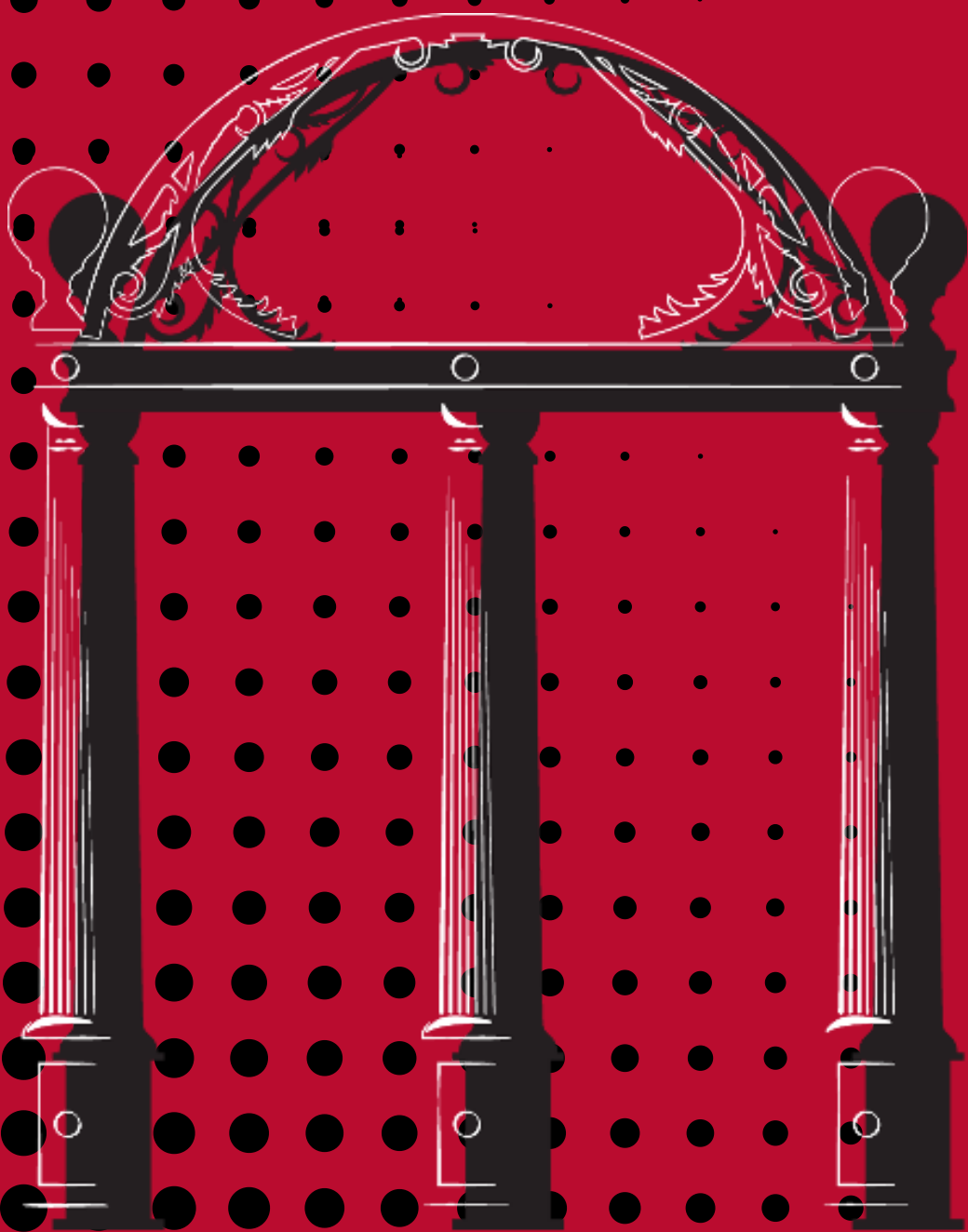


TOP DAWGS

Crisis Communication Management Plan



UNIVERSITY OF
GEORGIA

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UNIVERSITY OF
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UGA SAFE

Our Team



Megan Brown



Makenzie Fox



Maya Koluder-
Ramirez



Anna Lee Mancil



Cammie
Phansavanh



Ansley Robinson



Amelia Sexton



Aubrey Skinner

UGA Public Safety Team



Dan Silk
*Associate VP for Public
Safety*



Jeff Clark
Chief of Police



Adam Fouche
*Interim Associate Vice
President for
Environmental Safety,
Risk, and Resiliency*



**Angelia Nañez
Burruss**
*Clery Act Compliance
Officer*



Greg Trevor
*Public Safety
Communications and
Outreach Coordinator*

About UGA Public Safety

- Biggest Threats
 - Overdoses
 - Traffic accidents
 - Suicides
- Mission and Goal
 - Goal: Our goal is to facilitate the safety of our community and protect the rights of all, as we support the University's mission of teaching, research, and service.
 - Mission: Our mission is to promote safety in all of its forms, especially by preventing harm, and meeting the rights and needs of victims.
- What are they responsible for
 - UGA Police Department
 - Office of Emergency Preparedness
 - Environmental Safety Division
 - Partnered with
 - Athens–Clarke County Police Department'
 - Clarke County Sheriff's office
 - Athens–Clarke County fire and emergency services

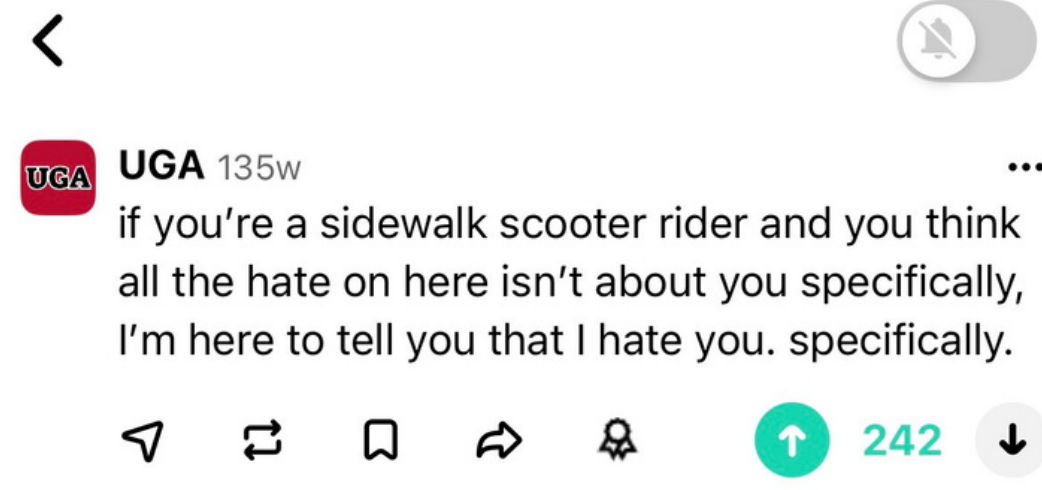
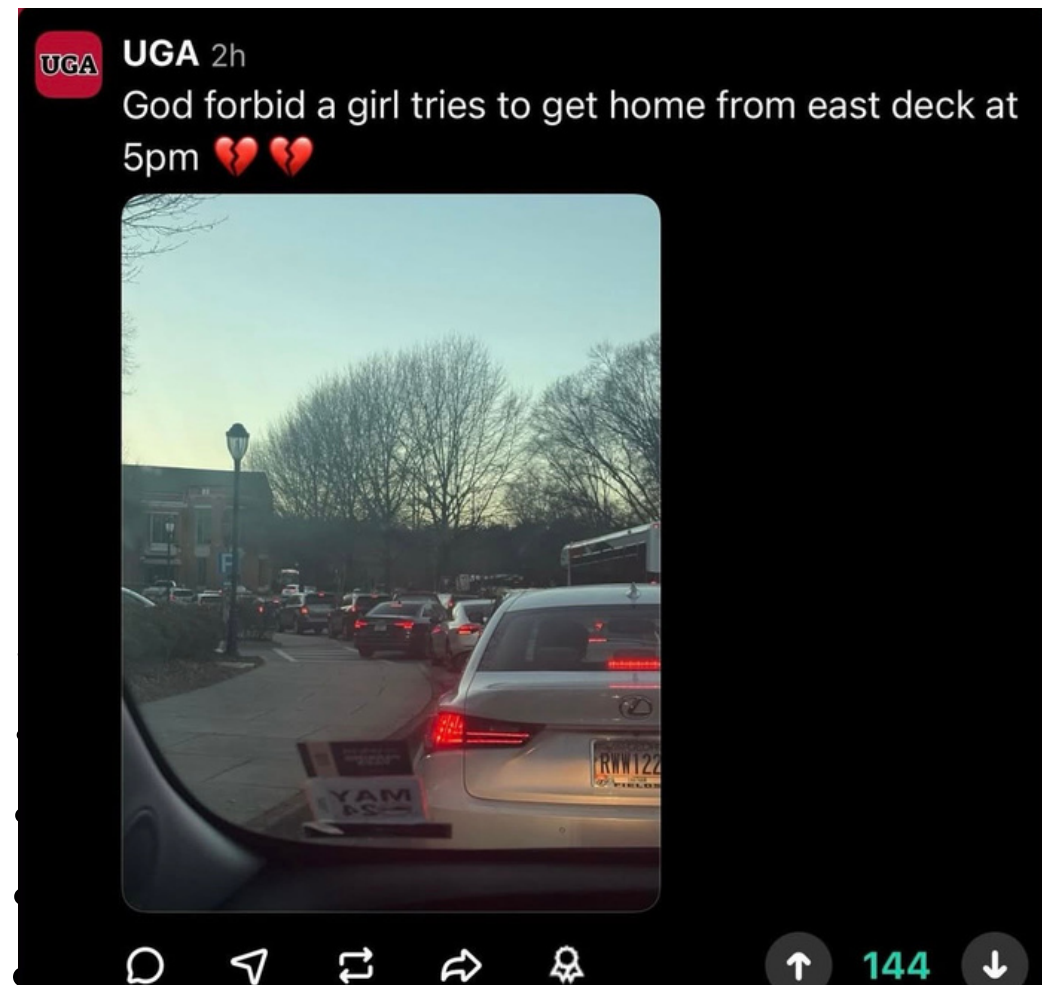
Why Traffic?

- Directly affects the largest number of students daily
- Largest opportunity to improve feelings of safety around campus by getting students involved



Why We Chose Scooter Safety:

YikYak Posts



UGA Yik Yak

Research and Background Information

- In 2022 alone, [more than 230,506 people](#) in the United States visited an emergency room due to a scooter, skateboard, or hoverboard accident.
- [Research](#) shows that between 2017 and 2022, approximately three million people riding e-bikes, e-scooters, or bicycles sought emergency room care for an injury. In that same time period, e-scooter injuries [rose roughly 45%, every year](#).
- [Several factors contribute to the rising number of scooter crashes around UGA:](#)
 - **Heavy traffic** near campus during class changes
 - **Dense pedestrian zones** around downtown, Clayton Street, and College Square
 - **Roadway conditions** — potholes, uneven pavement, and construction zones
 - **Late-night usage**, especially on weekends
 - **Drivers not expecting scooters** in bike lanes or crosswalk areas



Strategy

THE “WATCH FOR DAWGS” INITIATIVE: A MULTI-TIERED APPROACH TO ENHANCE CAMPUS TRANSPORTATION SAFETY

- Safety and Transportation Literacy
- Systematic Accountability
- Ease of Communication

Stakeholder Messaging

- **Students**

- Clear, immediate information about what happened
- Assurance of personal safety on campus
- Fair and reasonable rules
- Guidance on how to avoid similar incidents
- “UGA responded immediately and is actively managing the situation.”
- “We are committed to preventing future incidents through stronger safety measures.”
- “We are increasing education, enforcement, and communication around campus safety.”

- **Parents and Families**

- Reassurance their student is safe
- Confidence the university is in control
- Transparency without panic
- We are working to maintain a safe and uninterrupted learning environment.”
- “Here’s how you can reinforce safety expectations with students.”
- “Please direct students to official resources like the UGA Safe App.”

- **Faculty and Staff**

- Minimal disruption to campus operations
- Clear protocols to guide students
- Confidence in institutional leadership
- “Here’s how you can reinforce safety expectations with students.”
- “Please direct students to official resources like the UGA Safe App.”
- “Your role in modeling and reinforcing safety is critical.”

- **UGA Public Safety Internal Team**

- Clear coordination and unified messaging
- Public trust and credibility
- Effective incident response and prevention
- “We responded quickly, professionally, and in coordination with partner agencies.”
- “We are actively reviewing this incident to strengthen prevention strategies.”
- “Our mission is to protect safety while upholding the rights of all individuals.”
- “We will communicate transparently and consistently across all channels.”

- **Local Law Enforcement**

- Coordination and clarity of roles
- Public cooperation
- “We are working in close partnership to ensure a coordinated response.”
- “Joint efforts allow for faster emergency response and better outcomes.”
- “We appreciate the continued collaboration to keep the Athens community safe.”

Proactive Recommendations

- 1** Require registration for all scooters on the University of Georgia campus
 - Through UGA Transportation
 - Pay a \$25 fee per semester for a “UGA Permit” for scooters, bicycles, etc.
 - Must have permit visible at all times
 - Registration number linked to student account for easier identification
- 2** Require online learning modules for scooter, bicycle, and pedestrian safety prior to orientation
 - Must be completed to register for classes
- 3** Install “Dismount Zone” signs throughout campus, emphasizing crosswalks and heavy foot traffic areas
 - Side of crosswalks or sidewalks with heavy foot traffic
 - Warning bumps directly in front of crosswalks or other dismount zones
- 4** Implement registration violation penalties and safety concern warnings

Proactive Recommendations

Dismount Zones
Example Sign



Proactive Recommendations

■ Registration and Permit Penalties

- 1st Offense: \$50 fine; Temporary "Registration Hold" placed on student account until the scooter is officially registered and the \$25 permit fee is paid.
- 2nd Offense: \$100 Fine and impoundment; scooter is impounded by UGA Transportation. A \$35 recovery fee is added. The student must meet with UGA official to verify registration before the device is released.
- 3rd Offense: Permanent revocation of the scooter permit for the remainder of the academic year

• Safety Concern Reports

- If a vehicle's (scooter, bicycle, etc.,) registration number has been specifically reported as a concern for a student, an automated email/text notification via the UGA App will be sent. UGA Police has the authority to pull over scooters for violating laws and consequences are up to their jurisdiction.

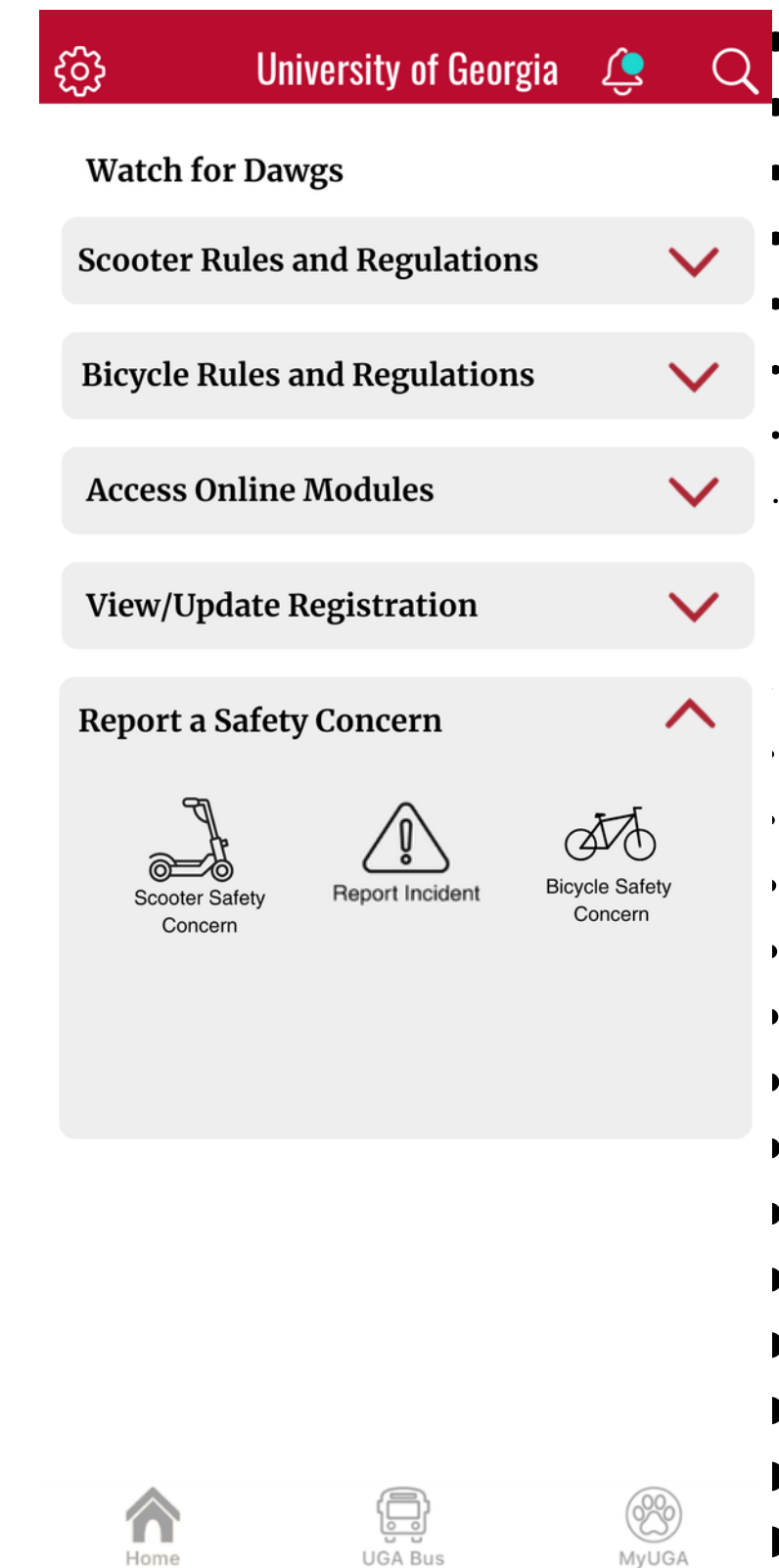
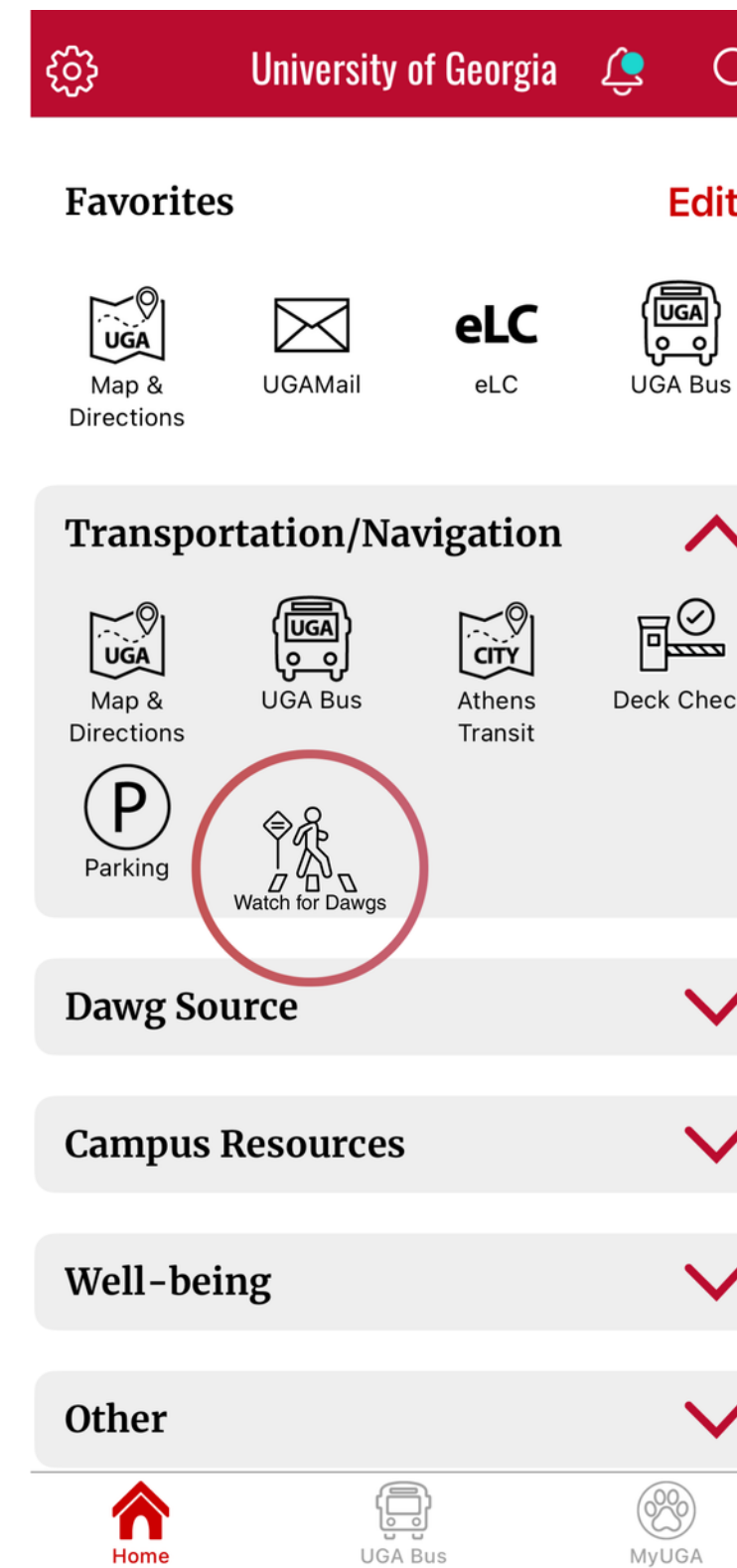


UGA Safety Concern Warning

Safety concern reported for your vehicle [Reg Number]. View details in the app or your student email. Drive safely.

Proactive Recommendations

- 5 Improve communications regarding scooter, bicycle, and pedestrian safety
- Implement “Watch for Dawgs” communications hub on the University of Georgia app
 - Safety rules and regulations for operating scooters or bicycles on campus
 - Report safety concerns feature
 - Link to access online modules
 - Link to access or update vehicle registration



Example Crisis

 The Red & Black

UGA student on scooter struck by car

At approximately 4:52 p.m. on Jan. 8, a Chevrolet Tahoe struck a 19 year-old University of Georgia student on their electric scooter at the...



The Red and Black

 11Alive.com

Student taken to hospital after being hit by UGA bus, university says

A pedestrian -- a UGA student -- was hit by a UGA transit bus on campus, a university spokesperson said.

Apr 16, 2025



 The Red & Black

ACCPD investigates 2 pedestrian deaths in 5th fatal car crash of 2025

The accident happened at approximately 8:32 pm and involved two pedestrians who were struck. One pedestrian was pronounced dead at the scene.

May 2, 2025



The Red and Black

11Alive

Escalation Protocols

Risk Level	Escalation Triggers
Low - Medium	• Injury requiring medical attention • More than one person involved • Repeated similar incidents occurring in a short time • Growing concern on social media
Medium - High	• Serious injury or death • Incident gains significant media attention • If there is a reputational risk for UGA (e.g., perceptions that the university failed to act swiftly or may be at fault for the incident). • Misinformation

Real-Time Response

- **Low Risk:**
 - “The University of Georgia is aware of an on-campus incident in which a student was struck by a scooter operated by another student. UGA Police and emergency personnel responded immediately, and the injured student is receiving medical care. The safety of our campus community is our top priority. University officials are reviewing the incident and will take appropriate action as needed.”

Real-Time Response

- **Medium Risk:**
 - “The University of Georgia is aware of an on-campus incident in which a student was struck by a scooter operated by another student. UGA Police and emergency personnel responded immediately, and the injured student is receiving medical care. The safety of our campus community is our top priority. **University officials are actively reviewing the circumstances surrounding this incident and are working to gather all relevant facts. Appropriate action will be taken based on the outcome of that review. We are also reminding students and visitors to use scooters and other personal transportation devices responsibly and in accordance with campus safety expectations.”**

Real-Time Response

- High Risk:
 - “The University of Georgia is aware of a **serious on-campus** incident in which a student was struck by a scooter operated by another student. UGA Police and emergency personnel responded immediately, and the injured student is receiving medical care. The safety of our campus community is our top priority. University officials are actively reviewing the circumstances surrounding this incident and are working to gather all relevant facts. Appropriate action will be taken based on the outcome of that review. **We understand incidents like this can cause concern.** We are also reminding students and visitors to use scooters and other personal transportation devices responsibly and in accordance with campus safety expectations.

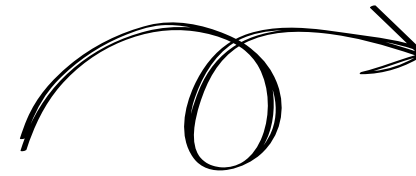
Escalation Protocols

Risk Level	Protocols	Purpose	Who Handles the Protocols?
Low	• UGA Police respond and document the incident • Internal notification to the UGA Safety team • Issue a low-risk holding statement • Monitor situation	Maintain awareness without heightening the situation.	• UGA Police Department • Public Safety Communications Team
Medium	• UGA Police respond and document the incident • Activate UGA Public Safety Internal Team • Send campus-wide message through the “Watch for Dawgs” communications hub • Begin active media monitoring • Reinforce safety messaging	Control the narrative and reduce misinformation.	• UGA Police Department • Public Safety Communications Team • Student Affairs • UGA “Watch for Dawgs” communications hub team
High	• Activate the full crisis response team • Immediate coordination with: ◦ Athens-Clarke County Police Department ◦ Clarke County Sheriff’s office ◦ Athens-Clarke County fire and emergency services • Issue immediate emergency alert through the “Watch for Dawgs” communications hub and campus-wide email • Appoint official spokesperson • Hold press briefing if necessary • Launch incident review and transparency report	Maintain public trust, demonstrate leadership, and care for the safety of the students and staff.	• UGA Police Department • Public Safety Communications Team • Student Affairs • UGA “Watch for Dawgs” communications hub team • Chief of Police (Jeff Clark) • UGA President (Jere Morehead) • Local emergency partners

Escalation Protocols

Reputational Threat Warning Signs

- A delayed response
- Lack of transparency
- Viral misinformation
- Conflicting statements



How to Protect Reputation

- Deliver one unified message across all platforms
- Acknowledges concern clearly
- Demonstrate decisive action

Spokesperson Guidance



Low/Medium:
Greg Trevor and Dan Silk



Medium/High:
Rod Guajardo



Highest:
Jere W. Morehead

Spokesperson Guidance



Low/Medium:
Greg Trevor and Dan
Silk

As Public Safety Communications and Outreach Coordinator, Greg Trevor plays a key role in crisis communication at the University of Georgia, particularly during safety-related incidents. With over 35 years of experience, he communicates on behalf of public safety, advises the campus community on crisis response, and leads preparedness training. His background in media relations allows him to deliver clear, actionable information and support coordination between UGA Police, emergency teams, and university leadership in high-pressure situations.

Spokesperson Guidance



Medium/High:
Rod Guajardo

As Assistant to the President and University Spokesperson, Rod Guajardo is uniquely positioned to lead communications during medium to high severity crises at the University of Georgia. In his role, he serves as the institution's primary media contact for official statements and responses, making him the designated voice for external communication. His position within the President's Office gives him direct access to Jere W. Morehead and senior leadership, allowing him to quickly align messaging with executive priorities while ensuring accuracy and consistency.

Spokesperson Guidance



Highest:
Jere W. Morehead

As President of the University of Georgia, Jere W. Morehead serves as a voice during high-severity crises. With decades of experience in academic and administrative roles, he provides institutional authority, reassurance, and strategic direction. In crises, his communication is best reserved for major updates, campus-wide messaging, and resolution phases to reinforce trust.

Spokesperson Guidance – Channels

- **Digital + Social**
 - Official university website: live updates hub
 - Social media:
 - Instagram: stories for quick updates
 - X (Twitter): real-time info
 - Facebook: longer updates for parents/community
- **On-Campus**
 - Digital signage screens (student center, dorms, dining halls)
 - Classroom alerts: faculty notified to pause/relay info
- **Media + Public**
 - Local news partnerships: Athens TV stations
 - Press briefings: for high severity
- **Direct Community Touchpoints**
 - Resident advisors (RAs): relaying info in dorms
 - Campus org leaders: Greek life, student gov, etc.

Metric Evaluation

1 Metrics to follow:

- **Number of violations per semester**
- **Number of complaints per semester**
- **Number of scooter registration per semester**

2 Measurement of Success:

- **Scooter usage decrease**
- **Percentage of accidents with scooters decreased**

Metric Evaluation

3

Post-Crisis Evaluation Form

- Reflections on the crisis
- What can be improved next time?



UNIVERSITY OF GEORGIA
OFFICE OF PUBLIC SAFETY

Date of Incident: _____Date of Evaluation: _____

Evaluator Name/Role: _____

Participant Name (Optional): _____

POST-CRISIS EVALUATION FORM

SECTION 1: INCIDENT OVERVIEW

1. Briefly describe the crisis or incident:

2. Location of incident: _____

3. Type of crisis (check all that apply):

☐ Safety / Emergency

☐ Health-related

☐ Behavioral / Conflict

☐ Environmental

☐ Other: _____

SECTION 2: RESPONSE EVALUATION

4. How prepared did you feel to handle the situation?

☐ Very prepared☐ Somewhat prepared

☐ Neutral☐ Neutral☐ Unprepared

5. Were proper procedures followed?

☐ Yes☐ Somewhat☐ No

6. What actions were taken and what went well?

7. What could have been improved or done differently?

Additional Comments:

Key Takeaways

- Scooter safety for both pedestrians and riders is an increasing concern on college campuses
- Adding in rules and regulations to be followed by riders would help to decrease the number of scooter incidents
- Dismount zones would add an extra level of comfort for pedestrians in congested areas on campus
- The main spokesperson depends on the severity of the incident

THANK YOU!



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