



Exhibit A

Alert Monterey County 2014 Summary

Background:

In October 2013, the County and Emergency Communications Department transitioned to a new emergency notification system with our current vendor, Everbridge. Everbridge brought more capacity to inform residents of emergency situations, allowing people to receive notifications on their cell phones, through email and text message, and on Voice over Internet Protocol (VoIP) phone systems. The new system also allowed for residents to select multiple areas throughout the county to “subscribe” to, receiving any and all messages that are launched that concern any of their areas of interest. These new features expanded on the old models of alerting and allowed people to be more proactive and in control of what information that they receive. We imported 4,421 contacts to our resident opt-in database. These numbers had previously been registered with 21st Century Communications over the last 6 years.

In the last 16 months, we have seen continued growth of the system database with 2,087 new sign-ups, bringing the total to 6,508 residents. During this timeframe, we have also seen large spikes brought on by three key events – 1) The Pfeiffer Fire, 2) our National Preparedness Month 2014 campaign, “In the KNOW, READY to GO”, which included a system test to all registered users, and 3) the storm systems that moved through Monterey County in December.

Outreach Strategies:

People are inspired to take action based on a variety of factors. Perceived threat(s), continued reinforcement, and eliminating as many barriers as possible to facilitate participation seem to be the keys for our growth. While public safety and emergency management can continue to educate the public of risks and hazard in Monterey County, our greatest growth strategy is to reinforce the value a notification system to stay informed of events in their community.

Continued reinforcement includes always making “Alert Monterey County” part of our agenda. We promote the system and encourage signing up through the Opt-In portal. This includes New Employee Orientation, presentations (for both the County and community), hosted events, our digital content, our website homepage, exercises, planning, and to and through our volunteer groups, like our affiliated Community Emergency Response Teams (CERT) and Amateur Radio group.

In addition to promoting the Opt-In program, we are partnering with other stakeholders through Monterey County. Efforts have been made through advertising in agency newsletters, local media outlets, through social media interactions, and with community groups and entities (businesses, associations, clubs, etc.). Messaging from multiple angles has a profound effect on people’s perceptions of the importance of the content and can lead to increased desire to act.

In the past, we provided printed materials and verbal guidance on how to sign up, why it is important, and the benefits of being in the database. While people’s attention was often captured while talking, the motivation to act quickly died by the time they actually could, resulting in lost leads. To address this, we partnered with “Wired for Connections”, a Carmel High School club who aim to provide technological mentoring for community members. The club was able to provide volunteers that accompanied us to public outreach events and conducted on-site sign-ups for interested parties, utilizing some of our field technologies (like laptops and internet connections). The combination of outreach/awareness and capturing that impulse to act, even if it was fleeting, was another key to our system growth.



Impacts:

While the database has steadily grown at a pretty consistent rate, the aforementioned events brought large numbers of sign-ups in short periods of times. For example, our average monthly growth (excluding the large events) is around 46 people. Due to the heavy outreach campaign efforts, "In the KNOW, READY to GO" contributed to 999 signups. The two emergency situations that we had, the Pfeiffer Fire and the December 2014 Storms, lasting a combined total of less than 10 days, led to an additional 326 signups, or 7.5 times what we typically in an average month.

Future Actions:

While we can celebrate our past successes, we realize that inspiring behavior change and touting the benefits of taking even a few minutes to be prepared through simple actions is a constant uphill battle. Continued growth, awareness, and sustainability requires creative and innovative strategies and constant shifts based on analysis. This includes identifying areas for improvement in our current system and working to remedy them. We continue to enhance the overall product with feedback from both stakeholders and customers. When we identify weaknesses, efforts are made to work with county departments and staff, as well as our vendor to address them in both the interim and long-term timeframes.

Currently the lack of a Spanish language sign-up portal is our largest weakness. While the vendor, Everbridge has provided an idea for implementation of a solution, it will not be offered until the 3rd or 4th quarter of 2015. Recognizing our county's demographics, we have developed some interim strategies for this. One includes providing outreach and training materials to community organizations that have established bonds with residents, including churches, schools, community centers and libraries to act as "force multipliers" in our messaging efforts. Another is creating written and video instructional in Spanish that will be linked to the portal and assist interested residents in navigating the sign-up process as it stands now.

Yet another strategy involves the human and resource capital that a year-long outreach effort can entail, as well as the risk of over-promoting your message and ultimately turning it into noise in the background of our busy communities. To address this, we are, again, collaborating with community organizations in coming up with ways that this message can be more widespread or provide new value to our residents. Ideas generated so far have been contests, marketing new features of our system, and identifying new groups to expand into. We will continue to work with high school clubs with sign up contests.

Think Beyond Emergency Alerts:

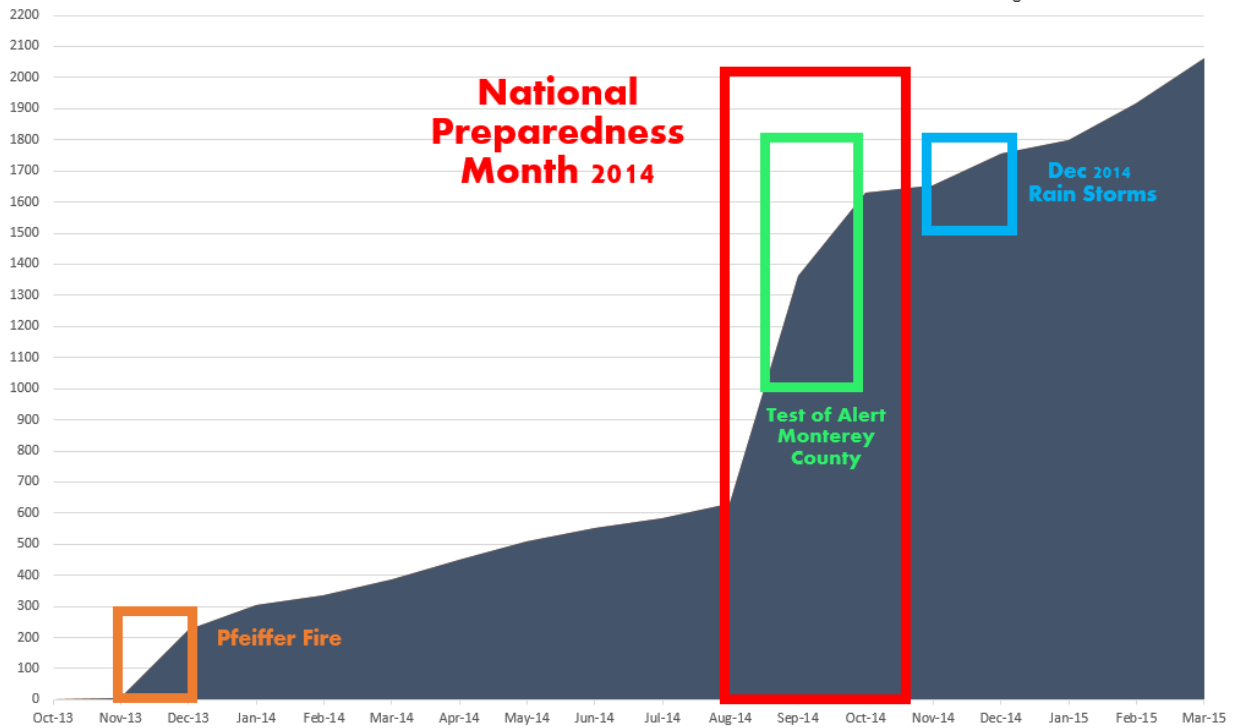
With the dramatic growth in social media notifications and the desire of people to be informed about major events and activities, communities can now send out messages such as town events; road closures that peak citizens interest. Offering self-subscription categories that provide a menu for citizens to stay informed about more than emergency alerts. Social media can connect local government with their community constituents.

It is our hope that as we move into the future, our efforts, along with unlocking technological advances and more efficient ways of engaging and signing people up, will continue to grow the system and build vital capacity in our public messaging capabilities.



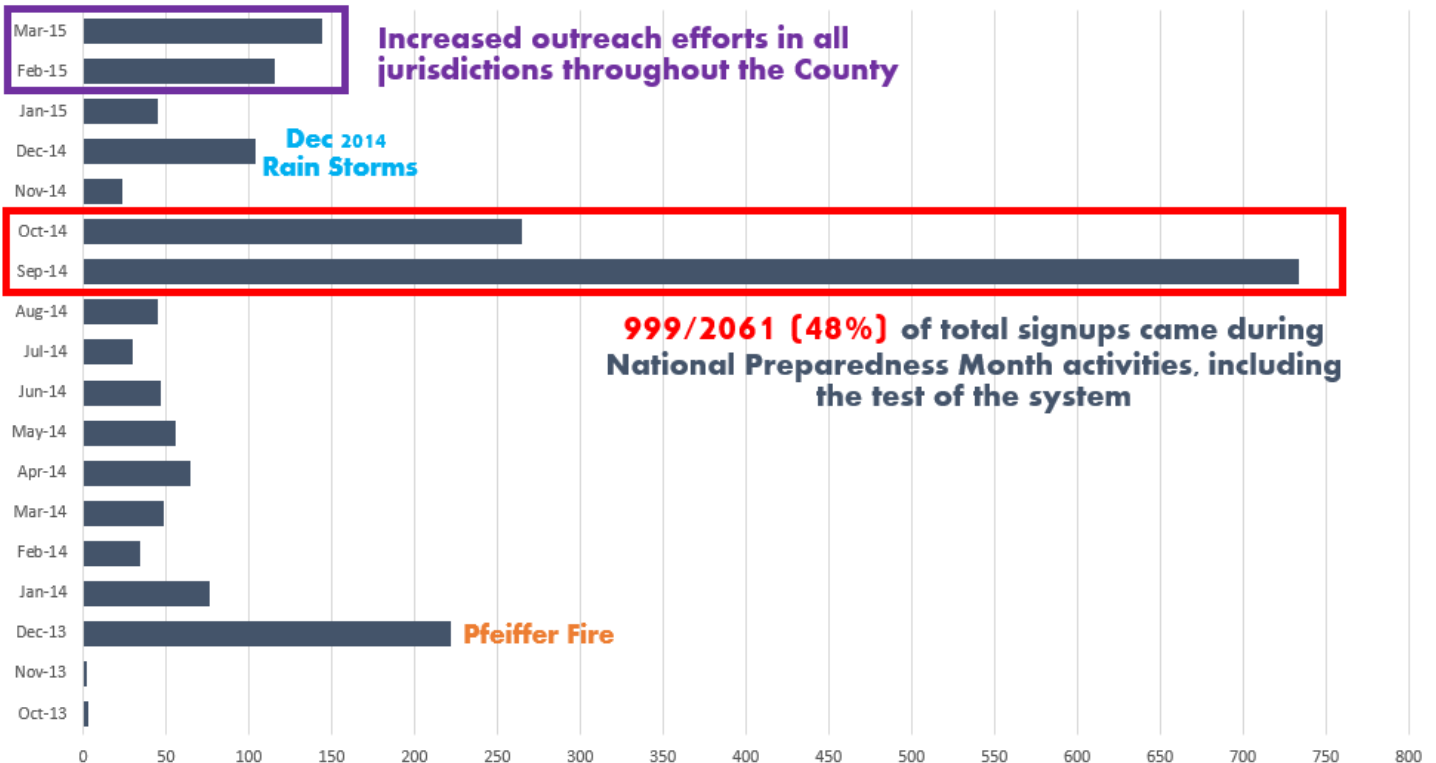
Alert Monterey County - Total Sign-ups*

*does not include 4,421 from original database



Alert Monterey County - Monthly Sign-ups*

*does not include 4,421 from original database





Outreach Activity Highlights

September 2014 National Preparedness Month Activities:

In the Know, READY to Go Campaign:

- Four Community Fair that reached over 1500 residents. Laptop computers with “hot spots” to allow residents to sign up on the spot. Approx. 80 people took part in signing up.
- Media Events: Five articles in both TV and print media during National Preparedness Month including live coverage of the launch of emergency notification system
- In the Know Ready to GO campaign resulted in approx. 1000 new sign –up from September to December.
- Social Media Twitter and Facebook were maximized with repeated messages on the Alert Monterey program. We have a blog that provides an RSS feed to the public on our webpage. This resulted in 108 likes on Facebook, 300 Twitter followers, and 8,000 views of our blog and website with embedded Alert Monterey information.

Other Community Outreach Activities

- Tested the use of high school tech students to reach out to senior citizens to assist in signing up.
- City of Monterey conducted large campaign with city employees.
- CERT training which reached 120 students all receive information on Alert Monterey
- New Employee Orientation reached over 370 employees in 2014.
- Disaster Service Worker preparedness information was sent to all county employees through Weekly newsletter including Alert Monterey sign-up links.
- City of Seaside has been conducting community outreach with banner displays and information at all public gathering
- Completed translation of registration portal.
- Promoted Alert Monterey County with City Managers to encourage local support.
- Develop PSA for fall of 2015 to correspond with release of multi-language registration portal.





Examples of Community Outreach Efforts



Here's how to get a text about imminent catastrophe.

Posted: Wednesday, September 3, 2014 11:29 am

By Kara Abraham



Emergency Notification System
Send Alerts To Mobiles And Desktops Sign Up

Monterey County to test emergency notification system Tuesday

POSTED: 02:08 PM PST Sep 24, 2014

SALINAS, Calif. - Monterey County will test out its emergency notification system next week as part of National Preparedness Month.

Emergency Preparedness FAIR

11 a.m. - 3 p.m.
Saturday, September 20
Del Monte Center, Monterey

FREE Emergency "starter kits" (first 200 attendees)

- Emergency kit essentials
- Safe food and water
- Communication sources
- Home safety

Emergency Preparedness - Practice Makes Perfect

For anything worth doing, practice makes perfect. This adage certainly applies to emergency preparedness.

With September being National Preparedness Month, the Office of Emergency Services (OES) is leading by example and testing the county's emergency notification system.

AlertMontereyCounty on Tuesday, September 30th at 12:45. If you are not already registered, there is plenty of time to do so before the test. OES has also been taking us all through the various aspects of being prepared: how to be "in the know and ready to go" in the event of a disaster, why an emergency plan is critical and how to build a kit that really works.

So, do you feel prepared?

If you have a plan and a kit, you are doing better than the 90-93% of American households who haven't done either.

The final step in staying prepared is to practice and update your emergency procedures and supplies. It can be fun for the neighbors to watch, but a simple review of your plan and kit will do.

Why check? Imagine being in a disaster situation and you make that call to your out-of-state contact and the number is outdated; what if you have to pick your child up from a school evacuation and you forget to update information from the school about a change of location; or the most common situation of all - when you grab that emergency flashlight because the power is out and you find out the batteries are all dead and expired.

So make sure:

- That everyone knows what they are responsible for (who/what/where/when)
- Information is up-to-date and any changes are reflected
- Important supplies are refreshed: food, water, batteries

So pull the family or loved ones together for a quick emergency check and preparedness party. There are some good times to do this type of thing, such as twice a year - April 30th and September 30th, which are the spring and fall "PrepareAthon!" dates; or when we set our clocks forward and backwards, "set your clocks, check your stocks."

If you are feeling totally unprepared, take a few minutes and check out the [OES website](#) and click on the link called "Totally Unprepared." You may find you are better prepared than you think.

BE DISASTER AWARE

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH

TAKE ACTION TO PREPARE



Save The Date!

Learn how to keep your children, teens and family safe at this FREE family event!

FREE Personal Document Shredding Provided by Shred-It

FREE Child Car Seat Safety Inspection

FREE Fingerprinting, Digital Photo, DNA Packet, & Child Safety Assessment provided by the Klanskan Foundation

LEARN How to Keep Your Teen Driver Safe on the Road

FREE Manuals and Demonstrations from the Fire Department, American Red Cross, CA Fire, MFT Museum, and Many More!



CIG Presents Community Safety SATURDAY

When: Saturday, September 6, 2014 from 10 a.m. - 2 p.m.
Where: Capital Insurance Group, Corporate Headquarters, 2300 Garden Road, Monterey, CA 93940
For More Information: www.CISafetySaturday.com (831) 233-9500



What to do during an Earthquake:

The Great California Shake Out

In the KNOW, READY to GO!

Register at AlertMontereyCounty.org