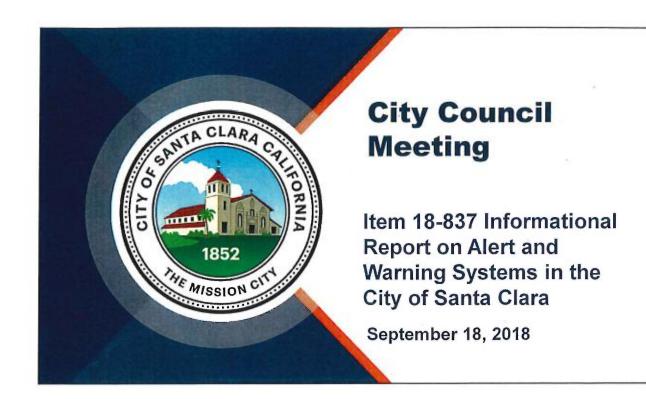
ITEM # I.B





### **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



# **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



# **Emergency Alert System (EAS)**

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



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

FC \$ FEMA









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





- 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**





# **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

