

...EXERCISE...EXERCISE...EXERCISE...

Scenario #2: Chemical Plant Fire and Hazardous Material Leak in Allegheny County

Situation:

A fire breaks out at the PPG industries Plant in Springdale Borough, releasing hazardous chemicals into the air and causing a leak into the nearby Allegheny River. The river supplies drinking water for surrounding communities, prompting immediate concerns over contamination. Emergency responders work to contain the fire, but the situation remains volatile. Representatives from PPG have been unresponsive to any requests from these agencies. The Springdale Borough Water Authority, Springdale Borough, and Allegheny County Emergency Services must provide clear, coordinated messaging to keep the public informed and safe.

Primary Messaging Concerns by Agency:

1. Springdale Borough Water Authority

- **Water Safety & Public Health**
- **Testing & Monitoring**
- **Alternative Water Supply**

2. Springdale Borough (Borough Government & Emergency Services)

- **Public Safety & Evacuations**
- **Traffic & Business Impact**
- **Community Reassurance & Engagement**

3. Allegheny County Emergency Services

- **Multi-Agency Coordination**
- **Public Alerting & Instructions**
- **Resource Mobilization**

Target:

By addressing their specific concerns while maintaining a unified response, the three entities can effectively communicate with the public, minimize confusion, and protect residents' health and safety.

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