





## WELCOME FROM THE COMMITTEE

Welcome to the inaugural Bay Area Urban Areas Security Initiative (BAUASI) Mass Notification Seminar! You were invited to participate in this event because of your unique experience and knowledge of the region's mass notification systems and operations, and we appreciate you being here. The Planning Committee would also like to thank our partners for making the Mass Notification Seminar a reality.

The Mass Notification Seminar's participants represent a wide array of mass notification system operators, Public Information Officers (PIOs), emergency management personnel, and subject matter experts throughout the region—and beyond. Because catastrophic events do not stop at county lines, it is essential that the region comes together to discuss mass notification best practices and lessons learned in recent disasters, including Bay Area emergencies, so as to strengthen the region's ability to effectively utilize mass notification systems during a disaster.

Over the course of the Seminar, we will focus on topics integral to our community's success in utilizing mass notification systems to relay important, and sometimes life-saving, information to the public during an emergency or disaster. We are excited for the opportunity to work together across sectors and build relationships that will strengthen mass notification systems, capabilities, and infrastructure throughout the Bay Area. We hope that at the conclusion of the Seminar, participants will be able to return to their agencies and organizations with new skills, relationships, and a better understanding of mass notification systems and their role in disaster response and recovery.

Thank you for being here today!

*Sincerely,*

*Bay Area UASI Mass Notification Seminar  
Planning Committee*

Woody Baker-Cohn, Marin County  
Kristin Hogan, City and County of San Francisco  
Chris Reilly, Marin County

Paul Hess, Alameda County  
Pat Moore, Monterey County  
Heather Tiernan, Contra Costa County





# AGENDA AT A GLANCE

DAY 1 March 14, 2018

## Morning Session

- 07:30 – 08:30 AM Registration
- 08:30 – 08:45 AM Welcome and Opening Remarks
- 08:45 – 09:30 AM IPAWS (WEA/EAS) Overview
- 09:30 – 10:40 AM WEA Coordination During Disasters
- 10:40 – 11:00 AM *Break*
- 11:00 – 12:15 PM Organizing Mass Notification: Examining Different Processes and Structures

## Afternoon Session

- 12:15 – 01:30 PM *Networking Lunch*
- 01:30 – 01:45 PM AT&T FirstNet - The First Nationwide Public Safety Broadband Network
- 01:45 – 02:00 PM Including VoIP Numbers in Your Mass Notification System
- 02:00 – 02:15 PM AtHoc - Creating Targeted Organization and Business Mass Notifications
- 02:15 – 02:35 PM *Break*
- 02:35 – 04:45 PM Methods and Best Practices for Coordinating Alerts - An Interactive Breakout Discussion
- 04:45 – 05:00 PM Day 1 Closing Remarks
- 05:30 – 07:30 PM *Informal Networking Reception*





## DAY 2 March 15, 2018

### Morning Session

- 07:30 – 08:30 AM Registration
- 08:30 – 08:45 AM Welcome and Opening Remarks
- 08:45 – 09:45 AM Mass Notification Lessons Learned from Bay Area Emergencies
- 09:45 – 10:45 AM Using Evidence to Create Effective Alert Messages
- 10:45 – 11:00 AM *Break*
- 11:00 – 12:15 PM Creating Your Messages - An Interactive Workshop

### Afternoon Session

- 12:15 – 01:15 PM *Lunch and Learn: Alert & Warning Legislative Update*
- 01:15 – 02:45 PM Reaching the Whole Community with Mass Notification
- 02:45 – 03:00 PM Everbridge - Mobilizing Cross Jurisdictional Collaboration for Effective Critical Event Management
- 03:00 – 03:15 PM *Break*
- 03:15 – 04:25 PM Can I Get Your Number? Best Practices that Drive Mass Notification Sign-Ups
- 04:25 – 04:55 PM But What About...? An Open Session for Lingering Questions and Future Seminar Topic Suggestions
- 04:55 – 05:00 PM Day 2 Closing Remarks

### MASS NOTIFICATION SEMINAR OBJECTIVES

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- 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.







# DETAILED AGENDA

DAY 1 March 14, 2018

## Morning Session

07:30 – 08:30 AM **Registration**

08:30 – 08:45 AM **Welcome and Opening Remarks**

Corey Reynolds, Bay Area UASI, and Mass Notification Seminar Planning Committee

08:45 – 09:30 AM **IPAWS (WEA/EAS) Overview**

**Moderator:** Scott MacKay, *General Manager* - Constant Associates  
Wade Witmer, *Deputy Director of IPAWS* - Department of Homeland Security  
Brian Garcia, *Warning Coordination Meteorologist* - National Weather Service Bay Area  
Gregory M. Cooke, *Deputy Chief, Policy & Licensing Division* - Public Safety & Homeland Security Bureau, Federal Communications Commission

The Integrated Public Alert and Warning System (IPAWS) unifies under a single platform the nation's Emergency Alert System (EAS) and Wireless Emergency Alerts (WEA) systems, as well as the National Warning System and NOAA Weather Radio. This session will provide an short overview of these systems, their capabilities, and future upgrades that will improve their effectiveness.

09:30 – 10:40 AM **WEA Coordination During Recent Disasters**

**Moderator:** Scott MacKay, *General Manager* - Constant Associates  
Woody Baker-Cohn, *Emergency Services Coordinator* - Marin County Sheriff's Office  
Kristin Hogan, *Government Affairs Manager* - San Francisco Department of Emergency Management  
Jody Smith, *IT Specialist*, IPAWS Engineering - Department of Homeland Security

The prevalence of mobile devices in our lives and their use during recent disasters have brought Wireless Emergency Alerts (WEA) to the forefront in the news and in our profession. This session will address the challenges with and best practices for coordinating alerts across jurisdictions and agencies.

10:40 – 11:00 AM *Break*

11:00 – 12:15 PM **Organizing Mass Notification: Examining Different Processes and Structures**

**Moderator:** Jenny Thamer, *Director* - Nusura  
Heather Tiernan, *Community Warning System Manager* - Contra Costa County  
Thomas Chin, *Emergency Services Coordinator* - San Francisco Department of Emergency Management  
Pat Moore, *Emergency Services Planner / Alert & Warning Coordinator* - Monterey County Office of Emergency Services

This session will explore different approaches to organizing mass notification functions in local jurisdictions, including staffing models, responsibilities, coordination, authorities, and training.





## DAY 1 March 14, 2018

### Afternoon Session

12:15 – 01:30 PM *Networking Lunch*

01:30 – 01:45 PM **AT&T FirstNet - The First Nationwide Public Safety Broadband Network**

Kevin Nida, *Region 9 CONUS Consultation Co-Lead* - First Responder Network Authority  
Abigail Baker, *Principal Consultant* - FirstNet built by AT&T

This session will provide an overview of FirstNet, built by AT&T, the first public-private partnership for first responders. Currently in use by more than 350 agencies across 40 states, the FirstNet network will strengthen and modernize public safety's communications capabilities, enabling them to coordinate and respond more quickly and effectively in accidents, disasters, and emergencies. It will provide first responders like law enforcement, fire, and emergency medical personnel with access to new technologies and increased capacity and reliability for their mobile communications and data needs.

01:45 – 02:00 PM **Including VoIP Numbers in Your Mass Notification System**

Woody Baker-Cohn, *Emergency Services Coordinator* - Marin County Sheriff's Office

Jurisdictions now have the ability to include Comcast Voice over Internet Protocol (VoIP) subscriber data in their mass notification systems. Learn how Marin County increased its reach through the inclusion of 57,000 additional households in their Everbridge system.

02:00 – 02:15 PM **AtHoc - Creating Targeted Organization and Business Mass Notifications**

Heather Tiernan, *Community Warning System Manager* - Contra Costa County Office of the Sheriff  
Josh Zaroor, *Director Product Marketing* - BlackBerry AtHoc

Rarely can a significant incident be resolved alone, and they often require leveraging the power of a community of resources. Contra Costa County's Office of Emergency Services has built a crisis communication network to connect with other agencies, businesses, and community organizations to more effectively share information when events happen. Learn how they built this network, supported by BlackBerry AtHoc's mass communication solution and the County's Community Warning System, to improve critical notifications and collaboration when events occur.

02:15 – 02:35 PM *Break*

02:35 – 04:45 PM **Methods and Best Practices for Coordinating Alerts - An Interactive Breakout Discussion**

**Moderator:** Art Botterell, *Senior Emergency Services Coordinator* - California Governor's Office of Emergency Services (Cal OES)

In this session, participants will discuss common Bay Area mass notification platforms and their capabilities. We will break into small groups to discuss when/how to use specific methods for alerting in an emergency. Participants will also discuss practices for coordinating alerts based on the type of message and method used.

04:45 – 05:00 PM **Day 1 Closing Remarks**

05:30 – 07:30 PM *Informal Networking Reception*







## DAY 2 March 15, 2018

### Morning Session

07:30 – 08:30 AM **Registration**

08:30 – 08:45 AM **Welcome and Opening Remarks**  
Corey Reynolds, Bay Area UASI

08:45 – 09:45 AM **Mass Notification Lessons Learned from Bay Area Emergencies**  
**Moderator:** Catherine Spaulding, *Assistant General Manager* - Bay Area UASI  
Rosemary Anderson, *Emergency Services Manager* - Santa Cruz County  
Chris Reilly, *Emergency Services Manager* - Marin County Sheriff's Office  
Kevin O'Neil, *Emergency Services Manager / EMS Administrator* - San Benito County  
  
This session will feature local emergency managers sharing their first-hand experience and lessons learned related to mass notification in recent disasters.

09:45 – 10:45 AM **Using Evidence to Create Effective Alert Messages**  
Michelle Wood, PhD, *Associate Professor and Vice Chair* - Department of Health Science, California State University, Fullerton  
  
Risk communications research has expanded to now address mobile alerts and warnings. In this session, Dr. Wood will share the results of a growing body of social science research on alerts and warnings for mobile devices.

10:45 – 11:00 AM *Break*

11:00 – 12:15 PM **Creating Your Messages - An Interactive Workshop**  
**Moderator:** Kristine Jordan, *Public Information Officer* - Napa County  
Jenny Thamer, *Director* - Nusura  
Heather Tiernan, *Community Warning System Manager* - Contra Costa County  
  
This session is an opportunity to collaborate in small groups to develop or refine pre-scripted alert notification messages. Participants will discuss best practices for crafting messages.





## DAY 2 March 15, 2018

### Afternoon Session

12:15 – 01:15 PM *Lunch and Learn*

#### **Alert & Warning Legislative Update**

Reggie Salvador, *Chief of Legislative and External Affairs - CalOES*

Mr. Salvador will present an overview of pending and recently passed state and federal legislation that affects mass notification.

01:15 – 02:45 PM **Reaching the Whole Community with Mass Notification**

**Moderator:** Vance Taylor, *Chief, Office of Access and Functional Needs - Cal OES*

Patty Eaton, *Public Risk Communications Officer - Santa Clara County Office of Emergency Services*

Suzanne Rosen Singleton, *Chief, Disability Rights Office - Federal Communications Commission*

Participants will hear creative ideas, best practices, and lessons learned from panelists who have developed approaches to reach diverse populations in their communities with unique communications needs.

02:45 – 03:00 PM **Everbridge – Mobilizing Cross Jurisdictional Collaboration for Effective Critical Event Management**

Jeremiah Kunze, MS, CEM, *Practice and Adoption Manager - Everbridge*

With the increasing incidence and exposure of critical events, weather related or human-caused, the need to effectively and efficiently manage these events is becoming an ever increasing point of discussion amongst emergency management teams. This becomes more complicated when events cross borders or areas of responsibility, necessitating better coordination across city, county and potentially even agency lines. This session will share learnings and identified best practices from recent events including the Northern California Wildfires and Hurricane Irma.

03:00 – 03:15 PM *Break*

03:15 – 04:25 PM **Can I Get Your Number? Best Practices to Drive Mass Notification Sign-Ups**

**Moderator:** Corey Reynolds, *Regional Project Manager - Bay Area UASI*

Jeff Norris, *Emergency Services Coordinator - San Mateo County Sheriff's Office, Office of Emergency Services*

Mary Jo Flynn, *Emergency Operations Coordinator - Sacramento County Office of Emergency Services*

Rebecca Baudendistel, *Deputy Program Manager - Notify NYC, NYC Emergency Management*

Allison Pennisi, *Director of Communications - NYC Emergency Management*

This session will address the challenges, lessons learned, and potential solutions for encouraging the public to sign up for alerts. Presenters will also discuss how to set clear expectations for what alert systems will/won't do, vehicles for marketing, and public fatigue around receiving alerts.





## DAY 2 March 15, 2018

- 04:25 – 04:55 PM **But What About...? An Open Session for Lingering Questions and Future Seminar Topic Suggestions**  
**Moderator:** Paul Hess, *Supervisor - Alameda County Office of Emergency Services*  
Throughout the two days, participants will have the opportunity to anonymously submit their questions or request solutions for their mass notification challenges.
- 04:55 – 05:00 PM **Day 2 Closing Remarks**

### *Special Thank You....*

*The Bay Area UASI Mass Notification Seminar Planning Committee wishes to thank the City of Campbell, the City of Campbell Police Department, and the Orchard City Banquet Hall for their partnership in hosting this inaugural event.*







THANK YOU TO OUR PARTNERS

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**About the cover:**

Technology has greatly impacted and expanded the ways we are able to deliver a message. The cover represents the title of our seminar translated into some of these methods:

*Binary String – Bay Area UASI*

*Image of a sound wave - Public Information & Warning Workgroup*

*Morse Code - Mass Notification Seminar*

*Braille - Wednesday & Thursday, March 14-15, 2018*

*GPS Coordinates – Campbell City Banquet Hall, Campbell CA*

