PUBLIC ALERT AND WARNING

UNCOMPLICATED DESCRIPTION TO A COMPLEX PROCESS

PRESENTATION TO THE MONTEREY COUNTY BOARD OF SUPERVISORS

WHAT IS AN EMERGENCY ALERT MESSAGE?

ANY COMMUNICATION TO THE PUBLIC WITH INFORMATION ABOUT AN EMERGENCY OR INCIDENT

WHO SENDS OUT AN EMERGENCY MESSAGE?

MONTEREY COUNTY HAS AN MOU WITH FEMA TO ADMINISTER EMERGENCY MESSAGING.

(OES, 9-1-1, & CAL FIRE FOR PEBBLE BEACH)

WHO SENDS OUT AN ALERT MESSAGE?

ALERT MESSAGES CAN COME FROM MULTIPLE PUBLIC SAFETY SOURCES.

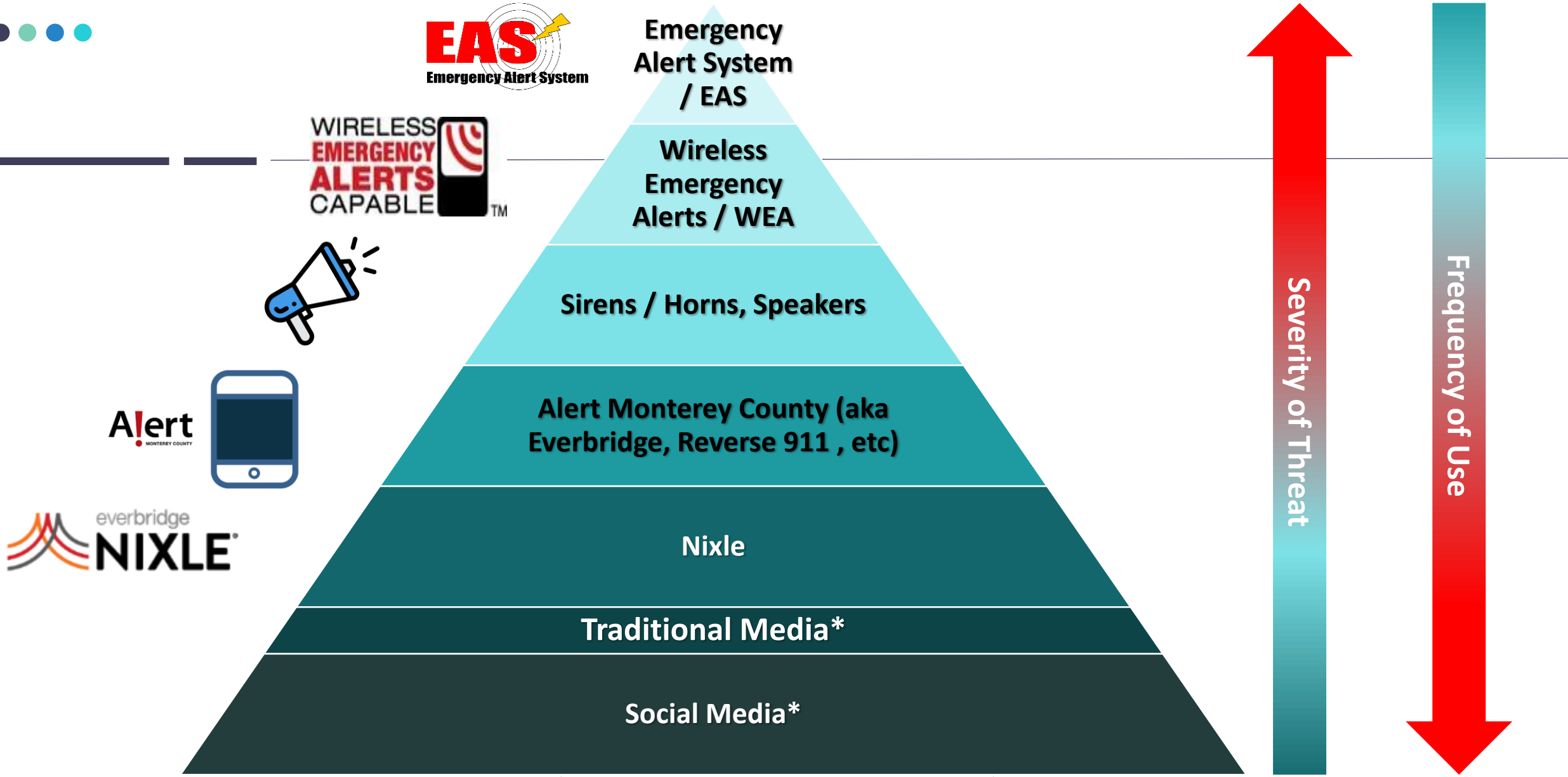
ALERT AND WARNING SYSTEM RESPONSIBILITY

IN AGREEMENT WITH 9-1-1, OES HAS THE PRIMARY RESPONSIBILITY TO MANAGE, TRAIN, AND FACILITATE THE EMERGENCY NOTIFICATION SYSTEM.

TYPES OF ALERT AND EMERGENCY MESSAGING

Alert System		Non-Emergency Messages	Emergency Messages
Social Media		✓	✓
Nixle		✓	✓
Traditional Radio/TV		✓	✓
Alert Monterey (Opt-In & Landlines)		✓	✓
Integrated Public Alert and Warning System (IPAWS)	Wireless Emergency Alert System (WEA)	✗	✓
	Emergency Alert System (EAS)	✗	✓
	NOAA Weather Radio (NWR)	✗	✓

Alert System	Local		County				State			Federal	
	Local PD	Local FD	OES	9-1-1	SO	Public Health	CalOES	CAL FIRE	CHP	NWS	FEMA
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Nixle	✓	✓	✓	✓	✓	✓					
Traditional Radio/TV	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Alert Monterey (Opt-In & Landlines)			✓	✓ On behalf of all Public Safety				✓ Pebble Beach Only			
Wireless Emergency Alert System (WEA)			✓	✓ On behalf of SO			✓		✓	✓	✓
Emergency Alert System (EAS)			✓	✓ On behalf of SO			✓	✓	✓	✓	✓
NOAA Weather Radio (NWR)										✓	



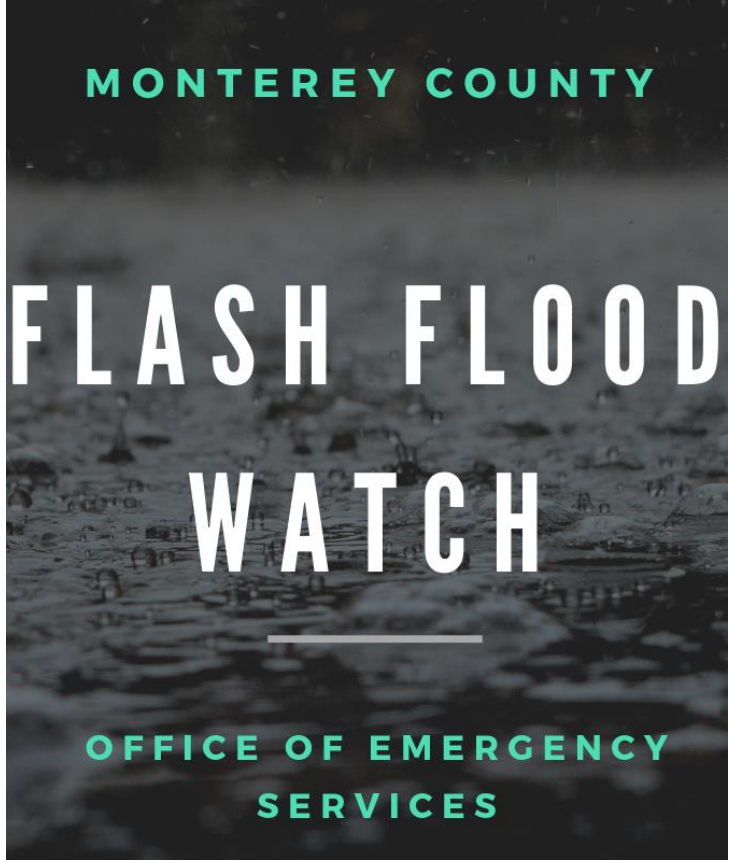
* Not a mass notification system – but useful to further proliferate alerts & should also be the tool used for non-imminent threat / critical update messages

EMERGENCY MESSAGING

1. **LIFE SAFETY INFORMATION**
   - (ex: TSUNAMI, WILDFIRE, EARTHQUAKE, etc.)
2. **EVACUATION INFORMATION**
   - VOLUNTARY & MANDATORY
3. **SHELTER INFORMATION**
4. **ON-GOING EMERGENCIES**

NON-EMERGENCY ALERT MESSAGING

1. WEATHER RELATED
   - NOTICES, ADVISORIES, WATCHES
2. EVENT INFORMATATION
3. PUBLIC HEALTH
4. ROAD CLOSURES & UTILITIES
5. COMMUNITY OUTREACH AND PREPAREDNESS



NATIONAL PREPAREDNESS MONTH 2018

Disasters Happen

PREPARE NOW LEARN HOW

FEMA Ready

ALERT AND WARNING CHALLENGES

CHALLENGE	SOCIAL MEDIA	NIXLE	ALERT MONTEREY COUNTY	WEA	EAS
REQUIRES CELL SERVICE	YES	YES	YES	YES	NO
REQUIRES WIFI	YES	NO	NO	NO	NO
REQUIRES OPT-IN	NO	YES	YES	NO	NO
REACHES TOTAL POPULATION	NO	NO	NO	NO	NO

ALERT AND WARNING RESOURCES

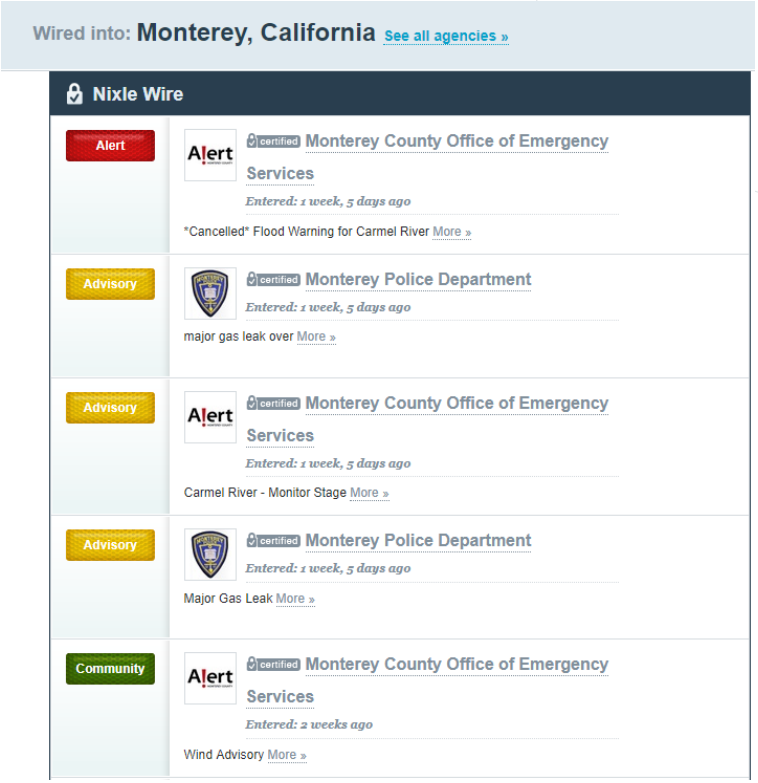
Register for Alert Monterey County

- *ALL residents and businesses in Monterey County should opt-in for Alert Monterey County to receive life saving emergency alerts.*
- *DO NOT ASSUME YOU ARE ALREADY IN THE SYSTEM.*
- *Register on the OES Webpage*

Alert MONTEREY COUNTY

Current Alerts and Warning

- *View all current and pass alerts, advisories, and warnings on Nixle or the OES Webpage.*
- *Register for Nixle by texting your zip code to 888777*



THANK YOU

Info.oes@co.monterey.ca.us

www.co.monterey.ca.us/oes

www.alertmontereycounty.org