~*Promoting Community Resilience through Collaboration*~

What is ALERT Spokane?

▶ Umbrella "brand name" for program that encompasses all public alert and warning communications for the Greater Spokane area

▶ Powered by the CodeRED Mass Notification System

▶ CodeRED is paid for by the $1/10^{th}$ of 1% approved for emergency communications

www.alertspokane.org

Features of Mass Notification Systems

► Many tools in one toolbox

► Multiple databases to reach the public (911 landline data, white pages, self-registration of VoIP & cell phones)

► Targeted notifications to specific areas

► Unlimited emergency messaging

► Spokane County has ONLY paid for Emergency messaging at this time

How It's Being Used

- ▶ Targeted Alert
  - ▪ Law Enforcement Activity, such as shelter-in-place or evacuation information

- ▶ Radius Alert *(1/2 mile, mile, etc.)*
  - ▪ HazMat
  - ▪ Missing Person
  - ▪ Boiled Water Order

- ▶ Internal Messaging
  - ▪ SFD, DEM, SCSO, and SPD

Challenges We Face with CodeRED

▶ Fewer landlines

▶ People can block emergency alerts

▶ People should register to get alerts

▶ Unfamiliar Phone #: 866-419-5000

▶ Unfamiliar Text ID: 76993
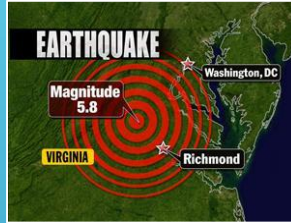
IPAWS *(Integrated Public Alert & Warning)*

PAST: IPAWS generally used for extreme emergencies

RECENTLY: due to lack of IPAWS use, FEMA is doing more education, and is encouraging IPAWS use

TODAY: since the end of November, the FCC and FEMA have required cell phone providers/carriers are required to improve their geo-targeting for alerts

When can IPAWS be used?

- ✓ Wildfires
- ✓ Large Power Outages
- ✓ 911 Outage
- ✓ Tornados
- ✓ Evacuations
- ✓ Earthquakes
- ✓ Water Contamination
- ✓ Water and Relief Supply Distribution
- ✓ Toxic Plumes
- ✓ Volcano
- ✓ Shelter-In-Place
- ✓ Presidential Alerts
- ✓ Disaster Resources
- ✓ Dam Brakes
- ✓ Chemical Spills
- ✓ Law Enforcement Situations
- ✓ Nuclear Accidents
- ✓ Road Closures—safety issue
- ✓ Gridlock
- ✓ Flash Flooding
- ✓ Snowstorms
- ✓ Windstorms

Anything public safety officials determine is a threat to public safety

Goals

- Education of all partners on alert capabilities

- Spring 2020 campaign to push registrations

- PSAs (Public Service Announcements)—focus on evacuations and receiving notifications

- Continued work with the State Emergency Communications Committee re: best practices

- Creation of new Communications Plan

Simone Ramel-McKay
sramelmckay@spokanecounty.org
509-477-3006, o
509-385-9235, c
509-477-3009, Duty Officer 24/7 line