



To: Bay Area UASI Approval Authority
From: Mikyung Kim-Molina, UASI Regional Project Manager
Date: July 11, 2019
Re: Item 08: Mass Notification Seminar Close Out

Staff Recommendations:

No recommendation

Action or Discussion Items:

Discussion

Background:

The Mass Notification Seminar was held on May 2nd and 3rd at the UCSF Mission Bay Conference Center. The purpose of the seminar was to examine resources and challenges and to share lessons learned and best practices to enhance mass notification capabilities before, during, and after an emergency incident.

Seminar Objectives Included:

1. Share mass notification lessons learned from disasters in the Bay Area region, State of California, and across the country.
2. Provide participants with a deeper understanding of communications infrastructure and capabilities related to mass notification.
3. Learn about and inform the development and implementation of policies and regulations related to mass notification.
4. Identify best practices for designing and sending effective alert messages that reach broad audiences with diverse communication needs.

Discussion:

UASI Regional Project Manager Mikyung Kim-Molina will provide a seminar recap and close out of the Mass Notification Seminar. The attached Appendix A is an accompanying PowerPoint presentation.