

How to Engage/Partner When the Unexpected Happens

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KANSAS CITY

102nd ANNUAL CONFERENCE

Takeaways

- Managing situations that can disrupt the normal course- expected or unexpected
- Approaches, tips, processes

Phoenix, Arizona

540 Sq. Miles

1.6 million residents

6th largest city in U.S.



Phoenix, Arizona



Relationship Based Engagement

**Both Internally and
Externally**

The Expected



The Unexpected

Large Scale Events





(Photo: David Kadlubowski/The Republic)





Monsoon Activity



(Photo: Bruce Haffner/3TV-CBS5)

Regional Flooding



(Photo: Northern Arizona Consolidated Fire District)

Dust Storms



Heavy Monsoon Rain



(Photo: Michael Chow/Associated Press)

Flooding Rescues



(Photo: ABC 15 News)

'I wasn't ready to back down': The Buckeye teen behind the iconic Phoenix protest photo

Garrett Mitchell, The Republic | azcentral.com 8:07 a.m. MST July 14, 2016



A Black Lives Matter activist throws out his arms as police stop the Black Lives Matter marchers from continuing on Seventh Street on July 8, 2016, in Phoenix. The protester in the iconic photo was later identified as 17-year-old Devin Draper of Buckeye. (Photo: Patrick Breen/The Republic)

Final Four



April 2017

Employee Exodus



Time To Go

Phoenix employees 2008 = 17,500

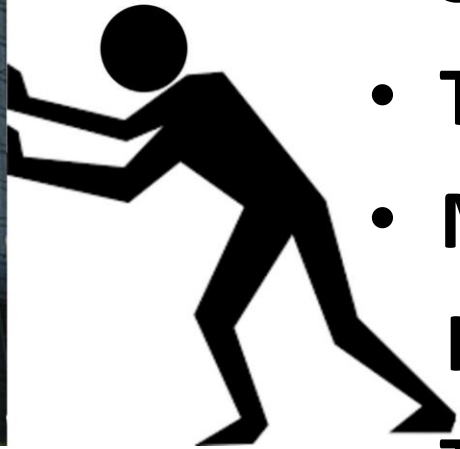
Phoenix employees 2013 = 14,500

Retirements over past 36 months = 3,378

Changing Face Of The City

- **Baby Boomers Out**
- **Need for New Relationship Building**
- **Need for New Buy-in**
- **Need for New Capacity Building**

Changing Face Of The City



- **Silo Busting**
- **Tinge of Pushback**
- **Meetings/Training/Directives/Lils
Invites/Internal Publications**
- **Table Tops**

Cybersecurity Efforts



Emergency Management



External Keys:

- **Community Response Vs City Response**
- **Build Trust**
- **Transparency**
- **Engage Across Platforms**

Community Engagement

- **Volunteers – 3000**
- **12 Police Advisory Boards**
- **15 Budget Hearings in Neighborhoods**
- **Bilingual Workshops**
- **District Breakfasts**
- **Coffee w/a Cop**
- **Monsoon Media Day**
- **PHXTV**
- **Tweets & Webpage**

Coffee with a Cop



Webpage and Tweets

The screenshot shows the City of Phoenix website header with the logo and 'City of Phoenix' text. A search bar is present. Below the search bar are navigation buttons: 'Report It', 'Map It', 'Pay It', 'Request City Service', and 'Find Public Records'. A prominent banner for 'MONSOON 2016' is circled in red. Below the banner is a 'SECTION 8 WAIT LIST NOW OPEN APPLY HERE' sign. Further down, there are links for 'Doing Business in Phoenix' and 'Visiting Phoenix', and a table of services including 'Police', 'Fire', 'Jobs & Volunteering', and 'Parks'. A 'More for Residents >' link is also visible.

The tweet is from the City of Phoenix, AZ (@CityofPhoenixAZ). The text reads: 'UPDATE: Raining heavily in the 20th St. and Highland area. A list of contacts for storm related issues #PHXstorm'. Below the text is a graphic with the text 'MONSOON 2016 #PHXStorm' and 'HOTLINES'. A 'KEEP THIS!' badge is also present. The hotlines listed are: Life-threatening emergencies: 911; Non-emergency police assistance: 602-262-6151; Report street issues: 602-262-6441; Report traffic signal outages: 602-262-6021; Request storm debris pickup: 602-262-7251; Report power outage: APS 855-688-2437 or SRP 602-236-8811; American Red Cross: 800-842-7349. The tweet has 36 retweets and 18 likes, and was posted at 5:52 PM on August 2, 2016.



USDN Collaboration



Monsoon Media Day



Reinvent Phoenix



Community Recovery Efforts



PlanPHX Bilingual Outreach



PlanPHX



Community Relations Bureau

Notification/Response Sheet

TYPE OF EVENT:		
DATE & TIME OF EVENT:		
LOCATION OF EVENT:		
PURPOSE:		
EXPECTED CROWD SIZE:		
ORGANIZATION/S INVOLVED:		
ANTICIPATED DIGNITARIES:		
RESPONSIBLE PARTY:		
EVENT TO BE HANDLED BY:		
P.D. CONTACT PERSON/S & TELEPHONE NUMBER:		
INFORMATION FORWARDED TO:		
<p>Chief J. Yahner, Executive Assistant Chief D. Harvey, Assistant Chief M. Kurtenbach, Assistant Chief M. Roberts, Assistant Chief S. Renteria, Assistant Chief H. Markley, Director M. Franklin, Commander M. Giordano, Commander J. Burgett, Precinct Commanders, Duty Commanders, Lieutenant D Orender, Lieutenant Bryan Chapman, Lieutenant Jay Johnson, DOU Lieutenant's, Sergeant Minnie Hernandez, Sergeant Kerri Miaso, Radio Supervisor, Media Relations, Homeland Defense Bureau.</p>		
Action Required:	For Information Only: <input checked="" type="checkbox"/>	Person/s Contacted:
Date/Time Received:	Date/Time Forwarded:	Forwarded To:
Reviewed and Approved by: Sergeant Minnie Hernandez Supervisor ONLY		

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respform.doc\respform9
August 12, 2016

Unexpected or Expected

Ready at ALL times

The Cleanup



Questions/Comments?





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