

Bay Area UASI

Bay Alert

Project Update

Approval Authority Meeting

September 10, 2020



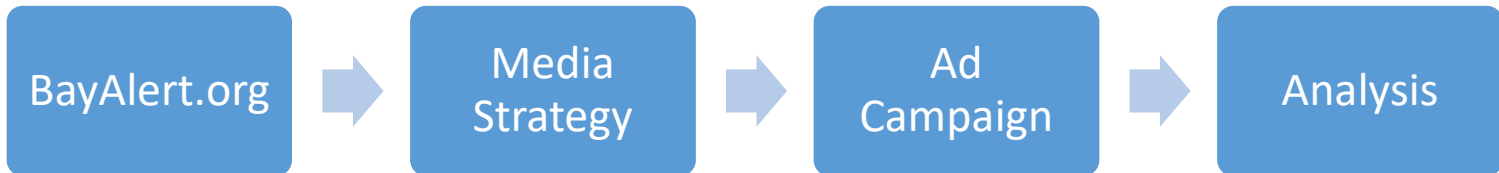


Project Overview

Goal:

To develop and execute regional public media campaigns encouraging the public to register to receive local emergency alerts

Phase 1: August – December 2020



Phase 2: 2021





Project Highlights

- Participants: 14 UASI Jurisdictions
- Regional Ad Campaign for 6 weeks
 - “Sign up at BayAlert.org”
 - Social media
 - Digital audio
 - Targeted zip codes
- Website Analytics
- Lessons Learned →
 - 2021 local ad campaigns

The screenshot shows the BayAlert.org website. At the top left is the BayAlert.org logo with the tagline "Stay alert. Stay informed." To the right, it says "A collaborative public safety alerting initiative from the Bay Area UASI." and has navigation links for "About", "FAQ", and "Resources". Below the header is a large image of a person looking at a smartphone. Underneath the image is the text: "Emergency preparedness starts at home, but should not stop there. Get emergency alerts where you live, work, go to school, or where loved ones are in the Bay Area. Click on any Bay Area county or city below to receive emergency alerts issued for these areas. You can sign up to receive alerts from multiple jurisdictions in the Bay Area." Below this text is a grid of 14 jurisdiction logos: Alameda County (ACALERT), Contra Costa County, Marin County (ALERT MARIN), Monterey County, Napa County (NAPA COUNTY CALIFORNIA), Oakland, San Benito County (CodeRED), San Francisco (911), San Jose, Santa Clara County (ALERTSCC), Santa Cruz County (SANTA CRUZ 911), Solano County (ALERT SOLANO), and Sonoma County (SoCoALERT). At the bottom of the page are navigation links for "About", "FAQ", and "Resources".