



**Bay Area Urban Areas Security Initiative**  
**PUBLIC SAFETY PREPAREDNESS**  
**SUMMIT**  
**SEMINAR AND TRAINING**

.....

**November 4th and 5th, 2021**  
**Hyatt Regency San Francisco**  
5 Embarcadero Center  
San Francisco, CA 94111





## WELCOME FROM THE BAY AREA URBAN AREAS SECURITY INITIATIVE (UASI)

**Welcome to the Seminar and Training portion of the 2021 Bay Area Public Safety Preparedness Summit! We greatly appreciate you being here and sharing your expertise on public mass notifications as well as participating in the emergency preparedness and terrorism awareness training offerings.**

The 2021 Bay Area Public Safety Preparedness Summit is a 3-pronged event to bring together multiple facets of public safety and emergency management planning and training. On Wednesday, November 3<sup>rd</sup>, we began the Summit with the Golden Eagle exercise, which highlighted whole community coordination efforts following a catastrophic earthquake across the Bay Area necessitating mass evacuations, re-opening vital transportation corridors, and distribution of life-saving commodities. Today will be our Seminar and Training event, which will include: a Mass Notification Seminar, emergency preparedness training for community-based organizations, Terrorism Awareness trainings, and Securing the Cities trainings. Friday, November 5<sup>th</sup> will be the final event for the Summit which will consist of Securing the Cities (STC) drills at Pier 38 to provide an opportunity for first responders across the Bay Area to enhance “left of boom” capabilities and essential tasks to protect the community and secure critical infrastructure involving a rad/nuc terrorism event.

Today’s Seminar and Training will include subject matter experts in mass notification including local emergency management, public health, and public information officers (PIOs). This forum is an opportunity to share perspectives across a wide variety of disciplines and experiences and will present many topics integral to our community’s success in creating equitable message and utilizing mass notification systems to effectively provide important, and sometimes life-saving, information to the public during an emergency.

Given the risks of wide-spread catastrophic disasters to this region, it is essential that we collaborate together to discuss best practices and lessons learned in recent disasters, including Bay Area emergencies, so as to strengthen our collective ability to effectively utilize mass notification systems during a disaster.

We are excited to have the opportunity to provide access to a wealth of knowledge and expertise that each of our panelists and trainers offer. We hope that you will be able to return to your agencies and organizations with new skills, relationships, and ideas to strengthen resiliency in each of your communities.

We greatly appreciate your participation!

Sincerely,

Craig Dziedzic  
*General Manager*  
*Bay Area UASI*



## COVID-19 PUBLIC HEALTH MESSAGE

*Per California's latest COVID-19 public health guidance, attendees of the Bay Area UASI Public Safety Preparedness Summit – Seminar and Training are required to provide verification of full vaccination and are required to wear face coverings in all indoor areas of the Seminar venue.*

Please see the Registration Staff with any questions.

## GENERAL EVENT INFORMATION

### Summit WIFI Information:

Network: Hyatt Meeting  
Password: Summit2021

Please Note: The Mass Notification portion of the Bay Area UASI Public Safety Preparedness Summit taking place in the Main Ballroom will be live streamed for off-site participants. Photography and recorded video captured throughout the Seminar and Training will be used by the Bay Area UASI for program related purposes only.

## DETAILED AGENDA

### Thursday, November 4, 2021

#### REGISTRATION AND KEYNOTE ADDRESS (Main Ballroom)

**08:15 – 09:00 AM** Registration and Meet and Greet

**09:00 – 09:15 AM** Welcome and Opening Remarks

**09:15 – 10:00 AM** Keynote Speaker

*Mary Ellen Carroll, Executive Director, San Francisco Department of Emergency Management*

Features video messages from US Representative Eric Swalwell and US Representative Jackie Speier.

**10:00 – 10:30 AM** Break w/ Refreshments, Networking, and Visits with Exhibitors



**MORNING SESSIONS/TRAININGS**

**Main Ballroom: Mass Notification Seminar**

**10:30 – 12:00 PM Equity in Communications**

*Moderator: Meredith Gerhardt, Senior Emergency Planning Coordinator for the Contra Costa Office of Emergency Services*

*Panelists: Gilbert Salinas, MPA, Chief Equity Office for the Contra Costa County Office of the Director, Contra Costa Health Services; Christina N. Mills, Executive Director of the California Foundation for Independent Living Centers; Lana Nieves, Executive Director for the Independent Living Resource Center of San Francisco; Lewis Kraus, Pacific ADA Center*

This session will focus on bringing cultural competency to emergency communications. Discussions will include applying elements of AB2311 and SB160 during disasters, the challenges of meeting the needs of those with access and functional needs and ways to move forward.

**Pacific Concourse (downstairs): Trainings**

**10:30 – 12:00 PM Securing the Cities: Introduction to RN WMD (AWR140 or 346) [PART A]**

Room LM

**10:30 – 12:00 PM Securing the Cities: Primary Screener Refresher (PER300)**

Room NO

**10:30 – 12:00 PM Terrorism Awareness Training – AWR-122-C: Prevention and Deterrence of Terrorist Acts [PART A]**

Room IK

**10:30 – 11:15 AM Emergency Preparedness Training: Personal Preparedness**

Room EG

**11:15 – 12:00 PM Emergency Preparedness Training: Organizational Preparedness**

Room EG

**12:00 – 12:30 PM Lunch and Networking (Lunch provided in Main Ballroom)**

**AFTERNOON SESSIONS/TRAININGS**

**Main Ballroom: Mass Notification Seminar**

**12:30 – 1:00 PM Summit Sponsor Presentation:**



*Presenter: Brian Toolan, VP of Public Safety, Everbridge*

Lessons learned and improvement planning for emergency communications.

**1:00 – 1:30 PM Featured Presentation: Stop the Bleed, Alameda County Emergency Medical Services**



1:30 – 2:15 PM

**Changing Public Behavior Through Trusted Communicators**

*Moderator: Mikyung Kim-Molina, Regional Project Manager, San Francisco Department of Emergency Management - Bay Area UASI*

*Panelists: Lloyd Shand, Emergency Services Coordinator I, San Francisco Department of Emergency Management; Susana Rojas, the Latino Task Force Communications Chair and Executive Director of the Calle 24 Latino Cultural District*

This session will focus on how San Francisco's COVID communications campaigns influenced public behavior by getting the right information to the right people at the right time.

2:15 – 3:00 PM

**Public Information and Warning in the Real World**

*Moderator: Betsy Burkhart, Communications and Outreach Manager, City of Walnut Creek*

*Panelists: Lieutenant Jonathan Baxter, San Francisco Fire Department Homeland Security Operations and Public Information Officer; Brian Garcia, Warning Coordination Meteorologist (WCM), National Weather Service, SF Bay Area/Monterey; Samuel R. Wallis, M.S., Community Alert & Warning Manager with the Sonoma County Department of Emergency Management; Corinne Bartshire, Regional Program Manager, Bay Area Training and Exercise Program (BATEP), Bay Area Urban Areas Security Initiative (UASI)*

This session provides real-world experiences in activating and sustaining the multi-jurisdictional Bay Area Joint Information System (JIS). Discussions will include innovative ways to improve awareness and registration for alert and warning systems. Learn about the benefits of ALERTtheBay.org and materials you can use to promote it. The session also highlights tools from the NWS, including the relaying of Non-Weather Emergency Messages and the partitioning of EAS and NOAA Weather Radio zones.

3:30 – 4:15 PM

**Getting Your Emergency Message Out: Updates on FEMA's IPAWS, California Governor's Office of Emergency Services (Cal OES) Everbridge Rollout, and Cal OES EQ Early Warning**

*Moderator: Corey Reynolds, General Manager, Bay Area Regional Interoperable Communications System Authority (BayRICS)*

*Panelists: Jodi Smith, FEMA IPAWS TSSF, Paul Troxel, ENP, 9-1-1 Program Management Division Chief, Cal OES CA 9-1-1 Emergency Communications Branch; Yvette LaDuke, Program Manager II, Earthquake, Tsunami and Volcano Program, Seismic Hazards Branch, Cal OES*

The speed of alert and warning in today's virtual world is rapidly changing. This session will include updates on the use of Next Generation 911, improved IPAWS functions, and the California Earthquake Early Warning system.

**Pacific Concourse (downstairs): Trainings**

12:30 – 3:00 PM

**Securing the Cities: Introduction to RN WMD (AWR140 or 346) [PART B]**

Room LM

12:30 – 3:00 PM

**Securing the Cities: Backpack Refresher (PER 349)**

Room NO

12:30 – 3:00 PM

**Terrorism Awareness Training – AWR-122-C: Prevention and Deterrence of**



- Room IK            Terrorist Acts [PART B]
- 1:30 – 2:15 PM    Emergency Preparedness Training: Incident Command Systems Overview  
Room EG
- 2:15 – 3:00 PM    Emergency Preparedness Training: Incident Command Systems Tabletop  
Room EG
- 3:30 – 4:15 PM    Securing the Cities: Securing the Cities Roundtable with CWMD (open to Securing  
Room LM            the Cities participants only)

**Main Ballroom: Networking**

- 3:00 – 3:30 PM    Networking Break w/ Refreshments in Main Ballroom
- 3:00 – 4:45 PM    Exhibitor Booths Open

**5:00-7:00 pm SUMMIT RECEPTION: EVERYONE WELCOME**

Harbor View Restaurant: 4 Embarcadero Center, San Francisco, CA 94111

**Friday, November 5, 2021**

**REGISTRATION AND PLENARY SESSION (Main Ballroom)**

- 08:15 – 09:00 AM    Registration / Networking / Exhibitor Booths Open
- 09:00 – 10:00 AM    Plenary Session: **Combatting Domestic Extremism**  
*Moderator: Jodi Traversaro, City and County of San Francisco, Bay Area Urban Areas Security Initiative*  
*Panelists: Randy Wagner, NCRIC; Chris Ellis, National Counterterrorism Center, Regional Representative (Northern California and Nevada); Noel Lipana, TVTP*
- 10:00 – 10:30 AM    Networking Break w/ Refreshments (visit Exhibitor Booths)

**MORNING SESSIONS/TRAININGS**

**Main Ballroom: Mass Notification Seminar**

- 10:30 – 12:00 PM    A Real-World Perspective, Alert SouthBay: Lessons Learned from Southern California Refinery Explosion Incident  
*Presenter: Soraya Sutherlin, Joint Information Center Manager, Alert South Bay, Emergency Manager and Regional Emergency Communications Manager, Alert South Bay*

This presentation will focus on a local response to a Southern California refinery explosion, including mistakes, lessons learned, and actions taken from a public messaging standpoint.





**Pacific Concourse (downstairs): Trainings**

10:30 – 12:00 PM Securing the Cities: Primary Screener/PRD (PER243) [Part A]  
Room NO

10:30 – 12:00 PM Terrorism Awareness Training – AWR-219-C: Site Protection through Observational  
Room IK Techniques

12:00 – 12:30 PM Lunch and Networking (Lunch provided in Main Ballroom)

**AFTERNOON SESSIONS/TRAININGS**

**Main Ballroom: Mass Notification Seminar**

12:30 – 12:45 PM Summit Sponsor Presentation: 

12:45 – 1:30 PM Networking Break

1:30 – 2:15 PM **“Trial by Fire” Utilization of the ZoneHaven Evacuation Notification System**  
*Moderator: Jeff Norris, Emergency Management Coordinator, San Mateo County Department of Emergency Management*  
*Panelists: Woody Baker-Cohn, Assistant Emergency Services Manager Office of Emergency Services Marin County Sheriff’s Office; Heather Tiernan, Emergency Communication Manager, Contra Costa County Office of the Sheriff*

This session focuses on how using a new mass notification planning tool for evacuations played out during the catastrophic 2020 California CZU and LNU fires. Learn about unintended public notification consequences, how this tool can benefit your agency, and future opportunities for building public alert and warning capabilities. Mass notification system demonstrations will be included.

2:15 – 3:00 PM **Public Safety in Transit: Developing Cross-Jurisdictional Regionwide Messages**  
*Moderator: Jordan Karp, AVP, Senior Planning Manager - Transportation, US West Transportation, AECOM*  
*Panelists: Kristen Holland, Strategic & Internal Communications Manager (Acting), San Francisco Metropolitan Transit Agency; Jeff Airth, Airport Emergency Management Coordinator, San Francisco International Airport*

This session focuses on how 27 transit agencies coordinated critical safety messages across multiple jurisdictions during a complex, changing public safety incident.

**Pacific Concourse (downstairs): Trainings**

12:30 – 3:00 PM Securing the Cities: Primary Screener/PRD (PER243) [Part B]  
Room NO

12:30 – 3:00 PM Terrorism Awareness Training – AWR-219-C: Site Protection through  
Room IK Observational Techniques, Customized



**1:30 – 3:00 PM**  
**Room EG**

**Workshop: Effective Messaging in 90 and 360 Characters**

*Presenters: Soraya Sutherlin, Joint Information Center Manager, Alert South Bay;  
Emergency Manager and Regional Emergency Communications Manager, Alert South Bay*

Learn tools and tricks to crafting effective messages in 90 and 360 characters for Twitter and WEA.

**Main Ballroom: Summit Close**

**3:00 – 3:30 PM      Networking Break w/ Refreshments in Main Ballroom**

**3:30 – 4:15 PM      Seminar Closing: Conversation with Regional Partners**





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