

PH7.9 Attachment 1

Attachment 1 – Incident Communications

The following table outlines the communication activities undertaken by the City's Strategic Communications Division during the response to the 260 Wellesley St. E. power outage.

Tactic	Execution
General Communications	
Communications notes	<ul style="list-style-type: none"> shared with the City's Senior Leadership Team, Mayor's Office and Members of Council as required
Information page on toronto.ca/260Wellesley	<ul style="list-style-type: none"> built web pages with information for residents and the public including what residents should do and who they should contact (i.e. property management)
Q&As document	<ul style="list-style-type: none"> developed and revised as required
Key messages	<ul style="list-style-type: none"> developed and revised as required
Resident Communications	
Resident information letter	<ul style="list-style-type: none"> drafted an information letter for property management to issue; focused on repairs, estimate for restoration, support available and how to contact property management for more information <p>Note that the building owners did not issue this letter</p>
Notice of Residents Meeting	<ul style="list-style-type: none"> developed a communique to announce the meeting
Resident information meeting on January 23	<ul style="list-style-type: none"> supported Councillor Wong-Tam to hold this meeting, with participation from key City Divisions (Toronto Fire, Office of Emergency Management) as well as the Electrical Safety Authority (ESA) and the property management company; media also attended
Fact Sheet – in case of evacuation	<ul style="list-style-type: none"> distributed to residents at the resident meeting and posted online at toronto.ca/260Wellesley
Fact Sheet – power failure and food safety	<ul style="list-style-type: none"> distributed to residents at meeting and posted online at toronto.ca/260Wellesley
Evacuation letter for residents	<ul style="list-style-type: none"> drafted a letter, but did not need to issue as no evacuation was necessary
Re-energization letter	<ul style="list-style-type: none"> drafted a re-energization letter but did not issue it; content was used on toronto.ca webpage and may have been incorporated into communications from property management
Multilingual Information	
Translations	<ul style="list-style-type: none"> resident information letter and fact sheets included information in 20 languages re: accessing 311's Language Line for information

Tactic	Execution
Information page on Toronto.ca/260Wellesley	<ul style="list-style-type: none"> information on toronto.ca can be automatically translated into more than 100 languages
Media	
News releases	<ul style="list-style-type: none"> January 22 – Toronto Fire responding to no power at 260 Wellesley St. E. January 23 – drafted news release re: evacuation (did not need to issue) January 24/25 – Partial/Power restored at 260 Wellesley St. E. (did not need to issue as announcement from property management received ample media pick-up)
Media advisories	<ul style="list-style-type: none"> January 23 – Public information meeting tonight for 260 Wellesley residents January 25 – City of Toronto update on 260 Wellesley St. E.
Media briefings	<ul style="list-style-type: none"> January 22 – On-site Councillor Wong-Tam, Toronto Fire and Strategic Communications available January 25 – On-site Councillor Wong-Tam, Toronto Fire and ESA available
Media inquiries	continually responded to media inquiries and had spokesperson available
Social media	
Corporate Twitter and Facebook accounts	<ul style="list-style-type: none"> provided updates; used the #260WellesleyEast hashtag frequently
Use additional City and partner social channels, as appropriate	<ul style="list-style-type: none"> collaborated with other City Divisions and partners on social media throughout incident, as required
Social media monitoring	<ul style="list-style-type: none"> ongoing throughout incident
Internal communications	
Updates to 311	<ul style="list-style-type: none"> throughout incident as required
Communique to Mayor and Councillors	<ul style="list-style-type: none"> throughout incident as required
Updates to City's Senior Leadership Team	<ul style="list-style-type: none"> daily emails sent from the City's Chief Communications Officer