

# **Emergency Communications**

Setting Expectations  
and  
Understanding Responsibilities

**Setting Expectations  
and  
Understanding  
Responsibilities**

**A Case Study:**

*“Is BOMA/Chicago  
going to send out  
an email to tell people  
that the tornado sirens  
are going off?”*

**Setting Expectations  
and  
Understanding  
Responsibilities**

**A Case Study:**

Yes, It really happened...



**June 15, 2015**

*“Is BOMA/Chicago  
going to send out  
an email to tell people  
that the tornado sirens  
are going off?”*

**Setting Expectations  
and  
Understanding  
Responsibilities**

**A Case Study:**

**Speed of Sound:**

**760**

**Miles Per Hour**

**Speed of Email:**

**Between 15 and  
45 minutes**

*“Is BOMA/Chicago  
going to send out  
an email to tell people  
that the tornado sirens  
are going off?”*

# Setting Expectations and Understanding Responsibilities

## A Case Study:

**BOMA/Chicago is a  
secondary source. It  
does not generate  
information.**

BOMA/Chicago

**Central Business District Alert**

August 3, 2017

### Severe Weather and Lollapalooza Evacuation

Lollapalooza takes place Thursday, August 3 - Sunday, August 6, 2017 at Grant Park in Chicago, IL. The festival hours are 11 am - 10 pm each day.

**Thursday, August 3** - There is a chance of severe weather today that may trigger an evacuation of Lollapalooza this afternoon or this evening. Daily attendance is 95,000 and weather-related evacuations have occurred twice in recent years. Festival security will encourage evacuees to go to the underground garages, but it can be expected that many people will walk into the Loop to find shelter.

Michigan Avenue may need to close during an evacuation because of the large number of pedestrians crossing the street.

BOMA/Chicago will provide additional information when it becomes available, but also encourages members to monitor news media and other sources due to the urgency of any call for evacuation.

As always, if you "**See Something, Say Something**". For life-threatening emergencies, call 911. To report suspicious activity, call 855-RPRT-2-S4 (855-777-8274) immediately.

*This information has been provided to BOMA/Chicago by a state, local or federal agency and is being distributed to BOMA/Chicago members.*

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# Setting Expectations and Understanding Responsibilities

## A Case Study:

**BOMA/Chicago is a  
secondary source. It  
does not generate  
information.**

**It relays information  
that was provided by  
an official source(s).**

BOMA/Chicago

**Central Business District Alert**

August 3, 2017

### Severe Weather and Lollapalooza Evacuation

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# Setting Expectations and Understanding Responsibilities

## A Case Study:

Ability to send  
notifications are affected  
by:

- Accessibility and connectivity.
- Staff availability.
- Hours of operation.
- Possibly by the event itself

*“Is BOMA/Chicago  
going to send out  
an email to tell people  
that the tornado sirens  
are going off?”*

**On June 15, 2015**

**BOMA/Chicago’s 7-member staff was offsite  
hosting a town hall event with  
Governor Bruce Rauner.**

**The event location was also in the tornado area.**

# Setting Expectations and Understanding Responsibilities

## A Case Study:

**Building level  
decisions are the  
responsibility of  
building  
management.**

## *Expectation:*

### **BOMA/Chicago will provide information:**

- In advance of an known event
- During an ongoing event
- When monitoring an event through the EOC

### **Goal is to provide information to assist in decision making:**

- Logistics: Type of event; time & duration; traffic restrictions; road closures, etc.



# Setting Expectations and Understanding Responsibilities

## A Case Study:

Building level  
decisions are the  
responsibility of  
building  
management.

## *Responsibility:*

Use information and situational awareness to  
implement:

- *Policies*
- *Procedures*
- *Training*

Assess the need to:

*Lock Down?*

*Shelter –In-Place?*

*Evacuate?*

*Communicate?*

**Setting Expectations  
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**A Case Study:**

**Incident will  
determine message  
vehicle.**

**Advance  
information.**

**Ongoing updates.**

***Expectation:***

**BOMA/Chicago Communication Vehicles:**

- Email
- Social Media & Website
- Send Word Now – or Alternate System  
(Look for a text-based notification system later this year)
- EARN (Emergency Alert Radio Network)  
is no longer in use

# Setting Expectations and Understanding Responsibilities

## A Case Study:

**BOMA/Chicago  
email is provided  
only to members.**

**Emails can be shared  
and forwarded at  
members discretion.**

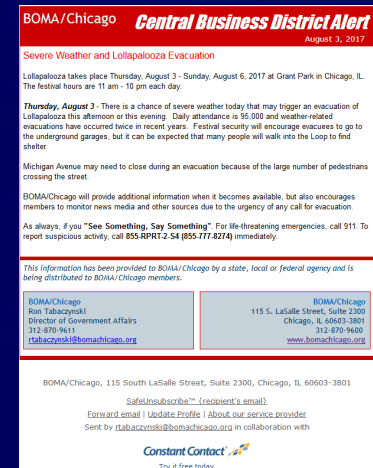
**Keep information  
intact.**

## *Expectation:*

### **BOMA/Chicago email alerts can be shared:**

- Tenants
- Staff
- Owners

Forward or cut and paste



### **BOMA/Chicago Social Media:**



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**A Case Study:**

**Be Proactive!**

**Sign Up for  
Notifications.**

**Redundancy is Good!**

***Responsibility:***

**Connect with other Alert Systems:**

- Notify Chicago
- CP3
- Alerts can be set up to send texts/emails from Weather.com, NBC5 Breaking News, USA Today, Chicago Tribune Breaking News, CNN, etc.
- Social media of news organizations