



Bay Area UASI Management Team

Public Information & Warning Work Group

2018 Work Plan

The Public Information & Warning Work Group is chaired by Corey Reynolds of the Bay Area UASI Management Team. The Chairperson is responsible for developing meeting agendas, scheduling and facilitating regular meetings, and distributing meeting summaries to workgroup members.

I. 2018 Regional Project Oversight

Consistent with the ongoing purpose as stated in the Public Information & Warning Work Group Charter, the work group will oversee the following projects:

- Mass Notification Seminar

II. Member Roles and Responsibilities

Members of the work group are expected to attend scheduled work group meetings in person or via teleconference if necessary for the purpose of:

- Providing subject matter expertise and jurisdictional perspectives to the oversight of applicable projects
- Offering input to the active subcommittees to ensure relevant and quality outcomes of all projects
- Participating in the review of draft and final project deliverables
- Engaging in current regional collaboration efforts and reporting updates to their Office of Emergency Services leadership.

The Public Information & Warning Work Group is scheduled to meet four times during 2018 (see Table 1). Each meeting will last no more than 2 hours. Additional correspondence to work group members will be conducted via email from the Chairperson. Work group members are encouraged to participate in regional workshops, relevant trainings, and other events coordinated by this work group and its subcommittees. At a minimum, work group members should coordinate appropriate event participation by staff within their jurisdiction.

III. 2018 Active Subcommittees

Below are the current subcommittees which will report to the Public Information & Warning Work Group quarterly throughout 2018.

Mass Notification Seminar Subcommittee

This subcommittee is led by Corey Reynolds and consists of members from local government, state agencies, and non-profit agencies with mass notification roles within the Bay Area UASI region. During 2018, this Subcommittee will oversee the development, execution, and follow up of a mass notification seminar.

Bay Area JIS Leadership Committee

No longer a formal subcommittee of the Public Information and Warning Workgroup, the Bay Area JIS is now a stand-alone system that consists of members from local government, state agencies, non-profit agencies, and the private sector with public information and warning roles within the Bay Area UASI region. During 2018, the Bay Area JIS Leadership Committee will continue to report progress to the Public Information and Warning Workgroup.



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IV. Subcommittee Roles and Responsibilities

Each Public Information & Warning Work Group subcommittee will provide project guidance, oversight and stakeholder representation in the development of the subcommittee's assigned projects.

Subcommittee members are expected to:

- Attend scheduled subcommittee meetings and respond to subcommittee correspondence
- Confirm project goals add value for the majority of Bay Area UASI jurisdictions
- Confirm the documented scope of work meets the goals of each project
- Oversee the progress of the relevant project and provide status to the Public Information & Warning Workgroup, the Emergency Management Workgroup, the UASI Approval Authority, and other stakeholder groups as appropriate.
- Review draft project deliverables and provide input to ensure quality outcomes.
- Participate in planning workshops and other relevant project tasks by attending scheduled meetings and/or coordinating appropriate attendance from their jurisdiction.

V. 2018 Focus Areas

The following are focus areas for the Public Information & Warning Work Group in 2018:

- Develop guidance for categories, different types of alerting mechanisms, and suggestions on when to use each method in an emergency (triggers)
- Develop suggested guidance for coordinating alerts across jurisdictions
- Develop and share pre-scripted messages and standardized alerting template language

VI. Future Focus Areas / Project Ideas

The following are focus areas for the Public Information & Warning Work Group to consider approaching through regional coordination in future years:

- Develop coordinated marketing to promote signing up for mass notification systems (e.g., a regional landing page, coordinated media buys)
- Explore models or mechanisms for enabling sustainable funding for mass notification systems
- Identify a mechanism for sharing best practices, training, and end-user documentation
- Conduct outreach to Access and Functional Needs (AFN) and limited English proficiency populations



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Table 1. 2018 Meeting Schedule

Table 1 presents scheduled meetings for the Public Information & Warning Workgroup and its subcommittees. It will be updated on an ongoing basis by the Workgroup Chairperson and presented for review by the Workgroup at each scheduled meeting.

Date/time	Location	Meeting Title	Key Meeting Topics
March 1, 2018 1:30pm-3:30pm	4985 Broder Blvd, Dublin	Public Information and Warning Workgroup	<u>Feature Presentation</u> – Sacramento Area Three-County Mass Notification System <u>Learning from Each Other</u> – Alerting DSWs <u>Mass Notification Seminar</u> <u>UASI Business</u>
May 31, 2018 10:00am-12:00pm	4985 Broder Blvd, Dublin	Public Information and Warning Workgroup	<u>Feature Presentation</u> – UASI Technical Assistance Program <u>Learning from Each Other</u> – SEMS Alert & Warning Subcommittee <u>Mass Notification Seminar</u> – Recap and Next Steps <u>UASI Business</u> – Yellow Command 2018
August 30, 2018 10:00am-12:00pm	4985 Broder Blvd, Dublin	Public Information and Warning Workgroup	<u>Feature Presentation</u> – TBD <u>Learning from Each Other</u> – TBD <u>UASI Business</u> – FY19 Regional Project Proposals
November 29, 2018 1:30pm-3:30pm	4985 Broder Blvd, Dublin	Public Information and Warning Workgroup	<u>Feature Presentation</u> – TBD <u>Learning from Each Other</u> – TBD <u>UASI Business</u> – 2019 Workgroup Planning
January 25, 2018 10am-12pm	Webinar	Mass Notification Seminar Subcommittee	Mass Notification Seminar Final Planning Meeting
March 14-15, 2018 8am-5pm	Orchard City Banquet Hall 1 W. Campbell Ave., Campbell	Mass Notification Seminar	Seminar Objectives: <ul style="list-style-type: none"> • Share mass notification experiences from recent disasters, including Bay Area emergencies. • Gain a deeper understanding of Bay Area communications infrastructure and capabilities related to mass notification. • Identify best practices for designing effective alert messages that reach broad audiences with diverse communications needs.