Sacramento County Office of Emergency Services
ANNEX

Alert and Warning

January 22, 2019
FINAL

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HANDLING INSTRUCTIONS

1. The title of this document is the *Sacramento Operational Area (OA) Alert and Warning Annex*
2. The information gathered herein is to be used for training and reference purposes within the Sacramento OA. Reproduction of this document, in whole or in part, without prior approval from the Sacramento County Office of Emergency Services is prohibited.
3. Alternative formats (e.g. Large Print) can be made upon request with the point of contact below.
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RECORD OF CHANGES

(Note: File each revision transmittal letter behind this record page.)

REVISION NUMBER	ENTERED BY	DATE	REVISION NUMBER	ENTERED BY	DATE
1			21		
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INTRODUCTION

Emergency communications to the public, commonly known as Alert and Warning continues to change with advancements in technology. Essential to all jurisdictions is an effective alert and warning strategy to support the distribution of information to the public. In an emergency/disaster, the strategies and systems used become critical. The magnitude of a particular emergency situation will determine the degree to which systems are utilized.

The Sacramento Operational Area (OA) contains many jurisdictions such as cities, numerous special districts, state and private agencies which support a number of systems including the unincorporated areas of the county. The various Alert & Warning systems and methods used together during a disaster/emergency can ensure wide spread distribution of information to a greater number of residents than could be reached by any one system.

This document is closely coordinated with the OA's Joint Information System/Joint Information Center Annex.

Purpose

The Sacramento OA Alert and Warning Annex establishes guidelines for use in partnership with the jurisdictions within the Sacramento OA and the surrounding counties. The alert and warning program provides public notification of protective actions to take before, during, and after threats or emergencies and to disseminate other kinds of messages to community members who have opted in to receive such messages.

Policy

This policy establishes appropriate use of the Sacramento OA alert and warning program. Each jurisdiction within the OA is responsible for preparing for a disaster, including establishing methods for alerting and warning the public, mobilizing resources, and initiating protective actions. Participating jurisdictions expressly agree to activate the Sacramento OA alert and warning program when an incident threatens life or property, participants can use the jurisdiction's alert and warning program to disseminate protective action instructions to affected populations. For a checklist on how to implement an alert and warning program in your jurisdiction, refer to the attachments section of this annex.

Whole Community Approach

The whole community concept is a process by which residents, emergency management representatives, organizational and community leaders, and government officials can understand and assess the needs of their respective communities and determine the best ways to organize and strengthen their resources, capacities, and interests. Engaging in whole community emergency

management planning builds a more effective path to societal security and resilience. This Annex supports the following whole community principles:

➢ Understand and meet the needs of the entire community, including people with disabilities, the elderly, and people with other access and functional needs;
➢ Engage and empower all parts of the community to assist in all phases of the disaster cycle; and
➢ Strengthen what works well in communities on a daily basis.

In keeping with the whole community approach, this Annex was developed with the guidance of representatives from the OA cities and representatives from county departments, law enforcement, fire services, emergency management, the access and functional needs communities, and various other stakeholders. The effectiveness of the emergency response is largely predicated on the preparedness and resiliency of the community. Community resiliency consists of three key factors:

➢ The ability of first responder agencies (e.g., Emergency Medical Services (EMS), fire, and law) to divert from their day-to-day operations to the emergency effectively and efficiently;
➢ The strength of the emergency management system and organizations within the OA, to include Emergency Operations Centers (EOCs), mass notification systems and communication systems; and
➢ The civil preparedness of the OA's citizens, businesses and community organizations.

Focusing on enhancing all three of these components constantly focuses the OA on improving the region's resiliency.

Intended Audience

The intended audience for this document are the agencies and jurisdictions within the Sacramento OA that have a role in ensuring the public is effectively notified before, during, and after emergencies.

What is Alert and Warning?

A **public alert** is a communication intended to attract public attention to an unusual situation and motivate individual awareness. The measure of an effective alert message is the extent to which the intended audience becomes attentive and searches for additional information.

A **public warning** is a communication intended to provide members of the public to take one or more protective actions in order to reduce losses or get out of harms' way. The measure of an effective public warning message is the extent to which the

intended audience receives the message and takes the protective action and/or heeds the guidance.

People with Disabilities and Access and Functional Needs

In a catastrophic event, it is expected that alert and warning protocols will be in place to address and meet various access and functional needs, particularly as they relate to the ways in which messages are conveyed to the general public such as in another language, for the deaf and or hard of hearing, the blind, elderly and many other formats. Some of the methods available are as follows:

➢ TTY/TTD;
➢ Font size;
➢ Color analyzer;
➢ Sound & vibrations;
➢ Flashes;
➢ Use of attachments (video);
➢ 508 compliance (use of screen-readers);
➢ Posting of accessible electronic content, documents, and videos; and
➢ Video relay as an option.

ROLES AND RESPONSIBILITIES

Planning for, preparing and disseminating alerts and warnings are the responsibility of multiple levels of government within the Sacramento OA. Each level of government—and designated entities within those levels—hold responsibility and/or authority to ensure the overall effectiveness of the countywide alert & warning system.

It is an inherent responsibility of local government organizations and officials to keep the public informed about both natural and human-caused disasters and what actions they need to take to protect themselves and their families.

Sacramento OA officials typically have the most accurate and complete understanding of the situation, the necessary protective actions, and potential adverse impacts of the incident. It is incumbent upon local officials to rapidly and adequately communicate to the public what is occurring and any steps or actions the public needs to take.

These actions could include but are not limited to:

➢ evacuation orders;
➢ locations of points of distribution (for food, water, medicine, etc.);
➢ directions to move out of the area; and
➢ shelter-in-place guidance.

Specifically, local entities, are responsible for:

- ➢ Installation, maintenance, user training and exercise/testing of public alert and warning capabilities;
- ➢ Understanding the access and functional needs-related considerations associated with public alert and warning systems and messaging;
- ➢ Obtaining authority and tools for accessing federal warning systems as a Collaborative Operating Group (COG) via the Federal Emergency Management Agency (FEMA) Integrated Public Alert and Warning System (IPAWS);
- ➢ Participate in revisions of mandated FCC local EAS plans, including approval of authorized event codes;
- ➢ Enactment of ordinances and/or policies identifying roles and responsibilities to enable the issuance and coordinated dissemination of alerts and warnings to the public by responsible officials within Sacramento OA;
- ➢ Development of procedures for initiating, cancelling, and revoking accidental alerts, and for rapidly correcting and updating alert details as additional information becomes available;
- ➢ Coordination with adjoining jurisdictions, other OAs, the State, and the National Weather Service (NWS) regarding origination of alerts and warnings over NWS Weather Radio related to hazards that have effects across jurisdictional boundaries; and
- ➢ Developing, maintaining, and submitting to the State EAS Committee a Local Emergency Alert System Plan (Local EAS Plan).

Within SEMS regulations, the Sacramento OA is responsible for coordinating response and recovery support to county jurisdictions, i.e. cities and special districts, which includes coordination of mass notification alerts, within the authority of the Local EAS Plan.

Specifically, OAs are responsible for:

- ➢ Coordinating with all Alerting Authorities within an OA, and OAs within same Local EAS Plan, as needed to effectively manage an incident and prepare and warn the public;
- ➢ Coordinating training, testing, and exercising of county-wide alerting and warning systems;
- ➢ Incorporating alert and warning systems into OA standard procedures and protocols; and
- ➢ Utilization of IPAWS as a component of the county-wide alert and warning plan.

Local Alert and Warning Program Advisory Committee

The Sacramento OA Alert and Warning Program Advisory Committee is a jurisdiction-wide organization composed of participating city and jurisdiction agency representatives. Maintained and led by the Sacramento OA, the committee shall meet annually or more frequently as established by the committee. The purpose of the Advisory Committee is to conduct after action reviews of the system usage, coordinate ongoing administration, training, public outreach, modifications to policies and guidelines, protocols, or other issues related to the alert and warning program. All recommendations for substantive changes to the alert and warning program shall be submitted to the appropriate committee/council.

Sacramento OA Citizen Emergency Notification

Emergency Mass Notification requests typically come from a Fire or Law Enforcement Official to a local PSAP or OES. The PSAP or OES is the sender of the information contained in the notification request. An emergency notification request in the Sacramento OA will only be accepted from:

> ➢ Law enforcement official ranked lieutenant or higher;
> ➢ Fire official ranked battalion chief or higher;
> ➢ Jurisdictional Emergency Services Managers or their designees; and
> ➢ Jurisdictional Public Information Officers (PIO) when authorized by those noted above.

The primary methodology used for citizen emergency notification is geo-graphic. The Sacramento-Alert system allows a sender to draw a shape on a map so that every phone number, e-mail, TTY/TTD associated with an address within the shape will be notified.

Officials noted above will need to provide the following information to the sending agency:

> ➢ Name and rank;
> ➢ Message content;
> ➢ Defined shape or group to be notified; and
> ➢ Vehicle for message delivery (i.e. voice, text, etc.).

Various groups which serve in an emergency capacity within the Sacramento OA have been defined and programmed into the Citizen Portal. The membership of these groups in the system is maintained through a partnership between the Sacramento County Office of Emergency Services and the group wishing to use the system for group notification.

State of California

Recognizing that virtually all disasters emerge on a local level, the main public alert and warning responsibility of the state is to provide training, consultation, and

guidance on alert and warning standards and best practices to local government entities. This includes establishing access to and utilizing available urgent communications tools, such as the federal IPAWS network. The state will work with the Sacramento OA to support their mass notification activities, and, when requested, serve as a back-up capability for the OA. However, on occasion, the state may need to issue public alerts under its own authority when an incident's severity and breadth of impact threatens multiple jurisdictions. When the State issues an alert or warning, every effort will be made to coordinate with the OA and possibly the National Weather Service within the available timeframe prior to issuing a public alert and/or warning.

The State of California, acting through California Highway Patrol, is responsible for:

➢ Distributing public alerts regarding the well-being of at-risk children (AMBER Alerts), elders (SILVER Alerts), and officer safety (Blue Alerts) to law enforcement, broadcasters, the National Center for Missing and Exploited Children (NCMEC), Lottery, ports of entry, and members of the public.

Federal Government

FEMA is the lead federal agency for coordination and implementation of IPAWS. FEMA ensures that this nationwide system is maintained and operational. FEMA's stated goals for IPAWS are to:

➢ Operate NAWAS to notify state warning points and other critical operations centers of a wide variety of events including military attacks. NAWAS is controlled from FEMA's Operations Center and the FEMA Alternate Operations Center in the National Capital Region;
➢ Build and maintain an effective, reliable, integrated, flexible, and comprehensive alert and warning system;
➢ Diversify and modernize the broadcast EAS;
➢ Issue an IPAWS MOU and IPAWS certificate with the COG jurisdictions, acknowledging the approved event codes, and designated alerting authorities, ensuring required certificated training has been completed;
➢ Create an interoperability framework by establishing or adopting
➢ standards, such as the Common Alerting Protocol (CAP);
➢ Enable alert and warning to those with disabilities and others with access and functional needs and to those without an understanding of the English language;
➢ Partner with National Oceanic and Atmospheric Administration (NOAA) for seamless integration of message transmission through NWS national networks;
➢ Facilitate dissemination of Presidential Alerts during a national emergency;
➢ Receive and authenticate alert messages, then simultaneously deliver to all IPAWS–compliant public alerting systems; and

> ➢ Ensure that required Emergency Management Institute (EMI) courses are available and updated periodically.

National Weather Service (NWS)

The NWS has responsibility for originating public warnings regarding weather hazards. The NWS operates several public alert and warning dissemination systems, including NOAA Weather Radio All Hazards (NWR), a network of over 1,000 VHF radio transmitters serving the population of the United States, NOAA Weather Wire Service (NWWS), and the Emergency Managers Weather Information Network (EMWIN). In addition, the NWS National Tsunami Warning Center issues Tsunami statements, watches and warnings which are disseminated by the Coastal CA NWS offices. While the NWS has responsibility for weather-related alerting, local government is not precluded from sending notifications and alerts in support of weather events.

NOAA Weather Radio All Hazards (NWR)
Working with the FCC EAS, NWR is an "All Hazards" radio network, making it your single source for comprehensive weather and emergency information. In conjunction with Federal, State, and Local Emergency Managers and other public officials, NWR also broadcasts/conveys warning and post- event information for all types of non-weather hazards – including natural (such as earthquakes or avalanches), environmental (such as chemical releases or oil spills), and public safety (such as civil emergency messages or 9-1-1 telephone outages).

NWS and EAS
The FCC, in conjunction with FEMA and NOAA NWS, implements the EAS at the federal level. The NWS develops emergency weather information to alert the public about imminent dangerous weather conditions.

The NWS requests activation of the EAS for imminent and dangerous weather conditions. The NWS uses NWR as its primary means to activate EAS. The NWS can assist with relaying state and local authorities' non-weather EAS messages and activations via NWR to communicate important non- weather emergency messages, such as 9-1-1 outages, shelter-in-place and Civil Emergency Messages. NOTE: in 2018, CHP ENTAC is responsible for AMBER alerts via IPAWS for the state of CA, triggering EAS and WEA accordingly.

With the exception of national-level activation of the EAS, it is voluntary for EAS participants, such as radio and television stations, to further relay NWS-generated messages. NWS EAS codes can be found here:

https://www.weather.gov/NWR/eventcodes

Naming Convention for EAS Event Codes

The FCC established naming conventions for EAS event codes. In most cases, and for all future codes to be approved, the third letter of all hazardous state and local event codes is limited to one of four letters:

W for WARNINGS, A for WATCHES, E for EMERGENCIES, S for STATEMENTS

➢ A WARNING is an event that alone poses a significant threat to public safety and/or property, probability of occurrence and location is high, and the onset time is relatively short.
➢ A WATCH meets the classification of a warning, but either the onset time, probability of occurrence, or location is uncertain.
➢ An EMERGENCY is an event that, by itself, would not kill or injure or do property damage, but indirectly may cause other things to happen that result in a hazard. For example, a major power or telephone loss in a large city alone is not a direct hazard, but disruption to other critical services could create a variety of conditions that could directly threaten public safety.
➢ A STATEMENT is a message containing follow up information to a warning, watch, or emergency.

**NWS and Wireless Emergency Alerts (WEA)**

The NWS coordinates with the Sacramento OES prior to issuing WEA messages for continuity of operations and effective response. The NWS in conjunction with the FCC has an established list of weather warnings that will trigger WEA for the affected area, generally defined as a polygon. WEA messages are disseminated via FEMA's Integrated Public Alert and Warning System (IPAWS). The approved NWS warnings that will initiate a WEA are:

➢ Tsunami (TSW)
➢ Flash Flood (FFW) – including, due to dam inundation and debris flows
➢ Tornado (TOR)
➢ Hurricane (HUW)
➢ Storm Surge (SSW)
➢ Dust Storm (DSW)
➢ Extreme Wind (EWW)

SACRAMENTO-ALERT.ORG

Sacramento-Alert.org, powered by Everbridge®, is part of a Regional Mass Notification system maintained between Yolo, Sacramento and Placer counties. Regional configurations and information are located in the *Regional Mass Notification Plan*. Each jurisdiction within the Sacramento OA has the ability to use **Sacramento-Alert.org** for alerts & warnings, as well as community messaging. The Regional Mass Notification System contains data from many different sources. To sign-up for this system to receive emergency alerts and warnings please go to **Sacramento-alert.org** to establish a login and create and account. During an emergency, all sources can be used to push information to as many people as possible. Some of these sources include:

- ➢ **White Pages** – Annually all numbers in the traditional "White Pages" section of a phone book is uploaded into the system. This data set can be used at any time for any notification;
- ➢ **Yellow Pages** - Annually all numbers in the traditional "Yellow Pages" section of a phone book is uploaded into the system. This data set can be used at any time for any notification;
- ➢ **Unlisted Numbers** – Unlisted numbers are supplied and loaded into the system by carriers who service land-line based phone numbers to facilitate emergency notifications. This data set can **ONLY** be used in extreme circumstances; and
- ➢ **Citizen Opt-in** – Citizens can go to the web portal and register for a free account within the system. This is the data set which contains cellular, Voice Over IP (VOIP) lines and e-mail based information. This data set may be used to forward community messages to a citizen *IF* they opt-in for those types of messages.
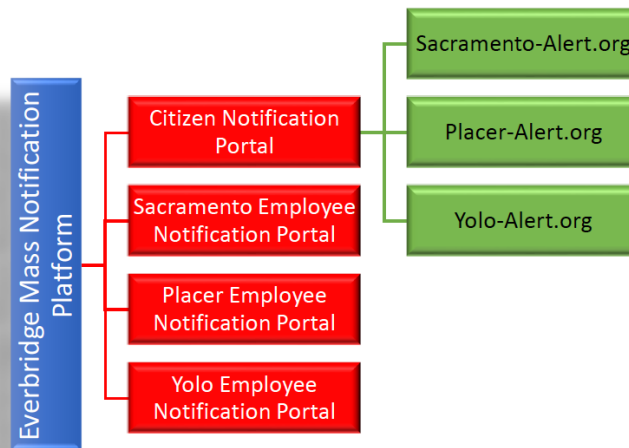
All Public Service Answering Points (aka PSAP or 9-1-1 Dispatch Center) and Offices of Emergency Services (OES) in the three partnering counties have access to launch a notification to any portion of the system at any time. Notifications can also be sent by the vendor provided that the requesting agency has an active account on the

system. This allows for another jurisdiction or the vendor to distribute notifications even if access to the web portal is unavailable due to connectivity issues in the affected jurisdiction.

ISSUING LOCAL ALERT AND WARNING MESSAGES

Issuing public alerts and warnings requires the exercise of reasonable and well-informed judgment. There is no all-encompassing formula for making warning decisions. There are, however, some evidence-based principles and best practices that can help guide the decision maker.

The responsibility for issuing alerts and warnings during an emergency rests with designated public officials—known as Alerting Authorities—that may include city or OA emergency managers/authorities, communications center staff members, executive leaders, Incident Commanders (ICs) or designees in coordination with the local Public Safety Dispatcher, or Public Information Officer (PIO). Jurisdictional plans may identify designated individuals such as:

> ➢ Dispatch personnel;
> ➢ Emergency management personnel;
> ➢ Fire personnel;
> ➢ Health officer's; and
> ➢ Law enforcement personnel

WHEN TO ISSUE ALERT AND WARNINGS

Warnings should be issued when there is an *imminent threat to life, health or property*. This can include alerts and warnings issued in advance of forecasted severe weather events when doing so will give the public time to evacuate. Warning systems, such as sirens, should not be used for the purpose of reassuring the public that an ongoing situation or an upcoming event is not hazardous; other public information channels should be used for those purposes instead.

Fear of triggering "panic" is not a valid reason to delay or avoid issuing a warning. "Mass panic" very rarely occurs as the result of a warning message. Note that justified anxiety or physical flight is not the same thing as panic. When public warning information is delivered by a credible alerting authority, the public usually responds by following the recommended actions. Rarely do such warning messages lead to mistrust or panic. When dealing with uncertain or conflicting information about a threat, Sacramento OA will choose to *err on the side of protecting the public*.

Irrelevant warnings can fatigue the public rapidly and lead to recipients discounting further warning messages or opting out of receiving future alerts and warnings. Every effort will be made—within the capabilities of Sacramento OA's program—to *limit the warning to people actually at risk*.

Timeframes for Issuing Alert and Warnings

Agencies should maintain an alerting capability at all times by maintaining a primary operational capability, as well as, a back-up capability for use when the primary capability is not functioning or inaccessible.

Agencies should issue alert and warning messages as soon as feasible given the circumstances of the situation. Access to the designated alerting authority and alerting originator should not be delayed due to limited resources or non-operational equipment. Designated alerting staff should have ready and reasonable access to primary or back-up alerting systems. The graphic below depicts the warning and protective action initiation timeline
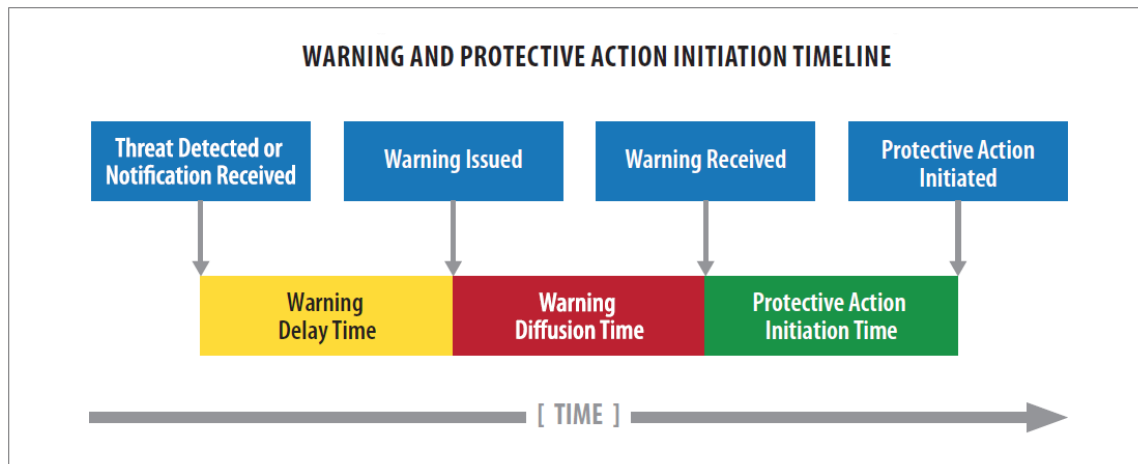
Warning messages sent in error should be updated, clarified, or retracted as soon as possible.

Alerting Coordination

Disasters are not typically limited to jurisdictional boundaries. Alerting Authorities, such as the Sacramento OA are generally bound to their own jurisdiction. When considering issuing an alert and/or warning to the public, coordination, communication, and collaboration is a priority.

To the extent a warning originator within the OA has the ability, warnings should be targeted to the area known to be at risk, while coordinating with any other affected jurisdictions, such as the OA Duty Officer or other officially designated position/individual as soon as possible. If the initial warning originator lacks the ability to deliver warnings to the at-risk area, coordination with other jurisdictions should be given priority. If a warning is issued from a higher level of government or jurisdiction, lower levels within the target area of the initial warning need not repeat that warning. However, local jurisdictions should issue additional warning messages, or request assistance from the Sacramento OA, if needed, to communicate local variations on the recommended protective action, to expand the target area for the message, or to utilize local warning dissemination capabilities that will enhance delivery of the warning to people at risk.

Evacuation messages are particularly demanding, as they must be coordinated with agencies responsible for transport, traffic control, and evacuee reception and sheltering. Confusing and/or uncoordinated evacuation orders can have unintended adverse consequences. Evacuation messages must come from the jurisdiction's designated authority, often the local law enforcement authority and should address issues such as:

➢ Direction and destination of travel (include a map image if possible);
➢ Routes to be used and routes to be avoided;
➢ Means of travel (by auto, by bus, on foot, etc.);
➢ Accessible transportation and sheltering resources;
➢ Things to take along (papers, medications, pets, etc.);
➢ Expected duration of relocation (a few hours, a day, etc.); and
➢ Phone or social media links for additional information.

Pre-Message Coordination
It is critically important to inform all key stakeholders of the notification contents and implications prior to full message dissemination, as feasible while maintaining timely notification under emergency situations. Use message templates to ensure consistency of content delivery and use checklists when informing critical stakeholders.

Post Message Coordination
Evaluate whether or not another message is warranted, if clarification is needed, or "false alarm effect" is occurring. "False alarms were defined as an event that did not occur as predicted, meaning that the alert, warning, or prediction did not materialize in the way it was described."[1]

COMMUNITY MESSAGING
The alert and warning program may be used to disseminate non-emergency information only to community members who have opted-in to receive this information.

Each authorized System Administrator is responsible for determining the non-emergency (opt-in) messaging groups that their jurisdiction will make available to community members.

Sacramento -Alert.org also has the ability to house subscription lists. A subscription list is a feature that allows a citizen to opt-in to receive community messages on specific topics. The owner of the subscription list maintains the discretion of sending any community messages to their respective subscription lists.

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[1] Trainor, Joseph E., et al. "Tornadoes, Social Science, and the False Alarm Effect." *Weather, Climate, and Society*, vol. 7, no. 4, 2015, pp. 333–352., doi:10.1175/wcas-d-14-00052.1.

EMPLOYEE EMERGENCY NOTIFICATION

Employee notification portals for each respective jurisdiction have all of the same sending functionality as the Citizen portal and are maintained by each independent jurisdiction via data uploads. Each jurisdiction within the Sacramento OA works with the Sacramento County Office of Emergency Services to maintain the data in the Sacramento employee portal.

CONSTRUCTING EMERGENCY MESSAGES

Message Content

There are five essential components of an emergency alert/warning message. These five topics are listed and defined on the following page. Each topic is color-coded to make it easy for the sender to see where these different topics are placed in the message templates contained in this section.

Message Style

Messages should be constructed with specificity and clarity.

> ➢ Specificity – be precise with the wording selected for each of the five components.

> ➢ Clarity – construct messages free of jargon and in a manner which will clearly be understood by those receiving the message.

Message Content & Order

Short messages (90 or 140 characters) work best if the content is presented in the following order:

SOURCE: say who the message is from

THREAT: describe the flooding event and its impacts

LOCATION: state the impact area boundaries in a way that can be easily understood (for example use street names, landmarks, natural features, and political boundaries)

GUIDANCE/TIME: tell people what protective action to take, the time when to do it, how to accomplish it, and how doing it reduces impacts

EXPIRATION TIME: tell people when the alert/warning expires and/or new information will be received

source, guidance and time, threat, location, message expiration time

Longer messages, for example those that may be part of a press release, work best if the message content is presented in the following order.

source, threat, location, guidance and time, message expiration time

INTEGRATED PUBLIC ALERT & WARNING SYSTEM (IPAWS)

The Federal Emergency Management Agency's (FEMA) Integrated Public Alert and Warning System (iPAWS) is an Internet-based capability Federal, State, local, tribal and territorial alerting authorities can use to issue critical public alerts and warnings. Alerting authorities can use iPAWS and integrate local systems that use Common Alerting Protocol standards with the iPAWS infrastructure. IPAWS provides public safety officials with an effective way to alert and warn the public about serious emergencies using the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), the National Oceanic and Atmospheric Administration (NOAA) Weather Radio, and other public alerting systems from a single interface.

Figure 1 California OES IPAWS Chart

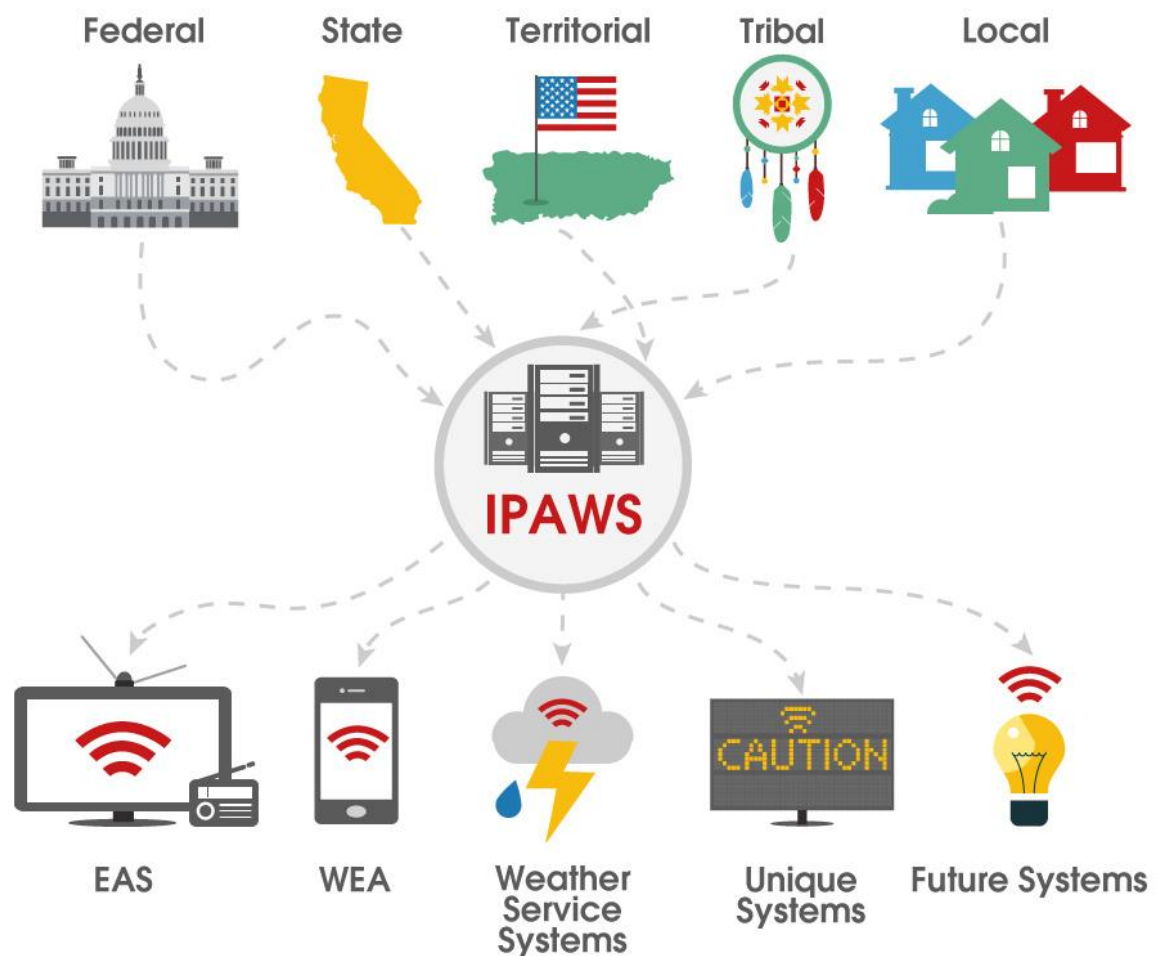The Sacramento County Office of Emergency Services is the only authorized alerting official within the iPAWS architecture and maintains alerting authority for the entire OA. Many of the systems included in iPAWS are accessible by other alert and warning senders, on an individual system basis, throughout the Sacramento OA. iPAWS open is the primary way that Sacramento County accesses the Emergency

Alert System and Wireless Emergency Alert System. The sending platform for the Sacramento OA is the Sacramento-Alert Mass Notification system.

EMERGENCY ALERT SYSTEM (EAS)

The Emergency Alert System (EAS) is used by alerting authorities to send warnings via broadcast, cable, satellite, and hard wired communication pathways. Emergency Alert System participants, which consist of broadcast, cable, satellite and hard wired providers, are the stewards of this important public service in close partnership with alerting officials at all levels of government. The EAS is also used when all other means of alerting the public are unavailable, providing an added layer of resiliency to the suite of available emergency communication tools.

Accessing the EAS within the Sacramento OA can be accomplished in the following manner:

➢ EAS is part of iPAWS open and is therefore accessible by Sacramento OES when messages are sent through the Everbridge Mass Notification System using iPAWS.

WIRELESS EMERGENCY ALERTS (WEA)

WEA is a public safety system that allows customers who own certain wireless phones and other enabled mobile devices to receive geographically-targeted, test-like messages alerting them of imminent threats to safety in their area. WEA enables government officials to target emergency alerts to specific geographic areas through cell towers that broadcast emergency alerts for reception by WEA-enabled mobile devices.

Currently, the smallest level of WEA alert accessible through the OA sending platform is the entire Sacramento County jurisdiction. Access to send WEA messages through Sacramento-Alert requires a separate digital certificate, completion of the IS247.a course and agreement with FEMA, and all are user specific. Current individuals who can send WEA alerts in Sacramento County are:

➢ Sacramento County Office of Emergency Services (OES) Coordinators

Message content for WEA's cannot be customized. Message limits are constrained to 90 characters (with increase to 360 characters in May 2019). Once a message is entered for a WEA alert, the message format will be determined by the assigned values of the common alerting protocol. The specific format will resemble the following example:

"[Event name corresponding to event code element]" **in this area until** [Expiration time in local time zone derived from expires element]. [Assigned

value derived from instruction specific event code (EVI, SPW) or response type element per below]. [Sender Name value, typically associated with the alert originator log in ID]"

Common Alerting Protocol

Common Alerting Protocol is an international standard for publishing and sharing alerts. We advocate using an open and common standard, in order for everyone to have a consistent way to automatically receive and share alerting information, as well as publishing alerts securely using open web formats like Atom and RSS.

BEST PRACTICES FOR SENDING NOTIFICATIONS

The following best practices have been demonstrated during past events. Those sending messages via Sacramento-Alert will follow as many of these as possible, specifically for public alerts & warnings:

- ➢ A "real" voice recording will be attached to the message when sending a phone message. Every attempt will be made to avoid the use of the text-to-speech engine. (If possible, have a locally known person record the message so that the voice is recognized by citizens);
- ➢ Publishing to the Everbridge Network will be done so that other Everbridge owners may receive the message and decide whether or not to redistribute it. Any private entity owning an Everbridge Mass Notification product worldwide may choose to republish an emergency notification if they have facilities in Sacramento County;
- ➢ The contact preferred delivery order will be used for devices;
- ➢ If they are to be used as a call back hotline for questions from residents, 2-1 1, 3-1-1 can be provided as the sender caller ID;
- ➢ A single contact cycle will be used in cases where protective actions required are not immediate; and
- ➢ A hyperlink to additional information via a website should be provided for messages distributed via e-mail and text (use a tiny URL when possible).

Social Media

Social media is a critical piece of the OA alert and warning strategy due to its extensive use by every jurisdiction within the OA. Several jurisdictions maintain multiple accounts on a variety of platforms and endeavor to ensure messages are consistent across all accounts. Posting guidelines for each jurisdiction are outlined in social media policies on file within each jurisdiction. A summary of social media platforms utilized by each jurisdiction is provided below.

Websites

A critical way to distribute information is via local websites. Whether using a traditional alert and warning system or social media, additional information will

need to be provided. Prior to releasing an emergency notification, information will need to be added to a local website (or multiple sites) so that links can be provided in the alert and warning messages (preferably via tiny URL).

It is important to compile, edit and make the web-based information "live" as quickly as possible, and to keep the information current. At the beginning of an event, information on a website may be launched in simple paragraph format while additional resources (infographics, maps, etc.) are under development. Edits to the page initially launched throughout the duration of the event are recommended to maintain a consistent URL. A jurisdiction will never wait on the distribution of an emergency message based on the fact that the website is not active at the time of dissemination.

Several websites exist within the Sacramento OA which may be used to disseminate emergency information. The Sacramento OA website is the preferred site for information and is as follows:

www.sacramentoready.org

County

The Sacramento County website, in addition to being the primary location for emergency information coming from Sacramento County, has two emergency notification components which can assist with public notifications:

1. The homepage can be overridden with an emergency message banner. During times where alert and warning messages are of a time sensitive nature and county-wide nature, this functionality may be enabled to relay pertinent information directly on the main page of the website.
2. An eSubscription service accompanies the website with e-mail addresses of those who have elected to receive notifications as specific webpages are updated. During times of emergency, a notification can be sent to the entire database.

ADDITIONAL ALERT & WARNING METHODS

There are multiple other systems maintained throughout the Sacramento OA. Systems may be maintained by departments within City/County government, special districts or private partner agencies.

2-1-1 Sacramento

2-1-1 Sacramento is a free, non-emergency, confidential information and referral service that operates 24 hours a day, seven days a week, in English, Spanish, Vietnamese, and many other languages. For everyday needs and in times of disaster, 2-1-1 Sacramento provides streamlined access to critical health and human services such as food, shelter, counseling, drug and alcohol intervention, employment assistance, and much more. It also serves as a link for individuals seeking to

volunteer, provide resources, or assist during a crisis in Sacramento County. The 2-1-1 Sacramento service plays a critical role in the dissemination of information in a disaster.

Electronic Changeable Message Boards.

Remotely programmable text and graphic displays exist along many highways, at mass-transit stations, and other public areas within the Sacramento OA. Many of these signs can only display very short messages. Such displays are effective at disseminating location-specific information, but may not be seen by everyone at risk.

Medical and Health Systems

Systems under this section are maintained by the Sacramento County Department of Health Services. For additional information on the use of any system listed in this section, please refer to the Information Sharing and Communications Plan for the Health Services department.

> California Health Alert Network (CAHAN)
> The California Health Alert Network is a Mass Notification System provided by the California Department of Public Health and powered by Everbridge®. Within Sacramento County, the maintenance and administration of this system is the responsibility of the Emergency Preparedness Division. The primary purpose of CAHAN is to distribute Health related alerts/notifications to Healthcare Groups.

> Medical Reserve Corps Volunteers Database
> This database is comprised of healthcare volunteers who have registered with Sacramento County. This system, among others, has the ability to distribute messages to those who are registered in the system.

> Women Infants & Children (WIC) Autodialer
> The WIC Autodialer is a system which can issue phone calls to Sacramento County WIC participants. The system is normally used to relay appointment information but has the capability of distributing any notification that WIC deems in the best interest of their participants.

School Systems

All School Districts within Sacramento County have access, internally, to auto-dialer systems that are normally used to contact parents with information pertaining to their child. Local jurisdictions will partner with schools to ensure that consistent messages are being released through these autodialer systems.

Campus Alert Systems and Methods

College Campuses throughout the OA have systems for use during emergencies or other urgent situations that may directly affect their well-being. Their systems can

send simultaneous messages to their constituents by e-mail, text, telephone and cell phone.

Physical Notification Systems

A physical notification system is one that would be used to visually post a message, physically deliver a message and/or audibly sound a message.

Posting Locations

During times where Mass Notifications are issued, City Hall's, County Administration buildings, Libraries, shelter locations if open and other local gathering locations will be the primary posting location(s) within a jurisdiction to provide information to citizens who have no additional way of accessing other resources mentioned in this Annex.

Door-to-Door

In emergencies/disasters that are fast moving (such as fires or potential shelter in place situation) local public safety professionals may issue notifications by going door-to-door. Public safety officials will be identified to members of the public by uniforms issued from their agency.

Sirens & Loudspeakers

Public safety officials may communicate with the public through audible sirens and loudspeakers. In some cases, vehicles with loudspeakers may be used to relay information to neighborhoods. Another common form of notification can be a siren with an audible tone. At this time alert and warning sirens that exist in Sacramento County are not operable. If sirens are added throughout the county, their individual tones and meanings will be added to this Annex.

Transit System – Regional Transit

In the event time allows, information can be printed and posted within buses owned by the Transit agencies or programmed for display at bus stops and within the busses themselves. Signage to be displayed inside buses can be printed on heavy cardstock while messages for the outside of the bus must be weatherproofed prior to delivery.

Many communities may have established institutions that can serve as effective alert and warning delivery systems. Consider coordinating with these embedded institutions to broaden the reach of alert and warning messaging.

> ➤ Church/Community Bells;
> ➤ Digital outdoor billboards;
> ➤ Security Doorbell systems such as Ring; and
> ➤ Navigational apps, such as Waze, Google Maps, and Apple Maps may add emergency notifications to their systems to warn uses of a threat or hazard.

ANNEX MAINTENANCE

The process for maintaining the Annex is described in this section. The discussion identifies who receives and reviews the Annex, how updates are to be integrated into the Annex, how the Annex is tested, what type of training and exercises are developed to enhance understanding and execution of the Annex, and how after-action review is conducted after the Annex has been implemented, whether as part of an exercise or in response to a real emergency.

Annex Distribution

Once completed and approved, the Alert and Warning Annex for Sacramento County is distributed throughout the OA. Printed and electronic copies are also delivered to the EOC in Sacramento County and to other agencies and departments in Sacramento County. Electronic versions of the Final Annex are also distributed to each of the regional and/or local offices with major roles to play in alert and warning.

Annex Updates

Sacramento County is responsible for the maintenance, revision, and distribution of the Sacramento County Alert and Warning Annex. Sacramento County OES annually assesses the need for revisions to the Annex based on the following considerations:

> ➤ Changes to local, State, or Federal regulations, requirements, or organization;
> ➤ The need for additional subsidiary plans to develop regional response capabilities or eliminate gaps in capabilities, as suggested by Mutual Aid Regional Advisory Committee members; and
> ➤ Implementation of tools or procedures that alter or improve on annex components.

Sacramento County maintains the record of amendments and revisions (the Record of Changes table in the front of this document), as well as executable versions of all documents, and is responsible for distributing the Annex to all applicable agencies.

Annex Testing, Training, and Exercises

Exercising the Annex and evaluating its effectiveness involves using training, exercises and evaluation of actual disasters to determine whether goals, objectives, decision, actions, and timing outlined in the Annex led to a successful response.

Exercises are the best method of evaluating the effectiveness of an annex and are also a valuable tool in training emergency responders and government officials to become familiar with the procedures, facilities, and systems that they actually use or manage in emergency situations. Exercises are conducted on a regular basis to maintain readiness.

To ensure effective and efficient use of alert and warning capabilities, agencies must regularly train and exercise their alert and warning policies, procedures, and systems. It is recommended that jurisdictions create a training program consistent of readily available coursework divided into sections of system access and responsibilities. Below is a recommended structure:

Technician – is a level designed for those who can physically access and send on platforms within the jurisdiction's alert & warning program:

☐ Monthly tests to themselves if they haven't sent a real-world message during the week
☐ Training from the system vendors designed to teach technical skill-sets within the system specific to message sending

If person is to be a sender for any portion of the IPAWS system, s/he must also have the following (as per FEMA):

IS-247a: IPAWS Alerting Authority Online Training (required under FEMA MOU)
☐ IPAWS Rules of Behavior: Read, understand, and sign the IPAWS Rules of Behavior. This document helps public safety officials understand that the IPAWS-OPEN system:

o Is for official use only;
o Requires approved email accounts for access;
o Requires users to create user IDs and passwords based on the provided guidelines; and
o Requires users to follow guidelines for protecting physical devices used for accessing IPAWS-OPEN and to use only officially approved devices.
☐ IS-248: IPAWS for the American People
☐ IS-251: IPAWS for Alerting Authorities Best Practices

Practitioner – is a level designed for those who request message sends and craft messages
☐ Read articles that explain the social science of alert & warning, such as:

o *A Guide to Public Alerts and Warnings for Dam and Levee Emergencies* (US Army Corps of Engineers);
o Best Practice Guide for Warning Originators (US Attorney General's Department);
o *WEA Messages: Impact on Physiological, Emotional, Cognitive and Behavioral Responses* - (U.S. Dept. of Homeland Security); and
o Best Practices in Wireless Emergency Alerts – (U.S. Dept. of Homeland Security).
☐ PER-304: Social Media for Natural Disaster Response and Recovery.

☐ G290-291: Basic PIO and JIC-JIS.

If person is to be a crafter of messages to be distributed through IPAWS, take the following:
    ☐ IS-248: IPAWS for the American People.
    ☐ IS-251: IPAWS for Alerting Authorities Best Practices.

Program Administrator – is a level designed for those overseeing the entire alert & warning program. All course-work under the previous two levels as well as:
    ☐ Training from the system vendors designed to teach technical skill-sets within the system specific to data refresh and management.
    ☐ Training from local GIS professionals within the jurisdiction, *IF* the system(s) in use require geo-coding and/or shape files
    ☐ Person should be knowledgeable in cross-jurisdictional coordination techniques within the jurisdiction L0388: Advanced Public Information Officer or L-402: Liaison Officer.

Privacy Policy

It is policy that each member jurisdiction preserve and protect the integrity and privacy of personal data collected for use with the alert and warning program.

No personal data will be disseminated or extracted from master records, nor will reports produced as part of the jurisdiction's alert and warning program will be used for purposes other than mass notification.

AUTHORITIES AND REFERENCES

Sacramento County Emergency Operations Plan 2018

Regional Mass Notification Standard Operating Procedures for the Counties of Placer, Sacramento and Yolo Counties, January 2018

Sacramento County Mass Notification System *Sacramento-Alert* Standard Operating Procedures, January 2018

The Americans with Disabilities Act, 1990

California Emergency Services Act; California Government Code § 8550 et seq.

California Assembly Bill 2311

Standardized Emergency Management System; California Code of Regulations, Title 19, Division 2, Chapter 1

State of California Emergency Plan, October 2017

California Public Alert and Warning System (CalPAWS) Plan, December 2016

State of California Emergency Alert System Plan, October 2017

Standardized Emergency Management System Guidelines, November 2009

CFR 47, §11.55-EAS operation during a State or Local Area emergency

IPAWS Strategic Plan FY14-FY18 FINAL-Signed (06052014)

National Incident Management System, FEMA, December 2008

'Public Alert and Warning System,' Presidential Executive Order 13407, June 26, 2006

Warning, Alert, and Response Network (WARN) Act, October 13, 2006

National Response Framework, Second Edition, Federal Emergency Management Agency, May 2013

"National Strategy for Integrated Public Warning", Partnership for Public Warning, February 2003, Washington DC

"Effective Disaster Warnings", Report of the National Science and Technology Council, 2000

TERMINOLOGY

Access and Functional Needs (AFN) – As defined in Government Code section 8593.3, access and functional needs refers to individuals who have developmental, intellectual or physical disabilities; chronic conditions or injuries; limited English proficiency or non-English speaking; Or, individuals who are older adults, children, or pregnant; living in institutional settings; low-income, homeless, and/or transportation disadvantaged; or from diverse cultures.

Advisory – Highlights special conditions that are less serious than a warning, shelter in place, or evacuation. They are for events that may cause significant inconvenience, and if caution is not exercised, it could lead to situations that may threaten life and/or property.

Agency Representative – A person assigned by a primary, assisting, or cooperating federal, state, territorial, tribal, or local government agency or private entity that has been delegated authority to make decisions affecting that agency's or organization's participation in incident management activities following appropriate consultation with the leadership of that agency.

Agency – A division of government with a specific function offering a particular kind of assistance. In the Incident Command System (ICS), agencies are defined either as jurisdictional (having statutory responsibility for incident management) or as assisting or cooperating (providing resources or other assistance).

Alert – a communication intended to attract attention and warn of a danger or threat typically with the intention of avoided or dealt with it.

Alert Aggregator - The Alert Aggregator, known as the IPAWS Open Platform for Emergency Networks (IPAWS-OPEN), is the part of the IPAWS system that collects emergency alerts, authenticates the sender, and makes the alerts available for alert dissemination services.

Alerting Authority – Alerting Authorities are public officials that are granted the authority to alert the public of emergency situations through Federal, State, and local laws. These are designated in a local FCC EAS Plan, and within a signed FEMA MOU.

Alerting Originator – Alerting Originators are designated individuals who have been designated the authority and have the training to draft and distribute the alert and warning message through the approved notification systems.

Alert Origination Tool - Alert origination tools are software products used by emergency managers, public safety officials, and other alerting authorities to create

and send critical lifesaving messages to the public or to other emergency management officials for collaboration.

AMBER Alert - The AMBER Alert Program is a voluntary partnership between law-enforcement agencies, broadcasters, transportation agencies, and the wireless industry, to activate an urgent bulletin in the most serious child-abduction cases. AMBER alerts are one of the three categories of Wireless Emergency Alerts (WEA).

Civil Danger Warning (CDW) – A warning of an event that presents a danger to a significant civilian population. The CDW, which usually warns of a specific hazard and gives specific protective action, has a higher priority than the Local Area Emergency (LAE) (e.g. contaminated water supply, terrorist attack). Public protective actions could include evacuation, shelter in place, or other actions (such as boiling contaminated water or seeking medical treatment).

Civil Emergency Message (CEM) – An emergency message regarding an in-progress or imminent significant threat(s) to public safety and/or property. The CEM is a higher priority message than the Local Area Emergency (LAE), but the hazard is less specific than the Civil Danger Warning (CDW).

Collaborative Operating Group – IPAWS is structured around Collaborative Operating Groups (COG). A COG is a virtual organization of alerting authorities that holds membership in IPAWSOPEN and manages system access within that organization. When the application process is complete, FEMA will assign each agency a COG Identification number and Digital Certificate.

Common Alerting Protocol (CAP) - The Common Alerting Protocol (CAP) is an XML-based OASIS data format standard adopted by FEMA for exchanging public warnings between alerting technologies. CAP allows a warning message to be sent simultaneously over many warning systems to many different outlets (such as radio, television, mobile devices, Internet).

Disaster – The occurrence or imminent threat of widespread or severe damage, injury, or loss of life or property, or significant adverse impact on the environment, resulting from any natural or technological hazards, or a terrorist act, including but not limited to fire, flood, earthquake, wind, storm, hazardous substance incident, water contamination requiring emergency action to avert danger or damage, epidemic, air contamination, blight, drought, infestation, explosion, civil disturbance, or hostile military or paramilitary action.

Emergency – A suddenly occurring and often unforeseen situation which is determined by the Governor to require state response or mitigation actions to immediately supplement local government in protecting lives and property, to provide for public health and safety, or to avert or lessen the threat of a disaster. Local government's adaptation of this definition connotes an event that threatens or

actually does inflict damage to people or property, exceeds the daily routine type of response, and still can be dealt with using local internal and mutual aid resources.

Evacuation – the action of evacuating a person or a place.

FIPS Codes – Federal Information Processing Standards Codes (FIPS Codes) are a standardized set of numeric or alphabetic codes issued by the National Institute of Standards and Technology (NIST) to ensure uniform identification of geographic entities. The entities covered include: states, counties, American Indian and Alaska Native areas, etc. FIPS codes are used by IPAWS as one method to specify geographic warning areas.

HazCollect - is shorthand for the National Weather Service All-Hazards Emergency Message Collection System that allows authorized public officials to use NOAA communication pathways, such as NOAA weather radio, to send pre-and post-disaster alerts and warnings to the public.

Imminent Threat Alert - "Imminent Threat" is one of the three categories of Wireless Emergency Alerts. Imminent Threat alerts must meet specific criteria for urgency, severity and certainty.

Integrated Public Alert and Warning System (IPAWS) – In the event of a national emergency, the President will be able to use IPAWS to send a message to the American people quickly and simultaneously through multiple communications pathways. IPAWS is available to United States Federal, State, local, territorial and tribal government officials as a way to alert the public via the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), NOAA Weather Radio and other National Weather Service dissemination channels, the internet, existing unique warning systems, and emerging distribution technologies.

IPAWS-OPEN - IPAWS Open Platform for Emergency Networks (IPAWS-OPEN) is the Alert Aggregator that receives and authenticates messages transmitted by alerting authorities and routes them to alert dissemination services.
Jurisdiction – A range or sphere of authority. Public agencies have jurisdiction at an incident related to their legal responsibilities and authority for incident mitigation. Jurisdictional authority at an incident can be political or geographical (e.g., city, county, state or federal boundary lines) or functional (e.g., police department, health department).

Law Enforcement Warning (LEW) - A warning of a bomb explosion, riot, or other criminal event (e.g. a jailbreak). An authorized law enforcement agency may blockade roads, waterways, or facilities, evacuate or deny access to affected areas, and arrest violators or suspicious persons.

Local Area Emergency (LAE) - An emergency message that defines an event that, by itself, does not pose a significant threat to public safety and/or property.

However, the event could escalate, contribute to other more serious events, or disrupt critical public safety services. Instructions, other than public protective actions, may be provided by authorized officials. Examples include a disruption in water, electric or natural gas service, or a potential terrorist threat where the public is asked to remain alert.

Memorandum of Agreement (MOA) – An agreement document between two or more agencies establishing reciprocal assistance to be provided upon request (and if available from the supplying agency) and laying out the guidelines under which this assistance will operate. For IPAWS, Memorandum of Agreement is a cooperative document written between parties to work together on an agreed upon project or meet an agreed objective. FEMA executes MOAs with alerting authorities who would like to use IPAWS to send alerts and warnings as well as system developers who would like to test products in the IPAWS-OPEN test environment.

Mutual-Aid Agreement – Written agreement between agencies and/or jurisdictions that they will assist one another upon request, by furnishing personnel, equipment, and/or expertise in a specified manner.

National Warning System (NAWAS) – A communication system of the federal government which provides warning to the population of an attack or other national emergency. Reception is at local and state warning points.
National Weather Service (NWS) – Federal government agencies charged with weather related reporting and projections.

NOAA Weather Radio - "The voice of the National Weather Service" - NOAA Weather Radio broadcasts National Weather Service warnings, watches, forecasts and other hazard information 24 hours a day. It is provided as a public service by NOAA. The NOAA Weather Radio network has more than 480 stations in the 50 states and near adjacent coastal waters, Puerto Rico, the U.S. Virgin Islands and U.S. Pacific Territories.

NOAA Radio's Specific Area Message Encoding (SAME) – provides in a digital format specific, timely information on the nature and location of a threat to the safety of those most immediately at risk from severe weather or other hazards. Its greatest value is to significantly improve the automatic selection and distribution of messages about events that threaten people and/or property.

Non-Weather Emergency Message (NWEM) - NWEM refers to emergency messages for the public about hazardous events that are originated by government organizations other than the National Weather Service, but still utilize NWS alert dissemination services.

Presidential Alert - A Presidential Alert is one of the three categories of Wireless Emergency Alert (WEA) messages that is reserved for use of the President of the United States in the event of a national emergency.

Primary Entry Point (PEP) Stations - Primary Entry Point (PEP) Stations (also known as LP-1 and LP-2) are private/commercial radio broadcast stations that cooperatively participate with FEMA to provide emergency alert and warning information to the public prior to, during, and after incidents and disasters.

Shelter in place – Take immediate shelter where you are—at home, work, school, or wherever you can take protective cover. It may also mean "seal the room"; in other words, take steps to prevent outside air from coming in.

Severe Weather Potential Statement - This statement is designed to alert the public and state/local agencies to the potential for severe weather up to 24 hours in advance. It is issued by the local National Weather Service office. This could be used to make citizens aware of non-weather situation.

Severe Weather Statement - A National Weather Service product which provides follow up information on severe conditions which have occurred or are currently occurring. Could use a Statement for evacuation or shelter-in-place updates.

Operational Area – the county and its sub-divisions with responsibility to manage and/or coordinate information, resources, and priorities among local governments and serve as the link between the local government level and the regional level.

State – When capitalized, refers to the State of California.

Warning – Communication intended to persuade members of the public to take one or more protective actions in order to reduce losses or harm.

Wireless Emergency Alert (WEA) - Wireless Emergency Alerts (WEA) were established pursuant to the Warning, Alert and Response Network (WARN) Act under Federal Communication Commission (FCC) rules. Alerting authorities can broadcast WEAs to cellular carrier customers with compatible mobile devices located in the geographic vicinity of cellular towers serving an affected area.

PRE-SCRIPTED MESSAGE EXAMPLES

Below are sample messages alerting agencies can use as a guide to draft a specific message relevant to a local emergency. These samples are not exhaustive. Final messages should always be tailored to the specific needs of the unique event precipitating their need.

Evacuation Samples

Long Messages

This is Sacramento County with an evacuation order for [location]. Take the following protective actions and leave immediately; 1. Gather all family members and all pets. 2. Take only essential items, such as medications. 3. Turn off all appliances and lights in your home and lock your doors. The evacuation route is: [Evacuation Route]. An Evacuation Center is open at [Name and Location of Evacuation Center]. For more information, please tune to local radio and television stations, visit [url], or call [###-###-####].

Sacramento County Sheriff's Office is issuing a mandatory evacuation order for [location]. The National Weather Service has issued a flood warning for [location]. All residents in the impacted area should evacuate immediately. An Evacuation Center is open at [location]. For more information go to [insert resource]. Please listen to [radio station] for updated details.

Short Message

Flood threat-Evacuation Order for [location]-Leave now-Details on [Agency] website

Shelter-in-Place Samples

Long Messages
This is [Agency] reporting a shelter in-place for residents in [location] due to a hazardous materials release. Take self-protective actions immediately: 1. Go inside immediately and stay inside your house or building 2. Bring pets indoors only if you can do so quickly. 3. Close all windows and doors 4. Turn off air conditioners and heating system blowers 5. Close fireplace dampers 6. Gather radio, flashlight, food, water and medicines 7. Call 911 only if you have a true emergency. You will be advised when this dangerous condition has passed and it is safe to go outside and resume normal activities. For more information, please tune to local radio and television stations, visit [url], or call [###-###-####].

The Fire Department requests everyone within a ½ mile radius of [location] to get

inside and remain inside due to a hazardous materials release. Stay indoors, close your windows, turn off your air conditioner, and bring your pets indoors. More information to follow. [link]

Short Message
Hazardous Release. All within ½ mi of [location]. Get Inside. Stay Inside. Stay Tuned.

Weather Awareness Samples

Long Messages
This is [Agency] reporting mandatory evacuation order for [location] due to potential flooding. Take the following protective actions and leave immediately: 1. Gather all family members or other individuals and all pets 2. Gather only essential items, such as medications. 3. Turn off all appliances and lights in your home and Lock your home. The evacuation route is: [Evacuation Route]. An Evacuation Center is open at [Name and Location of Evacuation Center]. For more information, please tune to local radio and television stations, visit [url], or call [###-###-####].

The National Weather Service is predicting flooding in [location] within the next 24 hours. Police are advising residents who live in this area to be prepared for an evacuation at any time. Updates to follow.

Short Message
Flood Warning for [location] Avoid area. Turn Around-Don't Drown. Stay tuned for updates.

Active Shooter Samples

Long Message
This is [Law Enforcement Agency] reporting an active shooter near [location]. Avoid the area. If you are near [location], get inside, stay inside, and take the following protective measures: 1. Go inside immediately and stay inside your residence 2. Bring pets indoors only if you can do so quickly 3. Close and lock all windows and doors 4. Call 911 immediately if you have a true emergency or hear or see any suspicious activity in or near your location. You will be advised when your safety is no longer at risk. For more information, please tune to local radio and television stations, visit [url], or call [###-###-####].

Update: As of 11am, Police advise public to avoid area of [insert location]. Officers are responding to an active shooter. Those located in the area should seek shelter and mute phones. If engaged with the shooter, RUN, HIDE, FIGHT. Please go to [link] for additional information and standby for further instruction.

Short Message
Active shooter near [location]. Avoid Area or Run, Hide, Fight. Stay tuned in for update.

ALERT AND WARNING PROGRAM IMPLEMENTATION
CHECKLIST FOR LOCAL GOVERNMENT

	Establishing an Alert and Warning Program
☐	Clearly identify and train Designated Alerting Authorities within the jurisdiction on local alert & warning capabilities, their roles and responsibilities described in the Sacramento OA Alert and Waring Annex and associated SOPs.
☐	Clearly identify and train Designated Alerting Originators within the jurisdiction on local alert & warning capabilities, their roles and responsibilities described in the Sacramento OA Alert and Waring Annex and associated SOPs.
☐	Develop a training plan for alerting Authorities and Originators to ensure expertise on local alerting protocols, system expertise, and IPAWS, including Emergency Alert System (EAS) Event Codes and Wireless Emergency Alerts (WEA). Training Program requirements are located in the Sacramento OA Alert and Waring Annex.
☐	Train on the Everbridge platform that incorporates a wide range of alerting methods.
☐	Test coordination protocols with the primary and secondary Public Safety Answering Point (PSAP) per the Sacramento OA Alert and Waring Annex.
☐	Identify and train multiple individuals as Designated Alerting Authority and Originators to ensure someone with authority to approve an alert and someone with the ability to execute an alert is accessible at all times.
☐	Ensure messaging platforms account for accessibility considerations of individuals with access and functional needs.
☐	Conduct routine emergency exercises and drills to test the Alert and Warning System, including alerting protocols, roles and responsibilities, and technology capabilities.
☐	Read and understand the Sacramento OA Alert and Waring Annex and associates SOPs.
☐	Coordinate training, testing, and exercising of jurisdictional alerting and warning with the Sacramento Office of Emergency Services.
	Executing an Alert & Warning Program
☐	Issue warnings when there is an imminent threat to life or health.
☐	Ensure that alert and warning messages are issued as soon as feasible.

☐	Confirm the jurisdiction for the incident prompting the alert.
☐	Confirm the incident location.
☐	Ensure warning messages are distributed to all members of the community at risk, including secondary spoken languages and to those who are blind and/or deaf.
☐	Craft messages with appropriate tone and language to maximize warning effectiveness.
☐	If other jurisdictions (cities, OA,) are affected, coordinate and ensure those jurisdictions' public safety officials and PSAPs are provided the emergency alert and warning information and/or ask the Sacramento OA for assistance.
☐	Ensure warning messages are updated and refined as additional information becomes available.
☐	Ensure that a warning message sent in error is promptly clarified or retracted.
☐	Avoid issuing irrelevant warnings.

	Issuing Alert & Warning Notifications
☐	Limit the alert and warning distribution area, as much as technically feasible, to the area actually at risk.
☐	Ensure the notification is reviewed for accuracy by a second person for verification before dissemination, whenever feasible.
☐	Clearly identify the originating agency.
☐	Ensure message includes source, hazard, location, protective actions, and timeframe, whenever possible given message length constraints.
☐	Update and refine messages as additional vetted information becomes available.
☐	Ensure that any message sent in error is promptly clarified or retracted.
☐	Ensure resources are available to find additional information about the alert and warning notification.
☐	Send a follow-up message when the threat or warning is no longer applicable.
☐	Update and refine messages as additional vetted information becomes available.

	Maintaining an Alert & Warning Program
☐	Establish a regular (weekly or monthly) alert and warning technology maintenance check to confirm technology is operational.
☐	Annually review and update the jurisdictional procedures/policies.
☐	Annually review, update, and train (new personnel) the key personnel with alert and warning responsibilities within the Sacramento OA Alert and Waring Annex and associated SOPs.