

ESSEX

2021 CRISIS COMMUNICATIONS PLAN

PHASE 1: ON-SITE CRISIS INCIDENT OCCURS

Community Manager



Phone Call

Regional Portfolio Manager or Division Manager



*Phone Call and/or Group Text **(DO NOT EMAIL)***

Jessica Anderson, GVP, Operations (720) 270-3426

Doug Stuckey, VP of Marketing & Communications: (949) 500-2704

Kimberly Sanders, Director of Communications: (714) 349-1382

Division Manager



Group Zoom Meeting

Within one hour of incident report, Jessica, Doug, Kimberly, DM, RPM, CM, and other departments, as needed, to speak on group Zoom call to determine next steps, if needed. Kimberly to arrange Zoom call details for the group.

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PHASE 2: IMPLEMENT PLAN OF ACTION

Doug Stuckey & Kimberly Sanders



Discuss and produce resident communications pieces and/or employee communications pieces, as needed.



Resident communications approval:
Doug Stuckey, VP of Marketing & Communications
Kimberly Sanders, Director of Communications
Jessica Anderson, GVP, Operations
Anne Morrison, SVP and General Counsel

CM / RPM / DM / Jessica Anderson



Discuss and implement on-site and operational plan to ensure safety of residents and associates.

Jessica to involve operational executives, as needed.

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EXAMPLES OF AN ON-SITE CRISIS

The following incidents are considered a crisis and require this plan to be implemented:

- On-site shooting (regardless of whether the situation is isolated to an apartment or within the community)
- Shooting in the surrounding neighborhood
- Natural disaster such as earthquake, fire or flood
- Protests or community unrest in or around your community
- Robbery, theft or break-in that involves the leasing office or community assets
- Resident death (accident, natural causes, homicide, accident, suicide)
- Associate death
- Information or security breach

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A REMINDER ABOUT MEDIA PROTOCOL

All Essex employees should refrain from engaging in any type of communication with the media regarding on-site incidents.

If you or a member of your team is approached by a member of the media:

- CM, RPM and DM should be alerted immediately
- Remember that all lines of communication with the media are to be directed to our communications team by RPM and DM
- If you are approached directly by a member of the media and need to engage, please use the following as a guide in your response:
 - Kindly let them know that you are not authorized to answer any questions or comment on the incident or current investigation
 - Ask the requesting person and/or entity for their name and contact information
 - Let them know that a member of the Essex corporate communications team will be in touch if there is a need to discuss further

ALL MEDIA INQUIRIES REGARDING ON-SITE INCIDENTS SHOULD BE DIRECTED TO DOUG STUCKEY AND KIMBERLY SANDERS.

Corporate communications will manage and facilitate all updates to our investor relations and legal teams, as needed.

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