



City Council Meeting

Item 18-837 Informational Report on Alert and Warning Systems in the City of Santa Clara

September 18, 2018



City of Santa Clara
The Center of What's Possible

The Everbridge Platform

- **County provides**
- **Federal Integrated Public Alert and Warning System (IPAWS)**
 - **Emergency Alert System (EAS)**
 - **Wireless Emergency Alerts (WEA)**
- **Alert SCC, opt-in**

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Wireless Emergency Alert (WEA)

- Opt-out
- 90 character message-increases to 360 characters in May 2019
- For immediate threat to life safety
- Spreads via cell tower locations

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Emergency Alert System (EAS)

- Presidential alerts
- Radio and television
- Used locally-MOU between county and broadcasters
- Spreads through network of FCC licensed broadcasters

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Nationwide test of WEA and EAS on September 20, 2018 at 11:20 a.m.

FEMA Region 9
@FEMARegion9

Following

PLEASE SHARE:

Nationwide Wireless Emergency Alert Test
September 20, 2018
2:20 PM EDT

Your phone will buzz loudly with a
presidential alert and will read: "This is a test
of the National Wireless Emergency Alert
System."

No action is needed.

More Info: ow.ly/gLSx30IL9vp

Nationwide Wireless
Emergency Alert Test
September 20, 2018
at 2:20 PM

Your phone will buzz loudly

FEMA



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- Currently Opt-in
- CA State legislation: SBs 833 and 821
- Will likely become "Opt-out" beginning July 1, 2019

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- Promotional campaign materials in English, Spanish, Mandarin, Vietnamese
- Social media, website, fliers, postcards

Key messages:

- How can we warn you if we can't reach you?
- How can we help you if we can't reach you?
- Be warned and stay informed.



Sample materials





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Lessons Learned from Sonoma County

- **Assessment Report: Community Alert and Warning; June 11, 2018**
- **City reviewed findings**
- **City Alert and Warning Work Group forming**
- **Work plan will be overseen by CMO**

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