

# Responding in a Public Safety Crisis

What Public Opinion Tells Us



## What Did We Do?

Dates: 12/07/16 - 12/11/16

Current Voter Registration Model

1,001 Respondents

±3.1% Margin of Error



## What Did We Learn?

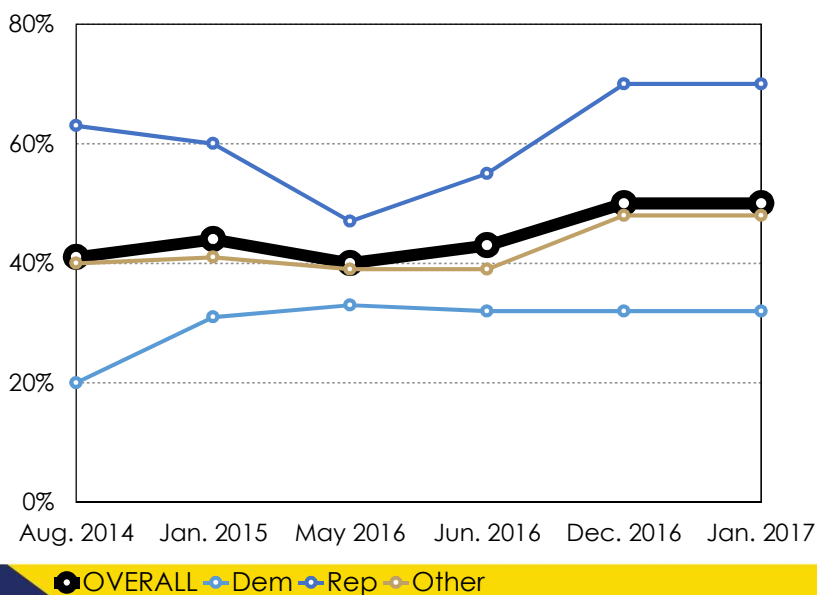
General Findings  
Effective Communications  
Strategic Implementation



## General Findings

Increasing optimism  
Proximity and safety  
Disaster familiarity  
Partisan/racial leanings



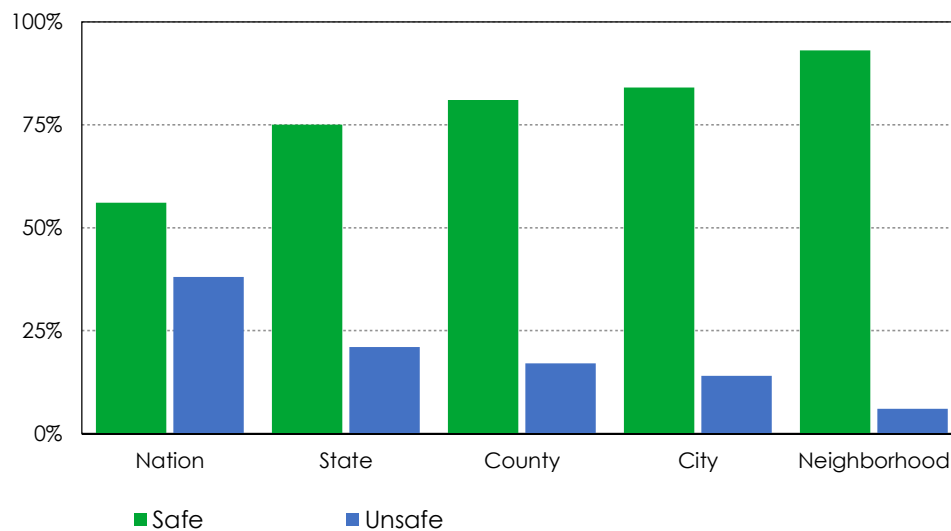


## Increasing Optimism

Do you feel things in Florida are headed in the right direction?



● OVERALL ● Dem ● Rep ● Other

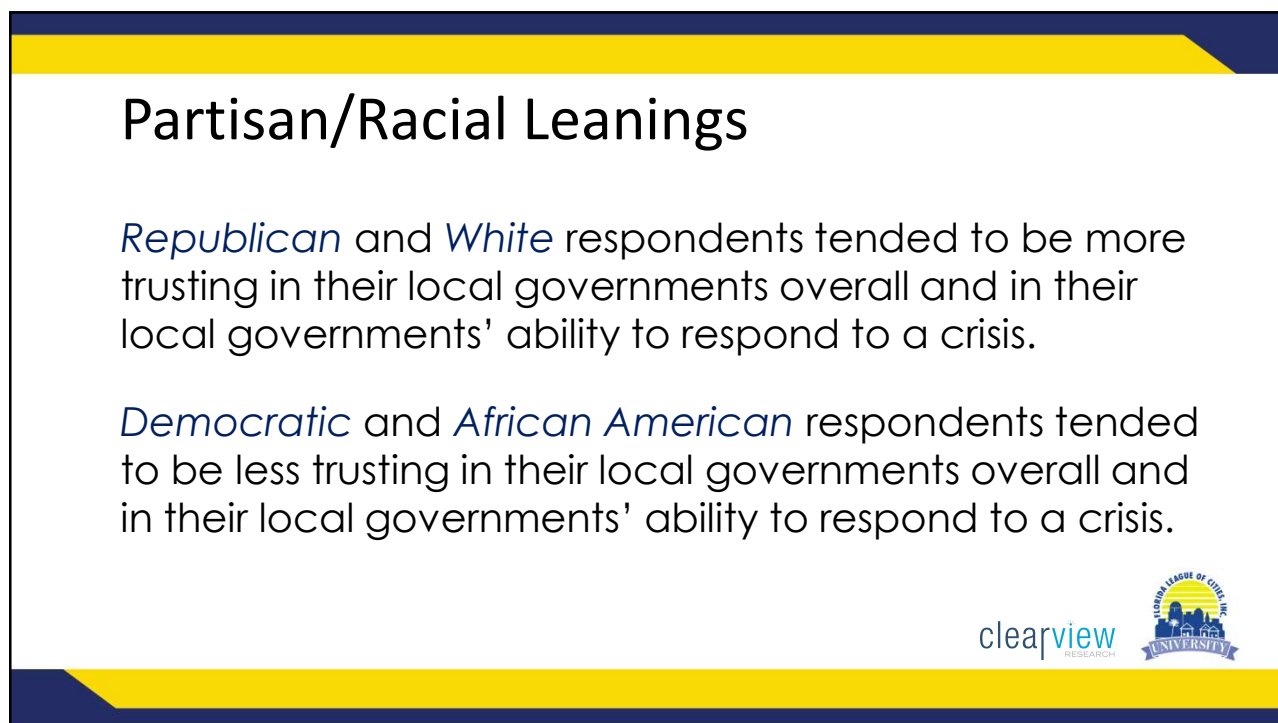
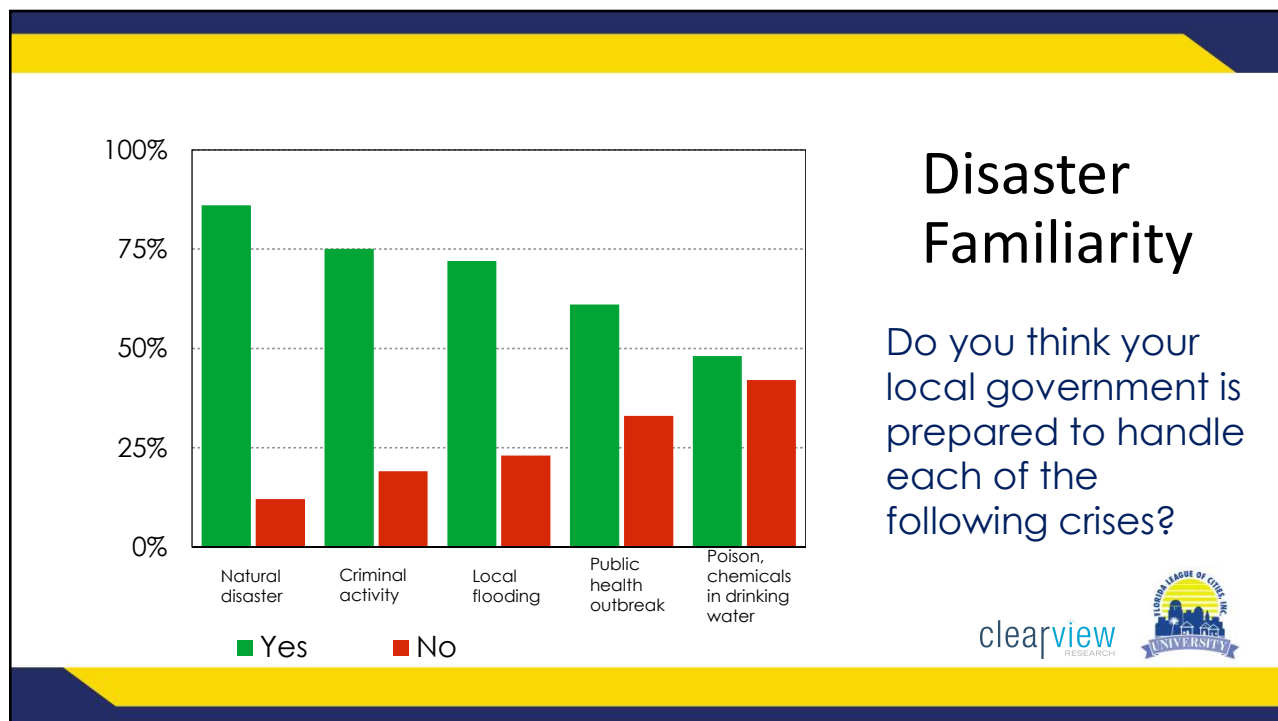


## Proximity and Safety

Please rate each of these as safe or unsafe:



■ Safe ■ Unsafe



## Effective Communications

Messengers

Timing/frequency

Media selection

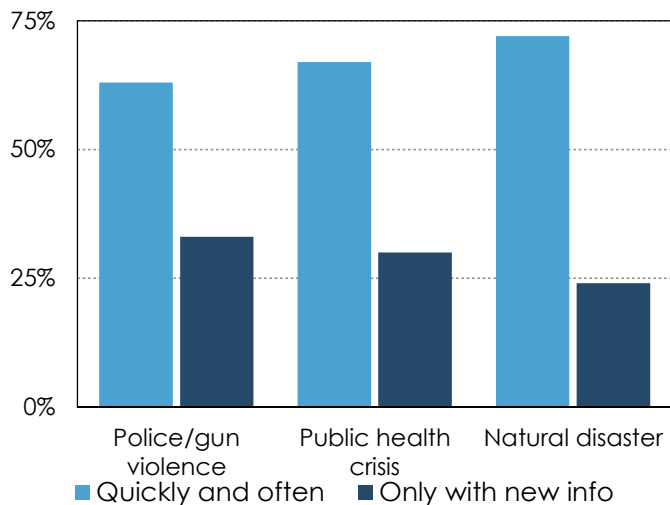


## Messengers

Types of Crisis	Best Messenger*
Natural disaster, like a hurricane	Head of emergency management
Man-made disaster, like poison or chemicals in your drinking water	Head of water/utilities
Criminal activity	Police Chief
Public health outbreak, like Zika	Head of public health
Local flooding	Stormwater director

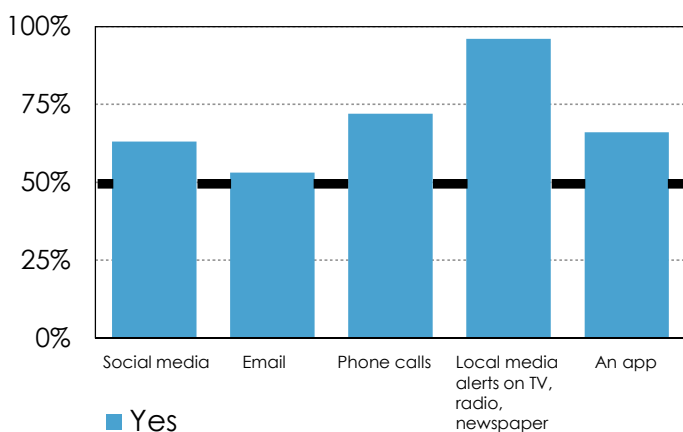
*\*These are suggestions meant to be suited to the person in the most similar position in your city when possible. The City Manager is also a suitable option for all of the above.*





## Timing/Frequency

How often do you think your local leaders should address the public?



## Media Selection

In the event of a local crisis, please tell me if you think your local government should communicate with you through the following mediums:



# Effective Communications

## Summary

Email & newspaper—on their way out

Social media—becoming increasingly popular

Local television news still matters

Reverse 911 calls surprisingly popular



# What Does This Mean for Florida's Cities

## Strategic Implementation



## Strategic Implementation

### Before an Event

To increase confidence, familiarize residents:

- ▶ with capacity,
- ▶ with response systems, and
- ▶ with messengers.



## Strategic Implementation

Pre-train all messengers

media training

message training

platform usage

Expand communications platforms **NOW**

across all departments

across all media





## Strategic Implementation

### After an Event

- Communicate early
- Communicate often
- Communicate local
- Use **ALL** media platforms
- Match messengers



## Acute Crisis Communications Conclusions

- Familiarity breeds **confidence**.
- How and when you communicate will make a difference.
- Media selection matters now more than ever.



## Upcoming FLCU Online Learning Opportunities

**June 22 – The Arts, Cultural Tourism & Economic Development**

**July 6 – Conflicts with Personnel: Professional, not Personal (Ethics Law Update)**

**July 25 – Sexual Harassment in the Workplace**

**August 8 – Communicating Your City's Budget to the Public**

**August 10 – Leadership Lessons from the Safe Cities/Safe Florida Initiative**

**August 30 – Preparing for Session: A Preview of the 2018 Legislative Action Agenda**



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## Upcoming FLCU and FLC Events

**June 15 – Institute for Civic Leadership I**

**June 16 – 2017/18 Legislative Policy Committees Meeting**

**July 13 – Institute for Civic Leadership II**

**July 14 - 2017/18 Legislative Policy Committees Meeting**

**July 27 – Continuing Education in Ethics (Orlando Training Center)**

**August 16 – CMRI Symposium: Medical Marijuana and Your City:  
Facts, Fiction and Moving Forward**

**August 17-20 – FLC Annual Conference**



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## Join the Conversation #InspiringLeaders

- Blog – [DrScottPaine.com](http://DrScottPaine.com)
- Twitter - [@DrScottPaine](https://twitter.com/DrScottPaine)
- Facebook – [Dr. Scott Paine](https://www.facebook.com/Dr.Scott.Paine)



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# Thank you

Steve Vancore, Clearview Research  
Holly McPhail, Florida League of Cities  
and

## You!



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