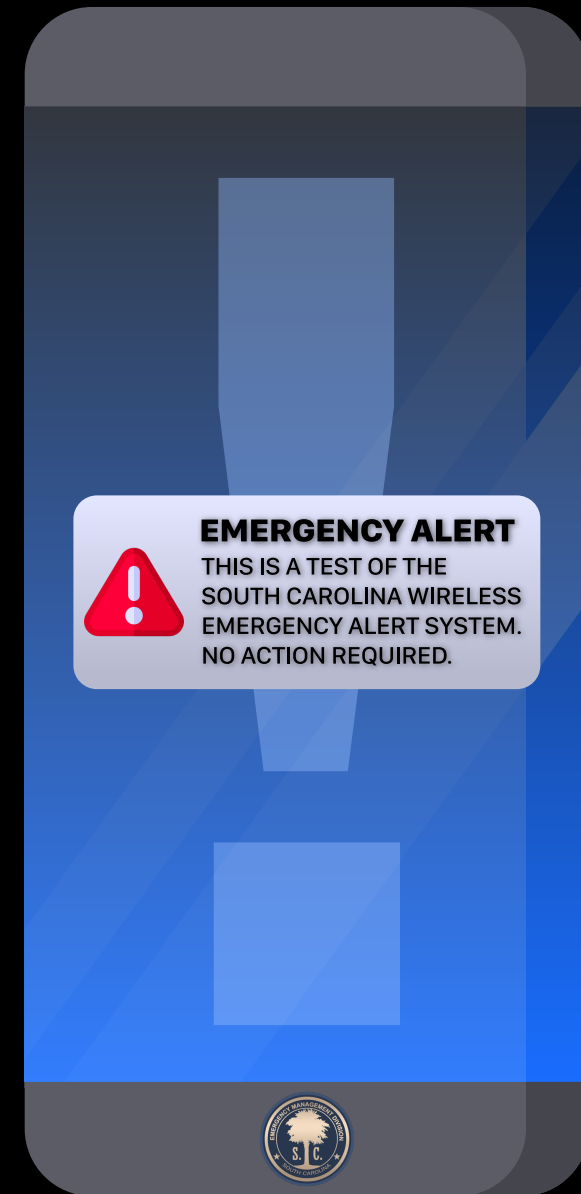


TYPES OF EMERGENCY ALERTS

EMERGENCY SUPPORT FUNCTION 15

IMMEDIATE DANGER • IMMEDIATE ACTION



EMERGENCY ALERT SYSTEM WIRELESS EMERGENCY ALERTS*

USED WHEN RESIDENTS NEED CRITICAL INFORMATION AS QUICKLY AS POSSIBLE TO MAKE INFORMED DECISIONS ABOUT THEIR PERSONAL SAFETY.

EXAMPLES: WEATHER WARNINGS via SMS TEXT (WEA), EVACUATION ORDERS via BROADCAST TELEVISION & RADIO (EAS), ANY WIDESPREAD DISASTER

*MUST BE AN AUTHORIZED ALERTING AUTHORITY TO ACCESS. NO REGISTRATION BY RESIDENTS REQUIRED. LIMITED IN AIRED MESSAGE LENGTH & CHARACTER TEXT USAGE.



PUBLIC SAFETY MESSAGE

REVERSE 9-1-1 CALLS SUBSCRIPTION-BASED SERVICES*

USED TO SEND RESIDENTS IMPORTANT INFORMATION ABOUT LOCAL INCIDENTS, BUT NOT IMMEDIATELY LIFE-THREATENING.

EXAMPLES: COMMUNICATIONS INTERRUPTIONS, BOIL WATER ADVISORIES, "BE ON THE LOOKOUT" (BOLOS) MESSAGES, LOCAL TRAFFIC IMPEDIMENTS

*REQUIRES RESIDENTS TO REGISTER FOR THE TYPES OF MESSAGES THEY CHOOSE TO RECEIVE. CAN ALSO BE USED FOR SELECT GROUP NOTIFICATIONS.



IMPORTANT UPDATE OR NOTICE



MEDIA BRIEFINGS, NEWS RELEASES, WEBSITES, PUBLIC INFORMATION PRODUCTS

USED TO PROVIDE ADDITIONAL INFORMATION AND UPDATES FOLLOWING EMERGENCY ALERTS IN MAJOR INCIDENTS. CAN PROACTIVELY ADDRESS ISSUES THAT ARISE.

EXAMPLES: ON SCENE MEDIA INTERVIEWS/PRESS CONFERENCES, JOINT NEWS RELEASES & PRODUCTS, PUBLIC NOTICES, COMMUNITY MEETINGS

MEDIA AND RESIDENTS MUST BE GIVEN ADVANCE NOTICE TO TURN TO THESE SOURCES FOR INFORMATION. EMERGENCY PRESS CONFERENCES MUST BE ACCESSIBLE TO ALL.

NOAA WEATHER RADIO, SIRENS, DIGITAL ROAD SIGNS, SOCIAL MEDIA, ETC.

USED TO DIRECT RESIDENTS TO OFFICIAL EMERGENCY CHANNELS AND TO AMPLIFY ANY TYPE OF EMERGENCY MESSAGE.

EXAMPLES: SOCIAL MEDIA CONTENT EXPLAINING EMERGENCY ALERTS, ROAD SIGNS DIRECTING MOTORISTS TO INFORMATION SOURCES

MANY OF THESE TOOLS REQUIRE EXTENSIVE OUTREACH PRIOR TO AN INCIDENT TO LET RESIDENTS KNOW THEY EXIST.



UNIQUE SYSTEMS

USING ANY TYPE OF ALERT AND WARNING METHOD IS A JUDGEMENT CALL. WHEN DECIDING IF AN EMERGENCY ALERT IS NECESSARY, CONSIDER THE FOLLOWING:

Does the hazardous situation require residents to take immediate action?	Does the hazardous situation pose a serious threat to life or property?
Is there a high degree of probability the hazardous situation will occur?	Do other means of disseminating the message ensure rapid delivery of urgent information?



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