

CAPIO Annual Conference: April 14, 2015
IV Shooting – Role of Non-Law Enforcement/Issues for Consideration

1. Leadership

- Someone needs to step up to provide leadership about how we all will get through this – vocalizing comments about community resiliency, strength, never forgetting, etc. is vital to help the IV community and the greater Santa Barbara region move forward. Typically the elected who represents the area or the chair.
- Grief counseling for a wide range of audiences is important; it appears this is well underway. Need to communicate it broadly.
- Keep any eye on the emotional needs of all managers/employees working the incident: note that for the county management you won't really be in a "business as usual" mode again – this will change senior staff's responsibilities for some time to come. Marathon v. sprint.

2. Oversight working group

- A working group that represents a variety of impacted agencies is vital in order for everyone to be on the same page with messages, what is being communicated, responsibilities, etc. Could be twice p/day or daily for at least 10 days to two weeks, then less and less.
- County, SO, key elected leader, UCSB, IV, donation leadership, etc.

3. Communications/Media

- Need to get the media into a set area
- Set up hotline
- Strategy: over communicate until all have moved on; ensure needs of local media are top priority (they'll still be here once national moves on)
- Set regular schedule for providing information
- Use as many different communications tools as possible to distribute consistent information being released by all; cross populate each other's information
- Ramp up web/social media

4. Sheriff's Office

- Ongoing release of information
- Get all 911 tapes released
- Who releases when injured are release from hospital? Pull media to one spot
- Transition communications from law enforcement to county government

5. Various audiences: think of the needs of each to know what is taking place, how to assist

- County employees – need to know all that's transpiring by agency
- Supervisors – need to know all that's taking place and they need a role
 - o Consider asking each to communicate directly with the entities/etc. in their district – be creative, such as to service orgs, churches, etc.
- Area cities
- UCSB
- IV businesses; area businesses
- Media

6. Vigils

- Who “sponsors”; who speaks; physical support needs such as lighting, sound, podium; Emcee?

7. First Board of Supervisors meeting after incident

- Opportunity to mourn, to thank first responders, to honor the victims
- Recount exactly what transpired; document for community everything that transpired
 - how entire county responded
- Opportunity for leadership

8. Local liaison for families of victims

- Provide each family a single local contact to ensure they have source of information, receive official information before the media, help meet local needs such as belongings/housing/etc.
- Ideally a single person to coordinate w/each

9. Memorials for victims

- Unlikely to have any local funerals
- Local leadership/delegation to attend each funeral?
- Local commemoration at time of each funeral?

10. How to handle the flowers/candles/etc. left at scene

- Highly sensitive; need a plan
- Involve IV businesses

11. Reopening of IV businesses

- Need county liaison to coordinate with all local businesses.
- Incident sites need to reopen; sensitively.

12. Donations/fundraising/offers

- Everyone will want to hold a fundraiser: work hard to have everyone donate directly to “official” fund (there will be scams)
- Excellent that SB Foundation is taking the lead!
- Need to examine criteria for how funds will be distributed: killed v. injured; shooter’s family; who decides; by when will all funds be distributed. Try to wrap up fairly quickly.
- Dozens or perhaps hundreds of offers will be made to host events in support of the victims; need a system to track/respond.

13. Permanent memorial

- Put decision off for time being but state it will be considered at the appropriate time and in consultation with all involved, including the community
- Anniversary coverage; memorials