Rebounding from the Under-tow of COVID-19 Crisis Communications



Lydia Sermons Chief Communications Strategist City of Atlanta



Wednesday March 25, 2020

## Surviving: Life the Cycle of a Crisis

### Life Cycle of a Crisis: 3 Stages & Phases

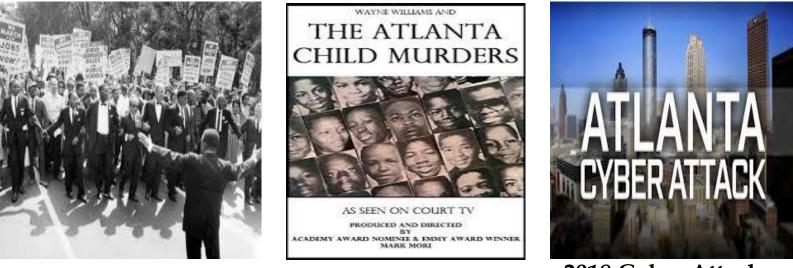
- 1) **Pre-crisis:** plan/prepare
- 2) Crisis Event: respond/stabilize
- 3) **Post-crisis:** restore/learn/evolve/rebound



# Pre-Crises/Pre-COVID-19

### Atlanta Knows Crises !!!

### Crisis Life Cycle Stage 1: Pre-crisis: planning & preparedness



1960's Cradle of the Civic Rights Movement

1979 - 1981

2018 Cyber Attack

## The COVID-19 Crisis Anomaly

### Crisis Stages 1-2: plan/prepare – respond/stabilize



City of Atlanta, GA 🤣 @CityofAtlanta

Mayor @KeishaBottoms joined @GovKemp for a press conference regarding the Coronavirus (COVID-19) today. Watch the full recap here: bit.ly/3b1DWhB Learn more about the City's efforts related to the Coronavirus here: atlantaga.gov/newsroom/press...





City of Atlanta, GA 🥝 @CityofAtlanta

ICYMI: Mayor @KeishaBottoms joined @GovKemp for a press conference regarding the Coronavirus (COVID-19).

Watch a recap of the Mayor's remarks below.

Learn more about the City's efforts related to the Coronavirus here: atlantaga.gov/newsroom/press...



https://twitter.com/CityofAtlanta/status/123846 1964893990913

## Stages 1-2: COVID Crisis Respond & Stabilize



City of Atlanta, GA 🤣 @CityofAtlanta

Yesterday, Mayor **@KeishaBottoms** convened the first meeting as Chair of **@GovKemp**'s Coronavirus Task Force Committee for the Homeless & Displaced, working with partners & stakeholders to ensure adequate shelter & resources for vulnerable populations in Georgia.





City of Atlanta, GA 🤣 @CityofAtlanta

Mayor @KeishaBottoms visited the @thegoodrco's temporary fulfillment center where they are serving families in metro Atlanta with free groceries. Thank you to @jasminecrowe, @papajohns & all of our partners for supporting Atlanta's families. #OneAtlanta #ATLstrong



## Stages 1-2: COVID Crisis Respond & Stabilize



Thank you to @Tip for joining Mayor @KeishaBottoms on her Instagram live today. Stay tuned for future Q&A's with the Mayor concerning #COVID19. #ATLStrong





City of Atlanta, GA @ @CityofAtlanta · Mar 27 Mayor @KeishaBottoms spoke with @JimSciutto at @CNNnewsroom to discuss Atlanta's efforts to combat #COVID19.





City of Atlanta, GA O @CityofAtlanta · Mar 14 JUST NOW: Mayor @KeishaBottoms joined @Fox5Atlanta to update Atlanta residents on the City's efforts & latest policies in the fight to combat the #coronavirus health threat. Watch the video & hear why now more than ever we must persevere as #OneAtlanta.





City of Atlanta, GA 🥝 @CityofAtlanta

News Release: Mayor @KeishaBottoms has issued an Administrative Order halting the termination of water services for 60 days to aid prevention of the Coronavirus. Learn more here: atlantaga.gov/Home/Component...





City of Atlanta, GA 🥝 @CityofAtlanta

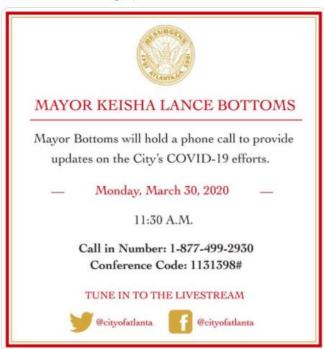
Mayor @KeishaBottoms has issued an Administrative Order to fund the Mayor's Coronavirus Pandemic Coordination Team to ensure seamless City operations. Learn more here: atlantaga.gov/Home/Component...



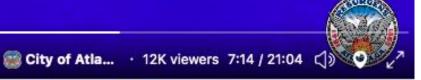


City of Atlanta, GA 🤣 @CityofAtlanta

Mayor **@KeishaBottoms** will hold a phone call to provide updates on the City's COVID-19 efforts at 11:30 a.m. See the graphic for details.



Update on Atlanta's COVID-19 Efforts Mayor Keisha Lance Bottoms March 30, 2020



City of Atlanta, GA ② @CityofAtlanta Cityofatlanta was LIVE Spscp.tv



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City of Atlanta, GA 💙

@CityofAtlanta
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Mayor @KeishaBottoms issued a directive for Centers of Hope Afterschool Program to continue to provide free meals to all students who rely on them throughout the closure of schools. See the full list of meal site locations below. Learn more here: atlantaga.gov/Home/Component...



Registeing Perelay, March 16, 2020 the program will not us a modified stituteshi attorney strategiste to reason reach. Saturase 4:00 p.m. and 8:00 p.m. Monthlay Through Fellay

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Locations for react sites include the Indicating City of Allenta Recreation Centers

Adams Park Recreation Center CT Martin Recreation & Argustic Center Arthony Planages Harneylal Bernalter Canber Bassie Branham Recreation Canter **Coan Park Bacreattan Canter Durcher Recreation Center Grant Park Recreation Center** tireon Park Bacreation Cantar James Grange Recreation Canta Martin Luther King, Jr. Recreation 8 Aquatte Cantar Arthur Langford Recreation Center Peacifying Hills Neurallian Center Parkarnen Park Barreaties Center **Pittman Park Recreation Center Bunail Paris: Barreallics: Cardar** C. A. Scott Bacreation Center **boath Bend Recreation Center** Thomasuille Bernation Certer William Walker Recreation Center



To slow the spread of COVID-19, beginning Monday, March 16, 2020, City facilities, including City Hall and Municipal Court, will be closed to the public. Essential City services, including emergency services and trash pickup, will remain operational. See the graphic for details.



### ATLANTA CITY HALL CLOSED TO THE PUBLIC

To help slow the spread of the Coronavirus, beginning Monday, March 16, 2020, the City of Atlanta is implementing its telework policy. City facilities, including City Hall and Municipal Court, will be closed to the public.

Our Center of Hope locations will be open Monday - Friday, from 4:00 - 6:00 pm, to provide meals to children who are currently serviced by our after school programming.

Essential City services, including emergency services and trash pickup, will remain operational. If you have an emergency, please call 911. All other services are available through 311.

Thank you for your cooperation.



City of Atlanta, GA 📀 @CityofAtlanta

Mayor @KeishaBottoms issued Executive Orders limiting restaurants, bars, and other public gathering spaces to 50 persons within the City of Atlanta until March 31, 2020. The new Executive Order follows the latest @CDCgov guidance. Learn more: atlantaga.gov/Home/Component...





ICYMI: Mayor @KeishaBottoms issued Executive and Administrative Orders limiting restaurants to take out services and suspending towing and booting of vehicles in the City right of way to slow the spread of COVID-19. Learn more here: atlantaga.gov/Home/Component...





Mayor @KeishaBottoms issued an Executive Order creating a \$7 million emergency fund to provide assistance to those impacted by COVID-19. The resources will fund child & senior food programs, homeless preparedness, small businesses & hourly wage earners:bit.lv/3bf4HPJ



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City of Atlanta, GA 🥝 @CitvofAtlanta

Worried about missing rent payments and being evicted? Mayor **@KeishaBottoms** issued an Executive Order calling on partners to institute a temporary moratorium on residential evictions and filings for a period of 60 days. Learn more here: atlstrong.org/faqs/ #ATLSTRONG





City of Atlanta, GA 🤣 @CityofAtlanta

DYK if you live in a City-funded property, you are protected by Mayor @KeishaBottoms' eviction moratorium? Learn more about your #COVID19 housing protections at atlstrong.org/renters. #ATLStrong





City of Atlanta, GA 🤣 @CityofAtlanta

Mayor @KeishaBottoms issued a Stay at Home Order to curb the spread of COVID-19. The order requires Atlantans to remain in their homes. Individuals may leave only for essential activities/governmental functions or to operate essential businesses. Details: bit.ly/39eMRKU



### Atlanta, Stay Home.

#### Mayor Keisha Lance Bottoms Issues a "Stay at Home" Order to Curb Spread of COVID-19

The Executive Order institutes a H day Stay at Home Order within teritorial jarjadictional limits of the City of Atlanta in response to the rising number of COVID-10 infections.

The Stay at Horse Order requires Atlantans to remain in their homes throughout the dray Individuals may leave their place of residence only for essential activities, essential governmental functions or to operate essential businesses. This order shall be effective on **March 24, 2020 at midnight**.



Mayor Keisha Lance Bottoms Visit: AtlantaGa.Gov for more information



City of Atlanta, GA 🤣 @CityofAtlanta

Mayor @KeishaBottoms has issued a 14 day Stay at Home Order. Individuals may leave their place of residence only for essential activities, essential governmental functions or to operate essential businesses.

See the graphics for guidelines. Learn more: bit.ly/39eMRKU

#### Atlanta, Stay Home. THE FOLLOWING ESSENTIAL BUSINESSES AND AMENITIES WILL REMAIN Atlantans are OPEN Safer at Home. **Grocery Stores Healthcare Providers** Effective until 4/7/2020 **Financial Institutions** All residents in the City of Atlanta must remain in their homes. Individuals may leave their place of residence only for essential **Gas Stations & Car Repair** activities, essential governmental functions or to operate essential businesses. Please stay calm and do not panic-buy, grocery store Restaurants are restacking every day to ensure you have what you need. Parks & Trails Visit: AtlantaGa.Go Mayor Keisha Lance Bottoms

for more info

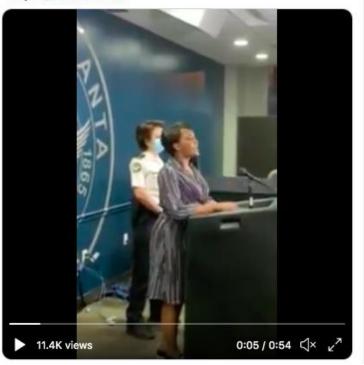
for more informat

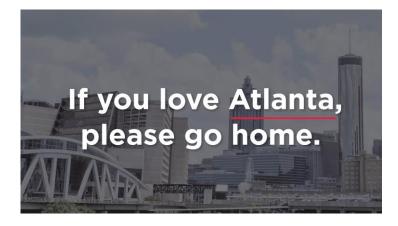
### Stage 2: COVID Crisis vs. Stage 1: Protests

Racial Demonstrations/Protests during COVID-19



City of Atlanta, GA 🤣 @CityofAtlanta - May 29 ~ "When you burn down this city, you are burning down OUR community." - Mayor @KeishaBottoms





Atlanta, let's show our legacy of peaceful protests, not chaos and destruction!

### Stage 2: COVID Crisis vs. Stage 2: Protests

Racial Demonstrations/Protests during COVID-19



City of Atlanta, GA <a> @CityofAtlanta - Jun 3</a> <br/>
City of Atlanta curfew continues at 9:00 p.m. tonight and Thursday<br/>
night. An 8:00 p.m. to sunrise curfew is effective Friday (6/5), Saturday<br/>
(6/6) & Sunday (6/7). Exceptions apply to people seeking medical help,<br/>
working, first responders & homeless. Call @ATL311 for details.

City of Atlanta curfew continues at 9:00 p.m. tonight and Thursday night.

An 8:00 p.m. to sunrise curfew is effective Friday (6/5), Saturday (6/6) and Sunday (6/7). Exceptions apply to people seeking medical help, working, first responders & homeless.



City of Atlanta, GA 🤣 @CityofAtlanta

The curfew in the city of Atlanta has been extended starting tonight, May 31, 2020 at 9 P.M. and continuing through sunrise tomorrow June 1, 2020. Please stay home.



### Stage 2: COVID Crisis/Stage 3: Protests

Racial Demonstrations/Protests during COVID-19



City of Atlanta, GA 🤣 @CityofAtlanta

Thank you to every single Atlantan who came to help clean up our city. Now more than ever, our communities need to come together to show our strength as **#OneAtlanta** through prayer and working together to restore and heal our city as an example for the nation. **#ATLStrong** 



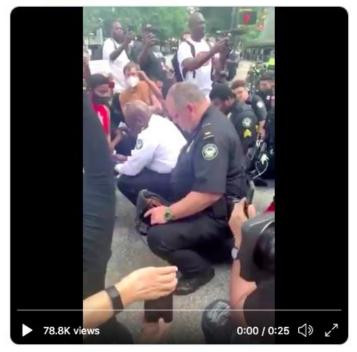
Let us come together to show our strength as #OneAtlanta through prayer. We can work together to restore and heal our city as an example for the nation.

### Stage 2: COVID Crisis/Stage 3: Protests

Racial Demonstrations/Protests during COVID-19



City of Atlanta, GA 🔮 @CityofAtlanta · Jun 1 · · · Atlanta Police Officers kneel in solidarity with protesters in downtown Atlanta. #OneAtlanta 🏨 :@astridtv1





City of Atlanta, GA ② @CityofAtlanta - Jun 4 Mayor @KeishaBottoms walks with protesters in downtown Atlanta to show solidarity against racism and injustice. #OneAtlanta





City of Atlanta, GA 🤣 @CityofAtlanta

Celebrate safely during #IndependenceDay— stop the spread of #COVID19 by following the simple guidelines below. #ATLStrong #OneAtlanta

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#### **CELEBRATE SAFELY DURING INDEPENDENCE** DAY - STAY HEALTHY, STAY SAFE!

#### MAINTAIN GOOD SOCIAL DISTANCE (ABOUT 6 FEET)

. Stay at least 6 feet from other people. Remember that some people without symptoms may be able to spread the virus.

#### WASH YOUR HANDS

· Wash your hands often with soap and water. If soap and water are not available, use a hand sanitizer that contains at least 60% alcohol.

#### COVER YOUR MOUTH AND NOSE WITH A CLOTH FACE COVER

· You could spread COVID-19 to others even if you do not feel sick. Everyone should wear a cloth face cover when they have to go out in public.

#### CLEAN AND DISINFECT

· Clean and disinfect frequently touched surfaces daily. This includes tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, and sinks,

#### MONITOR YOUR HEALTH

· Be alert for symptoms. Watch for fever, cough, shortness of breath or other symptoms of COVID-19. If you think you may have been exposed to COVID-19, contact your health provider and get tested.

#### For updates and more information visit: ATL STRONG.ORG





City of Atlanta, GA 🤣 @CityofAtlanta

Seek medical help if you are experiencing #COVID19 symptoms. CDC warning signs: bit.ly/COVIDwarningsi... Let's keep #ATLSTRONG

### **Celebrate Safely During Independence** Day

#ATLSTRONG

COVID-19 cases in Georgia are soaring. Seek medical help if you are experiencing these symptoms:

Headache

Sore throat

- . **Fever or chills**
- Cough Shortness of breath or
- difficulty breathing
- Fatigue
  - Muscle or body aches
- . Diarrhea

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\*This is a partial listing. View CDC warning signs here: https://bit.ly/COVIDwarningsigns

For updates and more information visit: ATL STRONG.ORG



New loss of taste or smell

**Congestion or runny nose** 

Nausea or vomiting

### MASK ON, ATL!









ATL STRONG.ORG | # ATL STRONG



- Wash your hands before touching the mask
- Inspect the mask for tears or holes
- Cover your mouth, nose and chin
- · Adjust the mask to your face without leaving gaps on the sides
- Avoid touching the mask
- Remove the mask from behind the ears or head
- Keep mask away from you and surfaces while removing it
- Wash your hands after touching the mask



### Stages 2-3: COVID Crisis Stabilize & Restore



The deadline to apply for the Resurgence Grant Fund and Strength in Beauty Grant Fund is August 31! Visit @InvestAtlanta's website to learn more about each program and their requirements:

investatlanta.com/resurgence-fun... #OneAtlanta





DYK Mayor @KeishaBottoms has launched a Cosmetology Relief Fund?

See the graphic below to learn more about the Strength in Beauty Fund.

#### Donate here: atlstrong.org #ATLSTRONG





ICYMI: Mayor @KeishaBottoms announced One Atlanta: Economic Mobility, Recovery and Resiliency Plan, a partnership with @InvestAtlanta and @WorkSourceATL to expand access to opportunity for Atlanta families and minority owned small businesses. Learn more:

atlantaga.gov/Home/Component...

#### MAYOR KEISHA LANCE BOTTOMS ANNOUNCES ONE ATLANTA: ECONOMIC MOBILITY, RECOVERY AND RESILIENCY PLAN **OBJECTIVE 1: "CREATION OF GOOD JOBS"** ATTRACT, RETAIN, AND SUPPORT BUSINESSES FROM INDUSTRY SECTORS THAT ARE PRODUCING HIGH DEMAND JOBS **OBJECTIVE 2: "ACCESS TO GOOD JOBS"** TRAIN MORE LOW-INCOME AND DISLOCATED WORKERS FOR LIVABLE WAGE JOBS AND PROVIDE CAREER SUPPORT **OBJECTIVE 3: "SMALL BUSINESSES"** EXPAND SMALL BUSINESS PROGRAMS THROUGH ADDITIONAL CAPITAL INVESTMENT TO SUPPORT MORE STARTUPS AND SMALL **BUSINESSES FROM DISINVESTED NEIGHBORHOODS OBJECTIVE 4: "NEIGHBORHOOD INVESTMENT"** ATTRACT MORE INVESTMENT INTO DISINVESTED NEIGHBORHOODS THROUGH SPECIFIC FINANCIAL TOOLS TO REDUCE BARRIERS AND CREATE ACCESS TO ECONOMIC OPPORTUNITIES FOR RESIDENTS **OBJECTIVE 5: "AFFORDABLE HOUSING"** SUPPORT THE CREATION OF MORE MIXED-INCOME HOUSING

SUPPORT THE CREATION OF MORE MIXED-INCOME HOUSING AND HELP MORE LOW-INCOME RESIDENTS TO BECOME HOME BUYER READY, PURCHASE A HOME, OR REMAIN IN THEIR HOMES



## Stage 3: COVID Crisis Stabilize & Restore

### Thank You ATL Employees

#### City of Atlanta, GA 🥝 @CityofAtlanta

This is Theron, one of our @ATLPublicWorks solid waste operators. THANK YOU to Theron and the entire **#PublicWorks** team for all your hard work. We know you are putting in long hours, under stressful circumstances, to ensure our city runs smoothly. We see you and appreciate you!





Atlanta's @ATL311 representatives are working hard from home taking your calls, answering your questions, and entering in your service requests. THANK YOU to these hardworking individuals for keeping our city moving. They are distancing but not distant! #OneAtlanta





This is Officer Craddock. She is a Zone 5 (Downtown/Midtown) @Atlanta\_Police officer who works morning watch and answers 911 calls. THANK YOU to Officer Craddock and all the officers who are protecting and serving our city during these trying times. #OneAtlanta



## Stage 3: COVID Crisis Stabilize & Restore



Mayor @KeishaBottoms' Administration joins with @unitedwayatl to provide emergency rental assistance to thousands of families across Atlanta at risk of eviction or homelessness due to the impact of #COVID19. Learn more and how to apply: atlantaga.gov/Home/Component... #ATLStrong

THE CITY OF ATLANTA IN PARTNERSHIP WITH UNITED WAY OF GREATER ATLANTA PROVIDES EMERGENCY RENTAL ASSISTANCE FOR ATLANTA RESIDENTIAL RENTERS IMPACTED BY COVID-19



THE ATLANTA COVID-19 EMERGENCY RENTAL ASSISTANCE PROGRAM:



 PROVIDES EMERGENCY RENTAL, UTILITY, AND/OR SECURITY DEPOSIT ASSISTANCE TO CITY OF ATLANTA RESIDENTS IMPACTED BY COVID-19

VIEW OPTIONS BELOW TO APPLY AND REVIEW ELIGIBILITY REQUIREMENTS.

VISIT WWW.UNITEDWAYATLANTA.ORG



· HTTP://2110NLINE.UNITEDWAYATLANTA.ORG/

 TEXT THE KEYWORD C19-ERA TO 898-211 TO BE DIRECTED TO THE APPLICATION PAGE





City of Atlanta, GA 🤣 @CityofAtlanta

Mayor @KeishaBottoms' Economic Mobility Plan closes gaps in income, jobs, housing, economic development and the impact of economic hardship on Atlantans caused by #COVID19.







### Stage 3: COVID Crisis Stabilize & Restore



City of Atlanta, GA 🥹 @CityofAtlanta

Mayor @KeishaBottoms' Order directs the City of Atlanta to return to Phase 1 of reopening plans in response to an alarming increase in #COVID19 cases in GA. Learn more here:

atlantaga.gov/Home/Component... #ATLStrong





Mayor @KeishaBottoms announced Atlanta's transition to Phase II of the City's Five Phase Reopening Plan, and asks Atlantans to stay vigilant, wear a mask, practice social distancing and take precautions to stay safe. Learn more: atlantaga.gov/Home/Component... #ATLStrong

### GUIDELINES FOR CITY OF ATLANTA PHASE II (EASING) REOPENING



### **REBOUND!!!**

Pivot, adapt and re-align communications with your organization's mission, strategic priorities and messages as a result of the crisis.



City of Atlanta, GA 🤣 @CityofAtlanta

#MaskUpATL. COVID-19 cases and hospitalizations are increasing in Atlanta. Wear a mask that covers your mouth and nose. Stay at least 6 feet apart. Wash your hands often. Stay home when you can.

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### City of Atlanta, GA

Mayor **@KeishaBottoms** will lead City officials on the ground-breaking of a new At-Promise Center in Southside Atlanta. Tune in to the livestream at 10:00 AM. **#OneAtlanta** 



### Leadership shift messages from focusing on the crisis to focusing on the future.

- Mayor Keisha Lance Bottoms Issues an Order to Strengthen the City's 911 Call Center (AJC, Atlanta Patch, Atlanta Voice, WSB-TV)
- Mayor Keisha Lance Bottoms Unveils One Atlanta: One APD Immediate Action Plan (AJC, Atlanta Patch, Atlanta Voice, WSB-TV, 11 Alive)
- Statement on Passage of Mayor Keisha Lance Bottoms' \$50 Million Housing Bond Order (Atlanta Patch, Atlanta Voice, Saporta Report, AJC)



– FRIDAY, FEBRUARY 26, 2021

### **MAYOR KEISHA LANCE BOTTOMS**

Took Action This Week To:

Announce the release of the first progress update on the One Atlanta Housing Affordability Action Plan, allowing the public to see development-by-development where the City is with each of the 45 actions in the plan.

Launch a COVID-19 Community Impact Survey designed to gather insights directly from Black, Latinx and immigrant residents about the impact of COVID-19 on their well-being and sense of belonging.

**Protect** the Fuller-Freedom House—which played a key role in the Civil Rights Movement—with a Landmark Site Designation—the highest level of protection under the City's Historic Preservation Ordinance.

Announce the release of the Neighborhood Change Report which summarizes key trends and demographic shifts in Atlanta's neighborhoods.

TO LEARN MORE VISIT: ATLANTAGA.GOV/NEWSROOM/PRESS-RELEASES



### **MAYOR KEISHA LANCE BOTTOMS**

Took Action This Week To:

Announce a partnership with Urban Planning and Management, LLC, for the Citywide Police Reform and Public Safety Survey. The survey asks residents and those who work in Atlanta to express their views of public safety and police reform. You can find the link here: surveymonkey.com/r/ATLPoliceReform

Announce a collaboration with Fulton County Justice and Mental Health Task Force leaders and other local agencies to ensure all residents have access to supportive services, especially when in crisis.

Announce a partnership with The Carter Center for the Inform Women, Transform Lives campaign. The program seeks to connect women to available City services and programs which help strengthen the well-being of Atlantans.

Swear-in Judge Stephanie C. Davis into the Municipal Court of Atlanta. Judge Davis was Mayor Bottoms' first appointment to the Court.

TO LEARN MORE VISIT: ATLANTAGA.GOV/NEWSROOM/PRESS-RELEASES

### **Restore & Rebound!**

