

# Crisis Communications Plan for Bob's at the Marina, Stockton, CA

Crisis Communications Plan for Bob's at the Marina

Stockton, CA

Date: October 2025

## Purpose of the Plan

Bob's at the Marina is a locally owned restaurant in Stockton, California and was founded by Bob Pierce. They serve casual American food to the community. The restaurant employs about 20 staff members and serves approximately 200 customers daily. This plan outlines procedures for communicating clearly and effectively during a crisis event that could affect staff, customers, property, or reputation.

The plan aims to protect lives, ensure safety, maintain customer trust, and return to normal operations quickly.

Key publics/stakeholders:

- Employees and their families
- Customers
- Local media
- Stockton Health Department
- Vendors and fundraisers
- Local police and fire departments

## Objectives of the Plan

- Provide clear and accurate information during a crisis
- Define roles and responsibilities of the crisis response team
- Maintain employee and public safety
- Protect the restaurant's reputation and trust in the community
- Communicate promptly with the media and the public
- Ensure business continuity and recovery after the event

## Command Center

Primary location: Office behind the kitchen at Bob's at the Marina, 1111 W Weber Ave, Stockton, CA 95203, Stockton, CA.

## **Crisis Team Membership and Responsibilities**

### *Core Team*

Business Owner or General Manager: Josh Abdon (209-639-3042)

- Makes financial and operational decisions
- Communicates with local authorities and the media  
Approves official statements

Assistant Manager: not listed

- Oversees staff coordination and ensures customer safety
- Leads cleanup or repair coordination
- Communicates with vendors

HR Manager: not listed

- Contacts employee families if anyone is injured
- Manages internal staff communication
- Works with insurance representatives

*Secondary Team*

1. Head Chef
2. Front of House (FOH)/ Lead server
3. Maintenance and Facilities
4. Financial/ Accounting Officer

Depending on the level of the crisis, outside sources may be needed to contact. Those may include:

- Stockton Police Department
- San Joaquin County Health Department
- Insurance providers

## Category of Threat (THIRA)

**Level 1:** (Minimal) An incident that affects a small part of the business or a single non-critical system and may or may not require outside agency involvement. A Level I event will rarely prevent the business from carrying out all or part of its mission for longer than a day. During the course of a year, the likelihood of such an event is moderate to high. A Level I event is usually sudden and unpredictable.

*Example:* Power Outage

- Description: Due to bad weather, a power outage takes place for around 30-60 minutes, temporarily shutting down kitchen equipment, lights, and payment systems. No injuries or property damage occur, but operations and customer experience are disrupted.
- Response: notify customers, close briefly, reopen when safe
- Agencies involved: local electricity unit company; PGE

**Level 2:** (Moderate) A serious incident that disrupts one or more departments or operations of business that would likely close all or part of the business and will likely require outside agency

involvement. Level 2 events are infrequent, however, a Level 2 event will have a substantial impact upon the operation of the business for one or more days. The event will have an impact on the business that will likely take longer than a day or two to resolve. Usually a Level 2 event, with the exception of a weather-related event, is not predictable.

*Example: employee injury*

- Description: During a busy dinner shift, an employee slips in the kitchen and suffers a moderate injury and breaks their arm. The incident causes temporary disruption, and other staff members become distressed. Paramedics are called, and the injured employee is transported to a nearby hospital.
- Response: call 911 and provide first aid while waiting for emergency responders, notify HR, reassign staff, and issue an internal communication to staff.
- Agencies Involved: Local emergency medical services (Stockton Fire Department EMS); Workers' compensation insurance provider

**Level 3: (Serious)** An incident that affects the entire business and service of business; will likely result in major human injury and/or death or extensive damage to the building. Will have major implications on the business's ability to carry out its mission and may require outside involvement and coordination of multiple agencies; are extremely infrequent; however, the impact of a Level III event may require days, if not weeks to resolve. Generally not predictable events.

*Example: Robbery*

- Description: On a busy Saturday midday, two masked individuals came into Bob's and were armed, screaming to everyone to get on the ground and give them their valuables.
- Response: Employees immediately contact 911 and report the robbery once it is safe to do so, The Store Manager secures the premises, ensuring no one re-enters until police arrive, the Business Owner cooperates fully with the Stockton Police Department, providing security footage, witness statements, and access to financial records. The PR Lead drafts a brief holding statement for media inquiries, emphasizing that all employees are safe and that the business is assisting authorities, and Bob's temporarily closes the restaurant for safety assessment and staff recovery.
- Agencies involved:
  - Stockton Police Department: primary investigation and evidence collection
  - Insurance Provider: property and loss claims
  - Security Company: review and upgrade alarm and surveillance systems.

## Case-Specific Scenario

Mock Crisis Scenario: Kitchen Fire

Situation Analysis:

On October 14, 2025, around 6:30 p.m., a small grease fire started in the kitchen at Bob's at the Marina. The fire spread quickly, filling the dining area with smoke. All 25 customers and 10 employees safely evacuated before firefighters arrived. Two employees were treated for minor

smoke inhalation. The restaurant sustained moderate kitchen damage and will remain closed for inspection and repairs.

Outside agencies involved: Stockton Fire Department, San Joaquin County Health Department, PG&E (utilities), and the restaurant's insurance provider.

## **1. First Hour Response Strategy**

Within the first hour:

- Ensure all staff and customers are safe and accounted for.
- The business owner and assistant manager contact emergency services and utilities.
- HR begins family notifications for affected employees.
- PR lead drafts initial holding statement.

## **First-Hour Holding Statement / Press Release**

FOR IMMEDIATE RELEASE

October 14, 2025  
Stockton, CA

At approximately 6:30 p.m. today, a small grease fire occurred in the kitchen of Bob's at the Marina, located at 1111 W Weber Ave, Stockton, CA 95203. All guests and employees were safely evacuated. Two staff members were treated at the scene for minor smoke inhalation.

The Stockton Fire Department responded quickly and contained the fire. The restaurant will remain closed temporarily while safety inspections and cleanup are completed.

Our top priority is the safety of our employees and guests. We are cooperating fully with local fire officials and health inspectors to determine the cause and ensure a safe reopening.

Further updates will be provided via our official website and social media pages.

Contact:

Josh Abdon, Owner  
Bob's at the Marina, Stockton CA  
(209) 957-3279

## **2. After Hour 1: Response Strategy**

### **1. Business Owner / General Manager**

Primary Role: Lead decision-making and external coordination.

First-Hour Actions:

1. General Manager/ Owner: Josh Abdon
  - Ensure all employees and customers have safely evacuated the building.
  - Call 911 to confirm emergency services are en route (if not already done).
  - Establish communication with the Stockton Fire Department on-site and provide access to floor plans or utility shut-offs.
  - Contact PG&E to disconnect gas and electricity to prevent further hazards.
  - Notify the restaurant's insurance company of the incident and begin documentation.

- Designate a safe temporary command center (e.g., across the parking lot).
- Write a press release form

## 2. Assistant Manager

Primary Role: Safety and on-site coordination.

First-Hour Actions:

- Account for all employees and customers using the shift list.
- Assist injured staff or customers and provide first aid until emergency responders arrive.
- Secure the perimeter and ensure no one re-enters the building.
- Help Fire Department personnel identify where the fire started.
- Shut off any small appliances or systems (if safe to do so).
- Coordinate with kitchen staff to secure supplies and protect undamaged stock if possible.

## 3. HR Manager

Primary Role: Employee welfare and family communications.

First-Hour Actions:

- Check on all employees' physical and emotional status.
- Notify family members of any injured staff (in coordination with medical responders).
- Provide employees with clear instructions on where to gather and who to report to.
- Contact the insurance provider regarding workers' compensation or medical needs.
- Prepare to arrange short-term counseling or time off for affected staff.

## 3. Day 2 and Beyond: Recovery Strategy

- Deep cleaning and safety repairs begin.
- Insurance claim filed and progress tracked.
- Reopening timeline communicated publicly.
- PR prepares thank-you statements for firefighters and customers.
- Management holds staff meeting on updated fire safety procedures and updates.

Crisis closure benchmark: Reopen safely, regain customer trust, and demonstrate transparency through clear updates.