21ST CENTURY COMMUNICATIONS – ALERT SYSTEM
VENDOR ENHANCEMENTS AND USAGE STATISTICS

Vendor enhancements to the system, described below, will further improve the user interface and public sign-up page, making it easier for County and City staff to quickly get messages out to their residents via email and text as well as telephone calls. The real benefit of the system, however, continues to be its potential to quickly provide urgent emergency alerts to large numbers of people. The system proved its value during wildfires – and subsequent flash flood warnings in the burn area. The potential for earthquake, tsunami, major winter storms, flooding, or an event such as the gas line explosion in San Bruno, are the type of events the system was designed to handle. Greater use of the system for local non-emergency and small emergency or urgent events will insure that when a major event occurs, the Agencies and the public will be well prepared to send and receive the necessary emergency action alerts.

2010-12 Enhancements by Vendor, 21st Century Communications:
- Improved user interface, making it possible to create and launch a message 'campaign' from one page on the vendor's website.
- Improved public sign-up page, allowing public to select "emergency notifications only" or opt-in to receive all alerts affecting their area, and to sign up once with up to 5 addresses and multiple means of contact.
- Vendor now offers webinar training to new users on an ongoing basis.
- Vendor has begun offering other training/lessons learned via webinar or documents.
- Vendor is working with Federal Government to implement IPAWS national alerting system

There is no charge to existing customers when the vendor upgrades their system, interfaces, etc. During the two plus years of the County's relationship with 21st Century Communications, such enhancements, including new functionality, have been made available to all system users at least once a year, at no cost. Custom programming is charged at the rate shown in the agreement, but we have never found the need to request custom work.

System Usage Stats July 2008 – June 2010:
The system was used 150 times during this two year period, in roughly three equal amounts. About 50 non-public messages were created and sent to pre-determined contact lists for training, notifications to EOC teams, and emergency practice drills. About 50 public alert messages were sent during and after the Basin Complex, Chalk and Copperhead fires to prepare for possible evacuation, for mandatory evacuation orders, and to notify burn area residents of flash flood watch messages during winter storms. The final 50 messages were actual public alerts requested by City or County agencies for missing persons (3 events, 5 messages sent); Dayton Hazardous Materials incident; a few SWAT-type (police action) incidents in which neighbors were notified of the incident and instructed to stay inside their home with doors locked, etc. – followed by an all clear message; mountain lion sightings; a freeze warning; Fort Ord burn/smoke notice; crime alerts with request for witnesses to contact the anonymous tip line (King City and Salinas); Carmel River Lagoon flood warning.

The largest audiences reached with a single message were 57,126 calls completed in County, Seaside, Marina (Ft. Ord burn), and 41,899 calls completed in Salinas regarding the 2009 National Night Out Police Department–Community event.

Public Sign-Ups and Public Outreach
As of March 2010, we had 1253 individuals signed up to receive emergency alerts. In 2013, a new coordinated public outreach campaign will be launched with information on City websites/newsletters, recirculation of the already completed video PSAs (in English and Spanish), an MST bus sign campaign, and outreach through MCBC and industry groups to businesses.