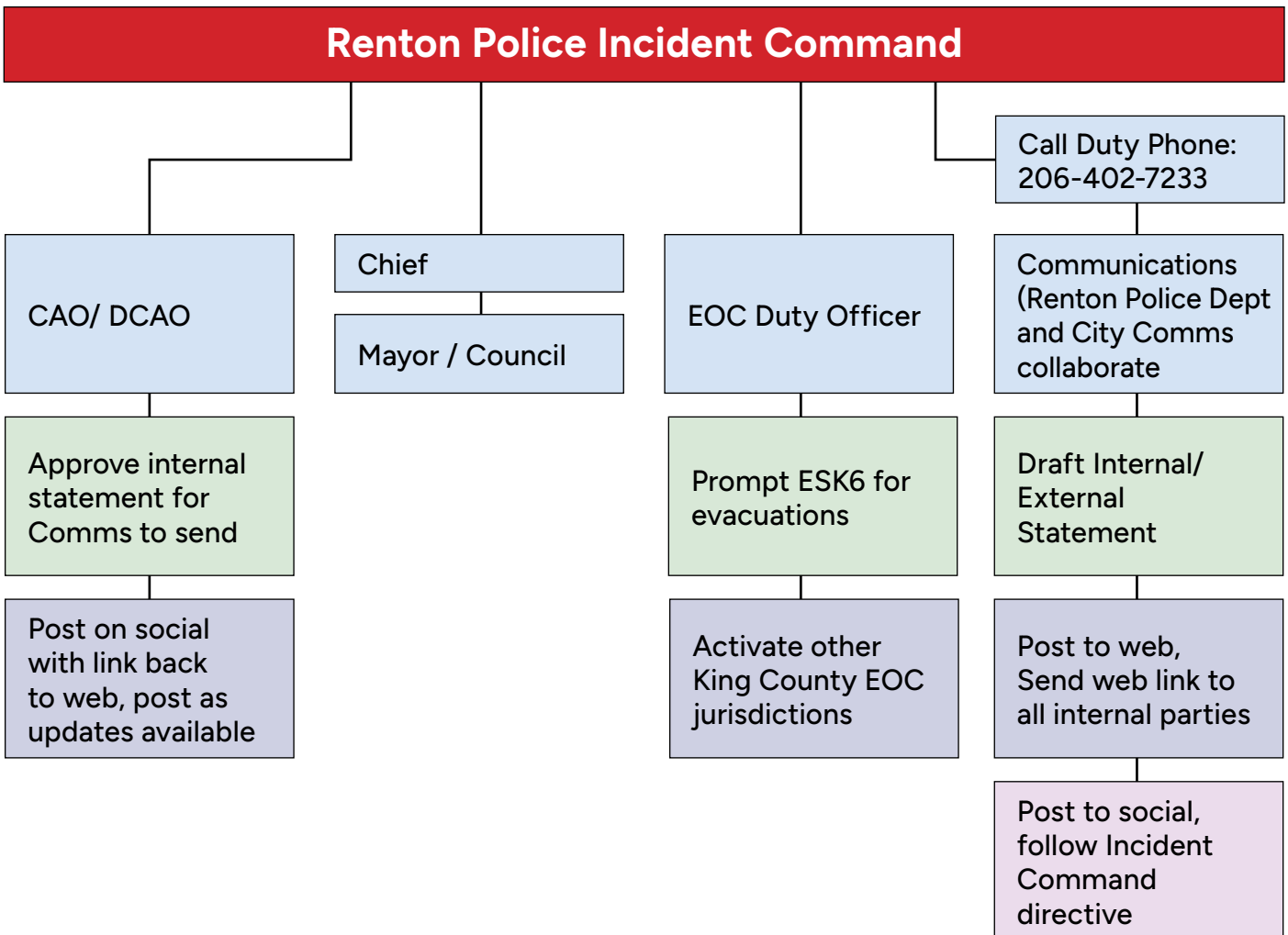
SUBJECT MATTER EXPERTS:

- » Incident Command
- » Chief Jon Schuldt
- » External Federal Agencies as involved

OUTREACH PLAN: During our upcoming Council retreat, offer media training for electeds to ensure understanding of the chain of command when speaking publicly about city crisis issues (G402). Ensure all protocol are followed as directed from incident command. Content owner will be RPD.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING: “An incident involving (INSERT DISASTER AT LOCATION) has occurred. The City will be updating information as it becomes available at (WEB LINK HERE).”

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. CONTENT OWNERS ARE RPD IN THIS CASE.



6

INDUSTRIAL ACCIDENTS, CHEMICAL SPILLS OR EXPLOSIONS

LEAD DIVISION: COMMUNICATIONS

with input from: Risk Management / Public Works / Renton Regional Fire Authority

SUBJECT MATTER EXPERTS:

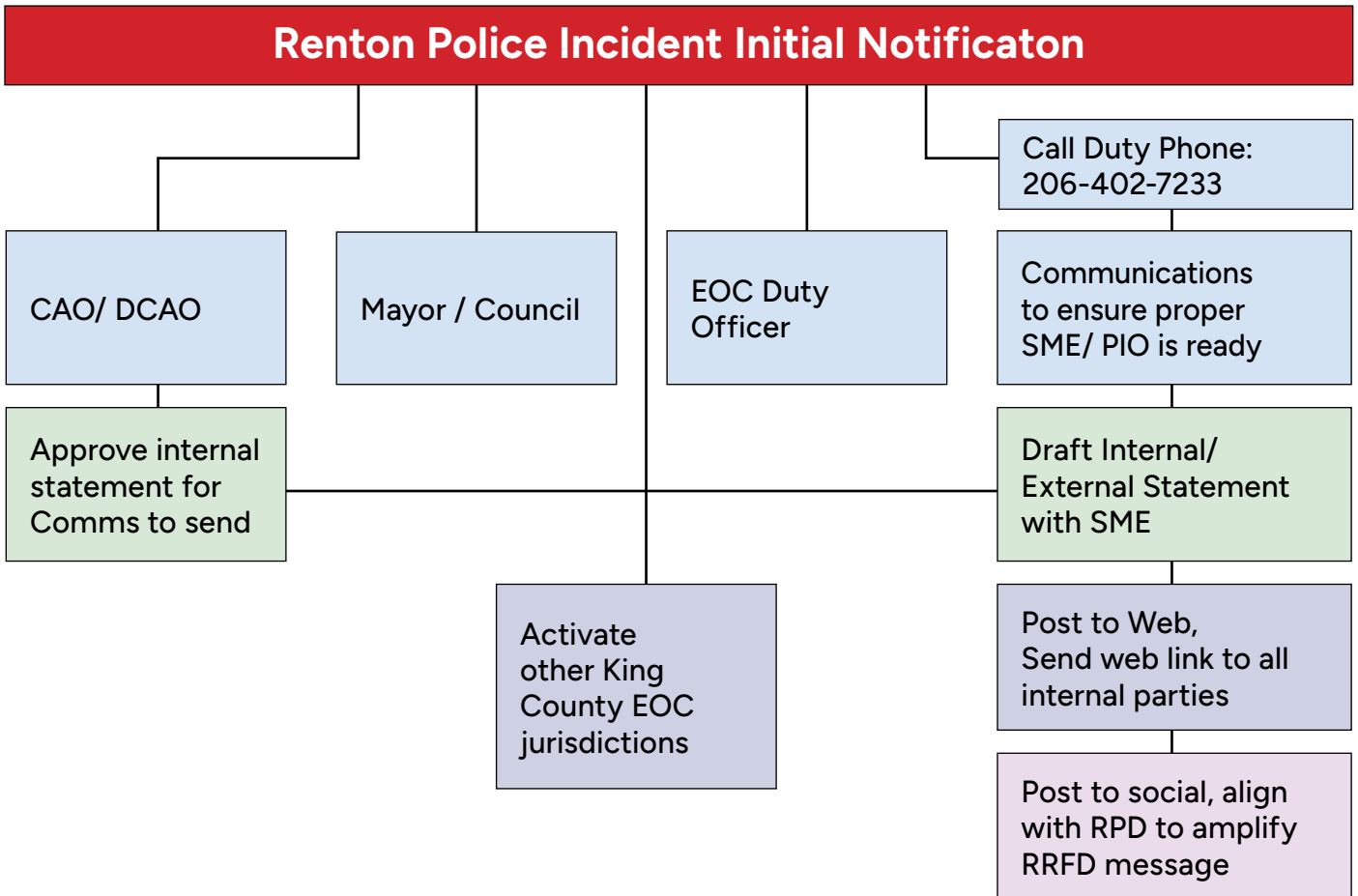
- » Risk Management – Krista Kolaz
- » Public Works – Martin Paschua, Admin.
- » Renton Regional Fire Authority – Fire Chief Steve Heitman (explosions)
- » External Stakeholders / Contractors as appropriate / responsible

OUTREACH PLAN: Content owner will be Communications. Risk Management will be the lead and will consult with our insurance agency for liability issues, while the supporting divisions will provide information based on the type and location of the incident.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

“An incident involving (INSERT DISASTER AT LOCATION) has occurred. The City will be updating information as it becomes available at (WEB LINK HERE).”

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. CONTENT OWNERS ARE RPD IN THIS CASE.



7

TRANSPORTATION ACCIDENTS

LEAD DIVISION: EMERGENCY MANAGEMENT

with direction from RPD, Airport and Public Works

SUBJECT MATTER EXPERTS:

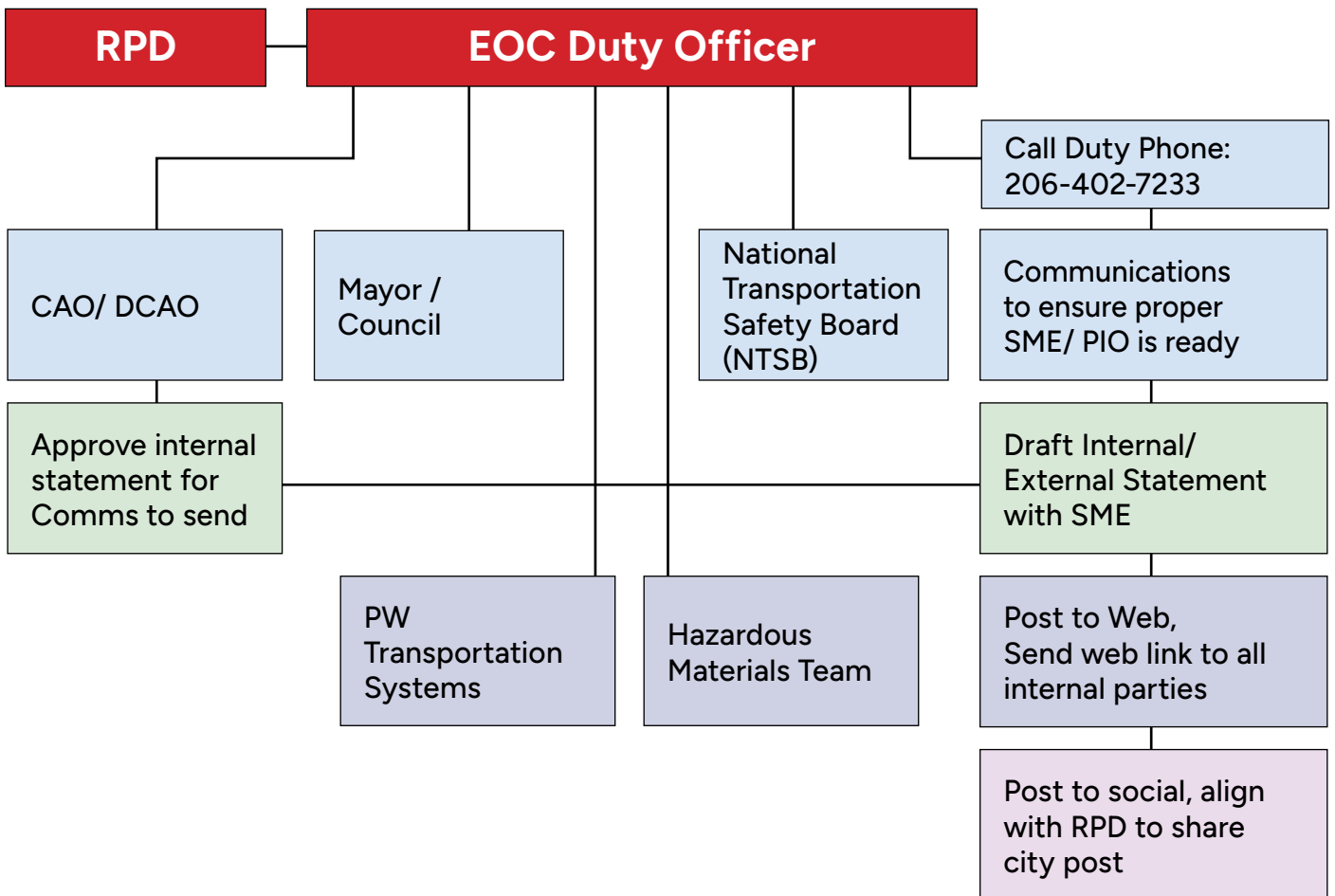
- » Renton Police Department – Chief Jon Schuldt
- » Public Works – Martin Paschua, Administrator; Transportation Director Jim Seitz
- » Airport – TBD Airport Manager

OUTREACH PLAN: Emergency Management will be the lead, while the supporting divisions will provide information based on the type and location of the incident.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

“An incident involving (INSERT DISASTER AT LOCATION) has occurred. The City will be updating information as it becomes available at (WEB LINK HERE).”

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT.



8

PUBLIC SAFETY EMERGENCIES

LEAD DIVISION: RENTON POLICE DEPARTMENT

SUBJECT MATTER EXPERTS:

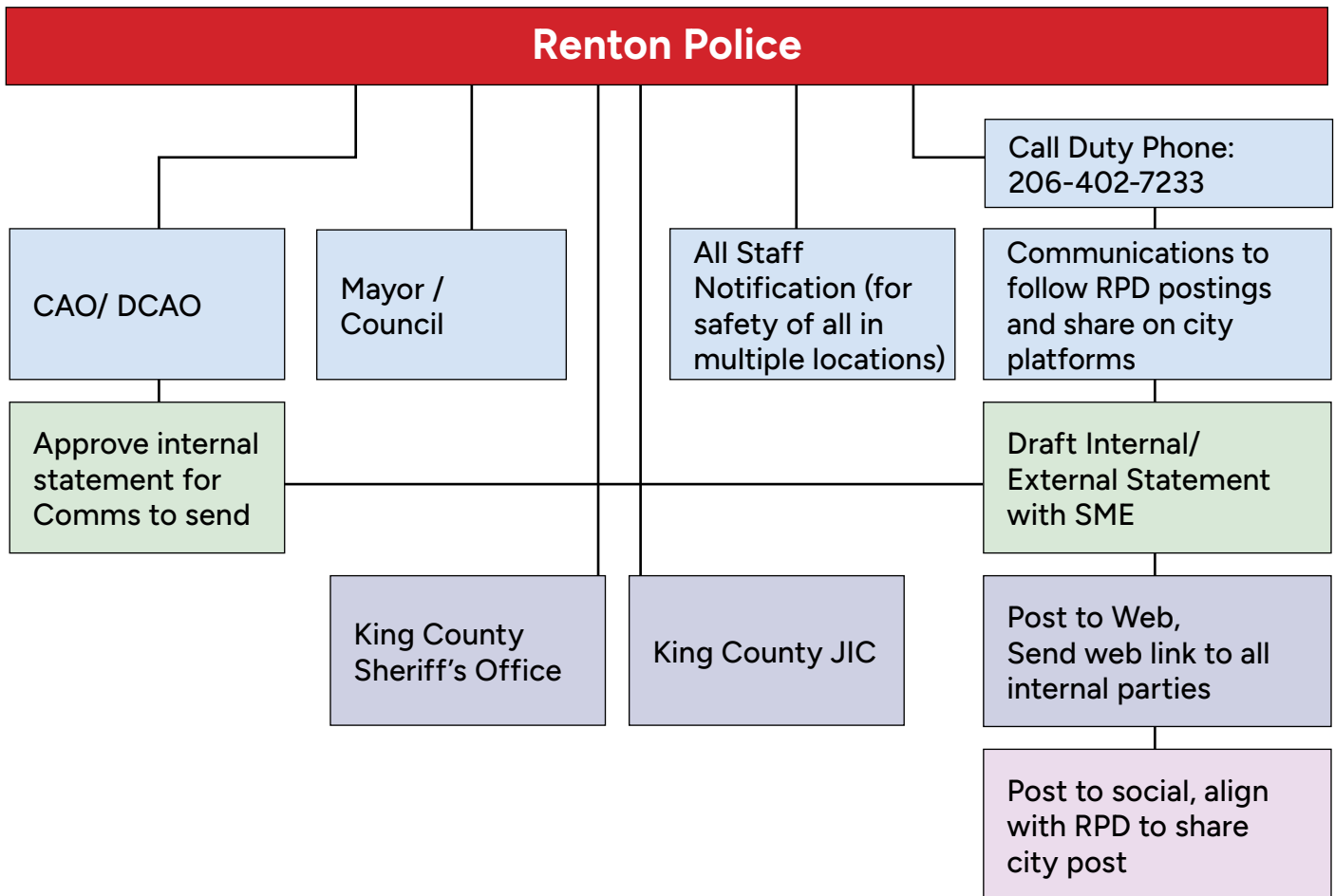
- » Renton Police Department – Chief Jon Schuldt

OUTREACH PLAN: Renton Police Department will be the lead, city comms will share RPD messaging with city audience, city leadership (Mayor) will provide statement of support depending on the appropriate direction from RPD and details of the incident.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

“WARNING: an active shooter incident is in process at (LOCATION HERE). Renton Police Department is on the scene and advises residents to avoid the area and shelter in place. Renton Police Department will be updating information as it becomes available at (WEB LINK HERE). For immediate safety inquiries dial (CRISIS LINE HERE).”

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT.



9

ENVIRONMENTAL DISASTERS

LEAD DIVISION: SEATTLE-KING COUNTY PUBLIC HEALTH

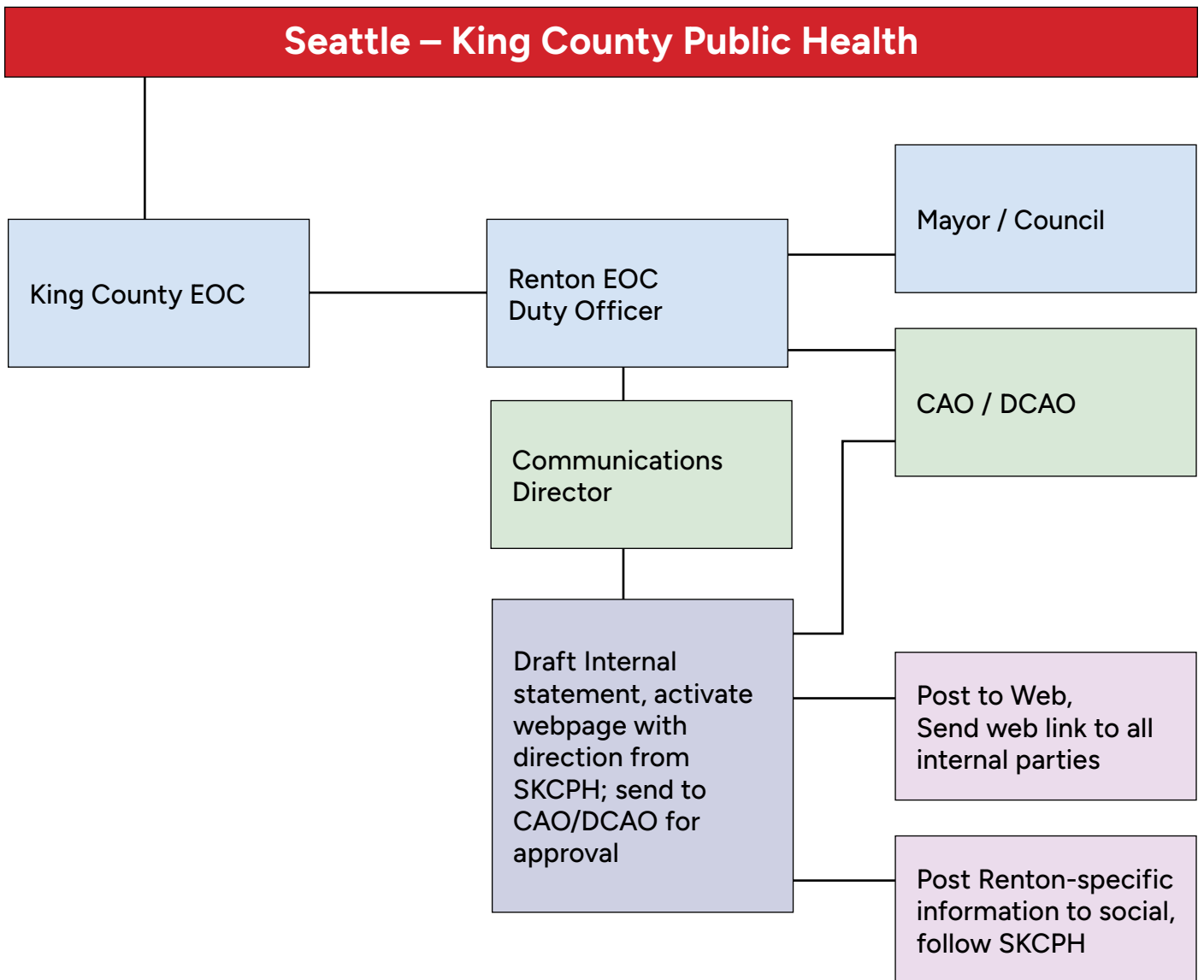
Direction will be provided to EM, Comms from the King County Emergency Operations Center.

SUBJECT MATTER EXPERTS:

- » Defer to SKCPH
- » Internal – Water Quality Staff

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING: N/A. Re-post or take direction from Seattle-King County Public Health

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. COMMUNICATIONS IS THE CONTENT OWNER HERE, CONTENT WILL BE PROVIDED BY OR RE-DIRECTED TO SKCPH.



10

FINANCIAL CRISES

LEAD DIVISION: FINANCE DEPARTMENT

SUBJECT MATTER EXPERTS:

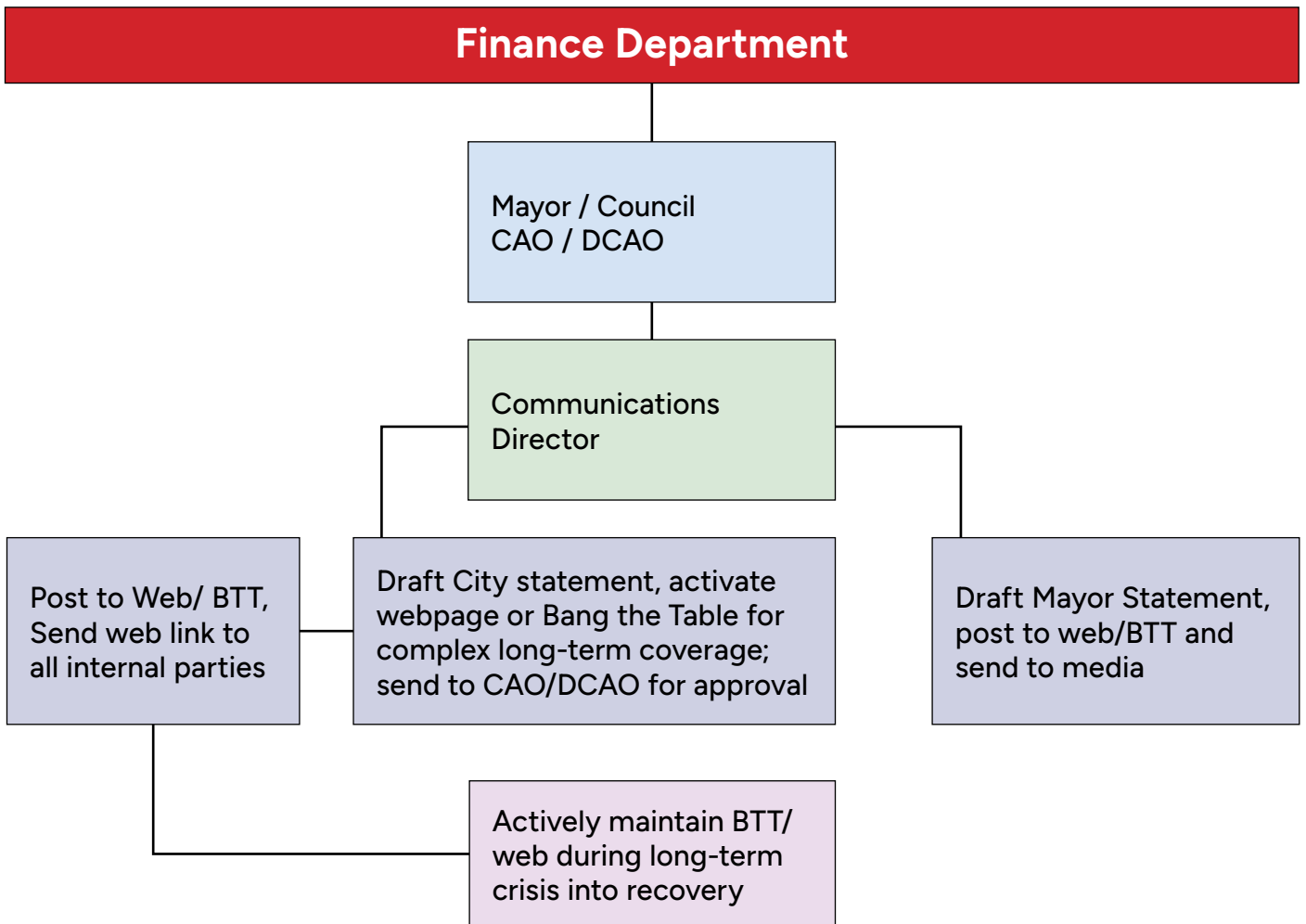
- » Kari Roller, Finance Administrator
- » CED – Recession, Jobs + Employment Impact
- » Mayor – Human Services, Staffing Levels

PRE-DRAFTED STATEMENT FOR IMMEDIATE

POSTING: “The impact of XYZ event will be felt throughout the country, including the City of Renton. The safety and health of our residents is our first concern, today and

always. We will be working to measure the impact and report on potential impacts as they occur. For more information, visit (DEDICATED WEBPAGE OR BANG THE TABLE).

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. COMMUNICATIONS IS THE CONTENT OWNER.



11

OFFICER INVOLVED SHOOTING

LEAD DIVISION: THE VALLEY INDEPENDENT FORCE INVESTIGATIVE TEAM (RPD will not be involved)

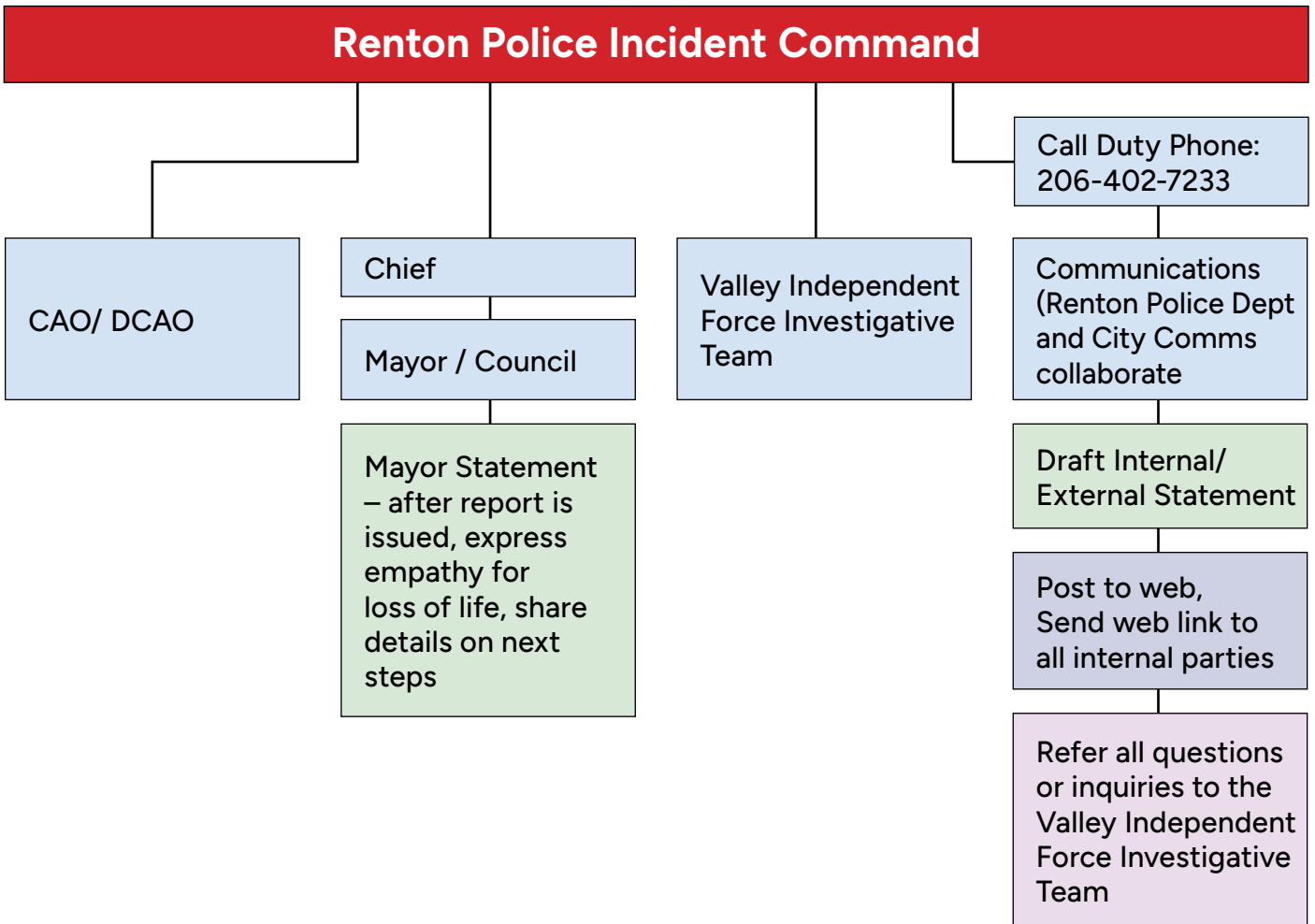
SUBJECT MATTER EXPERTS:

- » Valley Independent Force Investigative Team

OUTREACH PLAN: All direction will be taken from the Valley Independent Force Investigative Team. RPD will not publicly comment. State law dictates that this is how it will be investigated, and this is how it will be communicated.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING: “An incident has happened involving XYZ, an independent investigation will occur. The Valley Independent Force Investigative Team will be issuing a report.”

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP-TO-DATE CONTENT. CONTENT OWNERS ARE EXTERNAL – VALLEY INDEPENDENT FORCE INVESTIGATIVE TEAM -- IN THIS CASE.



12

PERSONNEL ISSUES

LEAD DIVISION: DEPARTMENT IN WHICH THE ISSUE ORIGINATED

SUBJECT MATTER EXPERTS:

- » City Attorney – Shane Moloney
- » Mayor – Armondo Pavone
- » Human Resources / Risk Management – Administrator, Kim Gilman

OUTREACH PLAN: Regarding reputation-based issue of either personal or professional misconduct by elected or appointed officials or staff. Loop in City Administration, Risk Management and Legal when an issue is brought to light. City statement will be issued, media inquiries will be handled through Communications. No webpage for personnel issues will be set up, inquiries will be handled on a case-by-case basis, and no definitive statement will be made until an investigation has been finalized, and a course of action decided upon.

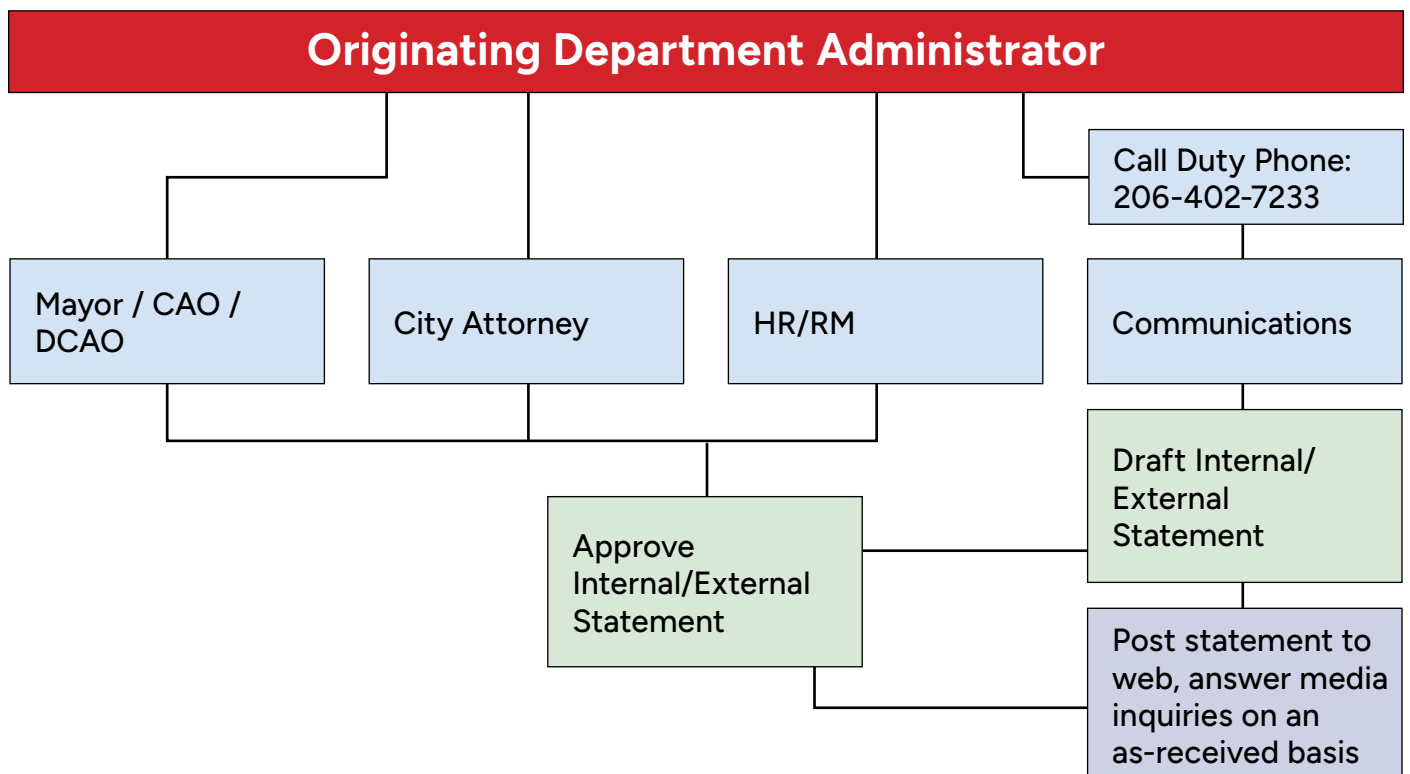
PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

“The City has been made aware of an incident (if professional and visible, mention location “at....”; if personal, leave at “an incident.”) involving (an elected official, a staff member, etc.).

(STAFF MEMBER: The staff member in question has been placed on administrative leave while a full investigation takes place. The City of Renton is committed to upholding high ethical standards for staff members.”)

(COUNCILMEMBER: The behavior in question will be fully investigated. The City of Renton is committed to upholding high ethical standards.)

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP TO DATE CONTENT.



13

EQUIPMENT FAILURES, INJURIES CAUSED BY CITY-OWNED PROPERTY

LEAD DIVISION: DEPARTMENT IN WHICH THE ISSUE ORIGINATED

SUBJECT MATTER EXPERTS:

- » City Attorney – Shane Moloney
- » RPD – Investigation
- » Human Resources / Risk Management – Administrator, Kim Gilman

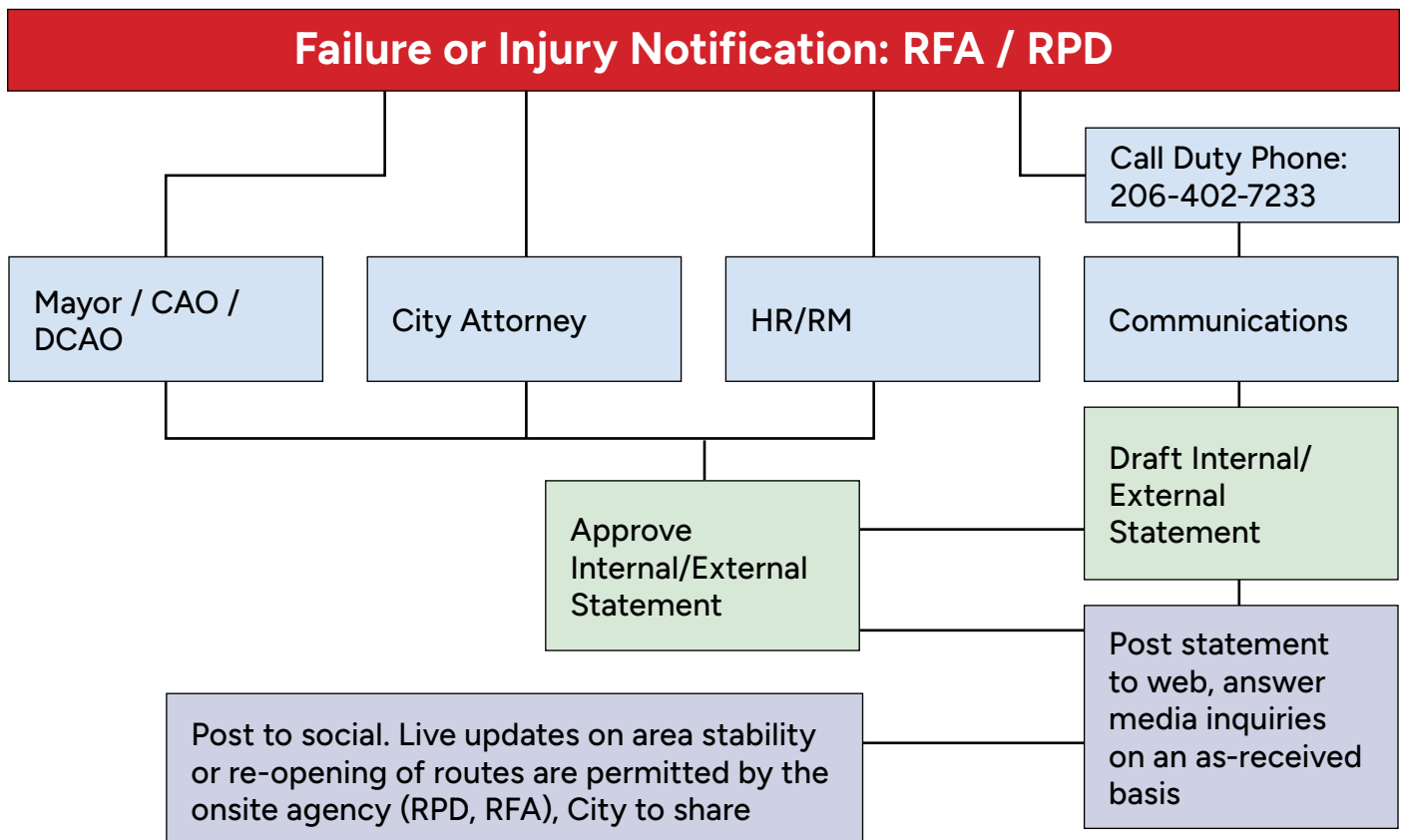
OUTREACH PLAN: Risk Management and RPD will begin an investigation to define if tampering or vandalism as the cause, if needed maintenance was the cause, etc. A city statement will be issued, media inquiries will be handled through Communications. No definitive statement will be made until an investigation has been finalized, and a course of action decided upon.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING:

“The City has been made aware of an incident involving an (equipment failure / injury) at (LOCATION HERE). An investigation will begin immediately to determine cause, further details will be posted as they become available.”

IN THE CASE OF DISRUPTION OF SERVICE AND/OR LACK OF ACCESS, include direct contact for service, and/or detour route.

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP TO DATE CONTENT.



14

LARGE SCALE FIRE – NATURAL AND NON-NATURAL

LEAD DIVISION: RENTON REGIONAL FIRE AUTHORITY

SUBJECT MATTER EXPERTS:

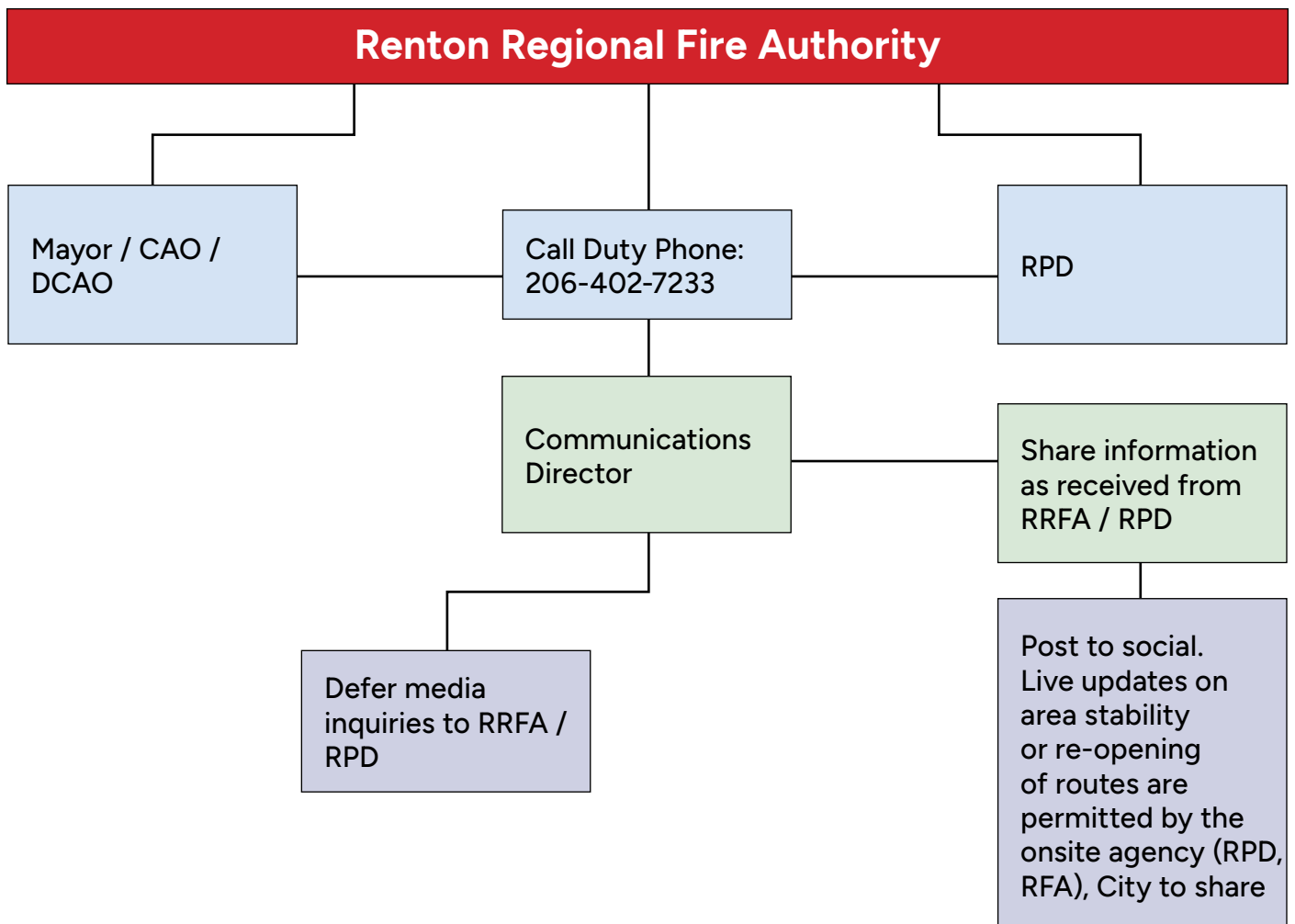
- » Renton Regional Fire Authority
- » RPD – Supporting RRFA

OUTREACH PLAN: RRFA will lead. RPD will support RRFA efforts, and report back.

PRE-DRAFTED STATEMENT FOR IMMEDIATE POSTING: “The City has been made aware of an incident involving an (equipment failure / injury) at (LOCATION HERE). @RRFA and @RPD are on scene, information will be shared as available.”

IN THE CASE OF DISRUPTION OF SERVICE AND/OR LACK OF ACCESS, include direct contact for service restoration (water, etc) and/or detour route.

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP TO DATE CONTENT. RRFA WILL OWN CONTENT.



15

OFFICER KILLED IN THE LINE OF DUTY

LEAD DIVISION: RENTON POLICE

SUBJECT MATTER EXPERTS:

- » RPD – Chief Jon Schuldt
- » Mayor Armondo Pavone

OUTREACH PLAN: 1. Family to be notified first. 2. Internal notifications happen to a) Officers first, b) RPD in total second, c) Mayor to send notice to City in total. 3. External notifications. Chief to make public statement; Mayor to share sympathy and honor the fallen officer for their service to our city.

PRE-DRAFTED STATEMENT FOR IMMEDIATE

POSTING: N/A here. Public statement from Chief and/or Mayor will be first outreach from PD or City.

STATEMENT TO BE POSTED TO MAIN WEBSITE. ALL MEDIA LINKS, QR CODES TO LINK BACK TO WEBSITE IN ORDER TO ENSURE CORRECT AND UP TO DATE CONTENT. RRFA WILL OWN CONTENT.

