



ADMINISTRATION • 1140 Terex Road • Hudson, Ohio 44236 • (330) 655-1522

MEMORANDUM

To: City Council Members and Mayor Anzevino

From: Kathleen Sullivan, Communications Manager, Jena Stasik, Community Relations Manager

CC: Thomas Sheridan, City Manager, Brian Griffith, Assistant City Manager, Jeffrey Knoblauch, Assistant City Manager

Date: July 20, 2026

Subject: Communications Discussion

Staff will provide an update on recent activities related to emergency communications and the protocols and tools used to communicate during incidents; coordination of community and special event communications; and planning for future City events and initiatives.

During emergencies, the City's Emergency Operations Plan (EOP) provides the framework for incident response, while the Crisis Communication Plan establishes protocols for communicating with residents, the media and other stakeholders. The plan defines communication responsibilities and outlines the tools available, including CodeRED, the City's website, social media and media outreach to ensure timely, accurate and consistent public information.

Many communication initiatives require close collaboration between the Communications Manager and Community Relations Manager. Together, these functions support public engagement, event planning, partnerships with community organizations and coordination across City departments to deliver consistent experience for residents and visitors.

The sections outlined below summarize recent emergency communication activities, community relations and special event initiatives, and upcoming events that will continue to support our community.

Emergency Communications

The City's crisis communication plan is designed to provide residents with timely, accurate and coordinated information during emergencies using tools such as CodeRED, the City's website, social media, media relations and internal department coordination.

CodeRED: CodeRED is the City's primary mass notification system for emergencies requiring immediate public action. The Incident Commander and Communications Manager/Public Information Officer (PIO) jointly determine when an alert is needed, identify the affected audience and develop verified, action-oriented messaging. The protocol emphasizes accuracy,

clear protective actions and notifications targeted to impacted areas.

Social Media: The City's official social media accounts provide a single, verified source for emergency information. During incidents, updates should communicate confirmed facts, avoid speculation, provide timely updates and quickly address misinformation.

Inter-Agency Communications: Police, Fire/EMS, Administration and Communications work together throughout emergencies using shared communication systems and established notification protocols. Early involvement of the Communications Office allows staff to prepare accurate public messaging and coordinate information with responding agencies.

Communications & Community Relations

Emergency communications have been at the forefront of discussion following the summer fireworks celebration and several incidents within the community. In response, staff have collaborated on strategies to further strengthen on-site coordination for special events. These efforts include equipping select non-public safety staff with 800 MHz radios, expanding the use of deployable drones, and increasing the availability of portable message boards to enhance communication and situational awareness.

Additionally, City staff have begun preliminary discussions to explore relocating the annual fireworks display to a safer, more controlled venue that offers improved sheltering options and better access to vehicles for attendees. As noted in a previous discussion item, the Community Relations Manager continues to work closely with Hudson Fire to enhance special event planning and public safety for the more than 150 permitted temporary special events held throughout the year.