

Initial interviews				
Questions	Government administrator 1	Government administrator 2	Government administrator 3	Government administrator 4
Do you know of platforms that notify people about emergency alerts?	Not really. Main State Portal.	Emergency Alert System for the state. Reading Twitter. Posts in CA.gov	CHP Amber Alert. TV Alerts across mass media	The most relevant is Federal IPWAS - Integrated Public Warning and Alert System. Everbridge Nixle.com Reverse 911. Wireless Emergency Alert - WEA.
What features would you expect from an emergency alert system?	Send push notifications to end user. Relevant information as an authoritative source.	Keep it short Nature What counties are affected.	Should be timely, accurate, and easy to understand. Targeted unless widespread.	If you want to find out what is happening from authorities in the area, aggregate. Send a text message. State of CA does not use this. Amplifying an existing message.
What metrics would you consider most useful for an emergency alert system?	Alerting people at the moment they need to be alerted. Up to date information Evacuation information. Donation information. Authoritative source. State owned or leased buildings.	Size of the fire Scope of impact.	Measure reach and impact. Successfulness. Does it meet the goals of the alert.	Reach - how many people will receive the message. Twitter - how many people have the most followers
What are the most common emergencies in your region?	Oroville Flood. San Bernardino incident, a terrorist attack. Earthquakes	Flood Wildfires	Amber alert. Tornados, Floods, Fires, Earthquakes. Silver Alert	
What challenges have you encountered notifying people about an emergency situation?	Collection of information is the biggest challenge. Information for decision makers. Information for volunteers. Identifying the right information.	Main challenge: lack of available information that can be corroborated. Veracity of information. Composing info to be useful. Alert banner at the top. Might try to call the county.	Getting timely accurate information from original source. If I'm trying to help promote a communication, I want to make sure I have the most accurate information.	Biggest challenge is expediency and reach. How fast can we get to the people. They learned about it on twitter. People grow tired of it because it has irrelevant information. Give people the option.
Mention 3 important things an alert should contain to be useful	- What are the most recent facts of emergency - What is being done - What can one do to help out	Regions that are affected Why there is an alert When is the next time you will get an update What actions is required of you: Call to action (do I need to get out of my house)	- What the emergency is - What you are asking the public to do - Timeliness - how quickly do you need to react	Nature of problem Severity Action people should take.
How were people alerted in Oroville?	Through the news. Using CA.gov to send information to media.	Emergency Alert System activated with mandatory flood evacuation.	Local sheriff - reverse 911 calls. System set up to send recorded.	

Initial interviews

Questions	Resident 1	Resident 2	Resident 3	Resident 4	Resident 5
Do you use technology to track what is happening in your region?	Yes	Yes	Yes	Yes	Yes
If so, which app or website is your preferred?	Weather, Waze, Apple Maps,	use internet to find sports activities to determine traffic	SFGate, Reddit	Google Maps	Google and Facebook
Which of these emergencies are most important to you? - Weather hazards: temperature, precipitation, flooding, high winds, high waves and wildfire - Tsunami - Earthquakes, volcanic activity, hurricanes	Earthquakes	Earthquakes	Weather Hazards and Earthquakes	Earthquakes	Earthquakes
What features would you expect from an emergency alert system?	Where the epicenter was, what was affected, radius of affected region, realtime associated shakes	Give information about earthquakes - similar to weather	Timely notifications	Text messages sent to my phone and warning emails. Warning emails with information of what is going on	Sirens or alerts on the phone. Like the Amber Alert. More efficient
How would you prefer to be notified? - SMS / Text Message - Mobile app Push Notification - Email	Push Notification - only for emergencies	Push Notification - easiest to turn off	SMS	SMS	Mobile App Push Notification
Why would you prefer this notification method over others?			Because I will get it	Doesn't rely on internet	You're putting the effort to be warned or informed. If you download the app get the alerts would be easier. So you appreciate it
What are the most common emergencies in your region?	Traffic and Weather, Earthquake	Traffic and Flood	Flooding	Earthquakes	Break-ins/ Break into cars. Big thing lately.
Apart from weather, traffic, etc what other alerts would you like the State of CA to notify you about?			Amber Alerts	Traffic incidents and road closures, live alerts as they are happening - more reliable than google maps	Any type of emergency: fire, kidnapping, whatever is in your neighborhood. If it is happening in a 20 mile radius. All those people should get alerted. I don't want to know about 100 miles away