



**To: Bay Area UASI Approval Authority**  
**From: Mikyung Kim-Molina, Regional Project Manager**  
**Date: September 9, 2021**  
**Re: Item 08: Alert the Bay Project Update**

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**Staff Recommendations:**

No recommendation

**Action or Discussion Items:**

Discussion

**Background:**

The Alert the Bay project is a public awareness campaign designed to encourage the public to register and receive emergency alerts from Bay Area UASI jurisdictions. The ALERTtheBay.org website was developed and branded to provide navigational direction for people to register and sign-up for local alerts.

This project is divided into two phases:

**Phase I** – Regional digital media campaign with ads running on social media and streaming audio sites. This phase was completed on 7/11/21.

**Phase II** – Local customized media campaigns that can be digital, audio, video, newspapers, buses, billboards, printed collateral, etc. This phase is scheduled to launch in 2022.

**Discussion:**

Regional Project Manager Mikyung Kim-Molina will present an update on the Alert the Bay project. The attached Appendix A is an accompanying PowerPoint presentation.