Utilize Your Communication Channel Wisely

A Roadmap for Public Communicators:
Hurricane Preparedness Use Case

CIVICPLUS®

With thousands of residents, travelers, and businesses in your community, not just what you communicate but how you communicate is critical to reaching as many impacted people as possible with actionable information, updates, and instructions.

As technology has advanced and tech stacks have grown, some communicators have inadvertently adopted a strategy of every message to everyone through every channel. While there are benefits to the over-communication technique, the process can become duplicative and time-consuming for lean teams.

To help local government communicators get the most mileage out of each of their communication channels, we recommend following this roadmap to help you choose the right tech tool for your most common communication challenges:

01-7004-113022

Map Signs

Mass Notification Turnpike

311th Avenue

Do you need to share updates with internal staff only?
Example: "Meet in the hurricane response command center at 3 p.m. for the Preparedness Planning Meeting."

Are you communicating about a recurring service or resident expectation?
Example: "Important Parking Notice - Temporary parking restriction due to flooding"

Is there an immediate threat to people's safety?
Example: "Hurricane Warning - Sustained winds of 65 mph or higher are expected for the next 48 hours."

Do you need to relay information provided by an individual resident or staff member to a wider audience?
Example: "There has been a report of downed power lines in your neighborhood, teams have been dispatched to resolve the issue and restore power but please use caution in the meantime if you plan to leave your home."

Do you need to communicate updates to residents and staff about the status of a project while creating trackable service requests for visibility?
Example: Dispatch the appropriate teams, track progress and communicate to residents and stakeholders: "Power Outage Alert-Crew on-site to resolve outage caused by fallen wires. Expect power to be restored or a new update by 4 p.m."

Requests and updates can be made by internal team members as well as residents.
Example: "The tree blocking Main Street has been successfully removed."

Do you rely on residents to provide information about issues facing their neighborhood and/or the community at large?
Example: Reporting instances of storm damage and triaging issues with one-to-one communication.

## Understand the Unique Communication Capabilities of Mass Notification and 311 CRM Technologies:

311 CRM Critical Functionality

- Intake resident requests, inquiries, and suggestions for one-to-one response
- Ideal for service requests and community improvement projects
- Resident messages can include photos, geo-tagged locations, and other information for actionable service response
- Integrated reporting for asset and resource planning
- Integration with leading asset management and mapping systems such as Esri and Cartegraph
- Historical communication records maintained at the resident level
- Internal-only request category capabilities

Mass Notification System Critical Functionality

- One-to-many alerts
- Resident opt-in capabilities based on communication categories (e.g., weather alerts)
- Ideal for time-sensitive, recurring, and emergency communications
- Communicators can send photos, links, and videos to strengthen messages and provide actionable details such as evacuation route maps
- Internal-only messaging capabilities
- Auto-translated text messages
- Multi-channel message delivery, including text message, push notification, voice message, and email
- Social media and municipal website integration
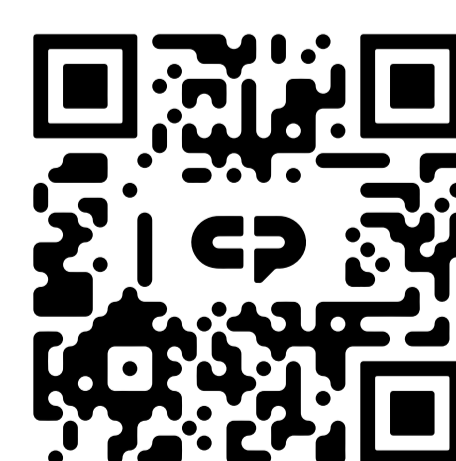
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CIVICPLUS®

CivicPlus® is a leader in integrated technology for governments.

Our Mass Notification system is the easiest-to-use multi-channel routine and emergency communication solution available to local government public safety communicators.

In addition, our 311 CRM solution is the most robust and comprehensive request management solution built specifically for government.