

City of Los Angeles

EMERGENCY OPERATIONS PLAN



EARLY WARNINGS AND NOTIFICATIONS Functional Support Annex

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ANNEX DEVELOPMENT AND MAINTENANCE

This Annex is developed in support of the City of Los Angeles Emergency Operations Plan (EOP) to create an annex detailing the tools, and the usage of those tools, that will distribute early warnings and notifications to the public.

This Annex is developed in cooperation and with input from the City departments with primary response or support activities, as well as input from appropriate non-City agencies with identified activities related to early warnings and notifications to the public.

This Annex is developed to describe the overall citywide response function and capabilities, and is to be used by each department identified within this Annex to develop their own standardized operating procedures (SOPs) specifically for their department to direct tactical operations. When developing SOPs, each department is to take into consideration how all of the activities identified in this document directly related to their own department, as well as how those activities interact with, support, or require support from other departments identified within this document. Departments must ensure that their SOPs are inclusive of planning for people with disabilities and others with access and functional needs. If, at any time, any department identifies a conflict in how their field response or support activities are performed in comparison to what is described in this Annex or identifies a conflict between their listed activities and/or responsibilities within this Annex and how they relate to or support another department's listed activities, such conflict is to be immediately reported to the Emergency Management Department – Planning Division.

If, at any time, a department, agency, or stakeholder to this document changes, develops, or amends any policy, procedure, or operation that will change or affect the contents of this document, that entity is to immediately notify the Emergency Management Department–Planning Division.

This Annex is to be corrected immediately upon notification or observation of any operational errors or conflicts. Such corrections are to be reflected within the Record of Changes.

Every other year, a formal review of this Annex will be conducted by departments and agencies that are identified within the Annex, as well as any other departments or agencies that may need to be part of the review process. The Emergency Management Department – Planning Division will lead such an effort. Upon completion of such formal review, all corrections to the document will be reflected within the Record of Changes.

APPROVAL AND IMPLEMENTATION

This document is a Functional Support Annex to the City of Los Angeles Emergency Operations Plan (EOP). It serves as either a stand-alone plan or companion document to an applicable Function Support Annex to the EOP. The Annex was developed with input from all applicable City of Los Angeles departments and allied stakeholders. Upon completion, it is reviewed by the City's Emergency Management Committee. When approved by the Emergency Management Committee, it presents the document to the Emergency Operations Board (EOB) with a recommendation for approval. Upon review and approval by the Emergency Operations Board (EOB), the document goes to the Mayor of the City of Los Angeles with a recommendation to approve and forward to the City Council for adoption.

This Annex was developed with input from all applicable Los Angeles City departments. This Annex is compliant with the Federal Emergency Management Agency (FEMA) *Comprehensive Preparedness Guide (CPG) 101, Developing and Maintaining Emergency Operations Plans, Version 2.0 (CPG 101 V.2)*¹.

Upon formal approval by the Mayor and adoption by the City Council, this document becomes an official Annex to the City of Los Angeles EOP.

¹ *Developing and Maintaining Emergency Operations Plans. Comprehensive Preparedness Guide (CPG) 101*, version 2.0 ed. (n.p.: U.S. Department of Homeland Security, Federal Emergency Management Agency, 2010).

CITY EMERGENCY OPERATIONS PLAN/ANNEX CROSS REFERENCE

During the response, the following functional support shall be used as deemed necessary:

- Throughout this document, where public information and communication with the public is referenced, see the **Emergency Public Information Annex**.
- Where internal communications systems is referenced, see the **Communications Annex**.
- Where early warning and notification is referenced, see the **Early Warning and Notification Annex**.
- Where sheltering, mass care, mass feeding and the provision of functional needs support services (FNSS) is referenced, see the **Mass Care and Sheltering Annex; Resettlement Processing Center Annex; and the Logistics Annex**.
- Where reference is made to evacuations, see the **Evacuation Annex**.
- Where reference is made to Federal, State, Local or Non-Governmental Organizations providing recovery information, see the **Local Assistance Center Annex and Recovery Annex**.
- Where reference is made to response and restoration of critical infrastructure, see the **Critical Infrastructure Annex**.
- Hazard Specific Annexes include the **Tsunami Annex, Earthquake Annex, Adverse Weather Annex, Brushfire Annex, Urban Flooding Annex, Off-Airport Major Aircraft Response Annex, Debris Flow Annex, Civil Disturbance Annex, and the CBRN Annexes (Chemical, Biological, Radiological, and Nuclear)**.
- All actions related to fulfilling the purpose of this Annex will adhere to the City of Los Angeles' Citywide American with Disabilities Act (ADA) guides, documents, and checklists.
- Where City Departments have tasks assigned relative to this Annex, please refer to that specific department's Standard Operating Procedures.

BACKGROUND

The City of Los Angeles (Los Angeles) is home to nearly 4 million residents. It is prone to many natural disasters such as earthquakes, wildfires, flooding, debris flows, tornados, tsunamis, and drought; also accidental or human caused incidents such civil unrest, hazardous material emergencies, search and rescue emergencies and terrorism.

The City of Los Angeles therefore emphasizes the use of early warnings and notifications. These warnings shall be made available for public consumption by way of the various departments and agencies within the City and beyond. By focusing a concerted effort upon the distribution of such warnings and notifications, the public will be better prepared should disaster strike. The City's Early Warning and Notification process provides for accessible and effective communications for people with disabilities and others with access and functional needs.

Prior to or during an emergency or significant incident, managing public information is essential in keeping the public informed about:

- what has happened
- what actions City government and emergency response agencies have taken
- what the public needs to know and do in response to the emergency or significant incident

It is essential that early warnings and notifications reach the largest portion of the population possible. Through the use of various communication dissemination tools, City of Los Angeles departments and agencies strive to reach as many people as possible. Use of a variety of tools helps to ensure different segments of the population can be reached by different departments or agencies throughout the City. Consideration will be given to people with disabilities and others with access and functional needs to ensure equal access to warnings and notifications. It is the responsibility of department/agency Public Information Officers (PIOs) to utilize these dissemination tools to the best of their ability in order to ensure that the public receives such early warnings and notifications.

I. PURPOSE, SCOPE, SITUATION AND ASSUMPTIONS

A. Purpose

This Annex details government responsibilities for managed and communicated early warnings and notifications response. This Annex can be used in conjunction with other plans designed for the protection of the population. This Annex is applicable to all locations and to all agencies, organizations, and personnel with early warning and notification responsibilities. Organizations, operational concepts, responsibilities, and procedures regarding public warning capabilities are defined within this Annex.

The purpose of the Early Warnings and Notifications Annex is to provide a coordination and framework through which public warnings are distributed to the population of Los Angeles. This Annex is intended to describe the public warning capabilities of each department and agency and identify the wide-variety of scenarios through which these tools can and will be utilized. This Annex will outline the process for utilizing these tools. The City of Los Angeles recognizes that the distribution of public warnings and notifications is essential to the protection of life and property prior to and in the midst of a disaster situation or event.

The Annex has been developed to meet the following objectives:

- Provide a concept of operations and identify roles and responsibilities for each appropriate department within the City of Los Angeles.
- Define communication methodologies and procedures necessary for the rapid notification of City departments and the public in the event of an emergency that requires early warnings and notifications. Identify actions that can realistically be accomplished within a few hours to a few days to mitigate any adverse impact.
- Ensure consistency with Federal, State of California, the Los Angeles County Operational Area (OA), and other local governments' emergency response plans and operations.

B. Scope

Effective incident management begins with a host of preparedness activities conducted well in advance of any potential incident. Preparedness involves an integrated combination of: planning; training; exercises; personnel qualification and certification standards; equipment acquisition and certification standards; and publication management processes and activities.

This Annex is applicable to Los Angeles City departments with Emergency Operations Organization (EEO) responsibilities and other departments with essential resources. Of particular importance to this document are:

- City Departments with emergency public safety functions.
- City Departments having routine interaction with the public.

- City Departments performing emergency public safety or other critical services.

This Annex is written in support of the City of Los Angeles Emergency Operation Plan. Public warnings and notifications will be disseminated to the public when there is a perceived threat, immediate threat or impending incident. Often, these warnings will ask that the public respond accordingly. City departments and agencies recognize the importance of public access to early warnings and have developed tools through which to distribute those warnings and notifications.

Each tool used by a City department or State agency as described in this Annex for the purpose of early warnings and notifications, regardless of incident, are either owned or officially operated by that department/agency or have been made available to that department/agency through a mutual aid agreement. Each department/agency has the authority to utilize these tools in various manners, as stipulated in this Annex.

Public Information processes provide for accessible and effective communications for people with disabilities and others with access and functional needs. The City has integrated the use of multi modal communications to include effective communication that is in accessible formats using mass notification systems, traditional media, social media, web-based media, printed publications, in-person communication, and email distribution. EMD will collaborate, coordinate, and review messages with department ADA coordinators and will seek additional technical support when necessary from Department on Disability (DOD). Additionally, EMD will work with the City Disabilities Access and Functional Needs Technical Specialist (DAFN Technical Specialist) when the EOC is activated; with 311, County 211, City Department Information Coordinators, City Department public information officers and private sector media partners to publish and disseminate public information in PDF format; and in accordance with all citywide guidance documents regarding accessible, inclusionary and effective communication. Broadcast media and video programming distributors are required by the FCC to make their programming accessible to people with disabilities and others with access and functional needs in emergency situations per FCC Rules and Regulations (47 C.F.R. § 79.2).

All Early Warning and Notification messages will comply with the Citywide ADA Guidance – Inclusionary, Accessible Messaging and Effective Communication.

C. Situation Overview

1. Characteristics

a) Location

The City of Los Angeles covers 498 square miles with approximately 468 square miles of land (214 square miles of which are hills and mountains) and approximately 29 square miles of water. The San Gabriel and Santa Susana Mountains bound the City on the North and the Santa Monica Mountains extend

across the middle of the City. The Palos Verdes Hills and Pacific Ocean bound the City on the South and West.

b) Demographics

According to the latest population estimates from the U.S. Census Bureau, the City of Los Angeles's 2016 population was estimated to be 3,976,322, a 4.8 percent increase from 2010. The most recent report on population density in 2010 reports 8,092.3 persons per square mile (United States Census Bureau.)²

The term "people with disabilities" refers to a protected class; protected from discrimination as defined by federal civil rights laws such as Americans with Disabilities Act (ADA) and other state civil rights protections that detail the right to equal participation to enjoy and use services. Civil rights definitions protect a broad group of people who meet specific criteria for participation in the class.

"People with disabilities and others with access and functional needs" is inclusive of broad and diverse groups of people who also directly benefit from physical, communication, and program access. This includes people who may or may not meet the definitions of civil rights laws or some of the 60 plus diverse definitions of disability.³

By accommodating the needs of "people with disabilities and others with access and functional needs," a much larger portion, estimated to be up to 50% of the City's population benefits (people of all ages with vision and hearing loss, physical disabilities, mental health disabilities, developmental, intellectual and other cognitive disabilities, behavioral health issues, people with learning, understanding, remembering, reading, and speech and mobility limitations, and people from diverse cultures; who have limited English proficiency or are non-English speaking; and who are transportation disadvantaged.)⁴

c) Vulnerabilities

The City of Los Angeles has multiple, accessible, redundant warning and notification systems that it will utilize to reach the public for warnings, notification, and support. Factors to consider are the type of disaster, the population density, and the terrain in areas of Los Angeles. In some instances, the consequences of a disaster along with terrain and the geographical area may impact the effectiveness of notification systems.

² *Developing and Maintaining Emergency Operations Plans. Comprehensive Preparedness Guide (CPG) 101*, version 2.0 ed. (n.p.: U.S. Department of Homeland Security, Federal Emergency Management Agency, 2010).

³ *Developing and Maintaining Emergency Operations Plans. Comprehensive Preparedness Guide (CPG) 101*, version 2.0 ed. (n.p.: U.S. Department of Homeland Security, Federal Emergency Management Agency, 2010).

⁴ *Developing and Maintaining Emergency Operations Plans. Comprehensive Preparedness Guide (CPG) 101*, version 2.0 ed. (n.p.: U.S. Department of Homeland Security, Federal Emergency Management Agency, 2010).

The City of Los Angeles recognizes that disasters may exhaust local resources. The City continues to develop, update and/or maintain memorandum of understandings (MOUs), memorandums of agreement (MOAs), and contract amendments with private vendors to increase response capability and available resources.

Due to the population density and terrain of the City of Los Angeles, the City recognizes that, despite a good faith effort, it may not have the capabilities or resources to reach every individual in terms of public warnings, notification and/or support.

2. Description of events warranting early warnings and notifications

The majority of the tools listed in this Annex that will support efforts to warn the public of perceived or current danger can be used for all disaster scenarios. Incidents that impact specific departments require that specific departments lead the public information effort through its information distribution tools (i.e. a perceived city-wide power blackout would require Department of Water and Power to lead information distribution). This information release will then be followed-up with information distribution by other City departments that play a role in the incident at hand. Other examples of early warning/notification distribution may include the following: a major earthquake, fire danger in a particular region, civil disturbances that negatively impact public safety, chemical emergency, among others. Warnings will be distributed to the public through a wide variety of tools, outlined in this Annex.

D. Assumptions

This Annex was created to integrate the concepts and structure defined by the National Incident Management System (NIMS), the California Standardized Emergency Management System (SEMS), and the National Incident Command System (ICS).

- All City, state, and federal processes, procedures, and protocols reflected or referenced in this document were current as of the date of approval of this Annex. Before implementing this Annex, confirm that the processes, procedures, and protocols are unchanged. If necessary, before implementing, modify the Annex so that it is consistent with updated processes, procedures, and protocols.
- Only departments that have a response role or a role closely supporting the response to a terrorism event will be included in this document. The departmental roles listed are limited to those applicable to the event.
- In any disaster, primary consideration is given to the preservation of life. Additionally, time and effort must be given to providing critical life-sustaining needs.
- In a catastrophic incident, damage control and disaster relief will be required from the State and federal government, other local governments and private organizations.

- The City Emergency Operations Center (EOC) may or may not be activated in support of an event. EOC activation will be determined based on the scope and scale of the event.
- Electronic communications utilizing information technology systems will be compliant with Section 508 of the Rehabilitation Act.
- All printed public education material produced to support this Annex for distribution to the general public shall be available in accessible formats.
- Many residential, commercial and institutional structures could be damaged; requiring a large Urban Search & Rescue/Heavy Rescue mobilization.
- Residents could be displaced; requiring shelter needs and social services. Sheltering activities could be short term or long term depending on the severity of the incident.
- Vital infrastructure such as potable water supplies, electrical power, natural gas and sewer services could be compromised. Re-establishment of these vital resources will be critical.
- Transportation infrastructure could be damaged and in limited operation. Vital vehicle and rail corridors could be damaged and impassible. Re-establishment of transportation infrastructure will be critical.
- Communications infrastructure could be damaged; causing disruption in land-line telephone, cellular telephone, radio, microwave, computer and other communication services. Re-establishment of communications infrastructure will be critical.
- This Annex is meant to function as a coordination tool when distributing early warnings to the public is necessary, and is not necessary for on-going crisis messaging. However, much of the same tools will be used to distribute early warnings and notifications after the initial onset of an incident.
- Due to the rapid onset of disasters, there may not always be an opportunity for early warnings to be sent to the public via available tools by departments.
- Detailed information regarding an incident may not be available at the onset of a disaster or in the midst of a disaster depending on the nature of the event. As more information becomes available, City departments and agencies will distribute updates based upon need.
- This Annex is based on a “best case scenario” situation where tools will operate correctly and the maximum number of people will be reached.
- The City recognizes that should electricity be unavailable; its information distribution efforts will be limited.
- This Annex was created to integrate the concepts and structure defined by the National Incident Management System (NIMS), the Standardized Emergency Management System (SEMS), and the Incident Command System (ICS).

II. CONCEPT OF OPERATIONS

A. Terminology

For a list of acronyms, see Attachment A.

Access and Functional Needs – Access and functional needs as defined by the National Response Framework may be present before, during, or after an incident in one or more areas and may include, but are not limited to, maintaining independence, communication, transportation, supervision, and medical care. Utilize Emergency Support Function (ESF) #6 to coordinate assistance without regard to race, ethnicity, religion, nationality, gender, age, disability, English proficiency, or economic status of those who are seeking assistance as a result of a disaster.

Accessible messaging – Information that is published, produced, broadcasted, etc. in a format that is able to be received, understood and is usable by people with disabilities and others with access and functional needs. People with disabilities and others with access and functional needs must be able to use the same functions, features and documentation for the product as a non-disabled person.

Disability – A physical or mental impairment that substantially limits one or more of the major life activities of such individual. Major life activities include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working. A major life activity also includes the operation of a major bodily function, including but not limited to, functions of the immune system, normal cell growth, digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions.

Disabilities Access and Functional Needs Technical Specialist (DAFN Technical Specialist) – The DAFN Technical Specialist will be activated whenever the EOC is activated to provide overall technical support and expertise to all EOC functions and EOC participants regarding appropriate, adequate and integrated planning and response for people with disabilities and others with access and functional needs during emergencies.

Early warnings and notifications – Early warnings and notifications are defined in this Annex as messaging, usually meant for public distribution, that are disseminated in order to warn the public of a potential emergency situation. Early warnings and notifications can be sent via a wide variety of tools, as detailed in this Annex. For the purposes of this Annex, early warnings and notifications are discussed as one entity.

Inclusionary messaging – Messaging that is inclusive of information that people with disabilities and others with access and functional needs require to make educated decisions regarding their personal health, safety and independence.

Public Information Officer (PIO) – The Public Information Officer (PIO) is an individual who works to disseminate accurate and timely information to the public during an incident. Responsibilities are vast but include coordinating with the media and providing messages that are beneficial to the welfare of the public.

Public Service Officer (PSO) – The Public Service Officer (PSO) is a position occupied at the Los Angeles Fire Department (LAFD). The PSO is an individual who performs much of the same responsibilities as the PIO, but also performs public relations duties out of dispatch centers.

Social Media – Social media are online tools that can be used to socially engage the public, for the purposes of this Annex. Examples of social media include Facebook, Snapchat, and Twitter.

Traditional media – Media, and therefore the distribution of public information, has expanded to include a wide variety of tools. Traditional media, however, will continue to be utilized by City Departments. Traditional media can be defined as the following: television; newspapers; press releases, advisories and bulletins; interviews with reporters; and wire services outreach.

B. Initial Usage of Early Warnings

A variety of tools will be used by City, County and State departments in order to efficiently and sufficiently warn the public when pre-disaster information is available. Each tool requires a different set of initiating actions. These initiating actions are detailed in this Annex by tool throughout Section II, Part E, page 12.

C. Messaging Criteria

All criteria for message content has been determined by department and is detailed in Section II, Part E, page 12 of this Annex. Canned messaging guidelines have been provided in Attachment B of this Annex in order to provide sample guidelines of early warnings and notifications that could be disseminated prior to specific emergency situations. These are samples and are nonbinding.

D. Canned Messaging

Messaging that has been created prior to an emergency event can be useful when the timeliness of messaging is imperative. Canned messaging has been created for a variety of different types of disasters that can befall Los Angeles. City Departments are committed to public messaging that focuses upon:

- what has happened
- what actions City government and emergency response agencies have taken
- what the public needs to know and do in response to the emergency or significant incident

For this purpose, canned messaging has been created to best fit such criteria. These canned messages can be distributed through any medium. Each message is 140 characters or less. The 140 character distinction is in place so that these messages can be utilized through mediums with character limits (such as Facebook and Twitter).

For canned messaging samples, see Attachment B on page 48.

E. Early Warnings and Notifications Dissemination Tools

Each department, unless otherwise stipulated, is the sole owner/operator of their respective messaging tools/systems and has complete control over its functionality when the Emergency Operations Center (EOC) is not activated (for activation protocol, see page 34). Daily business operations are at the sole discretion of individual departments. The various tools / systems utilized throughout the City are described below:

1. NotifyLA

NotifyLA is a mass notification system owned by the City of Los Angeles that has the capability to make phone calls to landlines and cell phone and to send text messages, faxes and emails. This system will only be used for emergency notifications and early warnings, and will never be utilized to distribute routine messaging or non-emergency messaging. NotifyLA allows some City departments to initiate voice messages, text messages and e-mails to the public based on their geographic location. Examples of emergency notifications include evacuation notices, shelter-in-place notices and imminent threat to life or property. NotifyLA has the capability to send messages through the Wireless Emergency Alerts (WEA) system. This system allows those with mobile devices to receive geographically targeted, text-like messages alerting them of imminent threats to safety in their area.

a) User: Emergency Management Department (EMD)

NotifyLA will only be used in times of crisis and will never be used to distribute routine messaging of any sort or messaging not born out of or in anticipation of an emergency situation. Examples of usage will include (but are not limited to):

- Catastrophic earthquakes
- Wildfires
- Evacuations
- Early warning of disaster
- Public health notice
- Notice of imminent or perceived threats to life or property

Under no circumstances will NotifyLA be used for the following:

- Any message of commercial or for-profit nature
- Any message of a political nature
- Any non-official business (i.e. personal, articles, retirement announcements)

Any City department may submit a “NotifyLA Worksheet” form to EMD (see Attachment C). The EMD Duty Officer will ensure that the message criteria meets the standards set in this document and will approve or not approve requests. Requests for mass notification messages will be in compliance with the citywide guidance document – Activation of Public Emergency Mass Notification Systems (Attachment D).

Criteria for messaging:

- All NotifyLA early warnings will be messages only distributed during an emergency to the areas of the City affected by the incident or perceived incident.
- Messaging of short length with clear and concise language is of high priority.
- NotifyLA Department Recall will be used by City Departments to communicate with employees during an emergency. Each City Department is responsible for maintenance and upkeep of their employee rosters for use during an emergency. City Departments will not use NotifyLA to communicate with the public during emergencies.
- NotifyLA is authorized for use only when there is a need to disseminate critical, safety-related information to individuals within a short timeframe. The system is used when the public is asked to take a course of action.

b) User: Los Angeles Fire Department (LAFD)

- NotifyLA allows the Los Angeles Fire Department (LAFD) to initiate voice messages, text messages and e-mails to the public based on their geographic location. Examples of emergency notifications include evacuation notices, shelter-in-place notices and imminent threat to life or property.
- NotifyLA has the capability to send messages through the Wireless Emergency Alerts (WEA) system. This system allows those with mobile devices to receive geographically targeted, text-like messages alerting them of imminent threats to safety in their area.

c) User: Los Angeles Police Department’s Communication Division

- NotifyLA allows the LAPD’s Communication Division to initiate voice messages, text messages and e-mails to the public based on their geographic location. Examples of emergency notifications include evacuation notices, shelter-in-place notices and imminent threat to life or property.
- NotifyLA has the capability to send messages through the Wireless Emergency Alerts (WEA) system. This system allows those with mobile devices to receive geographically targeted, text-like messages alerting them of imminent threats to safety in their area.

2. California Department of Transportation (Caltrans) QuickMap

Caltrans QuickMap is a 508 compliant online service that provides motorists with real-time traffic and travel information and can be used to publish early warnings to the public.

 - a) User: California Department of Transportation (Caltrans)
 - Visitors to the online interactive travel map can monitor traffic congestion, California Highway Patrol incidents, travel time information, lane closures due to highway roadwork and Amber Alerts. Although the City does not have updating access to this site, all messaging displayed on Caltrans CMS (to which the City does have access) is displayed on Caltrans QuickMap. Visitors to the service can access nearly 1,000 freeway cameras and more than 700 electronic message signs on highways statewide.
 - Caltrans Traffic Operations and ITS are responsible for the information posted through QuickMap.

3. Changeable Message Signs (CMS)

Changeable Message Signs (CMS) are electronic billboards that display messages which can be changed or edited digitally.

 - a) User of Caltrans CMS: Caltrans
 - CMS play increasingly important roles in improved operations and highway safety. CMS have been and will continue to be used to provide advanced warning of major highway incidents and route diversion information. CMS are capable of displaying a variety of character heights and up to three lines of text. CMS display text messages in all capital letters, while the number of characters per line varies from 9 to 16, depending on need.
 - The use of CMS on state roads and highways are regulated by the Caltrans Specifications for Changeable Message Sign System.
 - Caltrans Traffic Operations and the Traffic Management Center have the approval over content posted on CMS.

 - b) User of Caltrans CMS: Emergency Management Department (EMD)
 - Caltrans is the owner of this tool. EMD may request to initiate the usage of the Cal Trans electronic billboards before or during an incident through Caltrans personnel.
 - Caltrans personnel at the Command Post or EOC will coordinate the request. Should this individual not be available, EMD will levy this request via Caltrans District 7's Los Angeles Regional Transportation Management Center.
 - Caltrans will only approve messaging that regards incidents that significantly affect traffic on state highways or, in some manner, significantly affect state highway operations.

- c) User of Los Angeles Department of Transportation (LADOT) CMS: LADOT
 - LADOT CMS come in two varieties: permanent and portable. Both allow for the displaying of short messages to inform road users of conditions, parking availability or other public service announcements. The portable CMS is most often used for special events or construction. The fixed CMS are in key locations around the city.
 - LADOT Automated Traffic Surveillance and Control (ATSAC) owns LADOT's CMS. The Senior Traffic Engineer in Charge of ATSAC initiates its usage.
- d) User of LADOT CMS: Los Angeles World Airports (LAWA)
 - LAWA has the ability to post emergency alerts and notifications by utilizing electronic billboards located on various throughways leading to Los Angeles International Airport (LAX).
 - These billboards are owned and maintained by the City of Los Angeles Department of Transportation (LADOT).
 - Posting information on these billboards is monitored by LADOT staff and ARCC staff.
 - LAWA liaisons with LADOT to post early warnings and notifications to the general public regarding incidents occurring at the airport or along throughways leading to the airport.

4. Email Distribution Lists

Email distribution lists maintained and updated regularly are used as tools to reach the public warning of disaster. These lists are comprised of important stakeholders and officials throughout the City of Los Angeles. Utilizing these lists becomes vital in reaching the wider public through the forwarding nature of emails. These lists can be utilized in virtually any emergency situation where public warning is available and necessary.

- a) User: California Department of Transportation (Caltrans)
 - Caltrans maintains email lists for the distribution of news and information related to state roads and highways. Email lists have been used to alert media, business and community stakeholders during emergency situations.
 - Distribution is authorized through Caltrans Media Relations and Public Affairs.
- b) User: Emergency Management Department (EMD)
 - EMD maintains compiled email lists that can be easily accessed to distribute early warnings/notifications to stakeholders.
 - EMD's Operational Readiness Division is responsible for crafting and sending emails using this list.
 - Notify LA allows EMD to administer messages.
 - NotifyLA is a public mass notification system powered by the Everbridge platform.

- NotifyLA is a web-based application that leverages comprehensive databases of geographically located hard-line (copper-wire) phone numbers that do not require citizen opt-in for emergency usage.
 - This tool will be utilized during any emergency situation in which large segments of the City are affected.
- c) User: Los Angeles Police Department (LAPD)
- LAPD maintains email lists to distribute messaging amongst stakeholders.
- d) User: Los Angeles Fire Department (LAFD)
- LAFD maintains email lists to distribute messaging amongst stakeholders.
- e) User: Los Angeles World Airports (LAWA)
- LAWA utilizes its Airport Response Coordination Center (ARCC) to distribute emails internally. The ARCC is a centralized operations center that provides LAX and Van Nuys Airport with 24-hour operational support, facility management, flight information, and security coordination. Email messaging will be shared by ARCC internally to distribute information pertaining to issues impacting LAWA operations, such as terrorism threats or overall threats to public safety. Staff assigned to the ARCC will be responsible for distributing messages.
- f) User: Port of Los Angeles (POLA)
- POLA maintains an email distribution list filled with media and stakeholder contacts. This e-mail database list of media, legislative, business and stakeholder contacts receives advisories and news releases regarding all aspects of the POLA. Its primary function is distribution of news and other non-emergency information related to the POLA. However, this distribution network can be used to alert media, community stakeholders and others about emergency situations. This email database contains approximately 4,300 e-mail addresses.
 - POLA Media Relations Division maintains an email database with Constant Contact, a third-party vendor that maintains large email databases and sends out messaging to subscribers. This list of business, media, legislative and community stakeholders contains approximately 1,100 email addresses. Constant Contact is used primarily to distribute news, electronic newsletters and non-emergency information to this broad section of industry, legislative, business and community stakeholders. However, Constant Contact will also be used for early warning and notification distribution that affect the POLA.
 - Emails lists are used to alert the community about tsunami advisories, road closures, accidents in and around the POLA and more.

- g) Distribution is authorized through the Media Relations Division at the POLA.
User: Department on Disability (DOD)
- DOD maintains an email distribution filled with disability stakeholder contacts (agencies that provide services to people with disabilities and others with access and functional needs). This e-mail database list receives advisories and news releases regarding all information released by the City. Its primary function is distribution of news and other emergency and non-emergency information.
- h) User: Los Angeles Department of Water and Power (LADWP)
- LADWP maintains email lists to distribute messages among stakeholders.
5. Everbridge Notification System (internal only)
The Everbridge Notification System is an internal communication system.
- a) User: Port of Los Angeles (POLA)
- Everbridge is the emergency notification system used by Los Angeles Port Police. It is directed primarily at employees, port management and key tenants/stakeholders in the port, including marine terminal Facility Security Officers (FSO), CBP and Coast Guard personnel. Downtown EOC contacts are also notified through this system, as appropriate. Everbridge can be programmed to reach its targeted audience through phone (recorded message), text, email and fax. It is not used at this time to communicate with the general public.
 - Distribution is authorized through Port Police Watch Commander and Dispatch.
- b) User: Los Angeles World Airports (LAWA)
- LAWA utilizes the Everbridge Notification System, an interactive communication and mass notification system through which alerts are received via e-mail. These alerts allow concerned internal personnel to properly respond to and minimize the human, operational and financial impact of critical events and emergency incidents. Everbridge can be programmed to reach its targeted audience through phone (recorded message), text, email and fax. It is not used at this time to communicate with the general public.
6. Nixle
Nixle is a messaging platform that allows for the distribution of messages from government agencies to the public. This is a subscription-only service. Several departments throughout the City of Los Angeles utilize this system to distribute early warnings and notifications to members of the public who have signed up for the notification system. Nixle can also push its messages to social media platforms when prompted and determined necessary by LAPD.

- a) User: Los Angeles Police Department (LAPD)
 - LAPD utilizes its Nixle account to reach the public to send early warnings and notifications.
 - LAPD is the sole operator of its account and is responsible for all messaging distributed via this platform.
 - LAPD personnel have the authority to initiate the usage of this tool.
7. Online News Room
- DWP will provide LAFD the Life Support Device Discount Program (LSDDP) list to notify and evacuate individuals who will be adversely impacted (impact to life safety) by disrupted or loss of utility services.
 - LADWP's online newsroom and notification system is used to publish and distribute non-emergency and emergency information 24/7, year round. Examples of usage include:
 - Emergency Notifications in the event of a potential disruption to power and water supplies, public health, widespread power or water outage or infrastructure failure, etc.
 - Notice of imminent or perceived threats to life or property
 - General information: Media advisories, news notifications, even notifications and invites, topics of public interest, "fact check" corrections to media
 - Messaging criteria ensures that all public notifications sent through the Online Newsroom must pertain to official City matters and that all messaging will attempt to be clear and concise and of value to customers of the LADWP.
 - Final authorization for content posted and sent to the public through PIER must come from LADWP's Director of Communications.
8. Red Flag Alerts
- Red Flag Alerts are issued using a database by the Los Angeles Fire Department (LAFD) when fire-related dangers are eminent or expected. These early warnings are distributed under such circumstances to those who have self-registered; this is an opt-in system that requires registration.
- a) User: LAFD
 - Notifications are made using a database that has pre-registered telephone numbers and e-mail addresses where early warning notifications can be sent. The goal of the program is to educate the public on the potential hazards associated with a fast moving brush fire, and the importance of keeping roadways clear and traffic moving. The Red Flag alert status is posted on the LAFD website (www.lafd.org/redflag) and publicized by the media.
 - LAFD is the owner of this tool.
 - The usage of this tool is initiated by the LAFD.

9. Social Media

Social media has become a tool that many departments have utilized to communicate with the public during a crisis situation. Early warnings and mass notification-like messages will also be distributed via these already established social media handles. City departments and agencies understand that social media is the new platform through which news and notifications reach the public instantaneously. The following details the social media sites that will be utilized, as well as the protocol for the release of early warnings and notifications, messaging, and ownership of each tool.

a) Facebook

Facebook allows users to post text unlimited by word count and also has the capacity to host photo and video, including live feeds. Each City department/agency works to build and foster a following. In doing so, information posted on Facebook before, during, or after an emergency will reach the maximum number of people. Facebook is a proprietary system.

i. User: Emergency Management Department (EMD)

- EMD's Facebook account is used by the City to distribute tips and readiness information, as well as emergency early warnings and notifications. As a proprietary system, EMD remains responsible for all content posted on its Facebook page/s. PIOs have final approval over all content (both text and photo) during non-EOC activation periods. During EOC activation, the EOC Director will have final authority and will approve all Facebook messaging prior to distribution. The EOC Director may delegate this authority to the Lead PIO.
- Content must relate to emergency management in some fashion and can include both emergency notifications/early warnings, as well as readiness tips, photos from trainings/City events and other posts of that nature.

ii. User: Los Angeles Fire Departments (LAFD)

- LAFD will utilize its Facebook page to alert the public of perceived threats that pertain to fire or fire-related disasters. This can include, but is not limited to, evacuations during wild fires, heavy rains which could result in flooding and mudslides and tsunami warnings.
- The usage of Facebook is initiated by the Community Service Unit (CSU): PIO and the PSO.

iii. User: Los Angeles Police Department (LAPD)

- LAPD utilizes Facebook as a tool to distribute early warnings that pertain to police-related issues and incidents.
- LAPD is the only operator of its Facebook account and is responsible for the material posted via its account.

- LAPD personnel are authorized to initiate the usage of this tool to distribute early warning messaging. Each individual LAPD division is authorized to activate the usage of its division's Facebook page.
- iv. User: Los Angeles World Airports (LAWA)
- LAWA utilizes Facebook to notify the public of perceived emergencies.
 - LAWA maintains and publishes all content on its Facebook page and owns such content.
 - During an emergency or perceived emergency, sending out such messages will be at the direction and discretion of LAWA's Managing Director of Media and Public Relations and/or the Public Relations Director who will prepare a media statement that will be immediately posted on Facebook.
- v. User: Port of Los Angeles (POLA)
- POLA's Facebook page has 29,000+ followers and friends. This social media platform is used primarily to distribute news and community information. It is also used to interact directly with Port stakeholders.
 - Facebook as a public information tool can be used in the event that early warnings and notifications are needed. The POLA uses its Facebook page to alert the community about tsunami advisories, road closures, accidents in and around the Port and more.
 - Distribution of early warning or notification messaging on this platform is authorized through the Media Relations Division at the POLA.
- vi. User: Los Angeles Department of Water and Power (LADWP)
- LADWP utilizes Facebook to provide general information regarding the department.
 - Facebook is used as a mechanism for communication between LADWP and members of the public.
- b) Foursquare
- Foursquare is a social media outlet that allows for users to "check in" to various locations.
- i. User: Los Angeles Police Department (LAPD)
- LAPD monitors this user based social media tool that allows for people to "check in" to various locations and post whereabouts on the social media network. LAPD can utilize Foursquare to contact customers in various locations throughout the city of Los Angeles.
- c) Twitter
- Twitter allows for short messages of 140 characters or less to be posted quickly and efficiently. Twitter is utilized by departments and agencies in order to

facilitate the quick and instantaneous distribution of information prior to or during emergency situations. Each City department/agency works to build and foster a following. In doing so, information posted on Twitter before or during an emergency will reach the maximum amount of people.

i. User: California Department of Transportation (Caltrans)

- Twitter is used to distribute general information regarding Caltrans construction projects, public meetings and any other events that are of interest to the public. Twitter is also used to disseminate emergency early warnings and notifications that relate to Caltrans operations such as traffic warnings and road closures.
- Caltrans Public Affairs has the final approval over all Twitter content during both EOC activations and non-EOC activations.

ii. User: Emergency Management Department (EMD)

- Twitter is used by EMD to distribute readiness tips and preparedness information, but it is also used to disseminate emergency early warnings and notifications. Twitter, with a ~140 character limit, has become a social media platform utilized by EMD staff to distribute messages.
- When emergency situations do occur and early warnings and notifications are to be disseminated, Twitter must be utilized via the above protocols.
- Public Information Officers have the final approval over all content (both text and photo) during non-EOC activation periods. During EOC activation, the EOC Director will have final authority and will approve all Twitter messaging prior to distribution. The EOC Director may delegate this authority to the Lead PIO.

iii. User: Los Angeles Department of Water and Power (LADWP)

- Twitter is used to distribute news and information to the public about the LADWP; this includes the distribution of early warnings and notifications. These may pertain to issues surrounding the potential disruption to power and water supplies, public health, widespread power or water outage or infrastructure failure, etc.
- Content must relate to water and power matters in some fashion, but does not need to be limited to emergency early warnings and notifications. However, when emergency situations do occur and early warnings and notifications are to be disseminated, Twitter must be utilized via the above protocols.
- Twitter is used by LADWP staff not only to distribute messages, but also to respond to frequently asked questions or inquiries posed by members of the public and media in order to best serve the public in times of crisis.
- Communications Team staff have final approval over all content distribution.

- iv. User: Los Angeles Fire Department (LAFD)
 - LAFD uses Twitter to post early warnings and notifications when available. LAFD owns all content posted to its account and will post any early warnings/notifications that pertain to fire or fire-related dangers. These include, but are not limited to, evacuations during wild fires, heavy rains which could result in flooding and mudslides and tsunami warnings.
 - The usage of this tool is initiated by the Community Service Unit (CSU): PIO and the PSO.
 - v. User: Los Angeles Police Department (LAPD)
 - LAPD utilizes Twitter as a tool to distribute early warnings that pertain to law-related issues and incidents.
 - LAPD is the only operator of its Twitter account and is responsible for the material posted via its account.
 - LAPD personnel are authorized to initiate the usage of this tool to distribute early warning messaging. Each individual division is authorized to activate the usage of its division's Facebook page.
 - vi. User: Los Angeles World Airports (LAWA)
 - LAWA will utilize Twitter to send early warning messages to the public that relate to airport operations and perceived terrorism threats, aircraft accidents and/or accidents.
 - During an emergency or perceived emergency, sending out such messages will be at the direction and discretion of LAWA's Managing Director of Media and Public Relations and/or the Public Relations Director will prepare a media statement that will be immediately posted on Twitter.
 - viii. User: Port of Los Angeles (POLA)
 - The Port's Twitter platform is used primarily to distribute news headlines (with links), community information and serves as a means to receive feedback from port stakeholders. Twitter as a social media tool can be used for issuing emergency warnings and notifications. It has been used in the past to alert the community about tsunami advisories, road closures and accidents in and around the Port.
 - Distribution of early warnings and notifications via Twitter is authorized through the Media Relations Division at the POLA.
- d) YouTube
- YouTube.com is a media site that allows for users to upload videos that have been previously recorded. In times of crisis, departments may utilize this tool to post videos pertaining to upcoming crisis situations. All videos posted on YouTube, Facebook, and Twitter are captioned.

- i. User: Emergency Management Department (EMD)
 - EMD hosts a YouTube account. In some cases, it may be necessary to utilize its YouTube account in order to warn the public of an immediate threat to the city at large. EMD maintains this YouTube account throughout the year in order to cultivate a following and gain subscribers.
 - EMD PIOs have the authority to publish videos to the EMD YouTube account
 - User: Los Angeles World Airports (LAWA). LAWA currently uses its YouTube account to post videos pertaining to Airport related issues. In times of crisis, LAWA has the ability to use its YouTube account to provide critical information to the public. LAWA maintains this YouTube account throughout the year in order to cultivate a following and gain subscribers.
 - ii. User: Port of Los Angeles (POLA)
 - POLA utilizes YouTube to share video content related to the Port.
 - In addition, POLA maintains a Live Stream of the Los Angeles Main Channel on its YouTube page.
 - iii. User: Los Angeles Police Department (LAPD)
 - LAPD utilizes YouTube primarily as a recruitment tool.
- e) Instagram
- Instagram is a mobile and desktop photo-sharing application that allows users to share photos and videos both publically and privately. In addition to various filters and photo editing tools, Instagram also provides a geotagging feature that allows users to add a location to their posts. Hashtags are utilized to categorize topics and themes, allowing users to easily find specific content.
- i. User: Los Angeles World Airports (LAWA)
 - LAWA utilizes its Instagram account to share photos and videos related to Los Angeles area airports.
 - ii. User: Los Angeles Fire Department (LAFD)
 - LAFD utilizes its Instagram account to share photos and videos related to the fire department and various LAFD activities.
 - LAFD also encourages Instagram users to share photos and videos using the hashtag #LAFD.
 - iii. User: Port of Los Angeles (POLA)
 - POLA utilizes Instagram to share photos and videos related to the Port.
 - POLA encourages users to share photos and videos using the hashtags #PortofLA and #LAWaterfront.

f) Flickr

Flickr is an image- and video-hosting website used to share and embed personal photographs. It is an online community widely used by photographers, researchers, and bloggers to host images.

i. User: Los Angeles Fire Department (LAFD)

- LAFD uses Flickr to host images related to fire department activities.

g) LinkedIn

LinkedIn is a social networking site focused on business and employment. LinkedIn has both a website and mobile application.

i. User: Port of Los Angeles (POLA)

- POLA maintains a LinkedIn account focused on employment and career outreach.

10. Traditional Media

Traditional media is utilized by all departments and agencies within the City of Los Angeles, as well as supporting county and state agencies. Despite the wide variety of tools available, traditional media, such as newspaper and television interviews, and press release dissemination, will continue to be utilized in times of crisis or perceived crisis. Each form of traditional media is controlled and monitored by each individual department/agency distributing the communication.

Traditional media consists of, but is not limited to:

a) News media:

- Television
- Newspaper
- Bloggers/news and network websites
- Press releases
- Media advisories
- Interviews with reporters
- Wire services

b) Users of traditional media: All departments included in this Annex use traditional media to reach the public in times when early notifications and warnings are necessary.

- All early warnings distributed through these means are owned by the distributing party and each is responsible for content therein.

11. Websites

Websites allow for departments/agencies to post an unlimited amount of emergency information with these platforms. Websites can be used to post maps and directions to shelter locations, etc., and contain links to more information on the crisis at hand.

- a) User: California Department of Transportation (Caltrans)
- Caltrans is the owner and operator of its website. Information is posted in English, Spanish and Mandarin.
 - Media alerts, press releases, traffic advisories and other pertinent information that is of interest to the public is posted on this website. Caltrans also hosts a blog that is utilized to post information related to Caltrans activities and projects as well as traffic advisories and updates during emergency situations.
 - Caltrans Media Relations and Public Affairs are responsible for the content posted on the website and blog.
- b) User: Emergency Management Department (EMD)
- EMD posts “EMD Alerts” to its ReadyLA.org website, which serves as a website dedicated specifically to readiness and preparedness information for people within the City of Los Angeles. EMD also posts alert messages regarding incidents throughout the City via PIER, which is then forwarded to EMD’s Emergency.LACity.org website. These alerts are posted when disaster is imminent and the information is available to the department. Information on both websites is available in English and Spanish. ReadyLA.org also employs a “text-only” version of the website.
 - EMD’s Operational Readiness Division is responsible for the posting of these alerts. Any PIO within the division has the authority to post the alert.
 - Early warnings and notifications posted on the “EMD Alerts” section of ReadyLA.org must include the following:
 - what has happened
 - what government is doing about the issue at hand
 - what the government is asking the public to do to prepare or respond
 - EMD maintains Section 508 compliant websites
 - EMD uses Emergency.LACity.org to post news releases and media advisories in order to reach the public. EMD has the ability to post in both English and Spanish.
 - EMD uses Emergency.LACity.org as a one-stop location for public consumption that is comprised of emergency updates pertaining to the general public throughout the City of Los Angeles. Topics that relate to emergency management or the overall safety of Los Angeles inhabitants are posted on this platform.
 - All PIOs within EMD’s Operational Readiness Division have the authority to initiate the usage of this tool.
- c) User: Los Angeles Department of Transportation (LADOT)
- LADOT utilizes its Automated Traffic Surveillance and Control (ATSAC) website to post traffic advisories when applicable. The Traffic Info site allows constituents to view real time traffic data on city streets. Using the standard Green/Yellow/Red it allows users to view the street speeds on any street in

the City. Traffic advisories posted on this site are able to be posted quickly in order to ensure that early warnings and notifications can be distributed efficiently.

- ATSAC Operations is the owner of this tool and the Senior Traffic Engineer in Charge of ATSAC has the power and authority to initiate the usage of such traffic advisories on the ATSAC website.
- d) User: Los Angeles Fire Department (LAFD)
- LAFD hosts both a traditional website and blog that is dedicated to alerts pertaining to issues surrounding fire and fire-related hazards. Both websites are utilized for distributing early warnings and notifications. These websites are owned and operated by the LAFD.
 - The Public Service Officer (PSO) is responsible for content.
- e) User: Los Angeles Police Department (LAPD)
- LAPD is the owner of its website and is responsible for all content posted on this platform.
 - LAPD's website is used to post early warnings and notifications in the form of releases, updates of any kind and other valuable information.
 - LAPD personnel have the authority to initiate the usage of this tool.
- f) User: Los Angeles World Airports (LAWA)
- LAWA hosts a traditional website that is dedicated to providing airport operations/flight information. The website is used to post news releases that provide emergency messages to the public that relate to airport operations, threats, aircraft accidents and/or incidents.
- g) User: Public Works
- Public Works uses its website to post emergency information related to varying emergencies affecting the department (i.e., tree falling, sewer collapse, widespread streetlights out, trash collection stoppage, etc).
 - Any advisory posted to its website will be issued at the direction or with the approval of the Board of Public Works or the Directors of the Bureaus of Contract Administration, Engineering, Sanitation, Street Lightning or Street Services. The contents of the advisory or release will be coordinated with officials in the Mayor's Office and other affected Council Office(s).
- h) User: Port of Los Angeles (POLA)
- POLA uses its websites at portoflosangeles.org and lawaterfront.org to post general information about the Port and related activities.
- i) User: Los Angeles Department of Water and Power (LADWP)
- LADWP maintains its website at ladwp.com as well as its Online Newsroom at ladwpnews.com to disseminate news and information.

- j) User: Department on Disability (DOD)
 - DOD maintains a website at disability.lacity.org detailing general information on DOD, services offered, and resources for community members, service providers, and other departments.

F. Tool Usage Protocol During EOC Activations

Section F details tool protocol for usage during normal business operations. However, the nature of events that require EOC activations are usually large-scale and require a great deal of coordination. Therefore, in the event that the EOC is activated, protocol for the usage of each tool changes in that final approval of all messaging (both early warning/notification related or otherwise) will come from the EOC Director.

III. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

A. City of Los Angeles

1. Airports, Los Angeles World (LAWA)

LAWA will use any and all of the tools listed below to distribute early warnings and notifications to the public that pertain to issues concerning the airport and its property. This may include threats of terrorism, public health, general safety concerns, and traffic accidents both in air and on the ground, among others.

- Changeable Message Signs (LADOT)
- Email distribution lists
- Everbridge Notification System (internal only)
- Facebook
- Traditional Media
- Twitter
- Website
- YouTube
- Instagram

2. Fire Department, Los Angeles (LAFD)

LAFD will use any and all of the tools listed below to distribute early warnings and notifications to the public that pertain to concerns related to fire hazards. This includes, but is not limited to, red flag alerts, evacuations during wild fires, heavy rains which could result in flooding and mudslides, tsunami warnings, anticipated excessive heat waves and anticipated cold weather. LAFD will also use the Life Support Device Discount Program (LSDDP) list provided by the Los Angeles Department of Water, the Los Angeles Police Department (LAPD) (if electric dependent community (EDC) list is being used), and Power (LADWP) to notify and evacuate individuals who will be adversely impacted (impact to life safety) by disrupted or loss of utility services.

- Facebook
- Red Flag Alerts
- Text Alerts
- Traditional Media
- Twitter
- Website
- Instagram
- Flickr

3. Emergency Management Department (EMD)

EMD will use any and all of the tools listed below to distribute early warnings and notifications to the public that pertain to emergency management throughout the City of Los Angeles.

- NotifyLA
- Changeable Message Signs (Caltrans)
- Email Distribution Lists
- Facebook
- Update LA
- Other Resources
- Traditional Media
- Twitter
- Websites
- YouTube

4. Police Department, Los Angeles (LAPD)

LAPD will use any and all of the tools listed below to distribute early warnings and notifications to the public that pertain to public safety, crime, civil unrest and other situations related to police response.

- Email distribution lists
- Facebook
- Nixle
- Traditional Media
- Twitter
- Foursquare
- YouTube
- Website

5. Port of Los Angeles (POLA)

POLA will use any and all tools listed below to distribute early warnings and notifications to the public when the issues at hand concern the POLA. This may include earthquakes, tsunami advisories or warnings, ship, rail or road accidents involving hazardous materials, terrorist threats or activities and other events where getting information to the public quickly is critical.

- Constant Contact
- Email distribution lists - eAlerts
- Everbridge Notification System (internal only)
- Facebook
- Traditional Media
- Twitter
- Instagram
- YouTube
- LinkedIn

6. Public Works, Department of (DPW)

Public Works will use any and all tools listed below to distribute early warnings and notifications to the public when the issues at hand concern Public Work operations.

This includes, for example, trees falling, sewers collapsing, widespread streetlights not operating and trash collection stoppage.

- Traditional Media
- Website

7. Transportation, Los Angeles Department of (LADOT)

LADOT will use any and all of the tools listed below to distribute early warnings and notifications that pertain to its jurisdiction such as transportation issues, traffic disturbances, major road closures, etc.

- Changeable Message Signs
- Traditional Media
- Website

8. Water and Power, Los Angeles Department of (LADWP)

LADWP will use any and all of the tools listed below to distribute early warnings and notifications to the public that pertain to concerns related to water and power. This includes potential disruptions to power and water supplies, public health, widespread power or water outages or infrastructure failure, etc.

- Traditional Media
- Twitter
- Facebook
- Online Newsroom
- Website

B. County of Los Angeles

Although the City of Los Angeles has no authority to assign responsibilities to county departments, many county departments are the primary agency responsible for providing certain services to the City of Los Angeles. Those county departments are listed in the following, along with the services they are responsible for providing in the event of a terrorism incident.

1. Public Health, Los Angeles County Department of (LACDPH)

The Los Angeles County Department of Public Health will use any and all tools listed below to distribute early warnings and notifications to the public when the issues at hand are public-health-related. This includes major outbreaks of disease and warnings of potential health concerns, among others.

- Email distribution lists
- Facebook
- Traditional Media
- Twitter
- Website
- YouTube

C. State of California

Although the City of Los Angeles has no authority to assign responsibilities to State of California departments, many state departments have primary or support responsible for providing certain services to the City of Los Angeles. Those state departments are listed in the following, along with the services they are responsible for providing in the event of a terrorism incident.

1. California Department of Transportation (Caltrans)

Caltrans will use any and all tools listed below to distribute early warnings and notifications to the public when the issues at hand concern Caltrans operations. This includes, but is not limited to, major traffic congestion, road closures and overall highway safety.

- Caltrans QuickMap
- Changeable Message Signs
- E-mail Distribution lists
- Traditional Media
- Twitter
- Website and Blog

IV. DIRECTION, CONTROL AND COORDINATION

This Early Warnings and Notifications Annex may be activated when the Mayor proclaims a local emergency, or if there is an automatic activation. An automatic activation follows a disaster or event that the city has identified, in advance, as one that requires an immediate response. Disasters requiring automatic activation are those events that pose an immediate threat to public safety.

Some portions of this Annex go into effect immediately following an event requiring early warnings and notifications. The remainder of this Annex is only activated when the incident grows in scope to a point where activation of the Emergency Operations Center (EOC) is warranted requiring early warnings and notifications.

In advance of or simultaneous with the city plan activation, city departments and agencies will also activate their departmental early warnings and notifications plans.

A. Authority to Initiate Actions

Each department has the authority to utilize its respective messaging tools to distribute early warnings and notifications in the manner through which it sees fit. Because warning the public prior to disaster can save both life and property, each department recognizes the vitality of early warning distribution when such information is available. As this Annex details, each department uses its tools at a minimum to distribute early warnings that effect its operations. Each department exercises a degree of prudence when using such tools in order to vet information and maintain quality standards.

Before each tool listed in the Early Warnings and Notifications Annex is utilized to distribute information for public consumption, each initiating agency must follow the terms, conditions and permissions outlined in the “Concept of Operations” portion of this Annex beginning on page 11.

Emergency situations will require more than one early warning and notification messaging distribution tool in order to accurately and efficiently reach the whole population of Los Angeles. This may also mean that more than one agency will be responsible for the distribution of early warnings/notifications to the public. Should this be the case, agencies must collaborate in order to ensure that only one, citywide message is crafted and distributed in conjunction with the Mayor’s office to maintain consistency and accuracy.

V. ADMINISTRATION, FINANCE AND LOGISTICS

Each department is required to have documented internal administrative procedures in place to track financial costs related specifically to the response and/or recovery of an incident. These procedures must include tracking all expenditures specifically related to the incident, including personnel costs such as straight and overtime payroll costs related specifically to the incident. Departments are also required to have in place documented internal administrative procedures for requesting, fulfilling and tracking internal resource requests, department to department (DOC-to-DOC) resource requests, field to department (field-to-DOC) and department to EOC (DOC-to-EOC). Each department is responsible for the tracking of their own resources, including the tracking of personnel.

If an incident meets designated thresholds for Proclamation or Declaration of a State and/or Federal Emergency or Disaster, the Department of the Chief Administrative Officer (CAO), acting as the City's Authorized Agent, will develop a method for collecting financial documentation from departments as needed for submission as part of the City's reimbursement application process.

AUTHORITIES AND REFERENCES

A. Authorities

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 - b) Homeland Security Presidential Directive-5 (HSPD-5).
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 - c) National Incident Management System. Department of Homeland Security. December 2008. http://www.fema.gov/pdf/emergency/nims/NIMS_core.pdf
 - d) National Response Framework. Department of Homeland Security. January 2008. <http://www.fema.gov/pdf/emergency/nrf/nrf-core.pdf>
 - e) Americans with Disabilities Act of 1990, as amended.
<http://www.ada.gov/pubs/ada.htm>
2. State
 - a) California Constitution. <http://law.justia.com/california/constitution/>
 - b) California Emergency Services Act, 2006.
<http://hazardmitigation.calema.ca.gov/docs/ESA-all8-06-final.pdf>
 - c) California Code of Regulations, Title 19, Chapters 1 through 6, including:
 - i. Chapter 1, Standardized Emergency Management System.
<https://law.resource.org/pub/us/ccr/gov.ca.oal.title19.html>
 - ii. Chapter 6, Disaster Assistance Act Regulations.
<http://www.kintera.org/atf/cf/%7BE475D1A4-FB9C-4135-AE8B-9310119C7F19%7D/CHAPTER%206%20%20CDAA.pdf>
 - d) California State Emergency Plan.
<http://www.calema.ca.gov/PlanningandPreparedness/Pages/State-Emergency-Plan.aspx>
 - e) California Master Mutual Aid Agreement.
<http://dp.ccalac.org/Policies/regs/Documents/California%20Emergency%20Services%20Act.pdf>
3. Local
 - a) Operational Area Emergency Response Plan
<http://lacoa.org/PDF/OA%20ERP.pdf>

b) City Emergency Plans

http://emergency.lacity.org/pdf/epa/Department_Emergency_Plan_Template.pdf

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2. Local Emergency Operations Plans
3. Los Angeles Department of Public Health, "Adult Disability in Los Angeles County." LA Health. Sept. 2006.
4. United States Census Bureau. "Los Angeles (City) State & County QuickFacts."
Quickfacts.census.gov/qfd/states/06/0644000.html

ATTACHMENT A: ACRONYMS

Acronym	Full Name
ADA	Americans With Disabilities Act
ARCC	Airport Response and Coordination Center
ATSAC	Automated Traffic Surveillance and Control
BOC	Business Operations Center
Caltrans	California Department of Transportation
CMS	Changeable Message Sign
CPG	Comprehensive Preparedness Guide
CSU	Community Service Unit
CWERS	County Wide Emergency Radio System
DOC	Department Operations Center
DPW	Department of Public Works
DAFN	Disabilities Access and Functional Needs (DAFN) Technical Specialist
EDC	Electric Dependent Community
EMD	Emergency Management Department
EOB	Emergency Operations Board
EOC	Emergency Operations Center
EOO	Emergency Operations Organization
EOP	Emergency Operations Plan
FEMA	Federal Emergency Management Agency
FNSS	Functional Needs Support Services
ICS	Incident Command Structure
LACDPH	Los Angeles County Department of Public Health
LADOT	City of Los Angeles Department of Transportation
LADWP	Los Angeles Department of Water and Power
LAFD	Los Angeles Fire Department
LAPD	Los Angeles Police Department/Communication Division
LAWA	Los Angeles World Airports
LAX	Los Angeles International Airport
MOA	Memorandum of Agreement
MOU	Memorandum of Understanding
NIMS	National Incident Management System
OA	Los Angeles Operational Area
PIER	Public Information and Emergency Response

PIO	Public Information Officer
POLA	Port of Los Angeles
PSO	Public Service Officer
SEMS	Standardized Emergency Management System
SOP	Standard Operating Procedure

ATTACHMENT B: CANNED MESSAGING

The following canned messages are samples. Canned messages are never to be implemented without review. The purpose of these canned messages is to provide a format/template/guide to writing messaging for each incident.

Canned messaging is listed below by incident type. All messages are under 140 characters.

Chemical Emergency:

During: This is the City of LA. Butane tanks in San Pedro have exploded. Everyone must leave. City is opening shelters – for updates: readyla.org

After (closing the loop): This is the City of LA. Butane explosion in San Pedro has been contained. No damage has been reported. It is safe to return to the area.

Civil Unrest:

During: This is the City of LA. Due to rioting activity in the downtown area, all residents are being asked to stay indoors. Updates to follow. Visit readyla.org for more info.

After (closing the loop): This is the City of LA. Rioting in downtown LA has been contained. Safe to return to area.

Debris Flows:

Before: This is the City of LA. Officials predicting mudslides along PCH. Evacuation of area recommended. Shelters: _____.

During: This is the City of LA. Mudslides are occurring in _____ area. Residents should evacuate. Shelters: _____.

After (closing the loop): This is the City of LA. Mudslides along PCH have stopped; it is safe to return to area.

Earthquake:

Immediately after: This is the City of LA. X.X earthquake hit LA on DATE, TIME. Be aware of any damage, take caution. Officials are assessing the situation.

OR

Immediately after: This is the City of LA. X.X earthquake hit LA on DATE, TIME. LAFD reports damages in North Hollywood region. The area has been closed, call 911 for help.

OR

Immediately after: This is the City of LA. X.X earthquake hit LA on DATE, TIME. Evacuation is ordered for _____ areas. Shelters open at XXX

OR

After (closing the loop): This is the City of LA. No severe damages from earthquake. All operations are normal. The area is now open. For updates: readyla.gov

ATTACHMENT B: CANNED MESSAGING (cont'd)

After (closing the loop): This is the City of LA. LAFD reports structural damage in South LA. Follow on-site instruction.

Extreme cold:

Before: This is the City of LA. Temperatures below 32 degrees F expected on Jan. 2. Stay indoors. Warming centers: _____.

During: This is the City of LA. Temperatures still below 32 degrees F. Warming centers: _____.

After: This is the City of LA. City is no longer experiencing extremely cold temperatures. Warming centers are now closed.

Extreme heat:

Before: This is the City of LA. Temperatures above XXX degrees F expected on July 2. Cooling Centers to be opened: _____.

During: This is the City of LA. Temperatures still above XXX degrees F. Cooling center locations: _____.

After: This is the City of LA. Extreme temperatures have decreased within City of LA. Cooling Centers are closed.

Flooding:

Before: This is the City of LA. A flood warning has been issued for Marina Del Rey area. Residents must leave the area. Shelter: _____.

During: This is the City of LA. Evacuation in effect for Marina Del Rey as flooding occurs. Everyone must leave. Rescue efforts ongoing.

After (closing the loop): This is the City of LA. Flood evacuation has ended for Marina Del Rey area. It is safe to return.

Terrorism/Bomb Threat:

During: A bomb threat at City Hall. Follow instructions on site. More updates to follow. Visit readyla.org.

After (closing the loop): This is the City of LA. Suspicious package has been investigated. Area has been cleared. Safe to return to area.

ATTACHMENT B: CANNED MESSAGING (cont'd)

Tsunami:

Before: This is the City of LA. Tsunami warning is issued for XXX area. Evacuation order issued. Everyone must leave the area. Shelters: _____.

During: This is the City of LA. A tsunami has hit the XXX area. Everyone in the area must leave.

After (closing the loop): This is the City of LA. Tsunami has passed. It is safe to return to your area.

Wildfire:

Before: This is the City of LA. A wildfire is expected to reach San Fernando Valley by XXX (hour). Everyone must leave the area. Shelters: _____.

During: This is the City of LA. A wildfire is burning in San Fernando Valley. The area has been closed. LAFD responding.

After (closing the loop): This is the City of LA. LAFD reports 100% containment of San Fernando Valley wildfire. Safe to return.

Wind Storms:

Before: This is the City of LA. Wind storms of XX MPH expected in LA tonight. Stay indoors and away from windows.

During: This is the City of LA. Wind storms are occurring at XX MPH in LA. Power outages are reported. Stay inside and away from windows.

After (closing the loop): This is the City of LA. Wind storms have ended and power has been restored to all areas

Attachment C: ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS

Please revise the Mass Notification Systems Template SOP (See attachment) for language that may assist a Department in creating a Standard Operating Procedures (SOP) on how to request a message to be sent through the Public Emergency Notification Systems.

If you have questions regarding this guidance document, please contact:

Emergency Management Department

Sample

Attachment C: ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS (cont'd)

EMERGENCY MANAGEMENT DEPARTMENT STANDARD OPERATING PROCEDURE

ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS

I. PURPOSE

The purpose of this Standard Operating Procedure (SOP) is to describe the processes required to request a message be sent through the Public Emergency Notification Systems (Systems). The Systems consist of **Notify LA**, which is coordinated through the Emergency Management Department (EMD), and **Wireless Emergency Alerts (WEA)**, which are coordinated through the Emergency Management Department (EMD), in coordination with the Los Angeles Police Department (LAPD) Communication Division.

II. SYSTEM DEFINITIONS

- Notify LA is a mass notification system used to disseminate information to a constituency about emergency and non-emergency events and incidents. This system delivers messages to hard-wire telephone and TeleTYpewriter (TTY) or Telecommunication Device for the Deaf (TTD) devices. Cell phones, Voice over Internet Protocol (VoIP), text messages, and e-mail messages can also be delivered through this system if those devices are registered through www.emergency.lacity.org/notifyla.
- Wireless Emergency Alerts (WEA) is a national emergency alert system that sends concise, text-like messages, which has a unique audible signal and vibration cadence to WEA-capable mobile devices.

III. SCOPE/APPLICABILITY

Strict protocols and governance measures have been implemented to ensure the Systems remain as effective as possible. Primary among these protocols will be designating those incidents/emergencies for which the system is permitted to be activated.

Systems activation is limited to:

- Imminent Threat to Life or Property
- Disaster Notifications
- Evacuation Notices and/or Information
- Public Health Emergencies
- Other notifications to a defined community, as approved and deemed significant by the EMD General Manager, Assistant General Manager, or Duty Officer.

Attachment C: ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS (cont'd)

The Systems will be used only when the public is being asked to take some action (e.g. evacuate, prepare to evacuate, shelter in place, boil tap water before drinking).

IV. ROLES AND RESPONSIBILITIES

- Notify LA messages are coordinated through EMD. Messages must be reviewed, deemed significant, and approved by EMD General Manager, Assistant General Manager, or Duty Officer, prior to being sent.
- Wireless Emergency Alerts are coordinated through EMD in cooperation with the LAPD Communication Division.

V. PROCEDURE

Notify LA

- If the City of Los Angeles Emergency Operations Center (EOC) **IS NOT** activated, complete the Notify LA Worksheet (Attachment A) and contact the EMD Duty Officer.
- If the City of Los Angeles EOC **IS** activated, complete the Notify LA Worksheet (Attachment A) and contact EOC Public Information Officer (PIO) through your department's EOC responder or your Department Operations Center (DOC).

Wireless Emergency Alerts

- If the **EOC IS NOT** activated, complete the worksheet (Attachment B) and contact the EMD Duty Officer.
- If the EOC **IS** activated, complete the worksheet (Attachment B) and contact EOC Public Information Officer through your department's EOC responder or your DOC.

VI. IMPLEMENTATION & TRAINING

- EMD is responsible for the development and presentation of a training program on the proper use of this SOP.
- Each department will identify a sufficient number of individuals to attend this training. At a minimum, a department's EOC responders, DOC responders, and PIOs should attend the training session.
- Any changes to this SOP will be communicated to a department's EOC responders, DOC responders and PIOs and/or those trained in the train-the-trainer program if implemented.
- This SOP will be exercised as determined by EMD.

Attachment C: ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS (cont'd)

VII. MAINTENANCE

- This SOP shall be reviewed annually or after each use of the Notify LA or WEA Systems.
- Upon revision, this SOP will be forwarded to the EMD General Manager for review and approval.
- EMD is responsible for maintaining this SOP.
- Any changes to this SOP will be communicated to a department's EOC responders, DOC responders and PIOs and/or those trained in the train-the-trainer program if implemented.

VIII. RECORD OF CHANGES

- Each revision(s) to this SOP must be recorded in the following table. Upon approval, all affected parties will be notified.

Date	Section	Description	Changed By

IX. DISTRIBUTION

This SOP will be distributed to:

- All EMD staff.
- All City Emergency Management Coordinators and those in similar positions.
- Emergency Management Committee members.
- Emergency Operations Board members.

X. APPROVED

BY: _____ TITLE: _____ DATE: _____

Attachment C: ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS (cont'd)

XI. REFERENCES

- Wireless Emergency Alerts User Guide (Under Development)
- Mass Notification System Procedures (July 26, 2012)
- Los Angeles County Sheriff's Department Field Operation Directive (December 28, 2011)

XII. ATTACHMENTS

Attachment D – Wireless Emergency Alerts Worksheet

