



Monterey County Board of Supervisors

Response to the

2014 – 2015 Monterey County Civil Grand

Jury

Interim Final Report No. 10

July 28, 2015

TABLE OF CONTENTS

	Page(s)
I. Calling All Residents, The Alert Monterey County System	tbd
<i>Findings F-1, F2, F3, F4, F5, F6</i>	3
<i>Finding F-7, F8, F9, F10</i>	4
<i>Recommendations R-1, R-2, R-3, R-4</i>	5
<i>R-5, R-6, R-7, R8</i>	6
<i>R-9, R-10, R-11</i>	7

REPORT TITLE: Calling All Residents, The Alert Monterey County System
RESPONSE BY: Monterey County Board of Supervisors
RESPONSE TO: Findings F-1, F-2, F-3, F-4, F-5, F-6, F-7, F-8, F-9 and F-10

Finding F-1: AlertMontereyCounty is potentially the most effective method of reaching all citizens with both emergency and non-emergency notifications, in English and Spanish.

Response F-1: *The Board agrees with this finding.*

Finding F-2: Despite maintaining a sophisticated and flexible alerting system, the County of Monterey cannot reach the majority of residents in an emergency using AlertMontereyCounty.

Response F-2: *The Board partially agrees with this finding. Although the Everbridge Emergency Alerting system does not have a complete data base of all resident cell phones numbers, public safety and emergency management have other alerting and warning tools including but not limited to Emergency Alert System (EAS) and Wireless Emergency Alerting (WEA) to reach citizens during times of crisis and disasters.*

Finding F-3: Reaching all citizens in the event of an emergency is critical.

Response F-3: *The Board agrees with this finding.*

Finding F-4: Individuals can register for AlertMontereyCounty only through the website, making registration difficult for those who are not experienced with computers or do not own a computer.

Response F-4: *The Board partially agrees with this finding. Residents can request and receive assistance by either telephone or email and OES staff will assist with their registration. The phone number is 831-755-8969 or email: alert@co.monterey.ca.us . Outreach efforts will continue to include alternative sign up methods.*

Finding F-5: It is difficult for residents who do not speak or read English to register.

Response F-5: *The Board disagrees with this finding. The AlertMontereyCounty.org does have instructions in Spanish and assistance is provided in English and Spanish. Monterey County Office of Emergency Services (OES) has embedded a Spanish video tutorial to assist residents and the Everbridge portal is now available in 90 languages including Spanish.*

Finding F-6: As disaster relief workers it is important that all county employees can be contacted in the event of an emergency.

Response F-6: *The Board agrees with this finding.*

Finding F-7: Adequate funding has not been allocated for advertising and promoting the need for individuals to register wireless telephones with AlertMontereyCounty.

Response F-7: *The Board partially agrees with this finding. Although there is no dedicated funding allocated for advertising and promoting, non-dedicated County resources are currently used to promote the program. The County continues to pursue funding opportunities through grants and partnerships.*

Finding F-8: Having all residents of the county registered with AlertMontereyCounty will allow for consistency of messaging in the event of an emergency.

Response F-8: *The Board agrees with this finding.*

Finding F-9: Because the Everbridge software does not include a follow-up component, residents who attempt to register get no confirmation that registration has been successful. If the registration has not been accepted for some reason, they may not know and have a false sense of security with the notification process.

Response F-9: *The Board agrees with this finding. Everbridge software development technicians have already indicated that a confirmation notice will be added to the sign-up portal in 2016.*

Finding F-10: Libraries are an important access point for many residents. As of February 2015, printed materials regarding AlertMontereyCounty were not available at many local libraries, and library staff, when questioned, were not fully briefed on the registration process.

Response F-10: *The Board agrees with this finding.*

REPORT TITLE: Calling All Residents, The Alert Monterey County System
RESPONSE BY: Monterey County Board of Supervisors
RESPONSE TO: Recommendations R-1, R-2, R-3, R-4, R-5, R-6, R-7, R-8, R-9, R-10, and R-11

Recommendation R-1: OES continues training city personnel in the application and use of AlertMontereyCounty.

Response R-1: *This recommendation has already been implemented. The Board responds that as of June 30th, the Office of Emergency Services (OES) has expanded its training and has trained 81 account group administrators and managers representing six cities and CSUMB. The Office of Emergency Services (OES) will continue to work with city staff and cooperating agencies in the use of the Everbridge system. The system is a shared ownership between the county and the 12 incorporated cities. Each city contributes funding to support the Everbridge software contract.*

Recommendation R-2: OES reaches all agencies operating within the county—including Highway Patrol, Sheriff, and Cal Fire—for training in the use of AlertMontereyCounty.

Response R-2: *The Board concurs with this recommendation and the Office of Emergency Services will continue to work with all public safety agencies to train on the utilization and emergency notification process for alerting the public.*

Recommendation R-3: CAO immediately commits resources (financial and personnel) needed to publicize Alert-MontereyCounty with the goal of registering all wireless telephones by a specified target date.

Response R-3: *This recommendation requires further analysis. The Board will consider all available fiscal mechanisms to provide active mechanisms for funding of advertisement and promotion of AlertMontereyCounty. The Board further disagrees that the County can realistically achieve a goal of registering all wireless phones throughout the County due to privacy and logistical reasons.*

Recommendation R-4: OES works with local libraries throughout the county to distribute information about Alert-MontereyCounty and to assist patrons in registering wireless telephones. All libraries should be participating by the end of 2015.

Response R-4 *This recommendation is being implemented. The Board responds that the Office of Emergency Services (OES) will be training County Public Libraries staff in the sign- up process this summer. OES will kick-off a large Public Service Announcement campaign during Preparedness Month in September 2015. The County will encourage cities to engage their libraries to promote AlertMontereyCounty.org as well*

Recommendation R-5: County and municipal governments require all county and municipal employees to register their wireless telephones by the end of 2015.

Response R-5: *This recommendation will require further analysis. The Board responds that the County cannot legally require County employees or City/Public entity employees to register their personal phones in the Everbridge system. The County will continue to encourage all public entity employees to register voluntarily. In addition, individual departments and cities will continue to be encouraged to host an employee call back list on the system.*

Recommendation R-6: OES seeks the assistance of Everbridge in developing alternatives, by the end of 2015, for residents to register for AlertMontereyCounty. These alternatives may include but not be limited to:

- a) Telephone
- b) Printed application that can be mailed to the OES.

Response R-6: *The Board responds that this recommendation has already been partially implemented. Currently residents can request assistance with signup via telephone and email. Everbridge will launching a mobile smart phone application for citizen sign-up in the fall of 2015. The Office of Emergency Services has already printed applications have been and will continue to be distributed at community outreach fairs and events. Further outreach opportunities will be analyzed for inclusion.*

Recommendation R-7: OES requests Everbridge to provide a Spanish language registration form by September 30, 2015.

Response R-7: *This recommendation has already been implemented. Everbridge has already launched a new registered portal that is available in 90 languages through “Google translate”.*

Recommendation R-8: OES asks those institutions or agencies currently using their own notification systems (City of Carmel, Cal Fire, Monterey Peninsula College, Hartnell College, and the Naval Postgraduate School) to encourage constituents to register with AlertMontereyCounty by June 30, 2016.

Response R-8: *This recommendation requires further analysis. The Board responds that currently 12 cities and public entities use the Everbridge AlertMontereyCounty system including the City of Carmel by the Sea. California State University Monterey Bay is now a user/ administrator. Cal Fire serving the Fire Districts of Cypress and Carmel Highlands and Pebble Beach community service area have their own emergency notification system and has declined to join the Everbridge system. The County will continue to encourage other educational institutions and military partners to utilize the AlertMontereyCounty system but recognizes that these institutions have their own unique systems as well. Through the Joint Information System which brings together Public Information Officers and emergency managers, the County and cities will continue to strive to ensure that all emergency messaging is shared and consistent. The County will continue to work with public entities that are not part of the Everbridge system cooperatively to inform all residents of Monterey County of necessary alerts and notices.*

Recommendation R-9: OES works with senior centers, assisted living facilities, and medical facilities to educate and register staff, members, and residents.

Response R-9: *This recommendation has already been implemented. The Board responds that the Office of Emergency Services (OES) has been working with a number of senior center and retirement communities to assist in registration of residents and staff and will continue community outreach with emphasis on vulnerable communities.*

Recommendation R-10: CAO convenes a working group of emergency services personnel and interested parties to promote registration with AlertMontereyCounty.

Response R-10: *This recommendation will be implemented. The Board responds that a working group will be developed through the Operational Area Coordinating Council (Operational Area Disaster Council) and Monterey County Emergency Communications Committee Executive Board (MCECC) to develop and implement an action plans for expanding community outreach with AlertMontereyCounty.*

Recommendation R-11: As a supplemental funding mechanism, partnerships be formed whereby local businesses pay for the cost of printed materials promoting registration in exchange for printing their name and logo on the materials.

Response R-11: *This recommendation requires further analysis. The Board will consider all available fiscal mechanisms to provide funding for the cost of printed materials and the promotion of AlertMontereyCounty.*