

May 26, 2025

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# **Emergency Management Program Charter and Crisis Comms Plan**

Presentation to Executive Standing Committee

# Agenda

- Emergency Management Program Charter
  - Background
  - KI Emergency Management Report
  - The Emergency Management Standard
  - The Emergency Management Program Charter
- Municipal Crisis Communications Plan
  - Background
  - Objectives and core components
  - Guiding principles
  - Additional resources and tools

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# **Emergency Management Program Charter**

# Emergency Management Program Charter

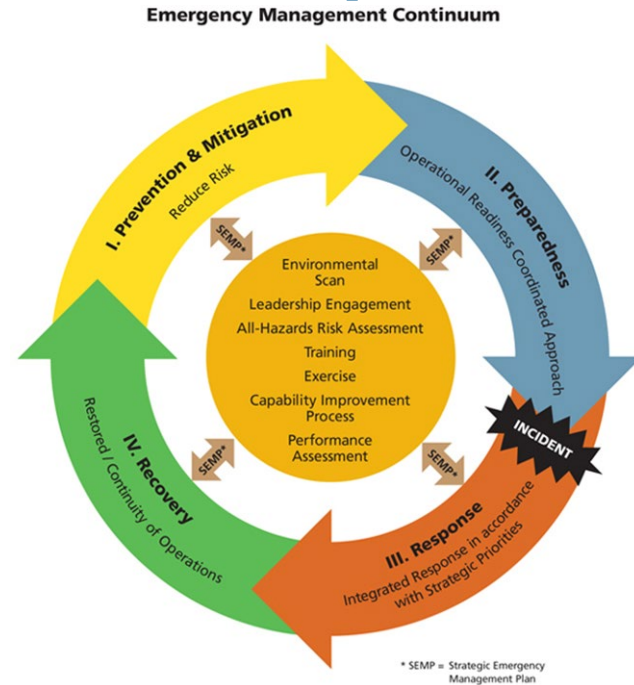
## Background

- In September 2023 KI Emergency Management was engaged to review of documents related to municipal emergency management
- In February 2024 Emergency Management Planning Committee was briefed
- By spring of 2024 the report was submitted

# Emergency Management Program Charter

## KI Emergency Management Report

- Review of current state of municipal emergency management documentation
- Review conducted and compared to a recognized standard
- A series of prioritized projects were identified



# Emergency Management Program Charter

## The Emergency Management Standard (EMAP)



- The ANSI/EMAP 5-2022 Emergency Management Standard is a set of 73 standards by which programs applying for EMAP accreditation are evaluated
- KI Emergency Management used the EMAP standard as a “*best practices*” benchmark to determine relevance, accuracy and thoroughness of municipality’s documents
- By extension, this was an assessment of the municipality’s emergency management program as a whole

# Emergency Management Program Charter

The program charter was created to provide a strategic approach to prioritizing and syncing concurrent emergency management projects.

Benefits include:

- better line of sight to align with municipality's long-term goals
- comprehensive project portfolio management

# Emergency Management Program Charter

Some of the priority projects coming from the report include:

- Municipal Crisis Communications Plan (MCCP)
- Emergency Management Strategic Plan (EM Strat-Plan)
- Comprehensive Emergency Management Plan (CEMP)
- Hazard, Risk and Vulnerability Assessment (HRVA)
- Emergency Management Concept of Operations (Con-Ops)

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# **Crisis communications plan**

# Municipal Crisis Communications Plan

## Background

- Maintained by Corporate Communications
- Updated in 2024 by Corporate Communications employees who are experienced issues and crisis communicators to consider:
  - industry standards (e.g. Incident Command System) and practices from similar jurisdictions
  - best practices and lessons learned from recent issues and crisis including COVID-19, Hurricane Fiona (2022), Tantallon Wildfire and 2023 floods
  - engagement with and feedback from key business units including Community Safety, Halifax Regional Fire & Emergency and Halifax Regional Police
  - engagement with and feedback from the municipality's Executive Leadership Team (via Emergency Management Committee)
- Approved by Emergency Management Committee September 2024.

# Municipal Crisis Communications Plan

## Objectives and core components



### Objectives

1. Provide a communications framework with clear protocols and tools.
2. Define communications as essential to crisis management
3. Clarify roles and responsibilities during a crisis



### Core components

- CAO is authority to activate (exceptions for HRP, HRFE, RCMP)
- Defines issues, emergencies and crises
- Guides considerations for audiences
- Defines types of notifications and communications tools
- Identifies the support model for communications activities
- Provides considerations for communications collaboration and partnership as well as communicating after a crisis

## Municipal Crisis Communications Plan

# Seven guiding principles to crisis comms



- Be first and timely
- Be accurate and transparent
- Be clear and use plain language
- Be direct and action-oriented
- Be empathetic and trauma-informed
- Be accessible
- Be concise

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# Municipal Crisis Communications Plan

## Additional resources and tools



### **Crisis response timeline and Incident Command System incident typing**

Appendix B to the plan offers a guided step-by-step for responding to incidents within first 60 minutes. Additional resources clarify anticipated response based on incident typing, etc.



### **Criteria and guidelines for the following mass notification resources**

Provincial Alert Ready  
hfxALERT  
Municipality's Voluntary Vulnerable Persons Registry (VVPR)



### **Summary of Emergency Communications Playbook**

Living document aligned with Incident Command System's planning process that links to relevant standard operating procedures, etc. (overview on next slide)

# Municipal Crisis Communications Plan

## Additional resources and tools

### Emergency Communications Playbook summary

#### Identification of incident

Support to public notification as needed  
(e.g. hfxALERT, ect.)

Social media awareness begins

halifax.ca updates

PSA issued  
(dependent on incident typing/ impacts)

Responsive media relations  
posture adopted

Support to direct communications  
/engagement with audience groups

#### Within 60 minutes of significant incident

As needed, support to public  
notifications continues

PSA issued  
(includes known service impacts)

Social media awareness continues  
(including confirmed updates)

Relevant halifax.ca updates continue

Media relations posture updated (e.g.  
media briefings determined/scheduled)

Continued support to direct  
communications with audience groups

#### Remainder of operational period

As needed, support to public  
notifications continues

Social media awareness continues

PSAs issued at regular intervals (e.g.  
7 a.m. 1 p.m., 4 p.m.; timings may vary)

Relevant halifax.ca updates continue

Media relations posture updated (e.g.  
media briefings determined/scheduled)

Continued support to direct  
communications with audience groups

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**Questions?**

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**Thank you.**