



To: Bay Area UASI Approval Authority

From: Mikyung Kim-Molina, UASI Regional Project Manager

Francis Zamora, SF DEM External Affairs Director

Date: March 14, 2019

Re: Item 7: Mass Notification Seminar and Air Quality Messaging Project Update

Staff Recommendations:

No recommendation

Action or Discussion Items:

Discussion

Background:

The goal of the FY18 Mass Notification Seminar Project (\$50,000) is to organize and conduct a two-day seminar to improve the Bay Area's capabilities in developing and disseminating prompt, clear, specific, accurate, inclusive, and actionable emergency public information and warnings through mass notification systems. As part of this seminar, SF DEM will present the Regional Air Quality Messaging Project (\$20,000) which will provide strategies on disseminating air quality messaging to hard to reach populations which may include people with disabilities and access and functional needs, seniors, immigrant communities and people with limited English proficiency.

Discussion:

Regional Project Manager Mikyung Kim-Molina and SF DEM Public Information Officer, Francis Zamora will present the project overview, current status and next steps for the Mass Notification Seminar and Air Quality Messaging Project. The attached Appendix A is an accompanying PowerPoint presentation.