

BOROUGH OF HADDONFIELD EMERGENCY COMMUNICATIONS PLAN for EXTERNAL USE

The Borough of Haddonfield has developed a communication plan that can be accessed on our website, www.haddonfieldnj.org.

1. TYPES OF EMERGENCIES

Declared Emergency –

Level 1- the highest level of emergency with an immediate threat to life:

- Natural Disaster: Winter Storms, Hurricanes, Tornados, and Droughts.
- Man-made Disasters: Civil Unrest, Haz/Mat incidents, Active Shooter.

Nondeclared Emergency –

Level 2 – a moderate potential risk to citizens or an impact on government delivery. Requires a coordinated municipal response:

- Flooding.
- Trees down/wires down.
- Power outages.
- Road closures for accidents and/or trees downs.
- Pandemic.
- Water outage.
- Water quality issues- don't drink or boil only.

Level 3 – nonemergent, but the public needs to be informed:

- Road Closures due to Festivals, Parades, and Events.
- Back up Communications for the School District if the school is closed due to weather, emergency gas leak, power outage, or illness.

2. DECLARATION PROCESS FOR LEVEL 1 EMERGENCIES:

- The Mayor will communicate actively with the OEM Coordinator, the Fire and Police Chiefs, fellow Commissioners, and the Borough's Administrator before declaring a Level 1.
- The Mayor directs the OEM Coordinator to declare a Level 1 emergency.
- The Borough OEM shall notify the County Office of Emergency Management upon the issue of the declaration.
- When a declaration of a local state of emergency is issued, the Mayor, Deputy Mayor, or OEM coordinator will have complete authority to issue such orders as necessary to implement and carry out Emergency Management operations and protect the health, safety, and resources of the municipality's residents
- The Mayor, Deputy Mayor, or OEM Coordinator will direct the Borough Communication Officer to enact the Communications Plan.

3. DECLARATION PROCESS FOR LEVEL 2 & 3 EMERGENCIES:

- The Mayor will communicate actively with the OEM Coordinator, the Fire and Police Chiefs, fellow Commissioners, and the Borough's Administrator before declaring a Level 2.
- Upon issue of a Level 2, the Mayor, or Deputy Mayor, SHALL have complete authority to issue such orders as necessary to implement and carry out Emergency Management operations and protect the health, safety, and resources of the municipality's residents.
- The Mayor, or Deputy Mayor, will direct the Borough Communication Officer to enact the Communications Plan.

CORE CRISIS RESPONSE TEAM

Mayor Colleen Bianco Bezich

Commissioner and Deputy Mayor Kevin Roche

Commissioner Frank Troy

Sharon McCullough, Business Administrator

Jason Cutler, Chief of the Haddonfield Police Department

Lou Frontino, Chief of the Haddonfield Fire Department

Greg Ley, Director of Public Works

Linda Harrington, Borough Emerg. Mng. Cord.

Joana McDonnell, Communications Officer

SECONDARY CRISIS TEAM (these individuals will be activated as necessary)

Deanna Bennett, Borough Clerk

Chuck Klaus, Superintendent of the Haddonfield School district

Tavis Karrow, Community Development Director

Ed Toussaint, Construction Official

Michael Marciante, Executive Director of The Partnership for Haddonfield

4. COMMUNICATION WITH THE PUBLIC

The Communications Officer (CO) is responsible for posting the information to the following areas: social media platforms (i.e., Facebook, Instagram, Twitter), www.haddonfieldnj.org, and the Borough's App, Haddonfield Happenings. The CO is responsible for sending notifications to the press. All PRESS inquiries will be directed to the Communications Officer (CO). The CO coordinates press conferences with key Borough staff and sends out press releases.

A. CHANNELS TO COMMUNICATE TO THE PUBLIC

www.haddonfieldnj.gov –The website has a black box alert that will be used. It has pop-up capabilities on the home page, and links can be added.

1. Borough Social Media Channels

- [Borough of Haddonfield | Facebook](#)
- [Borough Of Haddonfield \(@boroughofhaddonfield\) • Instagram photos and videos](#)
- [Haddonfield Borough \(@HaddonfieldNews\) / Twitter](#)

2. Print and Online Media

- [Haddonfield Sun - The Sun Newspapers \(thesunpapers.com\)](#)
- [The Retrospect |](#)
- [haddonfield.today | Haddonfield Today](#)

3. Television Stations

- WPVI - 6ABC
- WCAU -NBC10
- KYW-TV CBS3
- FOX – FOX29

4. Radio Stations

- KYW News Rado 1060AM
- NJ 101.5 Newsroom Line

5. Direct Notices to the Public

- Haddonfield Police Department (HPD) has a list of vulnerable individuals that have signed up through the At-Risk Individual Form found on the HPD website: [At-Risk Individual Registration Form - Formstack](#)
- Borough App, Haddonfield Happenings. Residents can sign up for notifications.
- The Haddonfield School District has email and text capabilities for all parents.
- The Partnership for Haddonfield (PpF), our business improvement district, has emails and contacts for business owners and landlords in Downtown Haddonfield.
- The Haddonfield Police Department and The PpF have a text messaging system for landlords and business owners.
- The Borough of Haddonfield Website can allow residents to sign up for E-Notify, enabling automatic emails when a section updates.

6. Direct Person–Person Communication via Word of Mouth and Community-Based Networks:

- Message Boards – Haddonfield Police Department has two message boards that can be programmed and placed anywhere in town.
- Sandwich Boards – The police department has sandwich boards that can be placed throughout town.
- Bull Horns – all police cars are equipped with horns; the officers can drive through neighborhoods and alert residents using the speakers.

7. Community-Based Networks

- **The Mabel Kay Community Center** is a Borough-owned and managed community center for Haddonfield Residents 65 and older. The Senior Center Coordinator has the email addresses and phone numbers of "clients" who attend programming at the center. They also have a FB account.
- **Interfaith Caregivers** is a not-for-profit organization based in Haddonfield which serves elderly clients who live in the Borough.
- **Faith-Based Worship**
- Haddonfield has many faith-based places of worship available in an emergency to reach out to their congregations to disseminate information.