



This document outlines the response expectations of Yolo County due to emergency communications and serves as a support annex to the Yolo County Emergency Operations Plan

Yolo County Emergency Communications Annex

Annex to the Yolo County
Emergency Operations Plan

Version 2.1

November 2024

PROMULGATION

This Emergency Support Function Annex to the County of Yolo Emergency Operations Plan describes how Yolo County will manage an emergency incident or disaster mitigation, preparedness, response, and restoration related to this Emergency Support Function. All Primary and Support agencies identified as having assigned responsibilities in this Emergency Support Function shall perform the emergency tasks described, including preparing and maintaining Standard Operating Guidelines and Procedures and carrying out the training, exercises, and plan maintenance needed to support the plan.

This Emergency Annex plan was developed using the Comprehensive Planning Guide 101 version 3 from the Federal Emergency Management Agency and California's emergency planning guidance documents. Adoption will occur following the established maintenance schedule; however, the plan may be modified in the interim without prior approval and formal adoption under the direction of the Director of Emergency Operations. The revised plan will be relayed digitally to all Primary and Support agencies with assigned responsibilities in this Emergency Support Function. The Primary assigned agency will coordinate the review and update of the plan with the Support agencies as needed at least every three years. This Emergency Support Function plan supersedes any previous versions.

This Emergency Support Function Annex applies to Primary and Support agencies within Yolo County who are assigned responsibilities by Emergency Support Function of the All-Hazard Emergency Operations Plan and identified within the Emergency Support Function Annex.

This plan replaces previous annexes of the same or similar title.

The County of Yolo Board of Supervisors chairperson will formally promulgate this annex. The County Ordinance empowers the County Board of Supervisors to review and approve emergency and mutual aid plans.

Lucas Frerichs
Chair of the Board of Supervisors

Date:

ACKNOWLEDGMENTS

We thank you also to our planning partners for their participation and continuing contributions:

211 Yolo County

Call: Dial 2-1-1 or 1-855-866-1783 or 1-530-392-4182

Email: info@211sacramento.org

Call 7-1-1 if you are hearing impaired and ask to be connected to 2-1-1

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SECTION 1.0: INTRODUCTION

1.1 EMERGENCY COMMUNICATIONS ANNEX WHOLE COMMUNITY

The Emergency Communications Annex is focused on the needs of the communities within Yolo County. It embodies the principles of the Comprehensive Preparedness Guide 101 and the Whole Community framework outlined by the Federal Emergency Management Agency (FEMA). The Emergency Communications Annex serves the entire Yolo County, including residents, students, workers, visitors, and vulnerable communities. Vulnerable communities include, but are not limited to, persons with access and functional needs, individuals who may require specific medications, supplies, services, durable medical equipment (DME), electricity for life-maintaining equipment, breastfeeding, and infant and childcare, or nutrition to reduce negative impacts of a disaster or public health emergency on individuals' health, persons with limited English proficiency (LEP), older adults, persons who are transportation disadvantaged, and the unsheltered community. This Annex complies with the California Code, Government Code - GOV § 8593.3, Chapter 7. California Emergency Services Act, Article 6.5. Accessibility to Emergency Information and Services: *(a) A county, including a city and county, shall, upon the next update to its emergency plan, integrate access and functional needs into its emergency plan by addressing, at a minimum, how the access and functional needs population is served by the following:*

- (1) Emergency communications, including the integration of interpreters, translators, and assistive technology.*

Compliance Actions

- Provision of equal access to emergency communications that encompass the full range of disabilities that people may have, including mobility, vision, hearing, cognitive and mental disabilities. Use of formats that are accessible to all including, but not limited to, American Sign Language (ASL) interpretation for press conferences and video, video captioning, video phones, Alternate Text for images, and use of plain language.
- Translation of key emergency messages and public information into Spanish, Russian, Chinese and other key languages.
- For alerts and warnings sent via Yolo-Alert, use the TTY option (a text-based system for communicating over phone lines used for people with hearing challenges) and translate of messages into Spanish, Russian, Chinese, and other languages.
- Coordination with the AFN Coordinator and ADA Coordinators for each jurisdiction
- Agencies' Disaster Relief Effort (CADRE) agencies and other community-based organizations to disseminate information to vulnerable communities.

1.2 USERS AND STAKEHOLDERS

This Annex is a primary resource designed for Public Information Officers (PIOs) and communications specialists for their use in an activated Joint Information Center. The Annex

can be used for emergency communication guidance by secondary users and as a reference tool by other stakeholders.

Primary Users

- Public Information Officers (PIO) and communications team members from the Office of Emergency Services (OES), and other County Departments, City jurisdictions, special districts, and utilities who are assigned to the Joint Information Center.
- PIOs and communications specialists from Emergency Management Mutual Aid (EMMA) or other sources during a large incident and or extended activation.

Secondary Users

- Yolo County Joint Information System, which includes PIOs from jurisdictions, special districts, school districts, transportation, and utilities.
- Collaborating with Agencies and other nonprofit organizations and allied agencies.
- Disaster Service Workers (DSW)
- County and Jurisdictions leadership and managers

1.3 PURPOSE

Provide guidelines, processes, and resources for Public Information Officers and the communications team to enable them to manage, produce and disseminate timely, accurate, relevant, and consistent public information. Safeguard lives and maintain community well-being by informing the public with attention to reaching vulnerable populations before, during, and after incidents, emergencies, and disasters.

1.4 SCOPE

The Emergency Communications Annex is an extension of the County Emergency Operations Plan. The annex details procedures and processes, and provides tools and resources for emergency communications during an incident. The Annex applies to all hazards, including, but not limited to, power outages, earthquakes, wildfires, floods, hazardous materials, pandemics, and terrorism. The Annex can also be used during inclement weather, extreme heat, poor air quality, and other incidents when a Joint Information Center is not activated, and strategic emergency communications is required.

1.5 OBJECTIVES

The three key objectives for this Annex are:

1. Define and articulate the roles and responsibilities of the PIOs and communications team before, during, and after an incident, disaster, or emergency.
2. Define the purpose, function, and protocols of the Yolo County Operational Area Joint Information System (JIS) and Joint Information Center (JIC) during an EOC activation.
3. Provide readily accessible procedures in compliance with AFN Annex, the County's Accessibility Guidelines and State and Federal guidelines for tools and resources for use

by PIOs and communications staff in a Joint Information Center, including templates, checklists, and standard operating procedures and forms.

1.6 PLANNING ASSUMPTIONS

- Natural and manmade disasters can occur with or without warning, at any time of the day or night, and can affect multiple jurisdictions.
- The succession of events in an emergency is not predictable.
- Joint Information Center staffing and activities will depend on the nature and demands of the emergency.
- Public Information Officers are responsible for maintaining positive working relationships, open communication, and active coordination before, during, and after an emergency.
- Emergency communications during an incident will require the use of multiple channels that include mass media (TV, radio, and print), social media (Twitter, Facebook, Instagram, Nextdoor), the County's website, Yolo Alert, door-to-door canvassing, and signage.
- Critical information will be made accessible following local, State, and federal ADA guidelines.

1.7 EMERGENCY COMMUNICATION PRINCIPLES AND GUIDELINES

Following these basic principles and guidelines from *Crisis Emergency Risk Communication*, published by the U.S. Department of Health and Human Services Centers for Disease Control and Prevention, can help establish a sense of order and consistency. These principles apply to any incident, disaster, and emergency.

- **Be First:** Crises are time sensitive. Communicating information quickly is crucial. For members of the public, the first source of information often becomes the preferred source.
- **Be Right:** Accuracy establishes credibility and trust. Even if all the facts are not known at a given time, the PIO can let the public know: a) what is known, b) what is not known, and c) what is being done to fill in the gaps.
- **Be Credible:** Honesty and truthfulness should not be compromised during crises.
- **Express Empathy:** Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.
- **Promote Action:** Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.
- **Show Respect:** Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

Proactive – Not Reactive – Communications

A proactive approach to emergency communications will help set a tempo for the release of information to the media and public and establish the JIC as a primary and credible source of information. Proactive methods include:

- As soon as possible, release a statement about the incident to the media and sharing across all channels. Observe the Emergency Communications Principles and Guidelines in crafting and delivering these messages and include public health and safety messages and instructions.
- Establish and publicize a media briefing schedule and closely adhere to it.
- Create a content calendar and use social media to post regular updates and address community concerns in a proactive and not reactive way. For example, post broad statements to address emerging trends and do not respond to individual posts unless they contain potentially harmful misinformation

Content Strategy

The Management Section personnel, the EOC Director, and Lead PIO, provides direction for communication priorities and information to be shared with the media and public. The JIC staff will develop a content strategy that reflects these priorities and ensures that the right messages get to the right audiences at the right time in a targeted, culturally competent manner. Elements of a content strategy include situation analysis, audience analysis, communication goals and objectives, key messages, call-to-action, communication channels, timeline, and plan of action.

Spokespersons

The Lead PIO may serve as a spokesperson or delegate a spokesperson and coordinates additional spokespersons for specific areas of responsibility and expertise such as law enforcement, fire, Public Health, Medical Examiner, Environmental Health Services, Parks, allied agencies, public and private utilities such as PG&E, and other operational area utilities. Spokespersons may receive support from the JIC to develop talking points and create supporting visual materials such as maps, graphs, photographs, and video.

Social Media

Monitoring social media (Twitter, Facebook, Instagram, Nextdoor) in the JIC helps the communications team to maintain situational awareness and dispel misinformation and potentially harmful rumors. Keeping a regular posting schedule on social media provides a constant flow of useful information and reassurance to the community. Social media management tools help manage social media by providing visibility to multiple social media handles, reporting, and streamlines the process of scheduling and posting to multiple accounts. When appropriate, the JIC will utilize the lead agency and other relevant County's social media handles to coordinate messaging.

SECTION 2.0: PLANNING METHODOLOGY FOR EMERGENCY COMMUNICATIONS ANNEX

The planning processes for this annex follow the established protocol of the Office of Emergency Services and include the following components.

2.1 CORE PLANNING GROUP

The Core Planning Group, composed of Office of Emergency Services Staff, provides oversight and guidance to the design and implementation of the Emergency Communications Annex including: 1) community engagement, 2) writing and review, 3) execution, 4) training and exercise, 5) review and update (annual) and revision (every three years).

2.2 WORKING GROUP

The Working Group encompasses stakeholders who participated in updating the annex.

2.3 WORKING GROUPS FOR TARGET AUDIENCE GROUPS

The sub-working groups will continue to engage and provide input to reach target audiences, including vulnerable populations before, during, and after disasters and emergencies.

Working Groups	Input to the Annex
Yolo County AFN Coordinators/Subject Matter Experts	Define the qualities and characteristics of vulnerable communities in Yolo County. Design communication strategies that are responsive to the needs of vulnerable communities. Establish networks to reach vulnerable communities before, during, and after disasters.
Alert and Warning Working Group	Establish and socializes best practices for standardizing the alerts and warnings, including developing templates and maintaining a distribution list for Yolo County. Building competency through periodic training and exercise designees. Review the alert and warning system plan, annex, and suggestions for improvement.
Yolo County Operational Area Group	Feedback on the roles, responsibilities, and process for the Joint Information Center. Review of overall documents, plans, and suggestions for improvement.

	Feedback on templates and key messages with recommendations for improvement.
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2.4 ANNEX MAINTENANCE

The Office of Emergency Services will engage the stakeholder groups and subject matter experts to develop additional communication pathways to reach vulnerable communities before, during and after emergencies and disasters.

The Working Group will continue to share the document with stakeholders throughout the Operational Area and build awareness and support for a robust emergency communications network. In addition, OES will implement an Annex maintenance schedule as follows:

- Annual review with updates
- Three-year review with revision

2.5 TRAINING AND EXERCISE

The Emergency Communications Annex will be tested and exercised during an EOC exercise. It will continually be refined based on emerging best practices in emergency communications. A high-performing Joint Information Center requires a trained and experienced communications team. The California Specialized Training Institute offers a credential program that prepares PIOs for serving in emergency operations centers. In addition, the Office of Emergency Services holds annual training exercises for learning opportunities and to test the capabilities of the EOC and staff. Training resources include:

- FEMA Independent Studies
- California Specialized Training Institute
- FEMA – Emergency Management Institute (EMI)

SECTION 3.0: THE JOINT INFORMATION CENTER AND JOINT INFORMATION SYSTEM

3.1 OVERVIEW

The County Emergency Operations Center (EOC) can be activated for incidents and occurrences affecting multiple jurisdictions, such as power outages, large wildfires, earthquakes, floods, hazardous materials spills, acts of terrorism, pandemic, or other unforeseen circumstance. Planned activations of the County Emergency Operations Centers can occur for labor actions or major events. The decision to activate the EOC is typically made by the County Administrator with the support of the Chief of Emergency Services or the on-call Duty Officer. The Lead PIO is a member of the Management Section in an EOC activation and oversees the Joint Information Center (JIC) and Joint Information System (JIS).

3.2 JOINT INFORMATION CENTER (JIC)

The Joint Information Center is typically located in the Emergency Operations Center. It includes specific roles and functions to maintain situational awareness, manage public information and produce content for public dissemination. The Joint Information System (JIS) differs from the JIC. It refers to a network of Public Information Officers and other communications professionals collaborating on the public information function for an incident or event involving a large geographic area or multiple jurisdictions. A Joint Information Center and Joint Information System can be implemented independently of an EOC activation should a large-scale public information campaign arise or during an extended emergency recovery period. As indicated in the graphic, the Lead PIO is part of the EOC Management Section and coordinates closely with the EOC Director so that the public information effort aligns with the overall strategic goals for the incident.

During a multijurisdictional incident, representatives from multiple agencies, special districts, and utilities may have representative PIOs working in the JIC. JIC operations are managed by the JIC Manager, who reports to the Lead PIO. The JIC communications team will gather information about the emergency, share information and disseminate consistent emergency public information. The agencies involved work cooperatively to accomplish these goals. In the event where long-lasting power outage (i.e., electromagnetic attack, cyberattack) disrupts access to computers and digital communication channels, the Joint Information Center may utilize traditional analog phone lines, radio and TV communication channels, and grassroots outreach mechanisms such as door-to-door canvassing. The JIC may also utilize Radio and the ARES / RACES network to communicate critical information when directed to do so by the EOC Director or Deputy.

3.3 JIC STAFF NOTIFICATION PROCEDURE

Once the Emergency Operations Center and JIC are activated, the Logistics Section will send a notice to all EOC and JIC personnel, providing instructions on when and where to report for service.

Joint Information Center Roles and Responsibilities

Each incident will have unique communications requirements, and the JIC organization will be staffed to address those needs. Allied Agency PIOs represent agencies involved in the incident and play a role in Yolo County Operational Area's Joint Information System (JIS) effort by supporting information coordination and dissemination.

3.4 YOLO COUNTY OPERATIONAL AREA JOINT INFORMATION SYSTEM (JIS)

The Yolo County Operational Area Joint Information System is a network of Public Information Officers from Yolo County, the Operational Area, Cities, the University of Davis, Tribal, and allied agencies. During an emergency or disaster, the EOC Lead PIO or designee holds regular conference calls with the JIS to help establish and maintain situational awareness, and a common operating picture and identify resources and unmet needs among the jurisdictions.

The Joint Information System and the Joint Information Center are mutually supportive in multiple ways, such as de-conflicting messages across jurisdictions, sharing the results of information analysis, key messages, content, communication materials, supporting rumor control efforts, or providing mutual aid and shared resources.

3.5 EMERGENCY MANAGEMENT MUTUAL AID (EMMA)

If the EOC and JIC activation is large-scale and has the potential lasting for more than three days, the Lead PIO will assess the needs of the JIC and request additional staffing from other jurisdictions through Emergency Management Mutual Aid (EMMA) as needed. EMMA can provide emergency management personnel and technical specialists to support the communications team during a large-scale emergency. During a global incident such as a health pandemic, EMMA requests may be more challenging to fulfill.

SECTION 4.0: RESPONSE PHASE

4.1 SITUATIONAL AWARENESS

Every action taken by EOC personnel, including the communications team in the Joint Information Center (JIC), considers situational awareness (knowing what is happening) and a common operating picture. This requires continuous, two-way communication among those working the field, Department Operations Centers (DOC), the EOC and the JIC.

If a long-lasting power outage (i.e., electromagnetic attack, cyberattack) disrupts access to computers and digital communication channels, the Joint Information Center may utilize traditional analog phone lines, radio and TV communication systems, grassroots outreach mechanisms such as door to- door canvassing. When directed by the EOC Director or Deputy, the JIC may also utilize Control 10 Radio and the ARES / RACES network to communicate critical information.

Sources for Situational Awareness

1. Direction and intelligence from the EOC Director and EOC Coordinator.
2. The situation status (Sit Stat) report produced by the Planning and Intelligence Section.
3. Management Section briefings provided by Sections Chiefs and or Coordinators.
4. Incident Reports from first responding organizations.
5. Emergency or Incident Action Plan for the operational period.
6. Conference calls for the Operational Area, specifically for Public Information Officers who are part of the Joint Information System.
7. News media live feeds.
8. Social media accounts for fire, police, news media, allied agencies, utilities, etc.
9. Watches and warnings issued by the National Weather Service.
10. Air quality index (AQI) indicator from the Yolo County - Solano Quality Management District.
11. Notifications from PG&E for Public Safety Power Shutoff.

The Joint Information Center provides situational awareness to the EOC, including:

1. Information gathered from news media and social media monitoring (e.g., pictures of damage posted by individuals in the affected areas).
2. Requests for help (e.g., requests for assistance or resources posted on social media).
3. Potential risks and threats to public and/or emergency responder safety (e.g., social media users calling for violent activities).
4. Present key messages update to be shared with the media or public.
5. Number and type of rumors dispelled during the operational period.
6. Number and type of public and media inquiries received from the JIC Call Center, social media, and media outlets.
7. Situational awareness of public and media perception and sentiment gathered from the various communications channel in each phase of the emergency management process.

4.2 TARGET AUDIENCE

The primary focus of Joint Information Center activities is **getting the right information to the right audience at the right time so that community members can take the right lifesaving action**. During the activation of the Joint Information Center, multiple communications channels are utilized to disseminate emergency instructions, updates, and critical information to keep all County residents informed.

In Yolo County, efforts are ongoing to build and strengthen an emergency communications network that can quickly and effectively reach all community sectors during an emergency or disaster.

Working groups are used to develop additional strategies and partnerships for public information and outreach before, during, and after emergencies for these high priority groups. These high-priority groups are defined below. The target audiences in this annex are aligned and defined in accordance with FEMA’s CMIST Framework, an approach used by emergency managers and public health practitioners, provides a flexible, crosscutting approach for planning to address a broad set of common Access and Functional Needs (AFN) without having to define a specific diagnosis, status, or label. The CMIST Framework also provides a set of considerations to assist healthcare providers in addressing AFN during a public health emergency such as the COVID-19 pandemic. For the purposes of emergency preparedness and response, needs are organized into 5 categories: **C** Communication, **M** Medical, **I** Independence, **S** Safety, Support Services, and Self-Determination, and **T** Transportation (**C-MIST**). During an activation, the Joint Information Center works closely with County agencies, community and faith-based organizations to reach out to vulnerable populations.

4.3 DISSEMINATION OF PUBLIC INFORMATION

The Joint Information Center uses multiple outbound and inbound communications methods to reach all sectors of the community. Communication channels include mass media (TV, radio, and print), social media (Twitter, Facebook, Instagram, Nextdoor), County website, email, town halls and community meetings, door-to-door canvassing, signage, and the County’s alert and warning system.

In the event where long-lasting power outage (i.e., electromagnetic attack, cyberattack) disrupts access to computers and digital communication channels, the Joint Information Center may utilize additional traditional analog communications channels including the Radio and the ARES / RACES network to communicate critical information when directed to do so by the EOC Director or Deputy EOC Director.

Outbound Communication	
Target Audience	Priority Communication Channels
<u>General public:</u> All Yolo County Residents	Yolo-Alert, mass media, live events and post on social media, county website, community meetings, signage, fliers, brochures.
In addition to the communication listed above, these targeted strategies are used for:	
<u>Persons with disabilities:</u> Individuals with physical, cognitive, mental, mobility, chronic, and psychological disabilities. This group of individuals may also include person with temporary conditions such as an injury or legal restrictions.	Email distribution list from community and faith-based organizations, allied partners list, alerts, fliers, TTY, services providers such as in-home supportive services and emergency medical services.

<p><u>Older Adults:</u> Include individuals who may require specific medications, supplies, services, and electricity for life-maintaining equipment. This target group may also include those who lack access to personal transportation, are unable to drive to decreased or impaired mobility that may come with age.</p>	<p>Email distribution list from HHSA department of adult and aging, alerts, fliers, service providers such as in-home supportive services.</p>
<p><u>Person with limited English proficiency (LEP):</u> Those individuals who have limited ability to understand English language messages or verbalize their concerns in English.</p>	<p>Multi-language TV and radio, community and faith-based organizations, allied agencies.</p>
<p><u>Unsheltered Community:</u> Individuals who may require assistance maintaining health conditions, minimizing preventable medical conditions, and temporary and permanent housing.</p>	<p>Yolo-Alert, Homeless services, service providers, medical outreach teams, and other allied agencies.</p>

4.4 INBOUND COMMUNICATIONS - CALL CENTER

The 9-1-1 dispatch centers will likely be overloaded during an emergency, and a call center may be established to receive and respond to non-emergency calls from the public. The call center operates as part of the JIC and adheres to the same protocols for the release of information to the public. Instructions, talking points, and data sheets will be provided to those answering the phones to ensure accurate and consistent information.

The JIC may contract with Yolo 211 to manage overflow from the JIC call center during an emergency or request Disaster Service Workers (DSW) to staff the call center depending on the incident.

4.5 ALERT AND WARNING

The Integrated Public Alert and Warning System, known as IPAWS, is an important emergency communications tool in the EOC. During an EOC activation for a countywide incident, the alert and warning system can disseminate alerts, notifications, public health, and safety messages to a specified geographic area via multiple communications channels. This system does not require individuals to opt into a system.

The Office of Emergency Services has a federally issued credential to access IPAWS through the Yolo-Alert system and has delegated the authority to each jurisdictional town and city and Public Safety Access Points (PSAP) to send alerts and notifications to its residents using IPAWS. Cities and towns are responsible for alerting and warning their residents.

IPAWS delivers alerts and notifications simultaneously across single or multiple communication channels including:

<p>Emergency Alert System</p>	<p>The Emergency Alert System (EAS) is a national public warning system. Local officials can use a system to deliver emergency information to the public via local broadcast media, including radio and television.</p>
<p>Wireless Emergency Alerts Short version (required): 90 characters Long version: 360 characters</p>	<p>The Wireless Emergency Alert (WEA) system distributes geographically targeted emergency alerts to cell phones across wireless networks. The WEA system is only used for imminent life safety events. WEA does not require people to opt into any system or register their location and covers a broad geographic region. To receive a WEA message; the cell phone must be WEA-enabled on the device’s emergency alert settings. WEA has a Spanish language capability.</p>
<p>Everbridge Yolo-Alert Text (SMS): 120 characters Email/fax: 2500 characters</p>	<p>Yolo-Alert sends emergency alerts to a database that includes listings from reverse 9-1-1, White and Yellow Pages, and subscribers who have opted in. Yolo-Alert messages can be received via text, email, and landlines. Yolo-Alert has multiple language capabilities.</p>

Composing Messages

In March 2019, the California Governor’s Office of Emergency Services issued the State of California Alert & Warning Guidelines for writing alert and warning messages. To maximize warning effectiveness, the tone and language of a warning message should be:

- **Specific** – The message should clarify which people are at risk and what protective action they should take. Inevitably, some people who are not at risk will receive the message, and they should be able to determine that from the message.
- **Consistent** – The public should receive consistent and mutually reinforcing messages through all media and sources.
- **Confident** – Even if the underlying information is uncertain, there should be no hedging or ambiguity about the protective action recommendations.
- **Clear** – Wording must be in plain language that can be easily understood. Technical jargon should be avoided.
- **Accurate** – If people learn or suspect they are not receiving correct and complete information, they may begin to ignore both the message and source.

Some warning delivery systems have limitations on character length or composition that require a warning message to be brief. Alert and warning messages should address the five essential topics listed in the following chart:

Source – identify whom (agency/authority) the alert or warning is coming from.

Hazard – describe the threat and its impacts.

Location – Articulate the impact boundaries in a common language.

Protective Action – Say what protective action to take, the time to do it, how to accomplish it, and how doing it reduces the impact.

Time – Expected duration, if available.

Sending Alert and Warning Messages

To increase the effectiveness of alerts and warnings, messages should be disseminated via the alert and warning system and at the same time via social media, website, and mass emails. Those who are authorized to use the Integrated Alert and Warning System (IPAWS). The Lead PIO coordinates with the EOC Director to disseminate the alert and warning messages through social media and all other communications channels.

4.6 EMERGENCY COMMUNICATION PROCESSES

The functions of the Joint Information Center (JIC) include:

1. Gathering
2. Verifying
3. Coordinating
4. Disseminating information for public audiences.

The JIC communications team works in specialized roles to gather and verify information, develop messages, write copy, and talking points, create signage, develop presentations, and produce digital content for the website, video, social media posts, talking points, and press releases. Finally, the information is disseminated across multiple channels via community meetings, and social media such as Facebook, X, Instagram, and Nextdoor, by an inbound call center, press releases, and media briefings and interviews, and by field personnel at Family or Local Assistance Centers. Emergencies require expediency in disseminating critical information without sacrificing accuracy, clarity, and consistency.

Emergency Communications Planning in the Joint Information Center

The JIC team follows an eight-step communications planning process formalized by FEMA to help ensure quality and consistency for emergency communications. In collaboration with the JIC Manager, the Lead PIO leads.

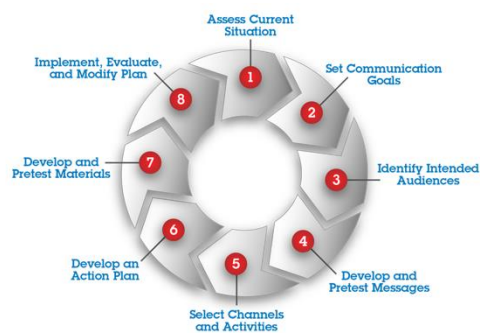
FEMA Eight Step Communications Planning Process

1. Assess Current Situation

- a. What is the highest communication priority?
- b. What are the communication needs and available resources?
- c. What stakeholder relationships can be utilized?

2. Set Communication Goals

- a. What does the public need to know?
- b. What response do you need from the public?



3. Identify Intended Audiences

- a. Who does the problem affect the most?
- b. Who is in most need of the message?

4. Develop and Pretest Messages

- a. Is the message informative- e.g. providing information without trying to change attitudes, beliefs, or values?
- b. Is the message persuasive- e.g. trying to create and/or request change in audience?
- c. Is the message providing a clear call to action for what the audience should do next?
- d. Is the message direct, succinct, free from jargon, and credible?
- e. Do the audiences understand the message and what is telling them to do?

5. Select Channels and Activities

- a. What mediums are most appropriate for the message being delivered? Are the messages and mediums used fully accessible to persons with access and functional needs and disabilities?
 - i. Live presentation with America Sign Language (ASL) interpretation
 - ii. Video with captions and ASL
 - iii. Printed materials in English, Spanish, Vietnamese, Chinese, and Tagalog
 - iv. Digital content with Alt Text and translated into Spanish, Vietnamese, Chinese, and Tagalog
- b. What channels and activities are most effective to deliver the messages?
 - i. News media
 - ii. Emergency alert system
 - iii. Website
 - iv. Social media
 - v. Trusted advisors and/or influencers

6. Develop an Action Plan

- a. that documents objectives, audiences, products, delivery methods (dissemination), staffing, timeline.

7. Develop and Pretest Materials

- a. Ensure that the target audiences
- b. Understand the message
- c. Find the materials credible
- d. Respond positively to the mediums including graphic design, video, printed materials, presentations, signage.

8. Implement, Evaluate, and Modify Plan, as needed

Message Approval and Messaging Strategies

The Lead PIO works with the EOC Director to establish the message priorities. The Lead PIO then works with the JIC Manager and communications team to ensure emergency public information conveys the proper tone and messaging priorities. To streamline the dissemination of information to the public, the EOC Director delegates message approval authority to the Lead PIO whenever possible. At the start of the emergency, the EOC Director and Lead PIO may

discuss general guidelines for determining what messages the Lead PIO/JIC Manager may approve, and what messages the EOC Director would like to review.

Once a message has been drafted by the JIC staff and reviewed by appropriate subject matter experts and other EOC staff, the Lead PIO or JIC Manager will either approve the message under delegation of authority or provide the message to the EOC Director for approval. Once the message has been approved, the JIC team will disseminate it to the media, the public, and other internal and external stakeholders.

Messaging Strategies

The Joint Information Center focuses on creating and disseminating several messages, including public safety, recovery, and status updates. The messaging strategy aims to safeguard lives, property, and the environment. Provided below are brief descriptions and examples of these message types.

Purpose of emergency response and recovery messages

- Urgent messages for rapid dissemination
- Instructions for the public (e.g., emergency protective actions and steps for recovery)
- Promote public safety and well-being (e.g., help protect the environment and economy, and promote recovery)



Purpose of Status Updates

- Release on a set schedule to set media expectations.
- Provide known facts about the incident and response and or recovery activities.
- Promote public confidence in response efforts and the ability of the community to recover.
- Share emerging information as the incident develops.

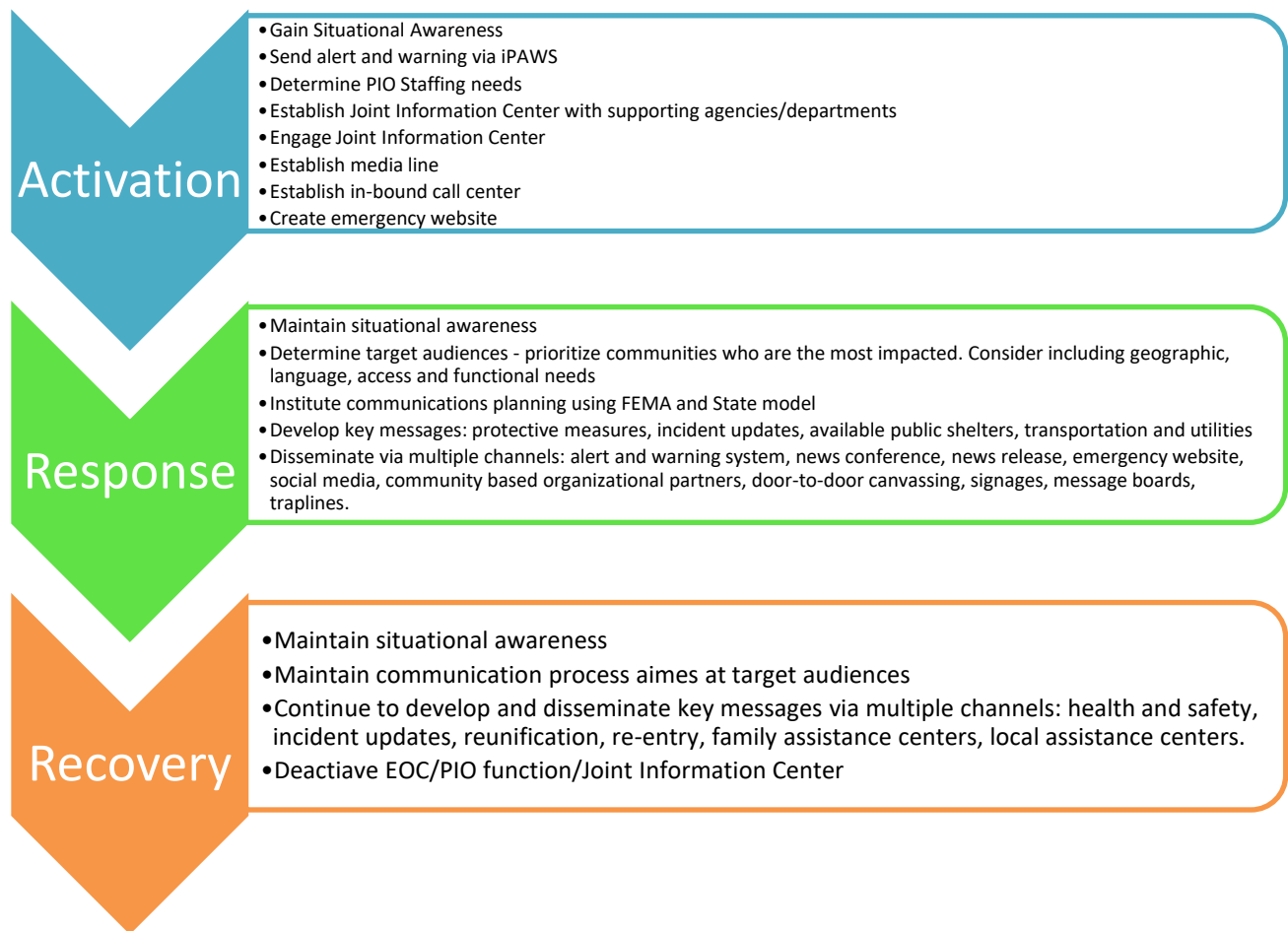
SECTION 5.0: RESPONSE ACTIONS- CRITICAL ACTION GUIDE

The Critical Action Guide is a tear-away resource guide designed for use by Public Information Officers during an incident and or activation of an Emergency Operations Center. This guide includes: 1) Phased Emergency Communications Priorities, 2) Task, and Resource Matrix, 3) Critical Decision Matrix, 4) Roles and Responsibilities for the Joint Information Center, and 5) Lead and Support Roles and Responsibilities of County Departments, Jurisdictions, Special Districts and Community-based Organizations. This guide serves as an operation manual to stand up each JIC function, and each function lead is responsible for ensuring that critical information is accessible and aligned with the Access and Functional Needs.

5.1 PHASED EMERGENCY COMMUNICATION PRIORITIES

The diagram below depicts examples of communications priorities for three phases of an incident or emergency: **Activation, Response, and Recovery**. (Please note that every incident or emergency has unique communications requirements that may or may not align with the examples below on Figure 1.)

Figure 1: Communication Priorities



An effective communications capability to support emergency operations is essential to all emergency organizations.

5.2 TASK AND RESOURCE MATRIX

The Task and Resource Matrix identifies key partners and available resources to accomplish the emergency communications tasks for three operational phases.

Activation Phase		
Task	Initiator	Key Partners
Gain Situational Awareness	Lead PIO	EOC Sit Stat, News, Monitoring Leads, JIS
Send Alert and Warning	EOC Coordinator, EOC Director, Lead PIO	EOC Plans Section
Determine PIO Staffing needs	Lead PIO, County PIO	JIC Manager
Establish Joint Information Center	Lead PIO, County PIO	JIC Manager
Engage Joint Information Center	Lead PIO, County PIO	JIC Manager
Establish Media Line	Lead PIO, County PIO	Media Relations Lead

Issue Press Release	Lead PIO, County PIO	Media Relations Lead
Establish inbound call center	Lead PIO, County PIO	JIC Mng, Call Center Manager
Creating an emergency website establishes roles for accessing and updating the content	Lead PIO, County PIO	JIC Mng, Web Lead
Establish page roles for assessing the lead agencies and other county departments' social media pages	Lead PIO, County PIO	JIC Mng, Social Media Lead
Response Phase		
Task	Initiator	Key Partners
Maintain situational awareness	Lead PIO, County PIO	EOC Sit Stat, News monitoring lead, JIC
Determine Target Audience	Lead PIO, County PIO	JIC Mng
Ensure accessibility of all emergency communications.	AFN Coordinator	JIC Mng, JOC Team, Communication Relations Lead
Institute communications planning using FEMA and State model	Lead PIO, County PIO	EOC Director, JIC Mng
Develop Key Messages	Lead PIO, County PIO	EOC Director, JIC Mng
Disseminate public information across various communication channels	Lead PIO, County PIO	JIC Mng, JIC Team
Recovery Phase		
Task	Initiator	Key Partners
Maintain situational awareness	Lead PIO, County PIO	EOC Sit Stat, News monitoring lead, JIC
Maintain communication process for target audiences	Lead PIO, County PIO	JIC Mng, JIC Team
Continue to develop key messages	Lead PIO, County PIO	JIC Mng, JIC Team
Continue to disseminate key messages	Lead PIO, County PIO	JIC Mng, JIC Team
Deactivate EOC/PUIO/Joint Information Center	EOC Director, Lead PIO, County PIO	JIC Mng, JIC Team

5.3 CRITICAL DECISION MATRIX

The matrix below supports the Lead PIO’s decision-making by identifying key decision points and offering corresponding criteria.

Initiator	Decision Points	Criteria
EOC Director	Activate the EOC	Immediate risk and threats are active, and EOC is needed to support incidents emergencies
EOC Director/PIO	Send out alert via iPAWS	Imminent threat; critical life safety information
EOC Director/PIO	Send out information via Yolo-Alert	Urgency, relative importance of the message
EOC Director/PIO	Hold Press conferences or issue press releases	The need for the public to know and readiness to release incident information
Lead PIO/County PIO	Request PIO mutual aid	Scale and duration of incident or emergency
Lead PIO	Engage in Joint Information System	Multiple jurisdictions impacted – need to share information and issue consistent messages.
Lead PIO	Establish Joint Information Center	Multiple jurisdictions and or large-scale incident
Lead PIO	Establish in-bound media line	Scale and duration of incident or emergency
Lead PIO	Establish an inbound call center	Scale and duration of incident or emergency. Work with 2-1-1.
Lead PIO	Create emergency website	Scale and duration of incident or emergency
EOC Director	Deactivate EOC	Immediate risk and threats are resolved, and EOC is no longer needed to support incidents emergencies.

5.4 JOINT INFORMATION CENTER – ROLES AND RESPONSIBILITIES

The Lead PIO for Yolo County serves in the Management Section of the EOC and helps shape the emergency communications strategy which is executed by the Joint Information Center (JIC) team. The JIC provides staff and infrastructure to manage all functions of emergency communications, including target audiences, messages, content strategy, translation and interpretation, rumor control, media relations, call center, research, writing, production, and dissemination of printed and digital materials.

Joint Information Center (JIC) - Roles and Responsibilities

Lead PIO/County PIO	Serve in the Management Section and maintain a high level of situational awareness by attending EOC and Management Section briefings and Operational Area conference calls. Help formulate communications strategy and shape key messages and content. <u>Lead PIO reports to EOC Director.</u>
Incident or Field PIO	Works independently at the site of a major incident and coordinates with partner agencies and responders. Provides intelligence and information about the incident to the Lead PIO. Represents the Joint Information Center/System at the incident sites. <u>Reports to Lead PIO.</u>
Call Center Manager	Manages the JIC call center and coordinates with Yolo 211 or another call-center provider on behalf of JIC; monitors the types of inquiries received, solutions provided, and reports statistics on calls taken during an incident. Establish a toll-free telephone hotline including TDD (Telecommunications device for the deaf) and translation services as per the Public Safety Communication Act of 2002. <u>Reports to JIC Manager.</u>
JIC Manager	Supervises the operations of the JIC, enforces procedures, executes plans, polices, and strategies. Oversees content development, accessibility, review, approval, and dissemination. Schedules and creates agenda for Joint Information System (JIS) conference calls. <u>Reports to Lead PIO</u>
JIC Administrator	Performs administrative functions to support the JIC team, including managing distribution lists from the Media Relations Lead and Community Outreach Lead mailing lists, disseminating information, and maintaining binders of press releases, content, key messages, and other resource materials. <u>Reports to JIC Manager.</u>
Media Relations Lead	Serves as the point person for media, responds to media inquiries, and tracks all inbound and outbound media calls. Facilitates and organizes press briefings, press conferences, and media availabilities. Reports to JIC Manager. Keeps apprised of breaking news and shares timely and accurate information with JIC Staff and members of the EOC. Checks facts and monitors rumors on social media platforms and other mass media. Responsible for maintaining the media distribution list. <u>Reports to JIC Manager.</u>
Social Media Lead	Develops social media plan and strategy. Assign page admins to social media handles and social media management tools to enable posting, scheduling, and listening capabilities. In addition to scheduling posts across the lead agency's social media handles, considerations should be made to cross-post on relevant County social handles. Maintains situational awareness by monitoring responding agencies' and related organizations' social

	media accounts. May commandeer lead agency’s social media handles for coordinated messaging. <u>Reports to JIC Manager.</u>
Website Lead	Develops a website plan and strategy. Lead the content development and layout design. Assign proper admins for creating and updating web and landing pages on the website platform. Work with ESF and RSF sections to ensure that accurate and critical content is published. Maintain situational awareness and monitor and report web insights including page views, top pages, entry rates, exit rates, bounce rates, and other relevant insights.
Community Outreach Lead	Ensures message and content translation into English, Spanish, Russian, Chinese, and other languages. During public meetings and press conferences, ensures a certified American Sign Language interpreter is present. Coordinates with County stakeholders, Yolo County Operational Area JIS, VOAD, local partners, and community-based organizations to help ensure dissemination of information to targeted communities that need have access to mass or social media or other channels. Responsible for maintaining the distribution list. <u>Reports to JIC Manager.</u>
Language Access Lead	Responsible for oversight of the language access team. Delegate translation assignments. Monitor project progress and timelines to ensure timely delivery of the translated materials. Serves as the final approval authority on translated materials to release translated materials. Responsible for scheduling language access team members for press conferences, media advisories, interviews, live feeds on social media, video production and community events.
Research and Writing Lead	Produces accurate, timely, and relevant materials for multiple audiences and stakeholders, including key messages, news releases, talking points, video scripts, web and social media content and instructional materials. Prior to activation, the Research/Writer can develop a detailed list of audiences and stakeholders with corresponding demographic and psychographic analyses to inform how messages and materials can be tailored to various audiences. <u>Reports to JIC Manager.</u>
Video Production Lead	Collaborates with the Research and Writing team to produce timely, accurate video and audio scripts to inform the public about safety instructions, hazards, and risks. The Video Production Lead is also responsible for scouting location, scheduling talent, working with vendors, and negotiating with lead agency and other stakeholders to obtain buy in and approval to produce the video

	and procure video needs. Responsible for scheduling video production team for various projects as delegated by the EOC Director or Lead PIO. The production team also may be called into the field to document incident damage and response efforts and activities. <u>Reports to JIC Manager.</u>
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5.5 LEAD AND SUPPORTING ROLES AND RESPONSIBILITIES FOR EMERGENCY COMMUNICATION

Lead Organizations	Anticipated Responsibilities
Office of Emergency Services and Lead PIO	Take the lead on establishing and staffing JIC during incidents and emergencies; work with County agencies and departments for public message and information dissemination.
Jurisdiction in Yolo County – Unincorporated areas, cities, special districts, transport agencies, utilities	Disseminate public messages and contribute to situational awareness by participating in the Joint Information System; serve in the JIC depending on the specific incident needs.
Access and Functional Needs Coordinator	Work with Community Outreach Lead to coordinate emergency communications for people with disabilities, older adults, children, limited English proficiency, and transportation disadvantaged and immigrant communities.
Supporting Organizations	Anticipated Responsibilities
Innovation and Technology Services	Establish emergency communications website and provide ongoing support for all disaster and emergency-related websites.
Yolo 2-1-1	Provide overflow support for the Joint information Center call center and if necessary and a call center for inbound calls during disaster or emergency.
Social Services, Adult and Aging	Support emergency communications to older adults, person with disabilities, and persons in low-income households.
Homeless services	Support emergency communication to unsheltered community.
Community Based Organizations	Support emergency communications to persons with access and function needs, and other constituents; participate in the Joint Information System and contribute to situational awareness depending on the specific needs of the incident.

Community Works – Environmental Health	Provide public messages and serve as subject matter expert on subjects related to environmental health, food safety, hazardous materials, and solid waste disposal.
All County Departments	Provide PIO/communications stand to serve in EOC/JIC; provide subject matter experts to serve as spokesperson to incident/emergency.
Yolo County Amateur Radio (ARES), Radio Amateur Civil Emergency Services (RACES)	Provide backup emergency communications services to hospitals, shelters, and other organizations.



SECTION 6.0: RECOVERY

6.1 RECOVERY AND DEACTIVATION

The recovery phase entails a continuation of the same communication processes used during the response phase, including a dedicated recovery website and an emphasis on recovery messages such as reunification, reentry, and services offered by a Family or Local Assistance Center.

At the direction of the Emergency Operations Center Director, the EOC will be deactivated, and the PIO function and Joint Information Center operations will also be demobilized. Below is a process of action for demobilizing the Joint Information Center.

1. Resolves all outstanding issues and commitments.
2. Completes all follow up communications for target audiences and stakeholders.

3. In consultation with the EOC Director, prepares a deactivation news release which will include contact information for future information sources.
4. Provide deactivation information to all Op Area PIOs.
5. Assign long-term follow up communications responsibilities to appropriate PIOs.
6. Provide updated status reports to all PIOs who will be taking over communications activities on behalf of their respective departments.
7. Return equipment and reconcile or resolve any missing inventory.
8. Remove page roles from all social media handles and social media management tools, website platform, email management tools, and other tools used to disseminate messaging.
9. Return all commandeered assets including social media handles, websites, and others digital and physical assets.
10. Turn over soft files of all documentation including messaging, creative assets, press releases, distribution lists, and usernames and passwords used during activation for documentation and filing.
11. Op Area PIOs return to their day-to-day operations

APPENDIX A: SAMPLE MESSAGES FOR ALERT AND WARNING

Emergency Message Template Message Character limits

Wireless Emergency Alert (WEA) – Character Limit

Short: 90 characters

Long: 360 characters

Yolo Alert – Character Limit

SMS (text): 120 characters

Fax/email: 2500 characters

To maximize effectiveness of alert and warning messages:

1. Record the voicemail in a calm, voice
2. Send sequential messages to reinforce the urgency
3. Include links to more information
4. Only include high information maps, e.g., specific to the geography of the incident with a “You Are Here” marker (when possible).

California Standard Statewide Evacuation Terminology

Issued on May 15, 2020, by CalOES, <https://www.caloes.ca.gov/>

- **Evacuation Order:** Immediate threat to life. This is a lawful order to leave now. The area is lawfully closed to public access.
- **Evacuation Warning:** Potential threat to life and/or property. Those who require additional time to evacuate, and those with pets and livestock should leave now.
- **Shelter in Place:** Go indoors. Shut and lock doors and windows. Prepare to self-sustain until further notice and/or contacted by emergency personnel for additional direction.
- **Evacuation Order(s) Lifted:** The formal announcement of lifting evacuations in an area currently under evacuation.
- **Hard Closure:** Closed to all traffic except Fire and Law Enforcement.
- **Soft Closure:** Closed to all traffic except Fire, Law Enforcement, and critical Incident resources (i.e., Utility, Caltrans, City/County Roads etc. or those needed to repair or restore infrastructure).
- **Resident-only Closure:** Soft closure with the additional allowance of residents and local government agencies assisting with response and recovery.

Red Flag Warning

Sample message only. Tailor the message to fit the alert system platform that you are using and the specific circumstances of the incident.

Wireless Emergency Alert (WEA)

Short: 90 characters

Red Flag Warning for [location] until [date/time]. Extreme fire danger.

Long: 360 characters

A Red Flag Warning is in effect from [date/time] through [date/time] for [location], with high risk for wildfire. Review family evacuation plan and prepare to gather family members, pets, and valuables for possible evacuation. Consider moving pets or livestock to safer areas until Red Flag Warning has ended. Report signs of smoke or fire immediately by dialing 9-1-1.

Fax/email: 2500 characters

A Red Flag Warning is in effect from [date/time] through [date/time] for [location], with a high risk of a wildfire. Review your family evacuation plan and be ready to gather family members, pets, and valuables in case an evacuation is required. Consider moving pets or livestock to safer areas until Red Flag Warning has ended. Report any sign of smoke or fire immediately by dialing 9-1-1.

A Red Flag Warning also indicates a high risk for a PG&E Public Safety Power Shutoff (PSPS). During a PSPS for Yolo County, PG&E turns off electric power in portions of the County for safety reasons. A PSPS could mean that you might be without power for several days, even if you do not live in a high fire-threat area.

Public Safety Power Shutoff (PG&E)

PG&E PUBLIC SAFETY POWER SHUTOFF (PSPS) Event Information Notifications

PG&E will send advance notification of a PSPS event at these intervals:

- Advance notification (when possible)
- 48-hour Watch
- 24-hour Notification
- Imminent Notification
- Restoration Notification

NOTE: Due to the focus on safety, the shutoff notification will be sent at any time, day, or night. We will aim to send all other notifications between 8 a.m. and 9 p.m. However, extreme weather threats can change quickly, and there may be some instances when notifications may be sent outside of those hours in the interest of safety. Notifications for PSPS should be sent after PG&E's notifications have been issued. Public Information Officers or IPAWS Authorized Users should draft alerts and warnings for a Public Safety Power Shutoff event based on the information provided by PG&E. Sample messages are based on *PG&E Public Safety Power Shutoff Policies and Procedures*, July 2020.

For Public Safety Power Shutoff (PG&E)

48-hour Watch

Wireless Emergency Alert (WEA)

Short: 90 characters

Due to weather, PG&E may turn off power for safety at [time] on [date].

www.pge.com/pspsupdates

Long: 360 characters

Potential Power Outage Notice. PG&E may turn off electric power in portions of Yolo County for safety reasons sometime between [time] on [date] and [time] on [date]. PG&E estimates power restoration by [time] on [date]. These times may change. More information at

www.pge.com/pspsupdates

Fax/email: 2500 characters

Yolo County has received notice from Pacific Gas and Electric Company (PG&E) that PG&E may shut off electricity in portions of Yolo County on [date], to help prevent a wildfire. PG&E has placed Yolo County in a Watch for a Public Safety Power Shutoff (PSPS) due to weather forecasts of high winds, hot temperatures, and extreme dryness. At this time, PG&E estimates that it may shut off power beginning on [date], between [time] and [time]. PG&E estimates that it may restore power in Yolo County on [date]. If a PSPS is necessary, the actual time of power shutoff and power restoration may vary depending on weather and equipment condition. For details:

www.pge.com/pspsupdates

For Public Safety Power Shutoff (PG&E)

24-hour Notification

Wireless Emergency Alert (WEA)

Short: 90 characters

PG&E power outage within 24 hours in Yolo County on [date] at [time].

www.pge.com/pspsupdates

Long: 360 characters

Notice of Electric Power Outage within 24 hours. PG&E will turn off electric power for safety in portions of Yolo County between [time] on [date] and [time] on [date]. PG&E estimates restoration by [time] on [date]. These times may change. More information at www.pge.com/pspsupdates.

Fax/email: 2500 characters

Yolo County has received notice from Pacific Gas and Electric Company (PG&E) that PG&E will shut off electricity in portions of Yolo County on [date], to help prevent a wildfire. PG&E has placed Yolo County in a Public Safety Power Shutoff (PSPS) due to weather forecasts of high winds, hot temperatures, and extreme dryness. At this time, PG&E estimates that it will shut off power beginning on [date], between [time] and [time]. PG&E estimates that it may restore power in Yolo County on [date]. The actual time of power shutoff and power restoration may vary depending on weather and equipment. More information at www.pge.com/pspsupdates.

For Public Safety Power Shutoff (PG&E)

Imminent Notification

Wireless Emergency Alert (WEA)

Short: 90 characters

PG&E power shutoff in Yolo County at [time] TODAY, [date]. www.pge.com/pspsupdates

Long: 360 characters

Notice of Electric Power Outage TODAY. PG&E will turn off electric power for safety in portions of Yolo County between [time] and [time] TODAY, [date]. PG&E estimates restoration by [time] on [date]. These times may change. More information at www.pge.com/pspsupdates

Fax/email: 2500 characters

Yolo County has received notice from Pacific Gas and Electric Company (PG&E) that PG&E will shut off electricity in portions of Yolo County TODAY, to help prevent a wildfire. PG&E has placed Yolo County in a Public Safety Power Shutoff (PSPS) due to weather forecasts of high winds, hot temperatures, and extreme dryness. PG&E estimates that it will shut off power between [time] and [time] today. PG&E estimates that it will restore power in Yolo County on [date]. The actual power shutoff and restoration time may vary depending on weather and equipment condition. Yolo County will provide updates as we receive more information from PG&E. For more information on this PSPS event visit www.pge.com/pspsupdates.

For Public Safety Power Shutoff (PG&E)

Restoration Notification

Wireless Emergency Alert (WEA)

Short: 90 characters

PG&E has restored power. If your power is still off, visit pge.com/outages or call 1-800-743-5002.

Long: 360 characters

PG&E Restoring Power: PG&E has notified Yolo County that it has restored power to customers in the county. If you are still experiencing a power outage, visit pge.com/outages or call 1-800-743-5002 to report your outage. For more information on this PSPS event visit www.pge.com/pspsupdates.

Fax/email: 2500 characters

PG&E Restoring Power: PG&E has notified Yolo County that it has restored power to customers in the county. If you are still experiencing a power outage, visit pge.com/outages or call 1-800-743-5002 to report your outage. For more information on this PSPS event visit www.pge.com/pspsupdates.

Air Quality – Wildfire Smoke

Sample message only. Adjust the message to fit the circumstances of the incident.

Wireless Emergency Alert (WEA)

Short: 90 characters

Air quality is very unhealthy in Yolo County due to wildfire smoke. For details: www.____

Long: 360 characters

Right now, the air quality is very unhealthy in Yolo County due to wildfire smoke. Older adults, children, and people with heart or lung disease should stay inside and close doors and windows. This message will be updated based on changing conditions. For details www.____

Fax/email: 2500 characters

Right now, the air quality is very unhealthy in Yolo County due to wildfire smoke. Older adults, children and people with heart or lung disease should stay inside and close doors and windows. Smoke can irritate the eyes and airways and cause coughing. Particles in the air can affect people with breathing problems and heart disease. If you see or smell smoke, protect your health: stay inside with windows and doors closed until smoke levels subside, reduce outside physical activity, set air conditioning units and car vent systems to re-circulate to prevent outside air from moving inside, avoid smoking, frying food, burning candles, and using gas-powered equipment. This message will be updated based on changing conditions.

Evacuation- Flood or Fire

Sample message only. Adjust message to fit the circumstances of the incident.

Wireless Emergency Alert (WEA)

Short: 90 characters

[Agency] is issuing a mandatory evacuation order for [location] due to potential flooding/ or wildfire.

Long: 360 characters

[Agency] is issuing a mandatory evacuation order for [location]. The National Weather Service has issued a flood warning/ wildfire for [location]. All residents in the impacted area should evacuate immediately. An Evacuation Center/Shelter is open at [location]. Visit www.____ or listen to [radio station] for updated details.

Fax/email: 2500 characters

[Agency] is issuing a mandatory evacuation order for [location] due to potential flooding/ wildfire. Take the following protective actions and leave immediately: gather all family members or household members, gather all pets and essential items, including medications. Turn off all appliances and lights and lock your home. For your safety, use the following evacuation route: (Provide route using familiar landmarks, when possible) For information, tune to local your radio station xxxxx or visit www.____. Call 9-1-1 for emergency assistance. This message will be updated based on changing conditions.

Shelter In Place

Sample message only. Adjust message to fit the circumstances of the incident.

Wireless Emergency Alert (WEA)

Short: 90 characters

Hazardous Release. All within ½ mi of [location]. Get Inside. Stay Inside. Stay Tuned.

Long: 360 characters

[Agency] is issuing a mandatory evacuation order for [location]. The National Weather Service has issued a flood warning for [location]. All residents in the impacted area should evacuate immediately. An Evacuation Center/Shelter is open at [location]. Visit www.____ or listen to [radio station] for updated details.

Fax/email: 2500 characters

[Agency] is reporting mandatory shelter in-place for residents in [location] due to a hazardous materials release. Take self-protective actions immediately: 1. Go inside immediately and stay inside your house or building. 2. Bring pets indoors only if you can do so quickly. 3. Close all windows and doors. 4. Turn off air conditioners and heating system blowers. 5. Close fireplace dampers. 6. Gather radio, flashlight, food, water and medicines. 7. Call 911 only if you have a true emergency. You will be advised when this dangerous condition has passed, and it is safe to go outside and resume normal activities. For more information, please tune to local radio and television stations, visit www.____ or call [###-###-####].

Active Shooter

Sample message only. Adjust message to fit the circumstances of the incident.

Wireless Emergency Alert (WEA)

Short: 90 characters

Active shooter near [location]. Avoid Area or Run, Hide, Fight. Stay tuned in for updates.

Long: 360 characters

As of XX am/pm, [Law Enforcement Agency] advises public to avoid area of [insert location]. Officers are responding to an active shooter. Those located in the area should seek shelter and mute phones. If engaged with the shooter, RUN, HIDE, FIGHT. Visit www.xx for additional information and standby for further instruction.

Fax/email: 2500 characters

This is [Law Enforcement Agency] reporting an active shooter near [location]. Avoid the area. If you are near [location], get inside, stay inside, and take the following protective measures: 1. Go inside immediately and stay inside your residence. 2. Bring pets indoors only if you can do so quickly. 3. Close and lock all windows and doors. 4. Call 911 immediately if you have a true emergency or hear or see any suspicious activity in or near your location. You will be advised when your safety is no longer at risk. For more information, visit www.____ or call [###-###-####].

APPENDIX B: ACRONYMS

AAR – After Action Report
ADMH – Alcohol Drug & Mental Health
ARES – Amateur Radio Emergency Service
CAHAN – California Health Alert Network
Cal OES – California Office of Emergency Services
CAP – Corrective Action Plan
EAS – Emergency Alert System
EMCOMM – Emergency Communication Plan
EMS – Emergency Medical Services
EOC – Emergency Operations Center
EOP – Emergency Operations Plan
ESF – Emergency Support Function
GIS – Geographic Information Systems
MAC – Multi-agency Coordination
MACS – Multi-agency Coordination System
MNG- Management
NRF – National Response Framework
NIMS – National Incident Management System
OES – Office of Emergency Services
OA – Operational Area
PPW – Planning and Public Works
SEMS – Standardized Emergency Management System
SERC – State Emergency Response Commission
TICP – Tactical Interoperable Communications Plan
UCD – University of California Davis
VOAD – Voluntary Organizations Active in Disasters
YECA – Yolo Emergency Communications Agency

APPENDIX C: VERSION HISTORY

Change Number	Section	Date of Change	Individual Making Change	Description of Change
0.1	All	05/06/2014	Howell Consulting	Initial draft
0.2	All	02/25/2015	Yolo OES	Edited all sections
0.3	All	05/19/2015	Comms Stakeholders	Inclusion of edits
1.0	All	09/01/2015	Yolo OES	Inclusion of edits from public comment period
2.0	All	04/11/2023	Yolo OES	Update, initial draft