

Gil Zolodaver (Ventura County):

Q: Can you talk through the process that happens after someone receives a SMS or notification? Like what kinds of inputs / outputs do you receive? What kinds of analytics are you tracking?

We ask resident to confirm message --

Options:

- Yes you got it
- No you didn't

We don't allow them to have more notifications. We have ability to poll with pre-canned responses. You can ask one question and have multiple responses. We have never done a polling for public notification. Though When we send confirmation out: system provides us with reports:

- Received message confirmed; received message not confirmed; and other categories.

For example, we pull info from white pages and yellow pages; folks who opt in because we're focused on good penetration. We update contact data on bi-annual basis.

As we see folks are disconnecting landlines and moving towards cell phones, we're losing contacts because the data is old. Even in 6 month period, we're losing contacts. For example, we send 25,000 alerts to phones, but 3000 were bad numbers.

Why?

- + Majority of calls are not confirmed. They heard our message, but they didn't go through process of confirming.
- + Unreachable could be bogus; line was busy, or duplicate contact path.
- + During a high busy time: during the day when people are on their phones, we could get a lot of busy numbers.

Per contact, you can have multiple contact paths. The user can tell you how they want to be notified first: via business line, cell phone, or otherwise. We called your first method of communication and you confirmed; then we don't contact the second form of communication.

Longer Messaging in SMS: If you try to do message that is extremely long: messages that are extremely long, text message could be broken into 4-5 text message, depending on provider you can get multiple types of messages.

What's nice about WIAA, Twitter, Nixle – It breaks out the fields. That is maybe for voice pass. We'll have one. WIAA will have its own message. You can modify depending on many actors.

Residents Response Types:

Confirmed

Confirmed Late

Unconfirmed

Unconfirmed Late

Unreachable: Busy line, duplicate record, message undelivered.

The questions we ask:

Where it hit?

When it hit?

How it hit?

For example: Call this number. What happened with that call?

- We have multiple contact paths because contacts weren't confirmed. Text, they confirmed.

Q: Unreachable – how often is that useful to you?

We use it quite often. We try to better penetration. Why wasn't I able to reach these contacts, specifically unreachable? Then you have no penetration and have vulnerability. Then you start to do analysis. Why unreachable? Take # out. Eliminate contact all together.

- We refresh the contacts twice a year.
- We never just send one message.
- We never send message again when user is unreachable. But we want to be able to dig in.

The analytics don't dictate messaging. The incident dictates the message.

If I got no confirmation, it wouldn't change. If I got confirmed, great. It doesn't tell me the actions they're taking. For example, in a brush fire, public safety is still going to go door to door. We mobilize the deputies that are trained to do evacuations. If people refuse, then they document that as well. If it's a fireman, it's a supplement. [WIAA and EAS] is the most powerful, but not only tool. There needs to be someone out there to help.

Q: What are the response types?

- Unreachables: most scared about and most concerned.
- Penetration Rate:
- Not-confirmed (doesn't mean they didn't get message, but they don't know) and confirmed (people heard message and extra confidence).
 - o Voice: At very end, press 1 at end of call
 - o SMS: Says, type yes to confirm message
 - o Email: hit link and confirm.

+ Ventura County; there is no mandatory evacuation. If they want to stay, they can stay. Our recommendation for them to leave. We just point them in the right direction; tell them what we want them to do.

Q: Can you tell us why Public Education is important?

- We educate public on what is a mandatory or voluntary evacuation? What do those things mean?
 - o I.e. We had El Nino? We took it very seriously. Flooding Hazards. A big part of it was evacuation. Alert and warning. Types of messages and what those actions need. The problem is there's no standard on evacuation. In Cali, there's no standard definition for evacuation. We use voluntary and mandatory. It could be quite confusing.
- Public Safety: Technology Education.
 - o WIAA, CMAS – Those are federal. Major storm system. National Weather Service was sending out WIAAs. They would call us that band of storms are coming in. We're going to issue flash flood warning. They told us they would implementing a WIAA. It would hit all of the phones. Ten minute lee-way and we had ten minutes to have our message ready to go when alert went out. Within minutes of sending alert, we send a VC alert as a follow-up. I just got two messages with more information. It worked well. We can clarify. It's on us for making sure they're safe. It's confusing.
 - Who? Who is sending?
 - How?
 - What?
 - When they download?

Q: How are you recruiting folks to sign-up? A big public education campaign. It's not just one. It's all of the public safety officials. Media campaign. Marketing it every-time we go somewhere. Know about tool and ask about tool. First responders. Opt-ins – 24/7 marketing

Where are you getting? Contacts are in the system. Pre-loaded. When we Geo-tag. Name, Address, Contact Path (Cell phone, landline, email, fax). Sending by address; polygon, north or south of this location. Coordinates. Geotagged on map. Dots are color code; opt-in, landline, white page or yellow page. Painting a polygon. Someone manually puts those contacts on a map. User can go to database and input, as well.

Q: In any given week, how many of these incidences are you handling?

+ Multiple brush fires – different groups of people. 5 brush fires merge into one. That happened once and we sent 15 or 16 alerts.

Q: Do you give them a special name? Is it all map-based. Every incident will have a named: Named within first five minutes within occurring. Name them right away. Documenting location and documenting incident name.

Street name where brush fired occurred is what we use; most part instances have been address. For example, a Los Angeles fire on Cochran Street, we call Cochran Fire – the name is typically based on street, location.