



Emergency Alerting in Santa Barbara County

Discussion Items

- Information Gathering - Survey Overview
- History of Alerting in the County
- Methods of Alerting in Santa Barbara County
- Expectations and Limitations of Alerting
- Continuous Process Improvements to Alerting



Survey Results — 4,000 Respondents

- 84% signed up for Aware ad Prepare Alerts
- 52% don't know what *Aware and Prepare* is
- 39% not sure if signed up
- 80% want texts alerts
- 79% use aware and Prepare as primary alerting system
 - 49% use Ready SBC or County of SB
 - 77% use website to clarify alerting



Survey Results — 4,000 Respondents

- 54% want alerts targeted by area:
 - 60% want alerts if event is anywhere in the county
 - 71.5% want alert if event is in their region
 - 89% want alert if event is in their zip code



History of Alerting

- Prior to 2016 the County alerted using Nixle and Reverse 911
- In January 2016 the County launched the Everbridge Software under the name “Aware and Prepare Alerts”
- In Fall of 2016 the County attained permission to issue WEA alerts
- The County has issued 35 WEA alerts and 339 Aware and Prepare Alerts in the last 12 months (average about 1 a day)
- The County is in the top 6 in the Country in issuing WEA alerts



Jurisdictions in Santa Barbara County

- All jurisdictions have the option of alerting their community using the County alerting software (Aware & Prepare alerts)
- All jurisdictions have the option of sending WEA alerts with permission from FEMA and FCC
- Montecito Fire District sends Aware & Prepare alerts
- Staff developed MOU and initiated discussions with Jurisdictions that will memorialize which agency will be sending emergency alerts

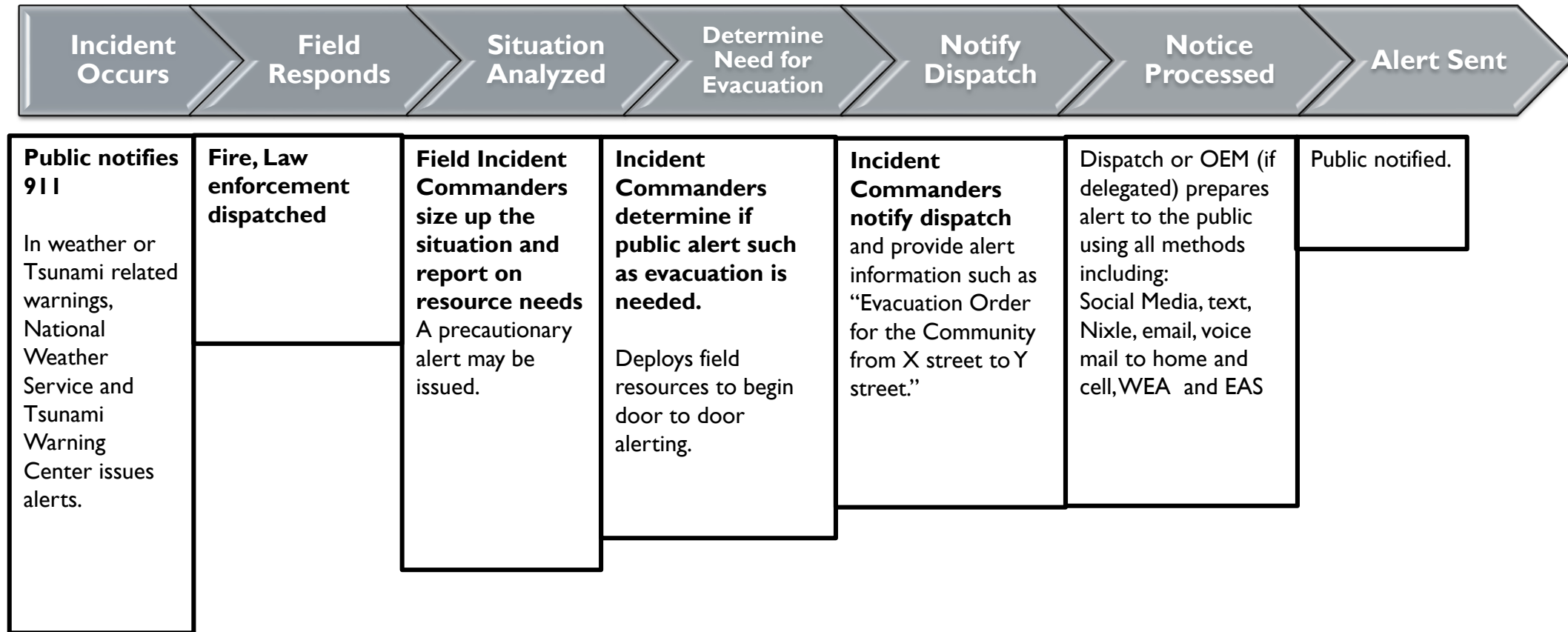


Methods of Emergency Notification

- Press Releases/Advisories, Media Relations
- Social Media – Twitter and Facebook
- CSBTV and 2-1-1
- Text Messaging – must be signed up for Aware & Prepare alerts
- Email – must be signed up for Aware & Prepare alerts
- Robo-call to cell phones (must be signed up for Aware & Prepare
- Robo-call to landlines (does not require signing up)
- Wireless Emergency Alerting (WEA) – activates all cell phones with 90-character message (does not require signing up)
- Emergency Alert System (EAS) – interrupts local radio and television with a message. (Currently, we have technical issues with this system)
- Door to Door notification by Officials and/or Loud Speaker



Process for Sending Out Public Alerts



Limits of Alerting Methods

Type of Alerting	Limits	How to Receive
Aware & Prepare text messaging	240 characters	Must be signed up for Aware & Prepare Alerts
Aware & Prepare email	No character limits	Must be signed up for Aware & Prepare Alerts
Aware & Prepare Robo call to cell phone	Slow distribution if many need the alert	Must be signed up for Aware & Prepare Alerts. May be delayed if many homes/phones are in the que
Aware & Prepare Robo call to landline	Slow distribution if many need alert	Must be signed up for Aware & Prepare Alerts. May be delayed if many homes/phones are in the que
Wireless Emergency Alerting (WEA)	90 characters	Must be in geographic area impacted to receive
Emergency Alert System (EAS) – TV and Radio	2 minute message, Volunteer broadcasters	Interrupts local radio and television with message. Must have power to TV. Does transmit over battery powered radio
Nixle Alert	138 characters	Must sign up via text message 888777 with ⁹ your zip code



EAS & Radio Ready



- **Emergency Alert System (EAS):** Notifications/Alerts via TV and Radio. **STATUS: Now fully functional**



- **Radio Ready:** Satellite phones deployed at radio stations throughout the area who have generator power and are more likely to stay on the air during outages and other emergencies.

STATUS: The system was rebooted with added radio stations, new satellite phones and new procedures that have been tested.



Radio Ready Stations



FM Stations:

88.3 KCLU NPR (South Coast)
89.7 KCLU NPR (Santa Maria)
90.9 KCBX (Santa Ynez Valley)
92.1 KCLU NPR (Santa Maria)
94.1 KOSJ (South Coast)
94.5 KSPE SPANISH (Countywide)
95.1 KCBX (Lompoc)
96.7 (Santa Ynez Valley/Solvang)
99.5 KCBX (Santa Maria)
99.9 KTYD (South Coast)
101.7 KLITE/KSBL (South Coast & Santa Ynez)
102.3 KCLU NPR (South Coast)
105.9 KRAZ (Santa Ynez/Solvang)
107.77 KIST SPANISH (Countywide)

AM Stations:

990 KTMA (Santa Maria)
1440 KUHL (Santa Maria)
1490 KOSJ (South Coast)
1290 KZSB (South Coast)
1340 KCLU NPR (South Coast)



Process & Alerting Improvements

- Modified Computer Aided Dispatch (CAD) for multiple agency identification.
- All Dispatchers now trained on alerting.
- Coordinated more cross agency training on major incident field communication.
- Provided Training to Sheriff personnel on field responsibilities (including evacuation alerts) during major incident.
- Single alerting policy now in place with refined protocols



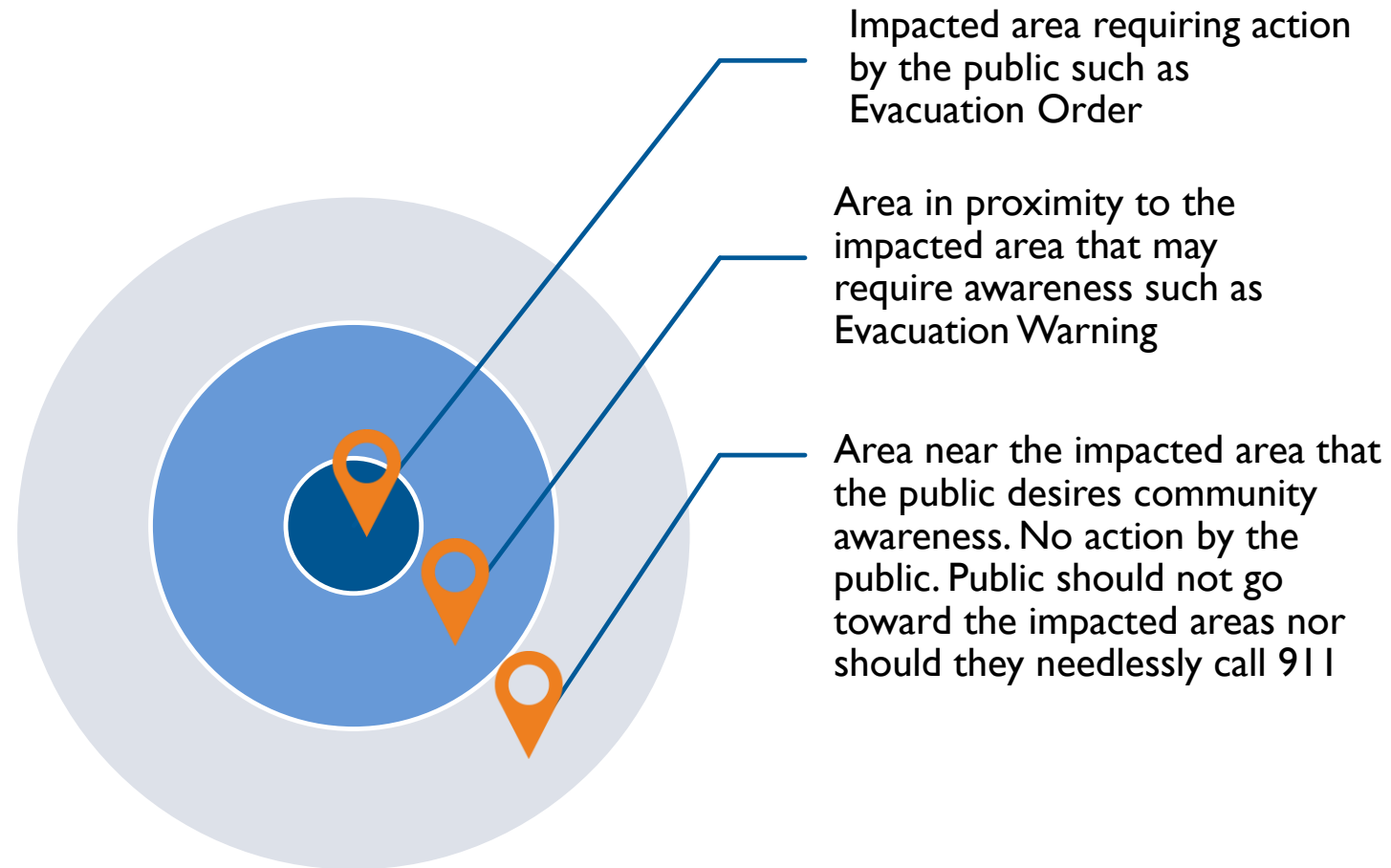
Alerting

Changes include:

- Initial notification for awareness of emergency via WEA (Sheriff Dispatch)
 - “Wildland fire in area of XXX stay alert and take necessary actions to stay safe.”
- Second WEA notifying the area requiring action such as shelter in place or evacuation order may be issued. *Buffer area*
 - Exception - incident is unfolding rapidly, there may be the immediate need to send out an evacuation or shelter in place alert to a directly impacted area.
- Further alert notifications will be issued using all other Aware and Prepare alert methods (Sheriff Dispatch or OEM)



Alerting



Preparedness Materials



Storm Readiness

When storms are predictable, authorities will provide ample time for the community to get their home and family **READY**.

Be prepared and **SET** a method of transportation and gathering of your belongings.

You will then have time to **GO** to a safe area.

Sometimes a storm can quickly develop with no warning and cause flash flood and debris flow; so be **READY** and **SET** to **GO**.

Officials may only have a few minutes, or no time at all, to alert the public.

It is important that you understand the seriousness of the situation and are always prepared.

For more information, go to **ReadySBC.org**.

READYSBC.org
SIGN-UP • PLAN • UNDERSTAND

If at any time you feel unsafe, take immediate action and do not wait for a notification to evacuate.

READY

**Alert!
Be Aware!**



Weather ADVISORY 72 to 48 hours

- County Office of Emergency Management is alerting an upcoming storm of duration and intensity to pose life or property.
- Community members should closely monitor the situation.
- Have a family plan; Where you will go? What will you need?
- Prepare your home. <https://www.readyforcalifornia.org>

SET

**Prepare
To Leave!**



Evacuation WARNING 48 to 24 hours

- Santa Barbara County Sheriff's Office will issue a warning of the possibilities of an evacuation due to an approaching storm that can pose a risk to life or property.
- Arrange transportation, confirm your evacuation plan, and be ready to leave.
- People with access and functional needs or with large families should take action as needed.

GO!

**Leave
Now!**



Evacuation ORDER 24 hours or less

- Santa Barbara County Sheriff's Office orders you to evacuate to a designated evacuation area.
- The incoming storm poses an extreme risk for loss of life and property. Persons who refuse to comply with the order will not be forcibly removed from their home. However, they may be subject to rescue or other lifesaving assistance after the onset of the storm.
- If flooding/debris flow happens, you may be stranded.
- Authorities will allow you to return to your home as soon as it is safe.



Preparación para la tormenta

Algunas tormentas serán predecibles y las autoridades podrán brindar suficiente tiempo para que la comunidad pueda **PREPARAR** su hogar y su familia.

Tendrá tiempo para **ESTAR LISTO** y establecer un método de transporte y recolección de sus pertenencias.

En la **HORA DE IRSE**, tendrá tiempo para salirse de su casa a un área segura.

Sin embargo, a veces una tormenta puede desarrollarse rápidamente sin advertencia y causar inundaciones repentinas y flujo de escombros con poca o nada de advertencia.

Los oficiales pueden tener solo unos minutos, o ningún tiempo, para alertar al público.

Es importante que comprenda la gravedad de la situación y que siempre esté preparado.

Para obtener más información, visite **ReadySBC.org/es**.

READYSBC.org
SIGN-UP • PLAN • UNDERSTAND

Si en algún momento se siente inseguro, tome medidas inmediatas y no espere para notificación para evacuar.

PREPÁRESE

**¡Alerta!
¡Esté atento!**



Aviso meteorológico

72 a 48 horas antes de la tormenta

- La Oficina de Manejo de Emergencias del Condado está alertando a la comunidad sobre una tormenta que se aproxima de duración e intensidad que es un posible riesgo para la vida o la propiedad.
- Los miembros de la comunidad deben vigilar la situación atentamente.
- Tenga un plan familiar: ¿A dónde irá? ¿Qué necesitará?
- Prepare a su hogar.

ESTÉ LISTO

**¡Esté listo
para salirse!**



Advertencia de evacuación

48 a 24 horas antes de la tormenta

- La Oficina del Sheriff del Condado de Santa Bárbara emitirá una advertencia a las áreas afectadas sobre la posibilidad de una evacuación debido a una tormenta que se aproxima que puede representar un riesgo para la vida o la propiedad.
- Organice transportación, confirme su plan de evacuación, reúna artículos de su hogar y esté listo para irse.
- Las personas con necesidades funcionales y de acceso o con animales grandes deben actuar cuando sea necesario.

¡HORA DE IRSE!

**¡Váyase
ahora!**



Orden de evacuación

Menos de 24 horas antes de la tormenta

- La Oficina del Sheriff del Condado de Santa Bárbara le ordena que se vaya ahora si se encuentra en un área de evacuación designada.
- La tormenta que se aproxima presenta un riesgo extremo de pérdida de vidas y propiedad en áreas designadas. Las personas que se nieguen a cumplir con una orden de evacuación no serán expulsados por la fuerza de su hogar. Sin embargo, no deben esperar rescate u otra asistencia que salvará la vida después del inicio del evento de emergencia.
- Si se produce una inundación o flujo de escombros, puede quedarse atrapado y sin ayuda por varios días.
- Las autoridades le permitirán regresar a su hogar tan pronto como sea seguro hacerlo.

Next Steps

- Work with key stakeholders - increase *Aware and Prepare* alerting registrations and understanding of system.
- Provide enhanced information to the public regarding all emergency alerting/notification methods, evacuation terminology
 - English and Spanish
 - Personal responsibility and preparedness
- SB 821 - Emergency Notifications
- AB 1877 - Spanish Translation
- Continue to track and implement recommendations from nationwide studies

