

# Bay Area UASI

## 2018 Mass Notification Seminar

### Close Out

*Approval Authority Meeting*

*Agenda Item 8*

*May 10, 2018*





# Project Overview

## Bay Area UASI Public Information & Warning Workgroup

Mass Notification Seminar  
March 14-15, 2018

### Objectives:

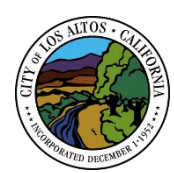
- Share mass notification experiences from recent disasters, including Bay Area emergencies.
- Gain a deeper understanding of Bay Area communications infrastructure and capabilities related to mass notification.
- Identify best practices for designing effective alert messages that reach broad audiences with diverse communications needs.



Bay Area Urban Areas Security Initiative (UASI)  
Public Information & Warning Workgroup  
**MASS NOTIFICATION SEMINAR**

Date: Wednesday & Thursday, March 14-15, 2018  
Location: Orchard City Banquet Hall, Campbell, CA 95008







# Participation:

- **100 Participants** representing every Bay Area UASI Operational Area and Core City
  - Alert & Warning Specialists, Public Information Officers, Emergency Managers
- **State Partners:** CalOES
- **Federal Partners:** DHS, FEMA, FCC, National Weather Service
- **Across California:** Los Angeles County, Sacramento County
- **Across the County:** New York City



# Templates and Tools

Mass Notification Alerting Matrix								
Alert Mechanism	Description	Ability to Narrowly Target Recipients	Triggered By	Opt In / Out / NIA?	Additional Strengths	Additional Limitations	Typical Usages	Thresholds
EAS	Interrupts broadcast TV & radio, cable, satellite transmissions with emergency messages	Very broad - entire media market	QAs using Mass Notification software	N/A	Often functions when other alerting systems are	Only received by those watching/listening to	Major immediate threats to a very large area/media	Imminent threat to a large portion of the media
					Can reach large audiences (broad)	Limited by programming of LP	Regional disaster monthly test	Multiple jurisdictions
					Closed Captioning and verbal, visual elements	Stations do not have to run them (voluntary)	Community outreach notifications	Wide area; not targetable
					Legacy system	Legacy system	Use as another opt-in alert for emergency alerts	Community (anything)
					Good for reaching older populations	Less likely to reach younger people	Catastrophic events (e.g. tsunamis, tornadoes)	Advisory (need to take action)
					Opt-in not required	Message not stored locally		Alert (need action because of imminent risk)
					Multiple language capabilities	Time of day limits		
					Reaches people based on location	2-minute limit (message disappears quickly)		
					Recognizable tone/authority	Opt-out capability not known		
					Increasing media and public awareness	Relies on cell coverage exclusively		
					Doesn't get caught in cell phone traffic	Only local notification/limited Geo-targeting		
					Makes a unique noise	Limited language capabilities		
	No metrics about reach							
	Language/character/image limitations							
	Inconsistent - especially in rural areas with few towers							
WEA	Short emergency messages broadcast from cell towers to smart phones within tower coverage range	Broad - though ability to more narrowly target is coming 11/13	QAs using Mass Notification software (could be state or city)	Opt Out	Reaches all people (+/-) within coverage of targeted cell towers (captures transient populations)	Limited to 90 characters (will be 360 by May 2019)	Major immediate threats affected a large area - typically major portion/entire county (i.e. large wildfire, major flooding, tsunami, tornado)	Imminent threat to a large portion or entire county or counties or very serious threat to smaller area
					Sometimes doesn't rely on power	Public may opt-out if overused (i.e. non-critical alerts, frequent Amber Alerts)	Amber Alerts	
					Unlimited content	Super slow	Weather warning	
					Unaffected by n/w congestion	Must update data in database	Short notice evacuations	
					Confirmation of delivery	Recipient has to be at home	Some SIPs	
					Recognizable/unique noise	Opt-out		
					Location-based	Cell phone required		
					Opt-in not required	Notification disappears quickly		
					Increasing public awareness	No reporting/metrics		
						Limited language capabilities		



EAS

WEA

Reverse 9-1-1

Nixle

Social Media

Sirens &  
Horns



# Templates and Tools

	<b>Contra Costa County Community Warning System</b>	<b>City and County of San Francisco Emergency Alert and Warning System</b>
<b>Staffing</b>	1 manager, 2 Emergency Planning Coordinators	3 managers, 11 Emergency Services Coordinators (3 Day Watch)
Dedicated to emergency notification? (primary function?)	Yes	3 Dedicated Monday through Friday 0700-1600
Time spent on alert and warning - planning, etc.	Full time	8 ESCs take rotating week long shifts. 3 ESCs dedicated full time to development of the program.
<b>Alert Originators</b>		
Who activates?	CWS Staff or Duty Officer	Watch Center or on call Duty Officer
Number of trained alert originators	6 - 3 CWS staff, 3 additional personnel who serve in the on-call rotation	3 Managers, 11 Emergency Services Coordinators
<b>On-call rotation</b>		
How many/who is included	(sworn) 1 week (0800 Monday - 0800 Monday)	3 Managers, 11 Emergency Services Coordinators (3 Day Watch)
Length of on call duty - including business hours?	Technically duty officer is responsible for the entire week, but generally, staff in the office during requests will activate	1 Week Rotations Approximately 1200 Tuesday - 1200 Tuesday Day Watch assumes Alert and Warning Responsibility at 0700 - 1600 Monday through Friday (excluding Holidays)
Activator redundancy (back up for primary on-call personnel or alert activator)	No formal backup - dispatch has all on-call staff information and if primary is unreachable, they will contact CWS manager and then additional staff until they reach someone	Managers on Call are primary support for Watch Center and Duty Officers.
<b>Training</b>		
Frequency	Monthly for Duty Officers Monthly - debrief activations and requests; send test alert or alert in test system Biannually - monthly plus social science review, roles and responsibilities, etc.	Initial Academy Style Training occurs during on-boarding. Biannual Classroom (2x year) Refreshers Monthly Training Weekly Case Review Training Bulletins/Operational Updates issued as needed
Topics/what is covered		Biannual Training covers in brief academy program Monthly training cover one academy session
<b>Authority</b>		
Approval needed for alert to be sent?	CWS staff and Duty Officers have the authority to send alerts without any additional approval - all alerts sent on behalf of the requesting agency - all message content and affected area info based on request from incident	Day Watch and Duty Officers have authority to send any alert based upon situation and requests from Incident Commanders. If any question arises, MOC will determine level of alert and warning.
If yes, who needs to approve the activation/message	Additional approval not required	IPAWS initiation must receive authority from DEM Director, Fire Chief, or Police Chief
<b>Activation Request Procedure</b>	Incident Commander (or designee) requests CWS activation through dispatch; if non-Sheriff's Office, that dispatch contacts Sheriff's Office dispatch with request information; Sheriff's Office dispatch contacts Duty Officer or CWS staff; Duty officer or CWS staff contact Incident Commander directly to get any additional information needed and confirm message and affected area; Emergency notification sent	Incident Commander initiates life safety actions (shelter in place, evacuation) Dispatch notifies Day Watch or on Call Duty Officer PD or FD Liaisons clarify any information if necessary. Alert sent
<b>Benefits of our activation structure</b>	Dedicated staff beneficial for becoming subject matter experts in public alert and warning Understanding of the system and ability/expectation to follow up on alerts after being sent	Dedicated staff capable of sending emergency alerts.
<b>Challenges of our activation structure</b>	Timing - while we are on call 24/7, we are not sitting a computer waiting for a call 24/7. Any delay in activating the system is risky. Jurisdictions that use dispatch centers or other 24/7 staff to activate may be able to get alerts out faster	Obtaining clear and accurate descriptions of the incident perimeter, life safety actions to be taken, and timing to update or close out emergency alerts. Maintaining training standard and proficiency among all staff beyond Day Watch personnel.



# Templates & Tools

California Highway Patrol, Benicia  
Fire Department, Benicia Police

SANTA CLARA <sup>COUNTY</sup> FIRE DEPT REQUESTING A  
SHELTER-IN-PLACE WITHIN A 1/2 MILE OF  
WINCHESTER <sup>BLVD</sup> AND HAMILTON AVE. DUE TO A  
HAZZARDOUS MATERIALS INCIDENT. STAY INDOORS,  
~~AND~~ CLOSE YOUR WINDOWS, TURN OFF A/C, AND  
BRING YOUR PETS INDOORS. MORE INFORMATION  
TO FOLLOW.

" Residents south of the area  
should stay indoors ~~and~~ and  
turn off air conditioners.





# Seminar Summary Report

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Bay Area Urban Areas Security Initiative (UASI)  
Public Information & Warning Workgroup  
**MASS NOTIFICATION SEMINAR  
SUMMARY REPORT**

Date of Conduct: March 14-15, 2018  
Date of Report: April 30, 2018



## Key Topic Areas:

- Mass notification communications infrastructure
- Organizational processes and structures
- Techniques for designing effective emergency alert messages
- Reaching the whole community
- Regional coordination for emergency messaging



# Recommendations & Next Steps

- Public Information & Warning Workgroup should continue quarterly meetings to improve regional coordination
- The Region should consider a region-wide test of Wireless Emergency Alert (WEA) and Emergency Alert System (EAS)
- Jurisdictions should monitor pending alert and warning legislation and send recommendations as needed
- Mass Notification System operators and Public Information Officers should continue to leverage the Bay Area Joint Information System (JIS) to share messaging templates, resources, and other mass notification materials
- The Region should consider hosting another Mass Notification Seminar in 2019



# Thank You



## Mass Notification Seminar Planning Team:

Woody Baker-Cohn, Marin County  
Paul Hess, Alameda County  
Kristin Hogan, City and County of San Francisco

Pat Moore, Monterey County  
Chris Reilly, Marin County  
Heather Tiernan, Contra Costa County

## Our Sponsors:



## Our Host:

