Tri-County Alerting System Test

After Action Report Improvement Plan

Regional Mass Notification Test

12/8/2021

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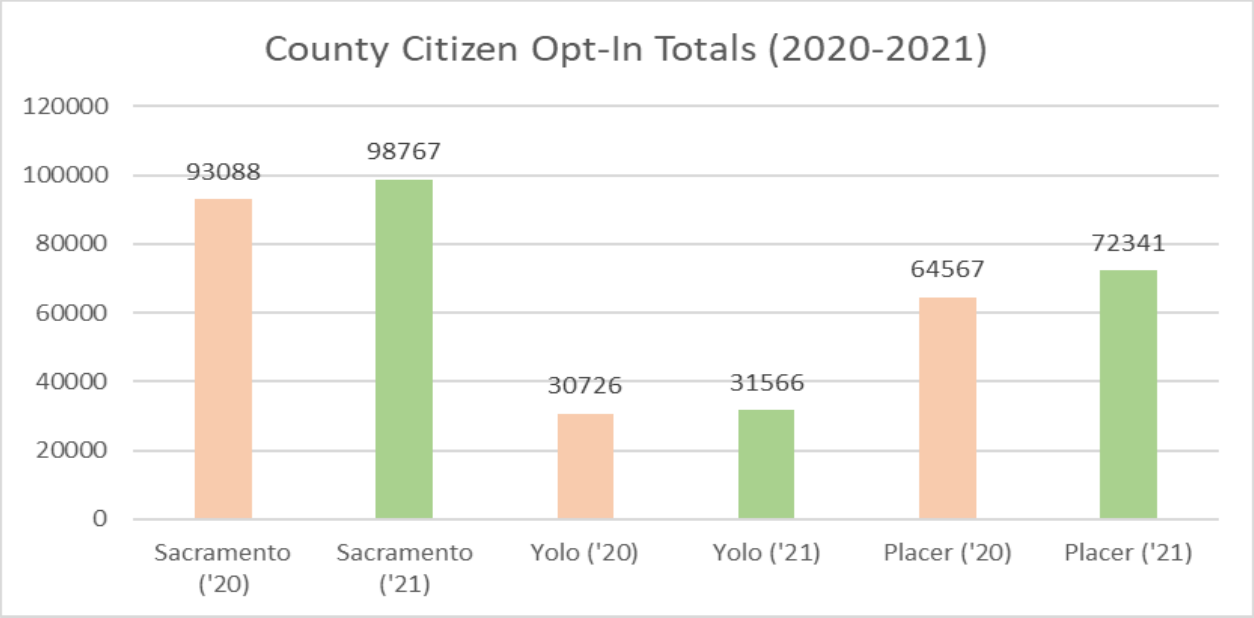
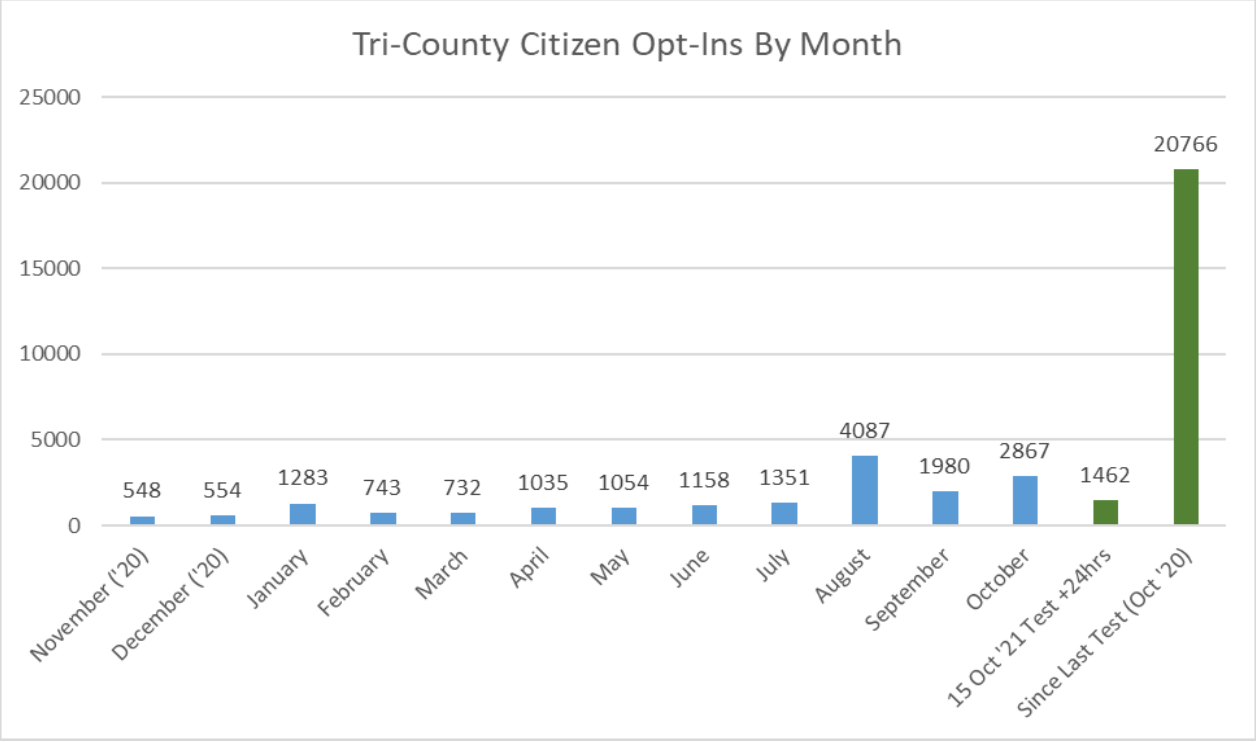
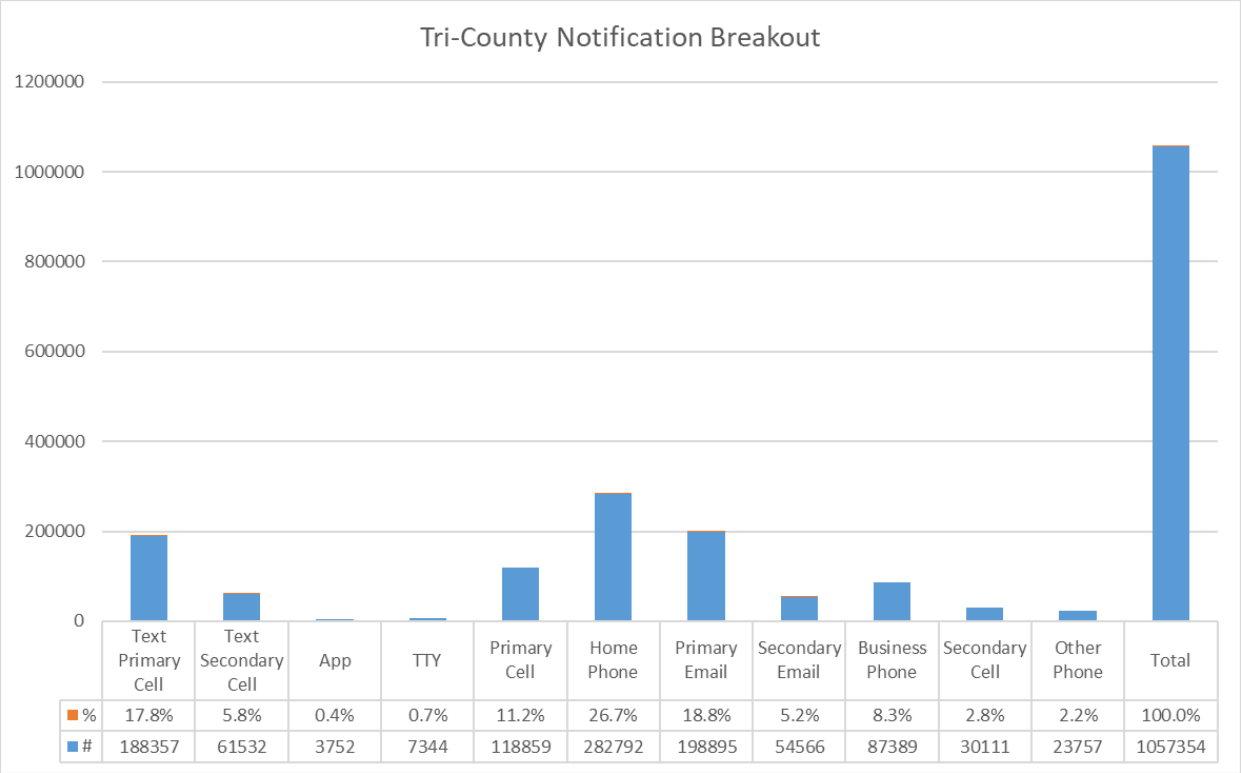
EXECUTIVE SUMMARY

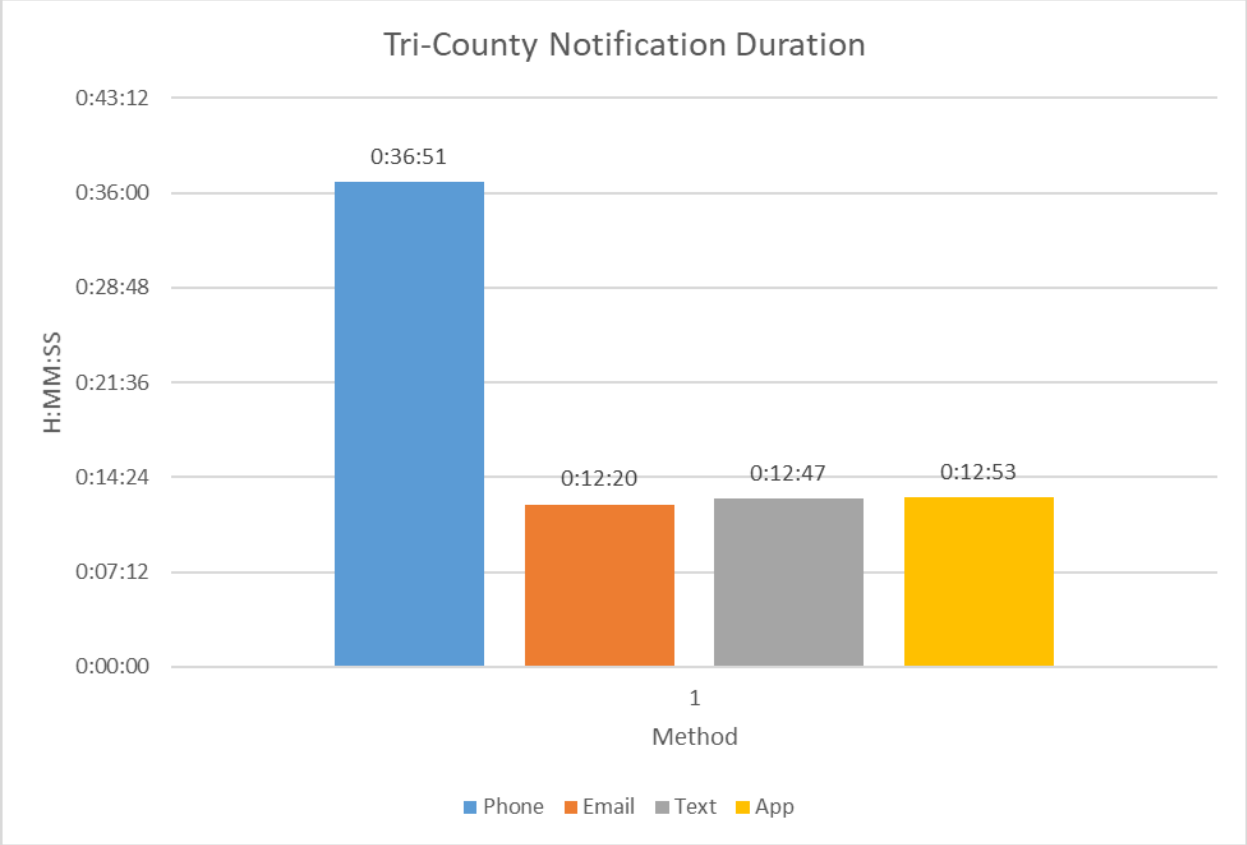
The counties of Sacramento, Placer and Yolo participated in a region-wide test of the Everbridge Tri-County Alerting System. This system is the local public notification system for, and financially supported by, all three counties. At 10:15 a.m. (Yolo sent at 10:21 a.m.) on Thursday, October 21, 2021 in conjunction with "The Great California ShakeOut," the counties conducted tests of the alert system, contacting residents whom opted-in, as well as reverse 9-1-1.







	Text Primary Cell	Text Secondary Cell	App	TTY	Primary Cell	Home Phone	Primary Email	Secondary Email	Business Phone	Secondary Cell	Other Phone	Total
%	17.8%	5.8%	0.4%	0.7%	11.2%	26.7%	18.8%	5.2%	8.3%	2.8%	2.2%	100.0%
#	188357	61532	3752	7344	118859	282792	198895	54566	87389	30111	23757	1057354



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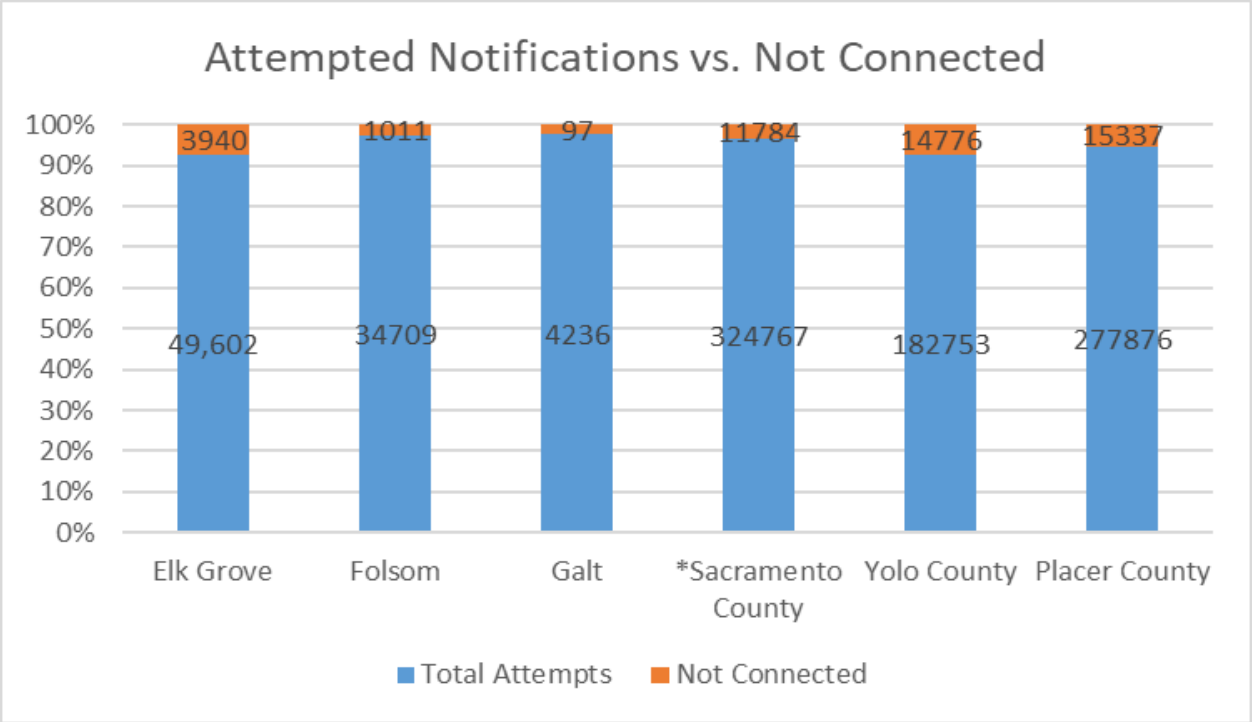
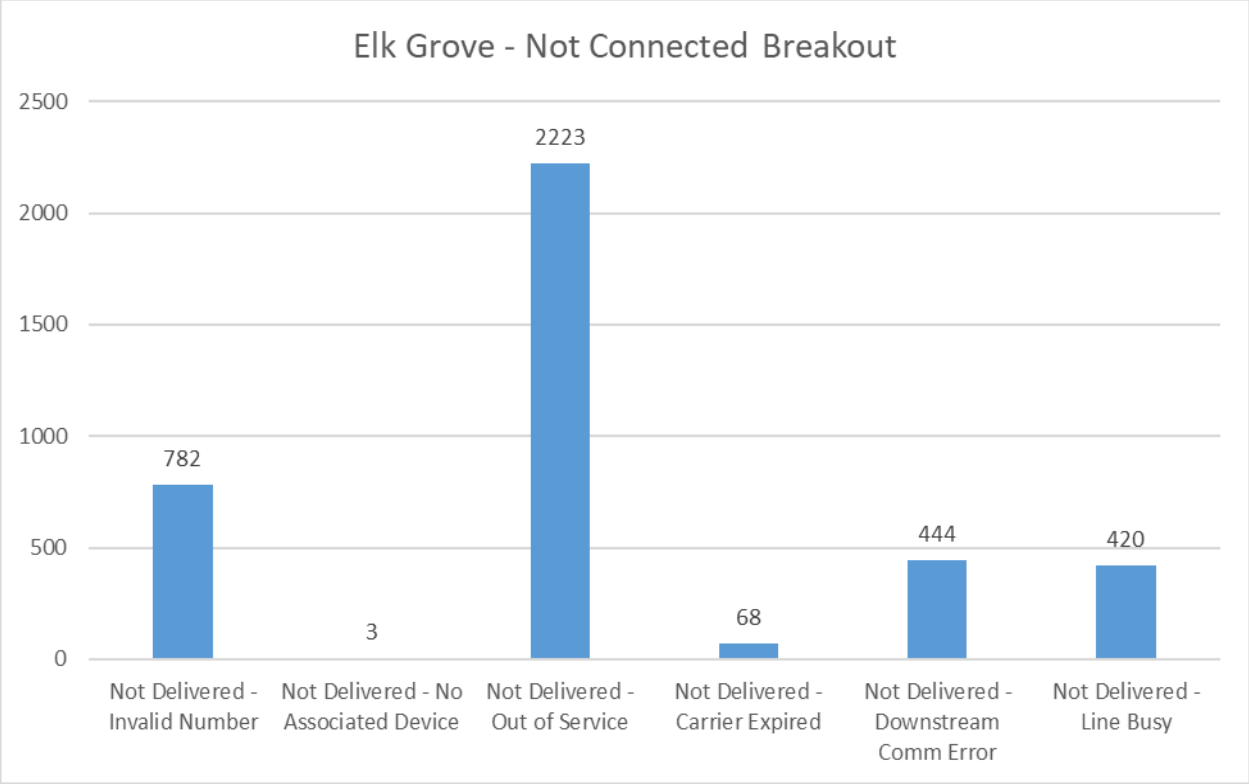
EXERCISE OVERVIEW

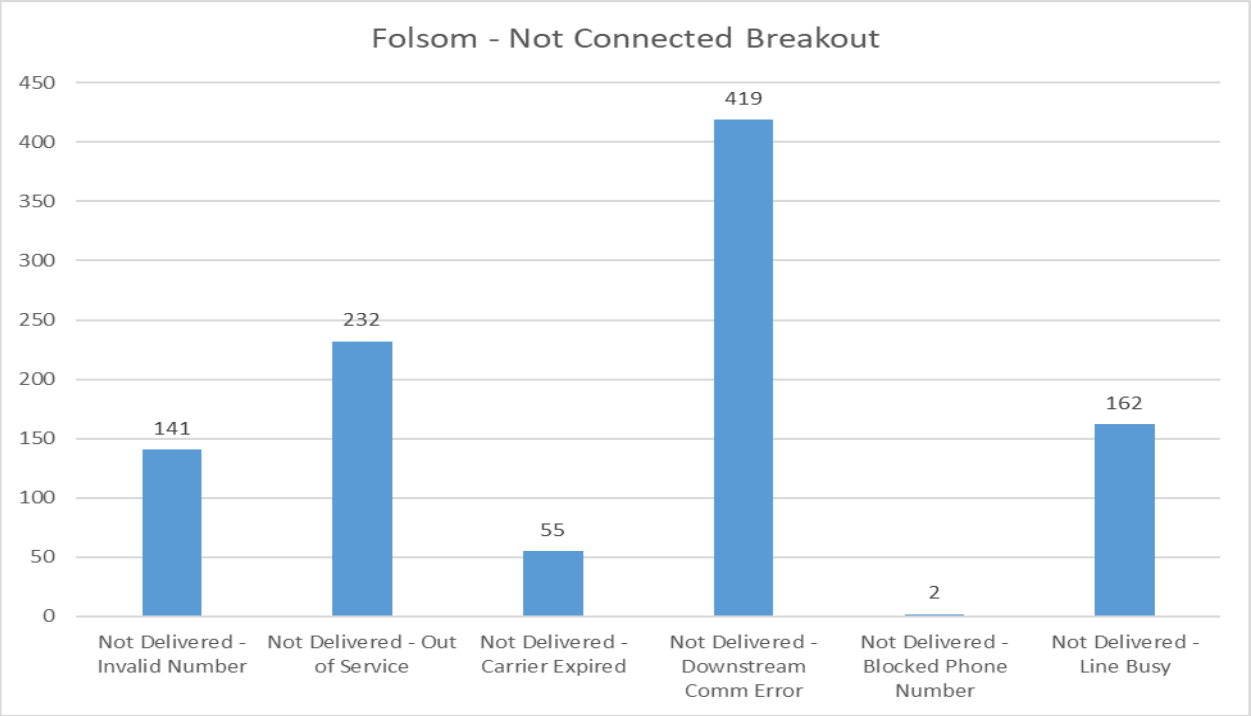
Exercise Name	Regional Mass Notification Test (Everbridge Tri-County Alerting System Test)
Exercise Dates	October 21, 2021, 10:15 a.m.
Scope	This is a full-scale, real-world test of the Everbridge Tri-County Alerting System within the counties of Sacramento, Yolo and Placer.
Mission Area(s)	Response and Recovery
Core Capabilities	Public Information and Warning
Objectives	• To ensure successful operation of a large-scale launch of the Everbridge Tri-County Alerting System: (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area • To test the ability of agencies to create an alert specific to their jurisdiction's boundaries • To promote earthquake preparedness and risk knowledge during "The *Great California ShakeOut*" through a test of the alert system that would give warnings during potential earthquake events • To work with local media and promote the test so the public has ample warning regarding the alert notification • To ensure redundancy of capabilities by utilizing social media messaging and managing operations within a JIC
Threat / Hazard	Earthquake
Scenario	Real-world tri-county test of the Everbridge Tri-County Alerting System
Sponsor	Sacramento County Office of Emergency Services
Funding	General Fund
Participating Organizations	Placer County Sheriff's Office Placer County Office of Emergency Services Sacramento County Office of Emergency Services Yolo County Office of Emergency Services City of Citrus Heights City of Elk Grove City of Folsom City of Galt City of Isleton City of Rancho Cordova City of Sacramento
Point of Contact	Jason R. D'Alessio Sacramento County Office of Emergency Services dalessioj@sacoes.org (916) 874-7043 office; (503) 877-8792 cell

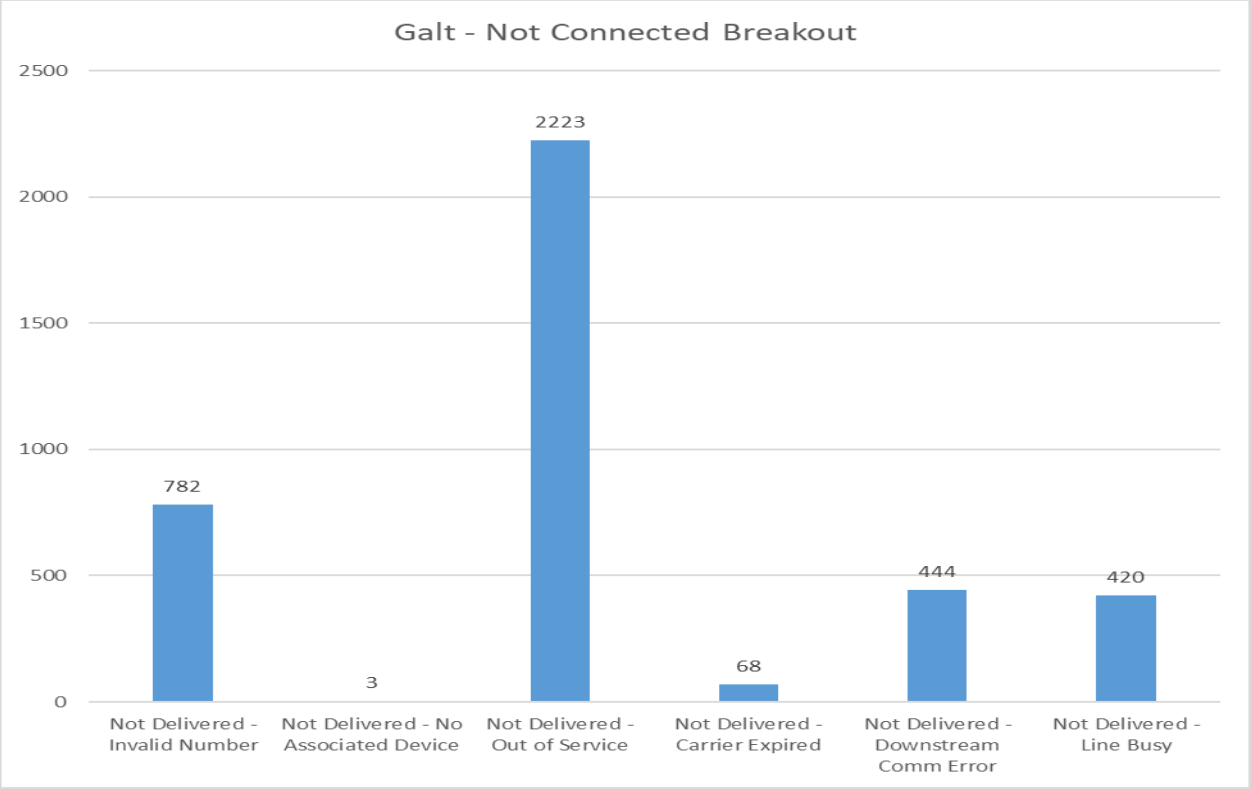
DATA ANALYSIS

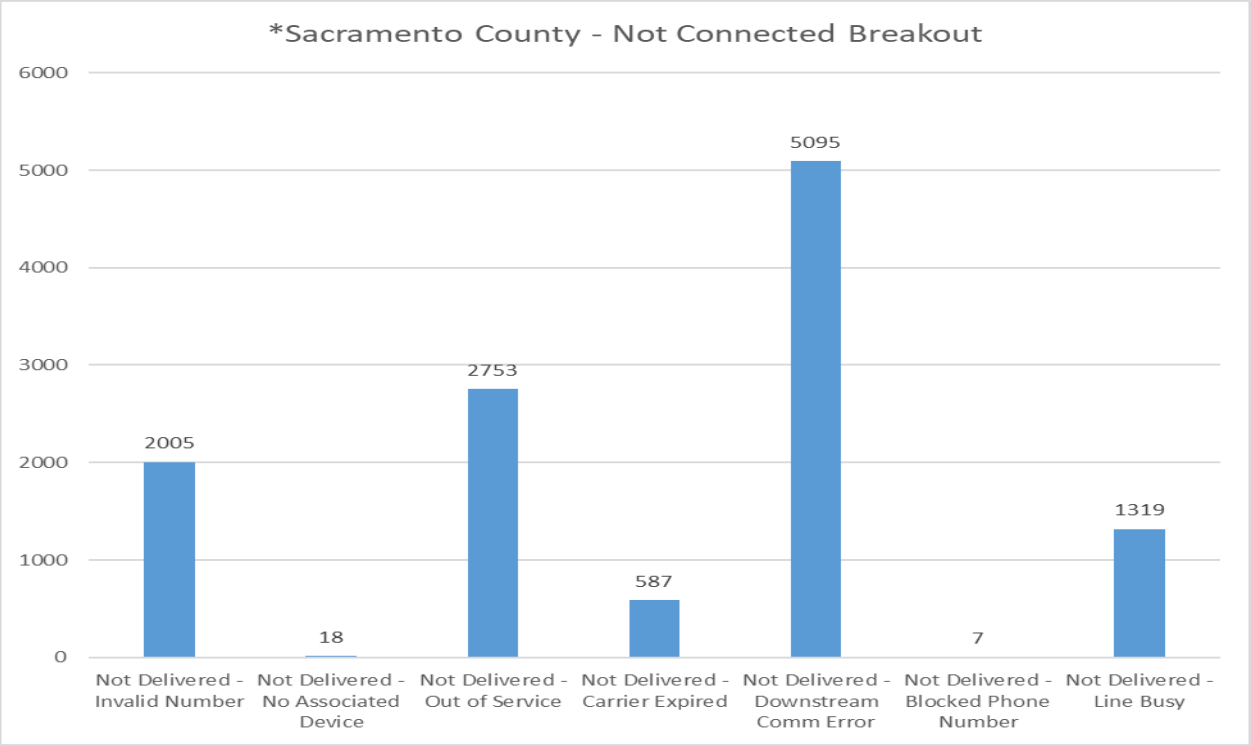


*Includes unincorporated Sacramento County, Citrus Heights, Rancho Cordova and Sacramento city

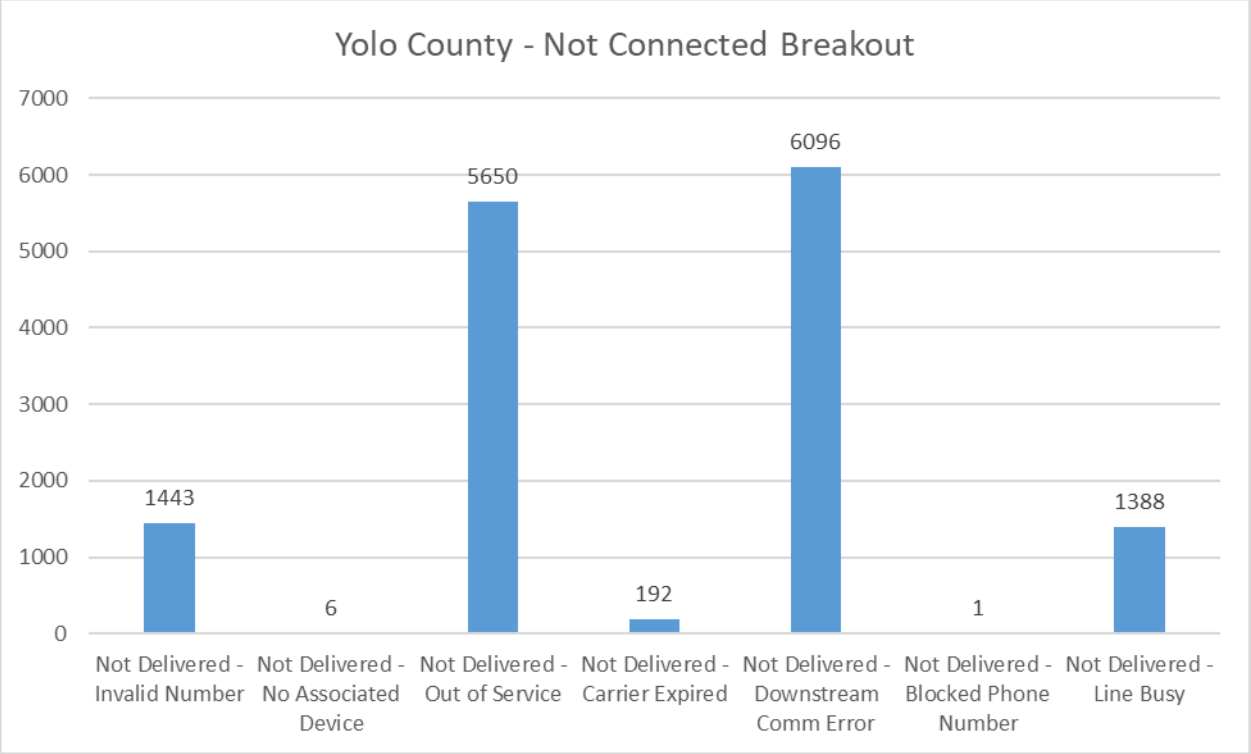


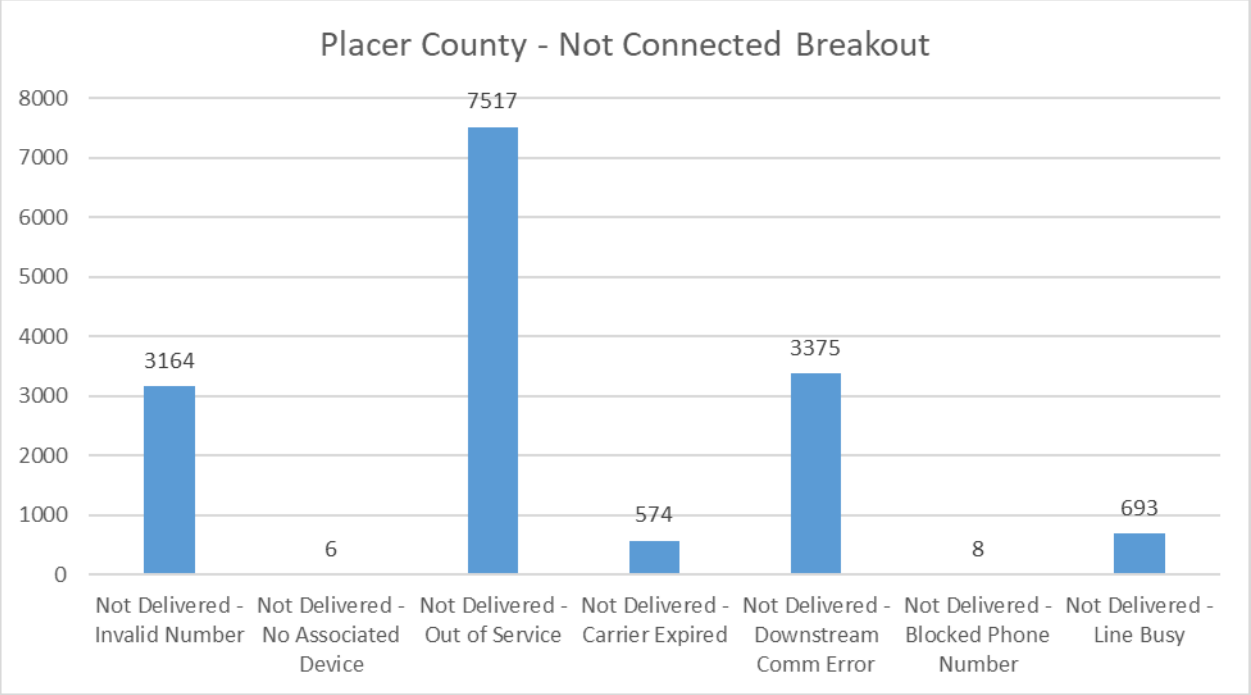

Folsom - Not Connected Breakout
450
400
350
300
250
200
150
100
50
0
141
232
55
419
2
162
Not Delivered - Invalid Number
Not Delivered - Out of Service
Not Delivered - Carrier Expired
Not Delivered - Downstream Comm Error
Not Delivered - Blocked Phone Number
Not Delivered - Line Busy

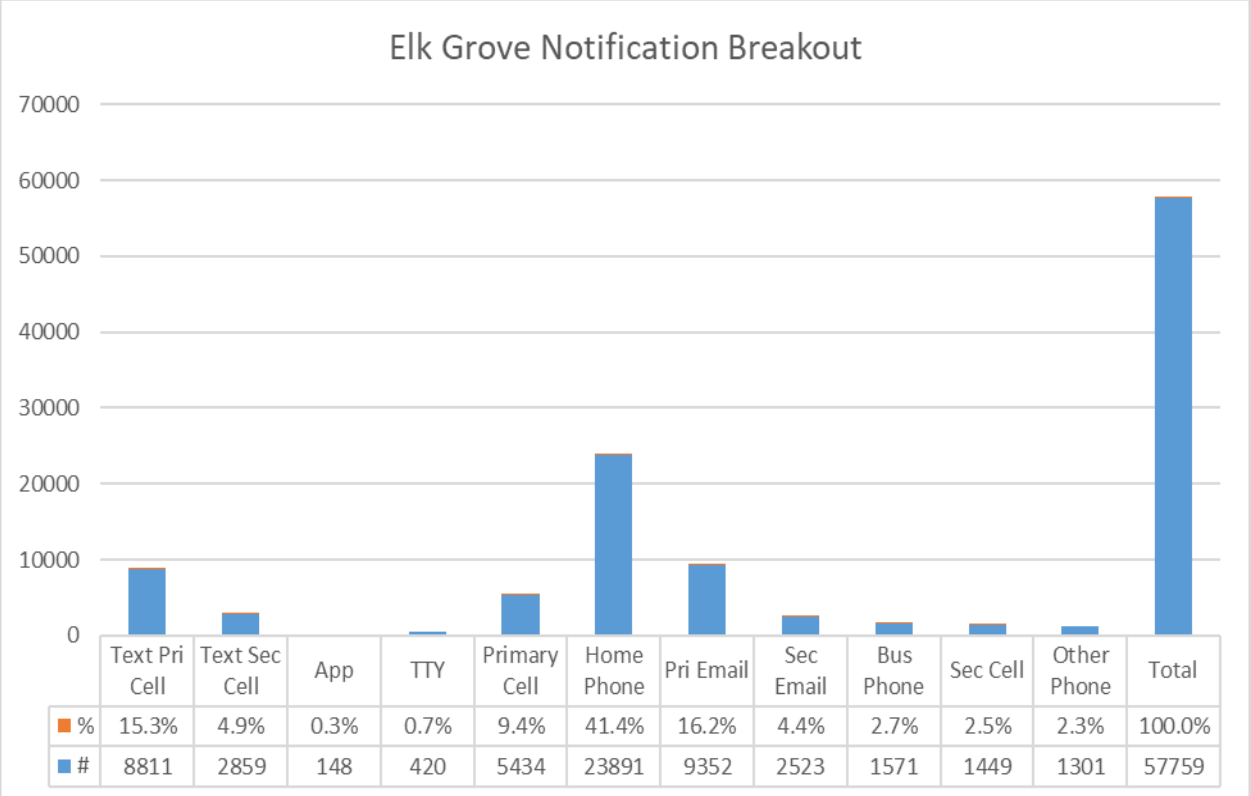

Galt - Not Connected Breakout
2500
2000
1500
1000
500
0
782
3
2223
68
444
420
Not Delivered - Invalid Number
Not Delivered - No Associated Device
Not Delivered - Out of Service
Not Delivered - Carrier Expired
Not Delivered - Downstream Comm Error
Not Delivered - Line Busy



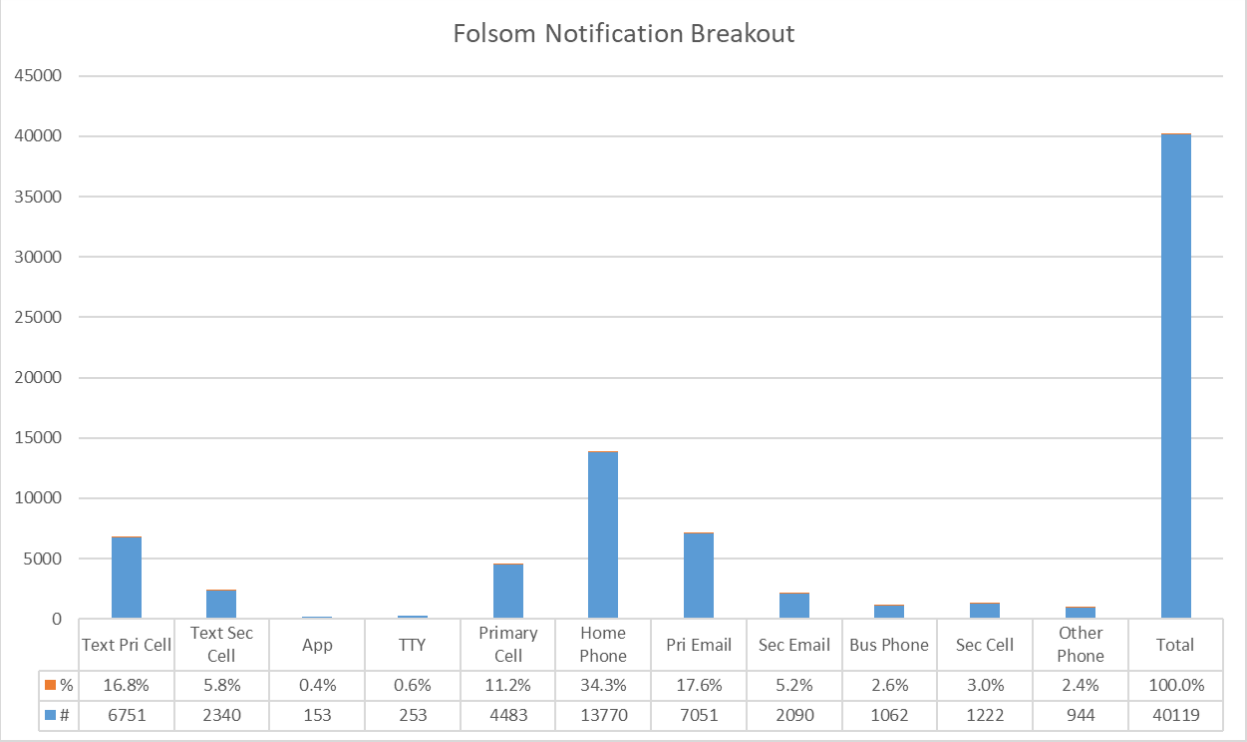
*Includes unincorporated Sacramento County, Citrus Heights, Rancho Cordova and Sacramento city



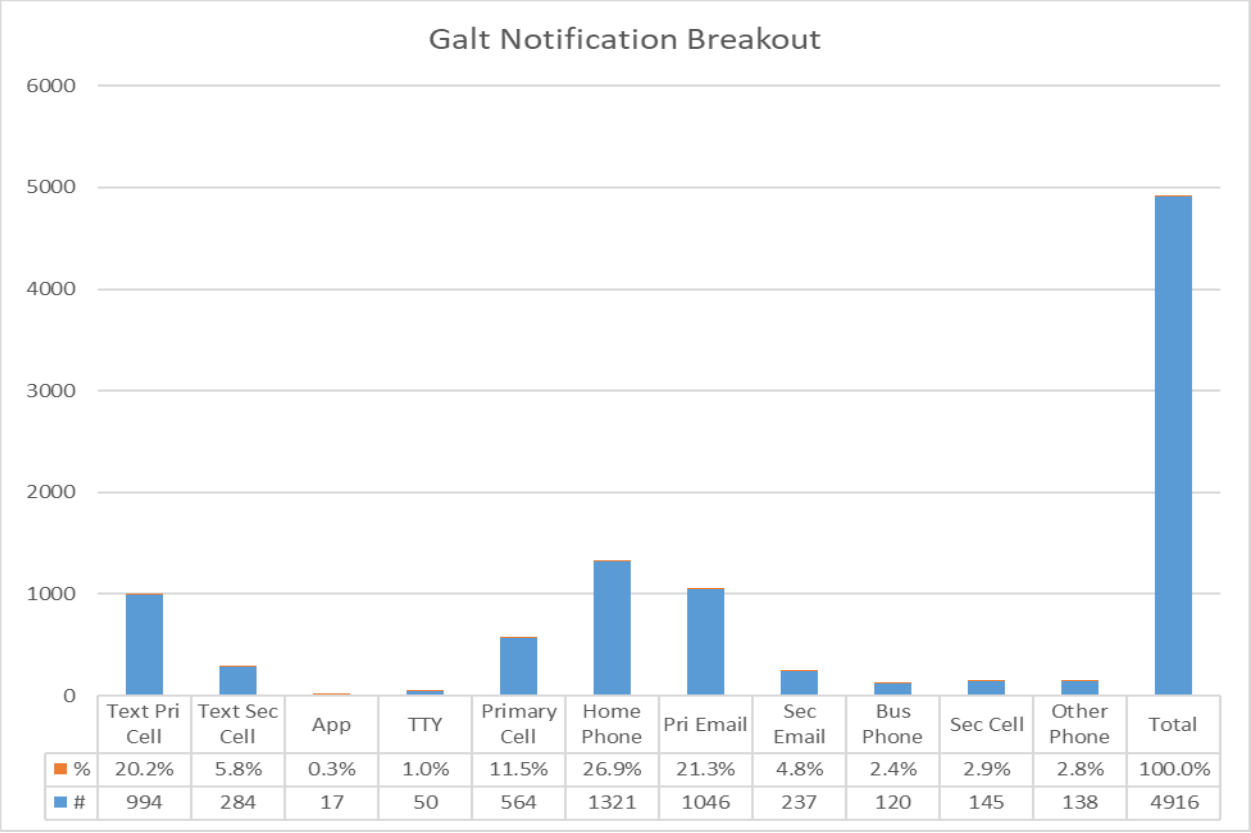




	Text Pri Cell	Text Sec Cell	App	TTY	Primary Cell	Home Phone	Pri Email	Sec Email	Bus Phone	Sec Cell	Other Phone	Total
%	15.3%	4.9%	0.3%	0.7%	9.4%	41.4%	16.2%	4.4%	2.7%	2.5%	2.3%	100.0%
#	8811	2859	148	420	5434	23891	9352	2523	1571	1449	1301	57759



	Text Pri Cell	Text Sec Cell	App	TTY	Primary Cell	Home Phone	Pri Email	Sec Email	Bus Phone	Sec Cell	Other Phone	Total
%	16.8%	5.8%	0.4%	0.6%	11.2%	34.3%	17.6%	5.2%	2.6%	3.0%	2.4%	100.0%
#	6751	2340	153	253	4483	13770	7051	2090	1062	1222	944	40119



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%	20.2%	5.8%	0.3%	1.0%	11.5%	26.9%	21.3%	4.8%	2.4%	2.9%	2.8%	100.0%
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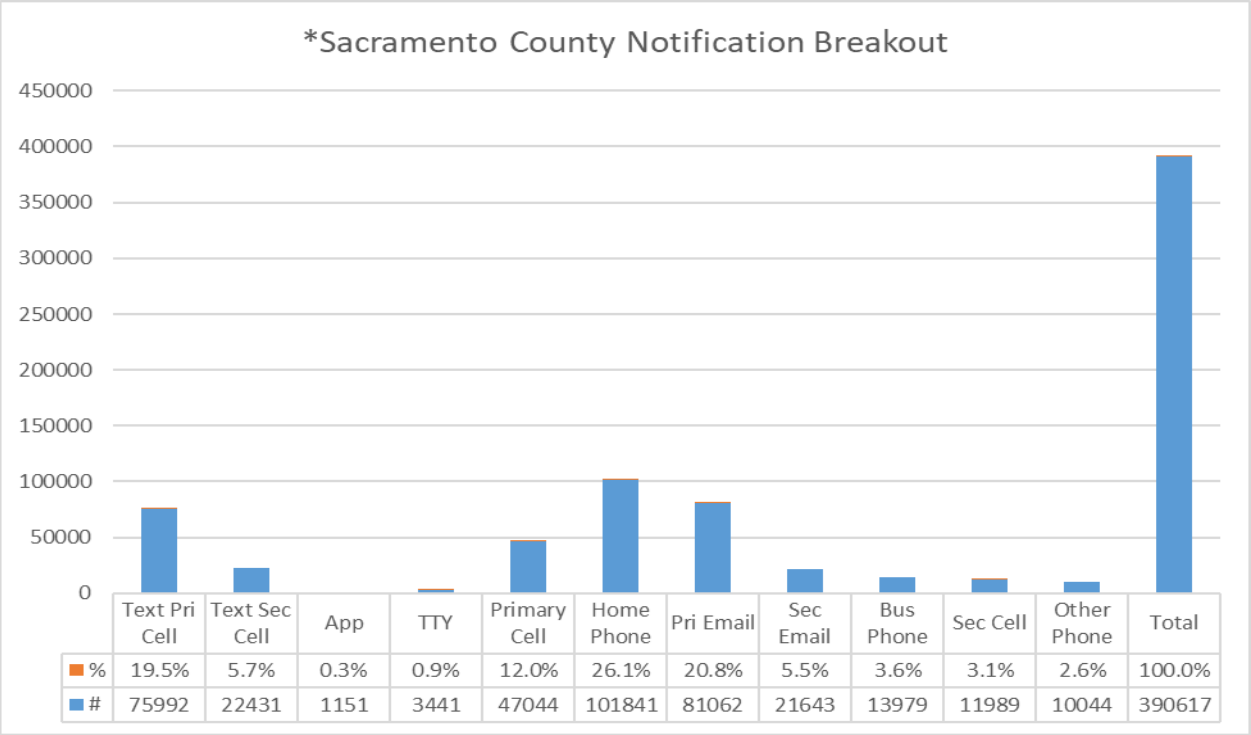

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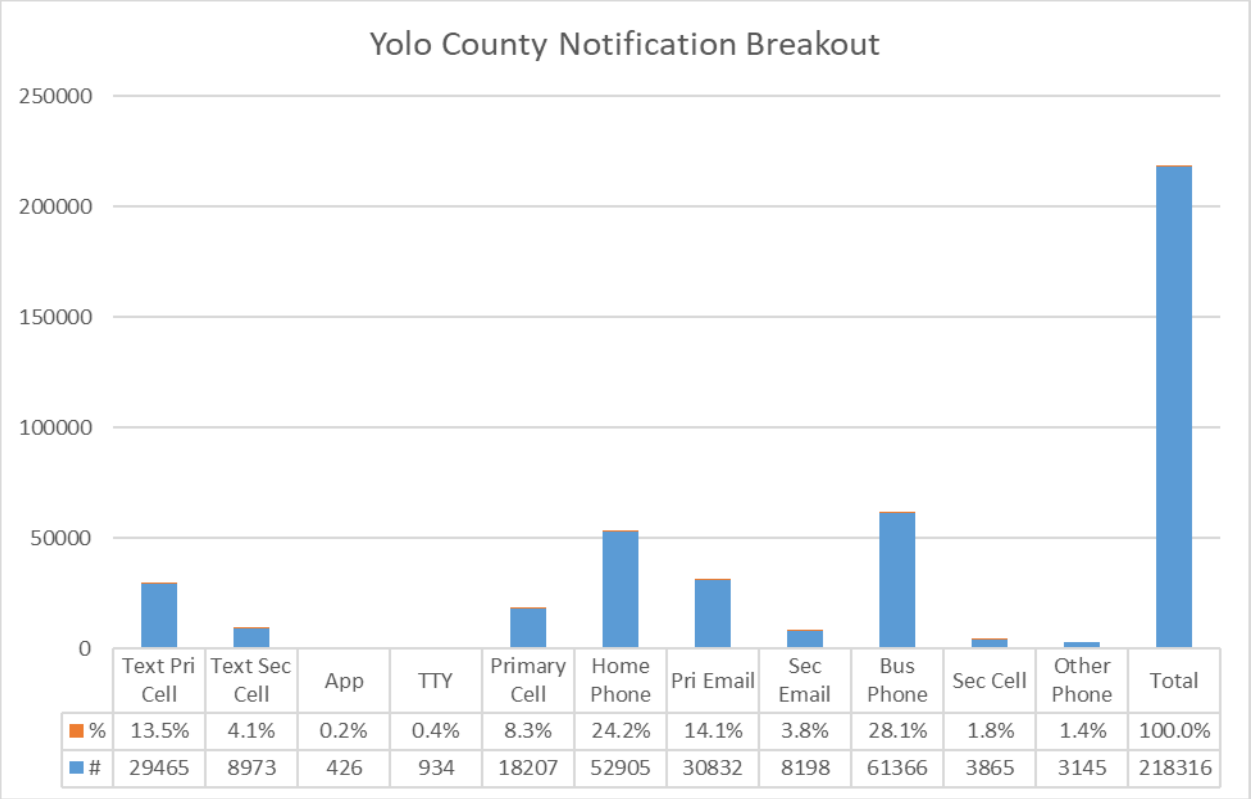
*Includes unincorporated Sacramento County, Citrus Heights, Rancho Cordova and Sacramento city



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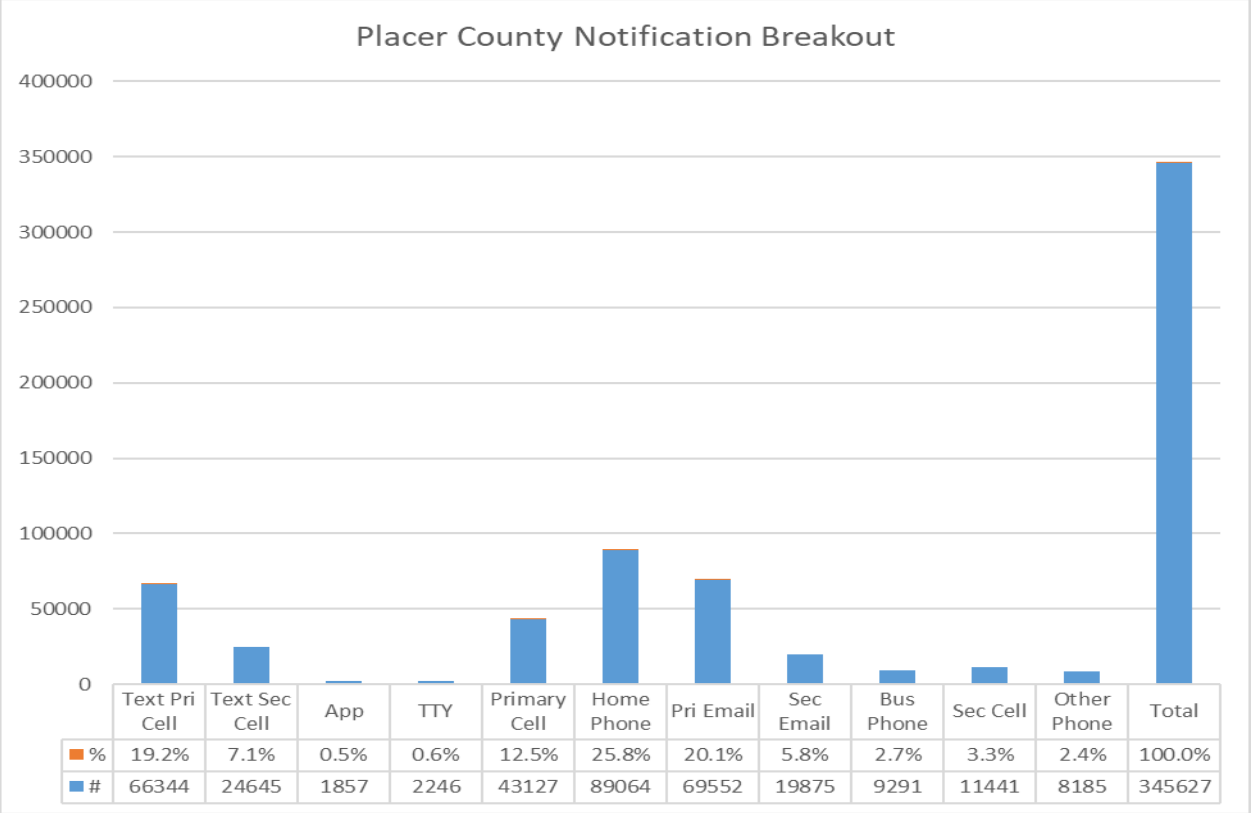
#	29465	8973	426	934	18207	52905	30832	8198	61366	3865	3145	218316



	Text Pri Cell	Text Sec Cell	App	TTY	Primary Cell	Home Phone	Pri Email	Sec Email	Bus Phone	Sec Cell	Other Phone	Total
%	19.2%	7.1%	0.5%	0.6%	12.5%	25.8%	20.1%	5.8%	2.7%	3.3%	2.4%	100.0%
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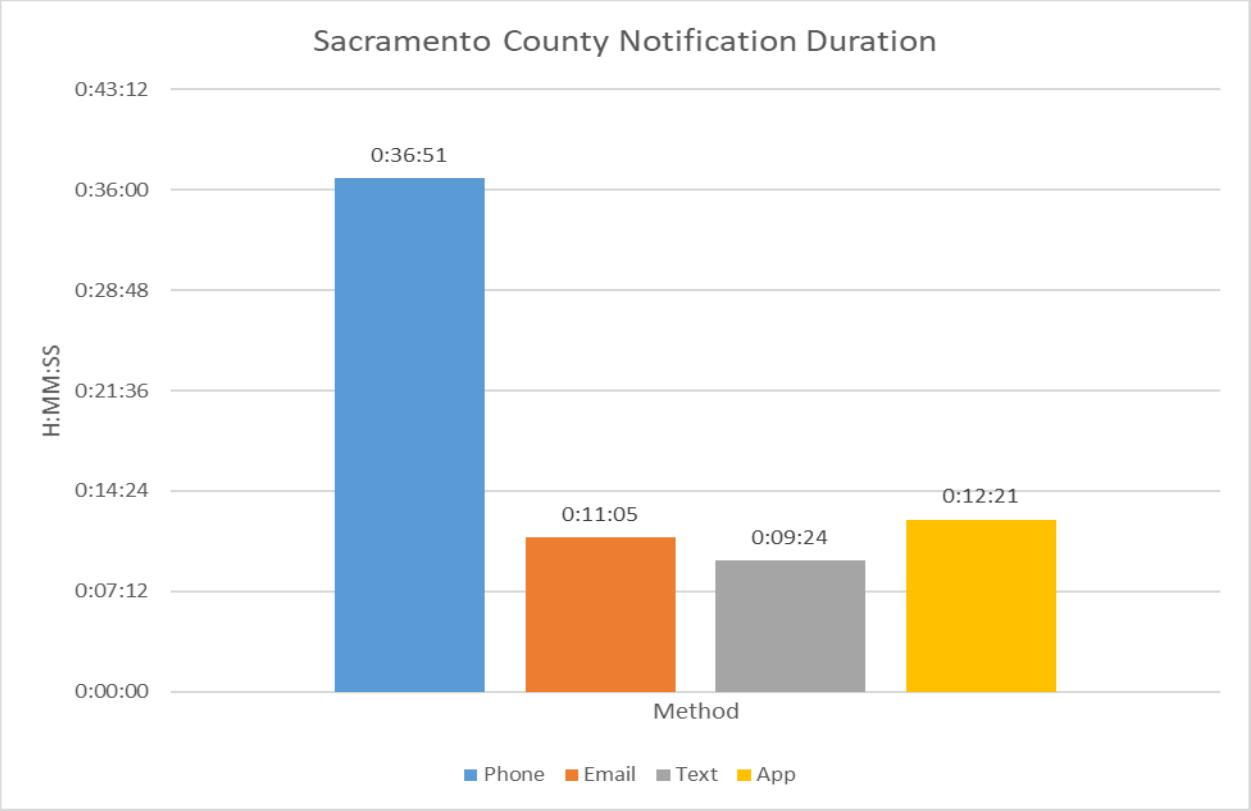

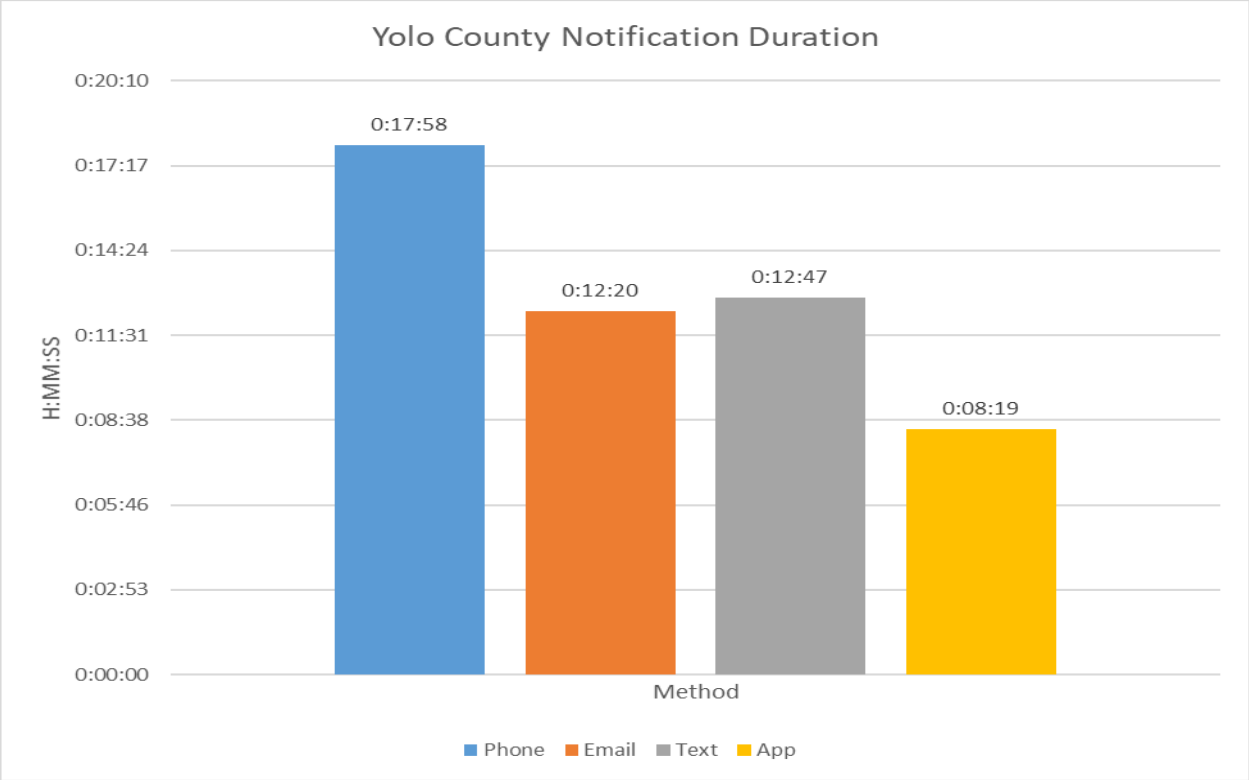
Yolo County Notification Duration
0:20:10
0:17:17
0:14:24
0:11:31
0:08:38
0:05:46
0:02:53
0:00:00
H:MM:SS
0:17:58
0:12:20
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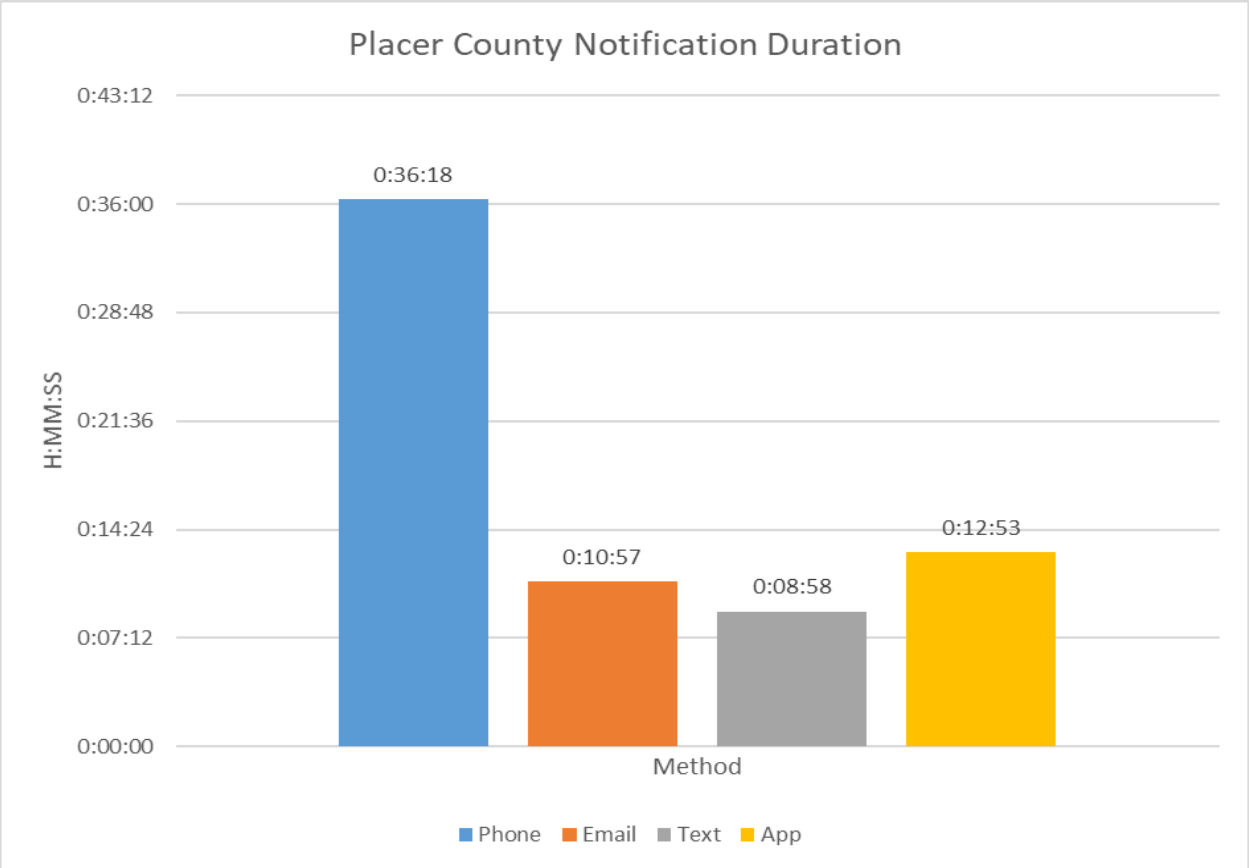
0:08:19
Method
Phone
Email
Text
App


Placer County Notification Duration
0:43:12
0:36:00
0:28:48
0:21:36
0:14:24
0:07:12
0:00:00
H:MM:SS
0:36:18
0:10:57
0:08:58
0:12:53
Method
Phone
Email
Text
App

Sacramento County

On October 21, 2021 the Sacramento Operational Area launched the Everbridge Tri-County Alerting System to Opt-In and 9-1-1 residential databases in unincorporated Sacramento County, Isleton, Citrus Heights, Rancho Cordova and Sacramento city. Elk Grove, Folsom and Galt launched their own alerts within their city.

Message

The message consisted of separate Text and E-mail messages. The Sacramento County Office of Emergency Services recorded the voice message.

Text Message Sent

SacAlert - {Insert City Name} is conducting a Test of the Emergency Alert system. THIS IS ONLY A TEST. No action required. Thank you.

E-mail Message Sent

The [JURISDICTION'S NAME] is conducting an test of the Regional Mass Notification System as part of the Great California ShakeOut.

This test exercises our ability to deliver emergency notifications to residents during a disaster. During an actual emergency, important information will be sent to you through this system. If you do not receive a message today on one of your phones or email accounts and would like to, please enter that information into www.sacramento-alert.org [www.yolo-alert.org, www.placer-alert.org] and download the Everbridge App from the Google Play Store at: https://play.google.com/store/apps/details?id=com.everbridge.mobile.iv.recipient&hl=en and Apple iOS iTunes Store at: https://itunes.apple.com/us/app/everbridge/id565859420?mt=8

We encourage you to share this e-mail with your friends and family members living within Sacramento, Yolo and Placer Counties. If you have questions about the Mass Notification System, please visit www.sacramento-alert.org or contact [CITY PHONE #]. You may also call Sacramento County 2-1-1 for more information. [City jurisdictions should publicize their hotline for local calls and questions].

Thank you.

City of [CITY NAME]

Send Parameters

The message was sent to all devices in the system using the Sacramento County Unincorporated and City of Isleton boundary shape file limited to Opt-In registrations and 9-1-1 databases. 1 minute intervals for delivery methods were used with no confirmation required. Each City utilized Opt-In registrations and 9-1-1 databases limited by their city shape file boundary.

Sender

Sacramento County Office of Emergency Services

Strengths

Sacramento County identified the following Strengths:

- Launch was pre-programmed using shapefiles and sent on time
- System was successful in recognizing duplicative information and preventing needless contacts
- The send process began immediately
- Email included County insignia to help residents feel comfortable with email legitimacy (Area for Improvement from 2020)
- Text verbiage was preceded by "SacAlert" to help residents feel comfortable with text legitimacy (Area for Improvement from 2020)

Area for Improvement 1: Scam Appearance

Caller ID from numerous carriers continues to have "Sacramento" misspelled as "Sacremento." This discourages residents from picking up the phone as they believe it is a scam.

Recommendation:

Continue stressing on the carriers the urgency and importance of an immediate fix in order to not inadvertently put residents as risk of not receiving emergency notifications.

Area for Improvement 2: High Not Connected Rate

11,784 (3.6%) notifications that were not connected with the distant end due to; Invalid Number, Out of Service and Downstream Comm Error. These errors could be impacting residents from receiving notifications.

Recommendation:

Work with Everbridge to further understand these errors and determine ways to prevent these errors from occurring in the future.

Yolo County

On October 21, 2021 the Yolo Operational Area pre-scheduled the Everbridge Tri-County Alerting System in both English and Spanish to all contacts within the Yolo County boundary on the system with the exception as part of the Great Shakeout exercise. Although not shown here, Yolo County send alerts in both English and Spanish.

Message

The message consisted of separate text and email messages which were branded on behalf of all of the jurisdictions in the Yolo Operational Area. The Yolo Emergency Communications Agency (YECA) recorded a voice message.

Text Message Sent

The County of Yolo is conducting a Test of its emergency Alert system. This is only a Test. No action required. Thank you.

E-mail Message Sent

This is the County of Yolo conducting an Exercise of the Mass Notification system. Several cities throughout Sacramento, Yolo and Placer Counties are conducting this Exercise today, —October 21, 2021, as part of the Great California ShakeOut. The purpose of this e-mail is to Exercise Yolo County's ability to deliver emergency notifications to Yolo County residents during a disaster. During an actual emergency, important information and instructions will be sent to you through this system.

We encourage you to register your cell phones, text devices and email addresses at www.yolo-alert.org. Please share this e-mail with your friends and family members living within Sacramento, Yolo and Placer Counties. Please also download the Everbridge App from the Google Play Store at: https://play.google.com/store/apps/details?id=com.everbridge.mobile.iv.recipient&hl=en and Apple iOS iTunes Store at: https://itunes.apple.com/us/app/everbridge/id565859420?mt=8 . For questions or inquiries about the Yolo Alert System, please visit www.yolo-alert.org or contact the Yolo County at 530-406-4930. For more information, residents may call Yolo County 2-1-1. Thank you.

Yolo County.

Send Parameters

The message was sent to all devices in the system using the Yolo County boundary shape file as the selection method with a delivery method interval of 1 minute between devices. No confirmation was required.

Sender

Yolo Emergency Communications Agency

Strengths

Yolo County had the following strengths:

- Pre-designed shape files within Everbridge are effective and worked very well.

Area for Improvement 1: Personnel Maintenance

The annual Yolo-Alert test is always set-up by users with limited use of the system to promote continued training on the system. During the setup it was found that passwords for senders needed to be reset to perform the setup (which indicates a lack of maintenance of personal sender profiles).

Recommendation:

Attempt to require monthly tests of PSAP senders in the future.

Area for Improvement 2: Public Messaging

The test was not highlighted (mainly by the media) as much as they have in the past (to get the word out). This could be due to COVID or the timing of the Governor's recall election.

Recommendation:

Continued coordination with PIOs to ensure message gets out and to better understand each other's expectations.

Placer County

On October 21, 2021 the Placer County Sheriff's Office launched the Everbridge Tri-County Alerting System to Opt-In and 9-1-1 residential databases within the boundaries of Placer County. The Placer County Sheriff's Office issued the alert on behalf of all cities in the County to include Auburn, Lincoln, Rocklin and Roseville.

Message

The message consisted of separate text, email and voice messages.

Text Message Sent

Placer Alert - The County Of Placer is conducting a test of its emergency alert system. This is only a TEST. No action is required. Thank you.

E-mail Message Sent

This is Placer County on behalf of Placer County Sheriff's office, Auburn Police Department, Lincoln Police Department, Rocklin Police Department, Roseville Police Department and the Office of Emergency Services conducting a test exercise of the emergency mass notification system, Placer Alert. Several cities throughout Placer, Yolo and Sacramento are conducting this exercise today, October 21st, 202 as part of the Great California Shakeout. The purpose of this email is to exercise Placer County's ability to deliver emergency notifications to Placer County residents during a disaster.

We encourage you to register your cell phones, text devices and email addresses at www.placer-alert.org. Please share this email with your friends and family members within Sacramento, Yolo and Placer counties.

Google Play store at:
https://play.google.com/store/apps/details?id=com.everbridge.mobile.iv.recipient&hl=en
For questions or inquiries about Placer Alert, please visit www.placer-alert.org.or contact OES at PlacerOES@placer.ca.gov or 530-886-5300

Send Parameters

The message was sent to all devices in the system using the Placer County boundary shape file as the selection method with a delivery method interval of 1 minute between devices. No confirmation was required.

Sender

Placer County Sheriff's Office

Strengths

Placer County had the following strengths:

- Nothing in addition to the above identified Strengths.

Area for Improvement 1: Grammar

Several typos and grammatical errors were in the alert notification message.

Recommendation:
Have multiple Supervisors review/check notification message to ensure the email fields are properly filled and in correct locations prior to sending.

Area for Improvement 2: Accessibility

Lack of understanding of accessibility to hearing-impaired community; not clear/sure of what is messaging.

Recommendation:
Coordinate with Everbridge support, AFN community and train local dispatchers to better maximize system capabilities to reach the hearing-impaired community.

Area for Improvement 3: Functionality

We encountered an issue when coping/pasting pre-drafted standard message into Everbridge email field; didn't worked well but worked through the issue with EB support.

Recommendation:
Conduct in-house testing and training to figure out work through hurdles.

OUTREACH ANALYSIS

Sacramento County

Social Media Response to Alert Post

	Facebook		Twitter		
	Day Prior	Day Of	Day Prior	Day Of	
Share	20	2	7	0	Retweets
Like	26	31	3	2	Likes
Comment	1	4	22	6	Link Clicks
Other Clicks	19	30	24	8	Details Expand
Photo View	112	116	2562	639	Impressions
Link Clicks	65	79	70	36	Engagements

Yolo County

ANALYSIS OF CORE CAPABILITIES

Aligning exercise objectives and core capabilities provides a consistent taxonomy for evaluation that transcends individual exercises to support preparedness reporting and trend analysis. Table 1 includes the exercise objectives, aligned core capabilities, and performance ratings for each core capability as observed during the exercise and determined by the evaluation team.

Objective	Core Capability	Performance
To ensure successful operation of a large-scale launch of the Everbridge Tri-County Alerting System (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area	Public Information / Warning	S
To test the ability of agencies to create an alert specific to their jurisdiction's boundaries	Public Information / Warning	P
To promote earthquake preparedness and risk knowledge during "The Great California ShakeOut" through a test of the alert system that would give warnings during potential earthquake events	Public Information / Warning	P
To work with local media and promote the test so the public has ample warning regarding the alert notification	Public Information / Warning	S
To ensure redundancy of capabilities by utilizing social media messaging and managing operations within a JIC	Public Information / Warning	P

Ratings Definitions:

- **Performed without Challenges (P):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws.
- **Performed with Some Challenges (S):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws; however, opportunities to enhance effectiveness and/or efficiency were identified.
- **Performed with Major Challenges (M):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s), but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks for the public or for emergency workers; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws.
- **Unable to be Performed (U)** The targets and critical tasks associated with the core capability were not performed in a manner that achieved the objective(s).

Table 1. Summary of Core Capability Performance

PARTICIPANT SURVEY

Participants were asked a series of questions regarding the execution of the exercise. A small sample of participants (N=5) participated in the survey.

The following sections provide an overview of the performance related to each exercise objective and associated core capability, highlighting strengths and areas for improvement.

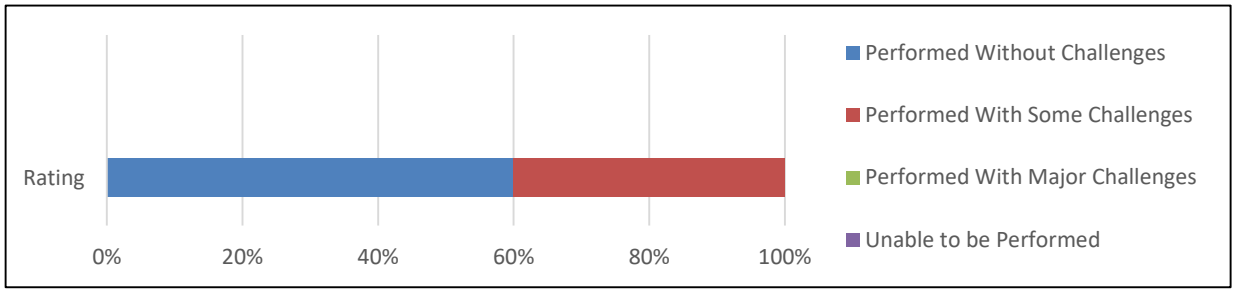
Core Capability: Public Information and Warning

Objectives:

1. To ensure successful operation of a large-scale launch of the Everbridge Tri-County Alerting System: (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area
2. To test the ability of agencies to create an alert specific to their jurisdiction's boundaries
3. To promote earthquake preparedness and risk knowledge during "The *Great California ShakeOut*" through a test of the alert system that would give warnings during potential earthquake events
4. To work with local media and promote the test so the public has ample warning regarding the alert notification
5. To ensure redundancy of communications capabilities by utilizing social media and managing operations within a JIC

Objective One Analysis

Do you believe the objective: To ensure successful operation of a large-scale launch of the Everbridge system (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area was performed satisfactorily? Please explain your selection.

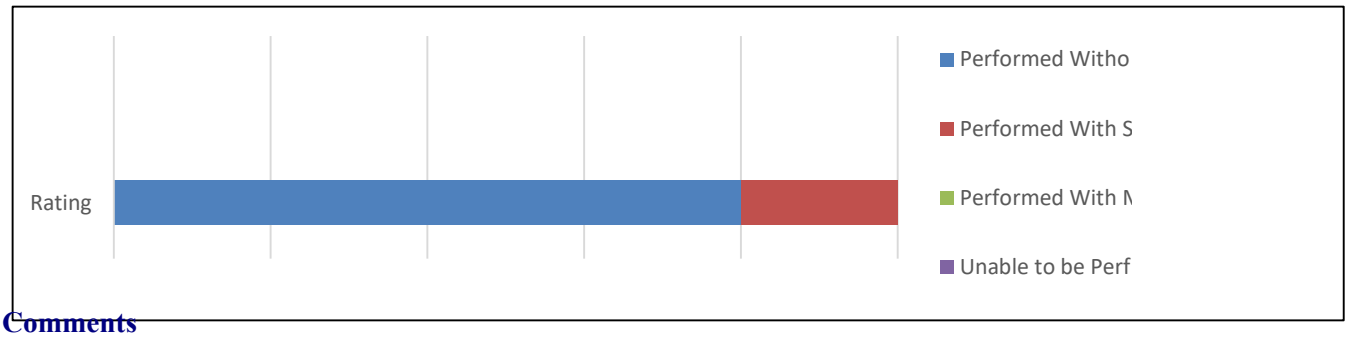


Comments

- The annual Yolo-Alert test is always set-up by users with limited use of the system to promote continued training on the system. During the setup it was found that passwords for senders needed to be reset to perform the setup (which indicates a lack of maintenance of personal sender profiles). The corrective action for this will be to attempt to require monthly tests of PSAP senders in the future.
- When asking coworkers when they received their messages, there were about 20-30 minute time gap differences between when each of us received our alerts. The alert also did not fall at the typical statewide time of 10:15AM but rather in the 1100 hour.

Objective Two Analysis

Do you believe the objective: To test the ability of agencies to create an alert specific to their jurisdiction's boundaries was performed satisfactorily? Please explain your selection.

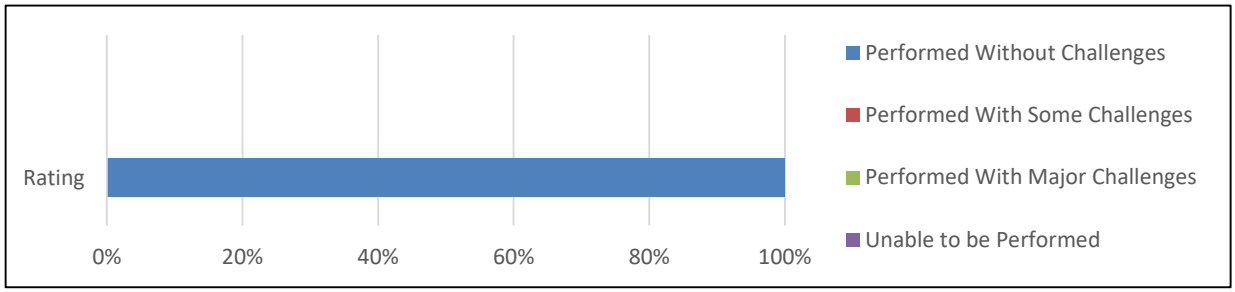


Comments

- The pre-designed shape library within Everbridge is quite effective and works very well for the Yolo annual test.
- A big thank you to the County for issuing an OA alert for us to provide consistent messaging.

Objective Three Analysis

Do you believe the objective: To promote earthquake readiness through a test of the alert system that would give warnings during earthquake events was performed satisfactorily? Please explain your selection.

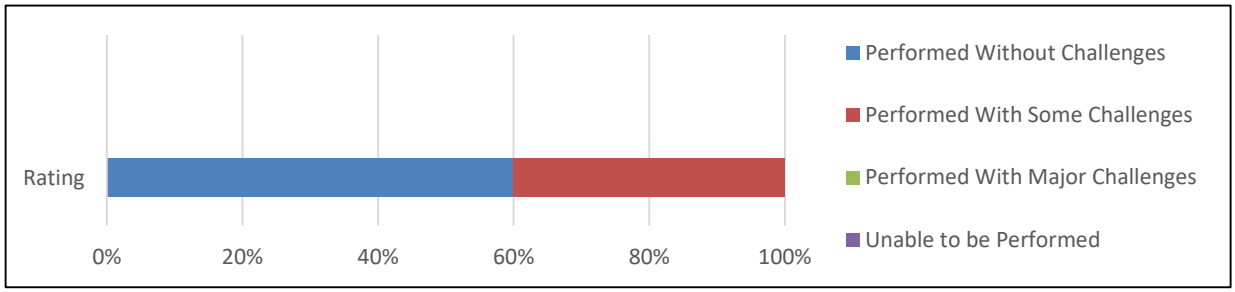


Comments

- No comments.

Objective Four Analysis

Do you believe the objective: To work with local media and promote the test so the public has ample warning regarding the alert notifications was performed satisfactorily? Please explain your selection.



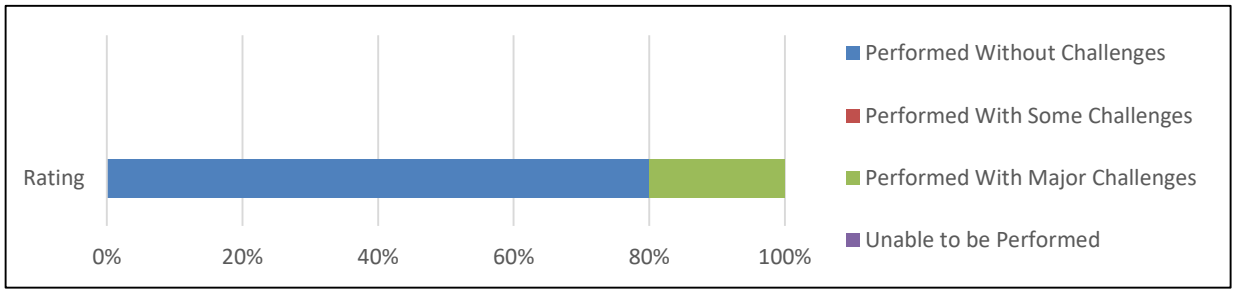
Comments

- Yolo feels that the test was not highlighted (mainly by the media) as much as they have in the past (to get the word out). This could be due to COVID or the timing of the Governor's recall election.

- Honestly, I did not see or hear anything about it on local media, but we did post the info on our social media sites.

Objective Five Analysis

Do you believe the objective:To ensure redundancy of communications capabilities by utilizing social media and managing operations within a JIC was performed satisfactorily? Please explain your selection.



Comments

- Yolo did not get invited to participate in the JIC this year.
- The biggest win was the unified alert that came out from our County - this supports consistent messaging which we need more of!

APPENDIX A: IMPROVEMENT PLAN

This IP has been developed specifically for Sacramento, Yolo and Placer Counties as a result of the Everbridge Tri-County Alerting System Test.
Capability Elements are: Planning, Organization, Equipment, Training, or Exercise

Core Capability	Issue/Area for Improvement	Corrective Action	Capability Element	Primary Responsible Organization	Organization POC	Start Date	Completion Date
1: Public Information and Warning	**1.1:** Scam Appearance	**1.1.1** Continue stressing on the carriers the urgency and importance of an immediate fix in order to not inadvertently put residents as risk of not receiving emergency notifications.	Planning	Sacramento County OES	Jason D'Alessio	Nov 2021	Alert Test 2022
	1.2: Not-Connected Rate	**1.2.2** Work with Everbridge to further understand these errors and determine ways to prevent these errors from occurring in the future.	Equipment	Sacramento County OES	Jason D'Alessio	Nov 2021	Alert Test 2022
	2.1: Personnel Mnx	**2.1.1** Attempt to require monthly tests of PSAP senders in the future.	Training	Yolo County OES	Dana Carey	Nov 2021	Alert Test 2022
	2.2: Public Messaging	**2.2.1** Continued coordination with PIOs to ensure message gets out and to better understand each other's expectations.	Planning	Yolo County OES	Dana Carey	Nov 2021	Alert Test 2022
	3.1: Grammar	**3.1.1** Have multiple Supervisors review/check notification message to ensure the email fields are properly filled and in correct locations prior to sending.	Training	Placer County OES	Dave Atkinson	Nov 2021	Alert Test 2022
	3.2: Accessibility	**3.2.1** Coordinate with Everbridge support, AFN community and train local dispatchers to better maximize system capabilities to reach the hearing-impaired community.	Training	Placer County OES	Dave Atkinson	Nov 2021	Alert Test 2022
	3.3: Functionality	**3.3.1** Conduct in-house testing and training to figure out work through hurdles.	Training	Placer County OES	Dave Atkinson	Nov 2021	Alert Test 2022