

Sacramento County Office of Emergency Services

After Action Report Improvement Plan

Regional Mass Notification Test



**3/23/2017
FINAL**

EXECUTIVE SUMMARY

The counties of Sacramento, Placer and Yolo participated in a region-wide test of the Regional Mass Notification System (EVERBRIDGE). This system is the local public notification system for all three counties and is financially supported by all three counties. On Wednesday, October 26, 2016 during Flood Preparedness Week, the counties conducted tests of the alert system, contacting residents who were subscribed. Yolo County utilized their 9-1-1 database to augment their test.

The test was completed between 8:30 AM and 10:00 AM Pacific time with Placer County running tests starting at 8:30 AM, the City of Sacramento at 9:30 AM and all other entities conducting their test at 10:00 AM.

New Opt-Ins during October 2016: 13,567
Percentage of growth during October 2016: 43.7%
Percentage of growth since January 2016: 85.3%

| SACRAMENTO COUNTY CALLS | |
|--------------------------|-------|
| Galt PD | 145 |
| Folsom | 2036 |
| Rancho Cordova | 1190 |
| Citrus Heights | 932 |
| Elk Grove | 2586 |
| Unincorporated & Isleton | 5796 |
| Sacramento | 1654 |
| TOTAL | 14339 |

| PLACER COUNTY CALLS | |
|---------------------|-------|
| Auburn | 468 |
| Roseville | 4921 |
| Rocklin | 3349 |
| Lincoln | 670 |
| Placer County | 2577 |
| TOTAL | 11985 |

| YOLO COUNTY CALLS | |
|-------------------|-------|
| Yolo County | 62735 |
| TOTAL | 62735 |

Contents

| | |
|--|-----------|
| Executive Summary | 3 |
| Exercise Overview..... | 5 |
| Data Analysis..... | 7 |
| Citrus Heights..... | 8 |
| Elk Grove..... | 8 |
| Folsom | 9 |
| Galt..... | 10 |
| Rancho Cordova | 11 |
| Sacramento City | 11 |
| Sacramento County and Isleton | 12 |
| Outreach Analysis..... | 18 |
| Rancho Cordova | 18 |
| Sacramento County..... | 19 |
| Yolo County..... | 19 |
| Analysis of Core Capabilities..... | 22 |
| Table 1. Summary of Core Capability Performance..... | 22 |
| Core Capability: Public Information and Warning..... | 22 |
| Objective One Analysis | 23 |
| Objective Two Analysis..... | 24 |
| Objective Three Analysis..... | 24 |
| Objective Four Analysis | 25 |
| Objective Five Analysis | 26 |
| Strengths | 26 |
| Areas for Improvement..... | 26 |
| Participant Survey..... | 28 |
| Appendix A: Improvement Plan..... | 1 |
| Appendix B: Exercise Participants..... | 1 |

EXERCISE OVERVIEW

| | |
|------------------------------------|--|
| Exercise Name | Regional Mass Notification Alert Test |
| Exercise Dates | October 26, 2016, 8:30 AM – 2:00 PM |
| Scope | This is a full-scale, real-world test of the Emergency Alert Notification System within the counties of Sacramento, Yolo and Placer. |
| Mission Area(s) | Response and Recovery |
| Core Capabilities | Public Information and Warning |
| Objectives | <ul style="list-style-type: none">• To ensure successful operation of a large-scale launch of the Everbridge system (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area.• To test the ability of agencies to create an alert specific to their jurisdiction’s boundaries• To promote Flood Preparedness during Flood Preparedness Week through a test of the alert system that would give warnings during potential flood events.• To work with local media and promote the test so the public has ample warning regarding the alert notification.• To ensure redundancy of capabilities by utilizing social media messaging and managing operations within a JIC. |
| Threat or Hazard | Flood |
| Scenario | A real-world test of the Emergency Alert System within the tri-county region inclusive of Sacramento, Placer and Yolo |
| Sponsor | Sacramento County Office of Emergency Services |
| Grant | 2015 SHSGP |
| Participating Organizations | City of Citrus Heights City of Davis City of Elk Grove City of Folsom |

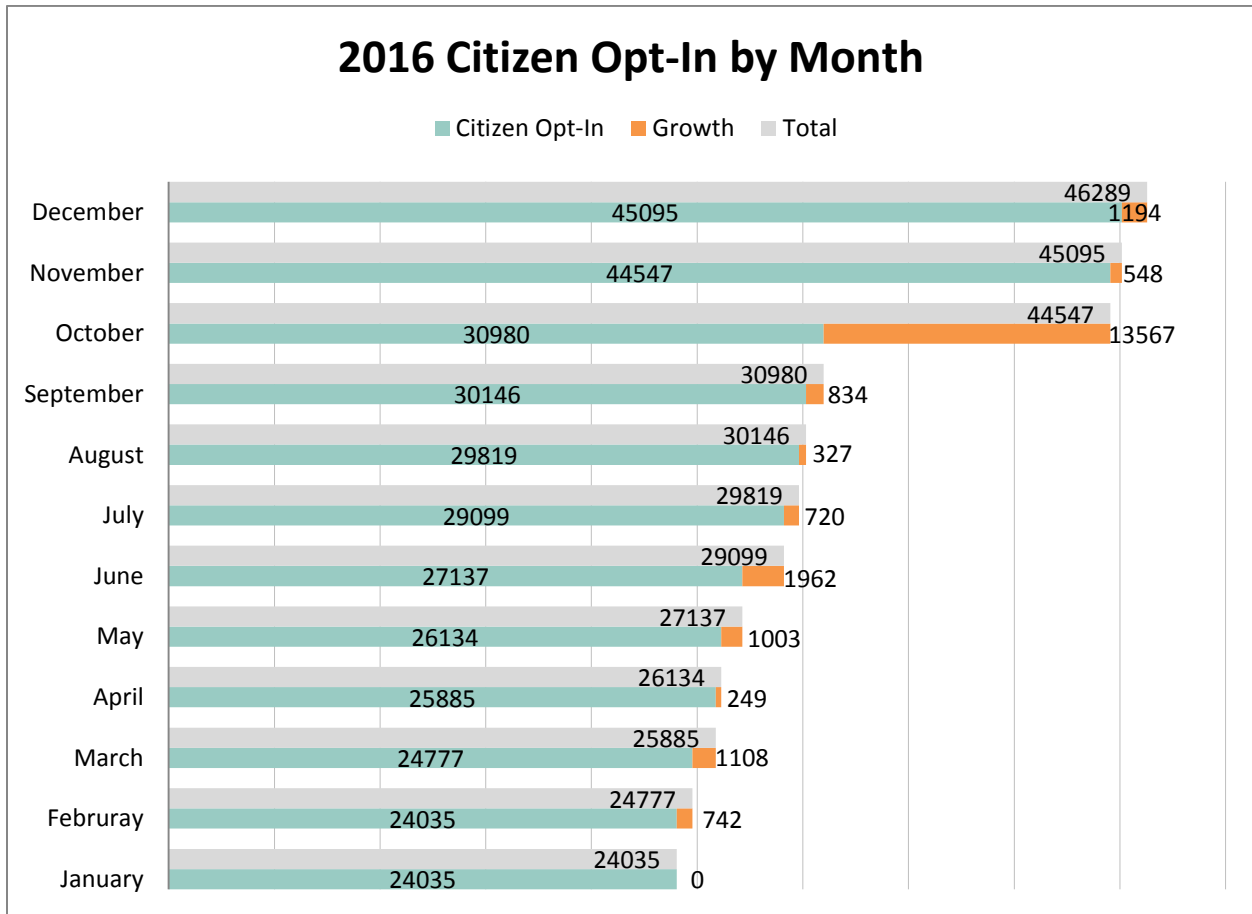


City of Galt
City of Isleton
City of Lincoln
City of Rancho Cordova
City of Rocklin
City of Roseville
City of Sacramento
City of West Sacramento
City of Winters
City of Woodland
Placer County Office of Emergency Services
Placer County Sheriff Department
Sacramento County Office of Emergency Services
Sacramento County Sheriff Department
Yolo County Office of Emergency Services



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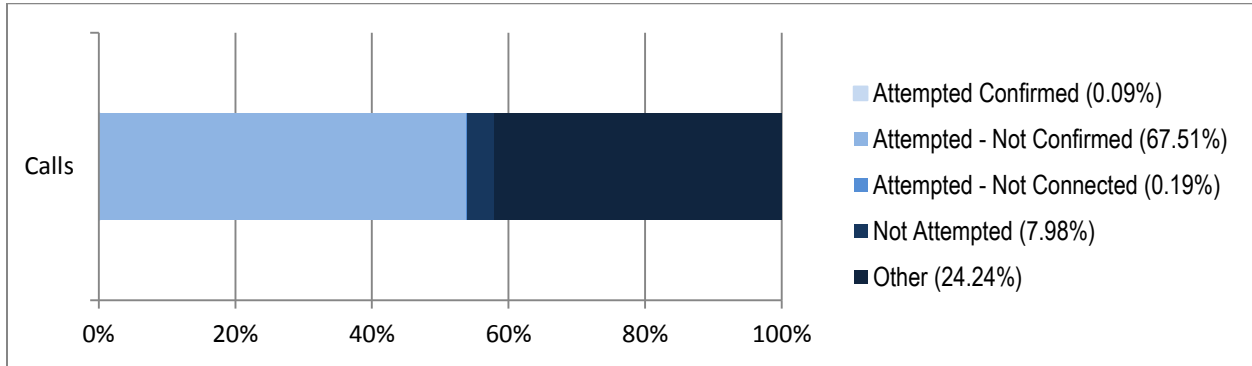
DATA ANALYSIS



Analysis of Call Attempts

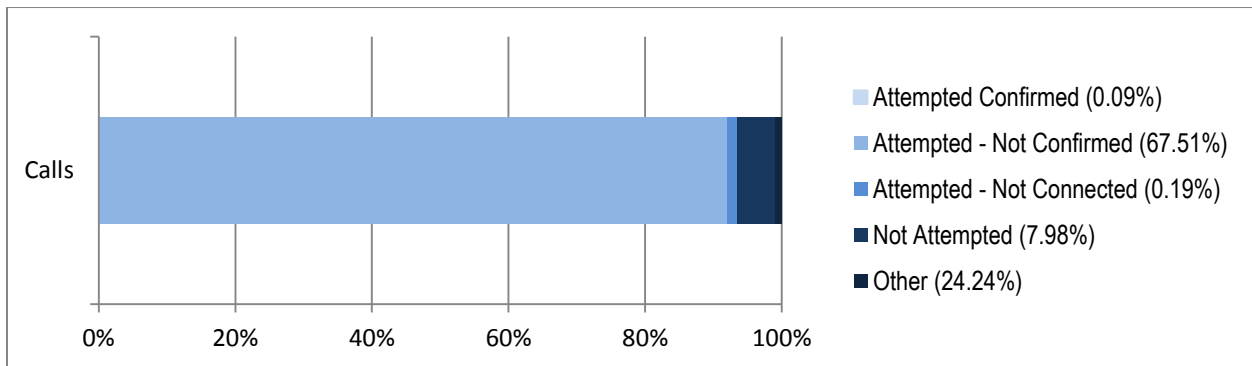
| | Sacramento | Yolo | Placer |
|--|---|--|--------|
| Overall duration to complete all attempts | 10:01:25 – 10:07:37 6 minutes 12 seconds | 10:02:09 – 10:59:49 57 minutes and 40 seconds | |
| Duration to complete all first call attempts | 10:01:41 – 10:02:10 29 seconds | 10:02:22 – 10:59:49 57 minutes 27 seconds | |
| Duration to complete all call attempts | 10:01:41 – 10:02:10 29 seconds | 10:02:22 – 10:59:49 57 minutes 27 seconds | |
| Duration to complete all first e-mail attempts | 10:01:41 – 10:01:50 9 seconds | 10:02:09 – 10:03:11 1 minute 2 seconds | |
| Duration to complete all e-mail attempts | 10:01:41 – 10:01:50 9 seconds | 10:02:09 – 10:31:45 29 minutes 36 seconds | |
| Duration to complete all first text attempts | 10:01:25 – 10:01:54 29 seconds | 10:02:14 – 10:03:10 56 seconds | |
| Duration to complete all text attempts | 10:01:25 - 10:07:27 6 minutes 2 seconds | 10:02:14 – 10:46:46 44 minutes 32 seconds | |
| TTY Device | 10:02:45 – 10:05:33 2 minutes 48 seconds | | |

Citrus Heights



| Call Results(per Delivery Path) | Total | % of Total |
|---|-------|------------|
| Attempted - Confirmed | | |
| 26-OCT-16 | 3 | 0.12% |
| 09-NOV-16 | 1 | 0.04% |
| Attempted - Not Confirmed | | |
| E-Mail Not Confirmed | 908 | 37.14% |
| Connected-Message Delivered | 19 | 0.78% |
| Connected (Machine) - No Message Left | 3 | 0.12% |
| Connected (Voice) - Member hung up | 13 | 0.53% |
| Connected-Machine-Delivered | 44 | 1.80% |
| TTYTDD Not Confirmed | 4 | 0.16% |
| SMS Not Confirmed | 793 | 32.43% |
| Attempted - Not Connected | | |
| Not Connected - No Answer | 8 | 0.33% |
| Not Attempted | | |
| Not Attempted - Duplicate Contact Information | 114 | 4.66% |
| Unable TO contact | 17 | 0.70% |
| Other | | |
| Not Contacted-BC Expired | 518 | 21.19% |

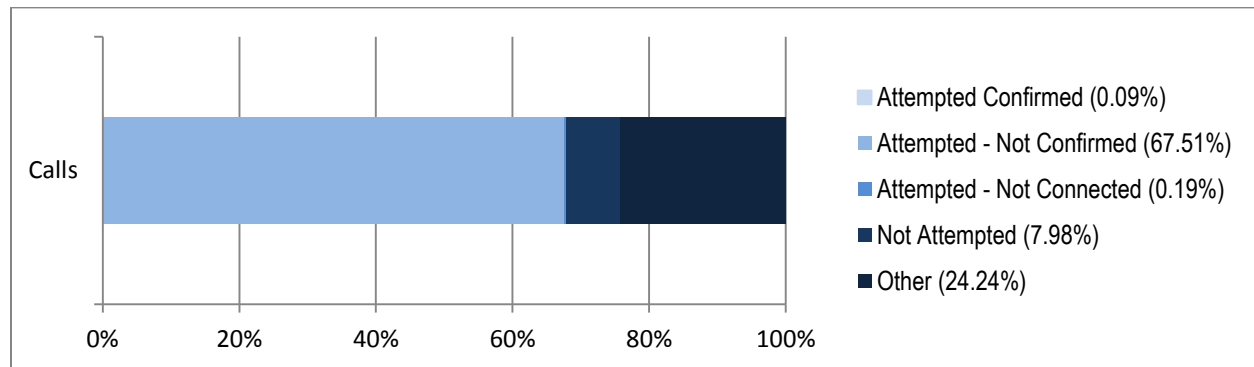
Elk Grove



| Call Results(per Delivery Path) | Total | % of Total |
|----------------------------------|-------|------------|
| Attempted - Confirmed | | |
| 26-OCT-16 | 13 | 0.14% |
| Attempted - Not Confirmed | | |
| E-Mail Not Confirmed | 2849 | 30.65% |

| | | |
|---|------|--------|
| Connected-Message Delivered | 749 | 8.06% |
| Connected (Machine) - Delivered | 256 | 2.75% |
| Connected (Machine) - No Message Left | 135 | 1.45% |
| Connected (Voice) - Member hung up | 642 | 6.91% |
| Connected-Machine-Delivered | 1179 | 12.68% |
| TTYTDD Not Confirmed | 66 | 0.71% |
| Connected (Voice) - Delivered | 130 | 1.40% |
| Connected (Voice) - Caller hung up | 159 | 1.71% |
| SMS Not Confirmed | 2368 | 25.47% |
| Attempted - Not Connected | | |
| Not Connected - No Answer | 118 | 1.27% |
| Not connected (No answer) | 16 | 0.17% |
| Not Connected-Line Busy | 13 | 0.14% |
| Not Attempted | | |
| Not Attempted - Duplicate Contact Information | 488 | 5.25% |
| Unable TO contact | 33 | 0.35% |
| Other | | |
| Not connected (NETWORK_OUT_OF_ORDER) | 3 | 0.03% |
| Not connected (UNALLOCATED_NUMBER) | 76 | 0.82% |
| Not connected (NO_USER_RESPONSE) | 2 | 0.02% |
| Not connected (ORIGINATOR_CANCEL) | 1 | 0.01% |

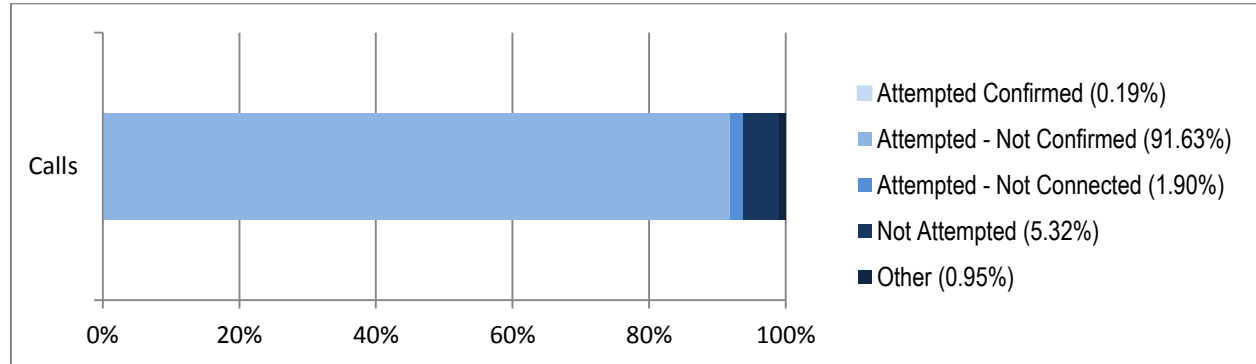
Folsom



| Call Results(per Delivery Path) | Total | % of Total |
|---|-------|------------|
| Attempted - Confirmed | | |
| 26-OCT-16 | 5 | 0.09% |
| Attempted - Not Confirmed | | |
| E-Mail Not Confirmed | 1917 | 33.17% |
| Connected-Message Delivered | 72 | 1.25% |
| Connected (Machine) - Delivered | 1 | 0.02% |
| Connected (Machine) - No Message Left | 11 | 0.19% |
| Connected (Voice) - Member hung up | 41 | 0.71% |
| Connected-Machine-Delivered | 150 | 2.60% |
| Connected (Voice) - Caller hung up | 1 | 0.02% |
| Attempted - Not Connected | | |
| Not Connected - No Answer | 8 | 0.33% |
| Not Attempted | | |
| Not Attempted - Duplicate Contact Information | 431 | 7.46% |
| Unable TO contact | 30 | 0.52% |
| Other | | |
| Not Contacted-BC Expired | 1399 | 24.20% |

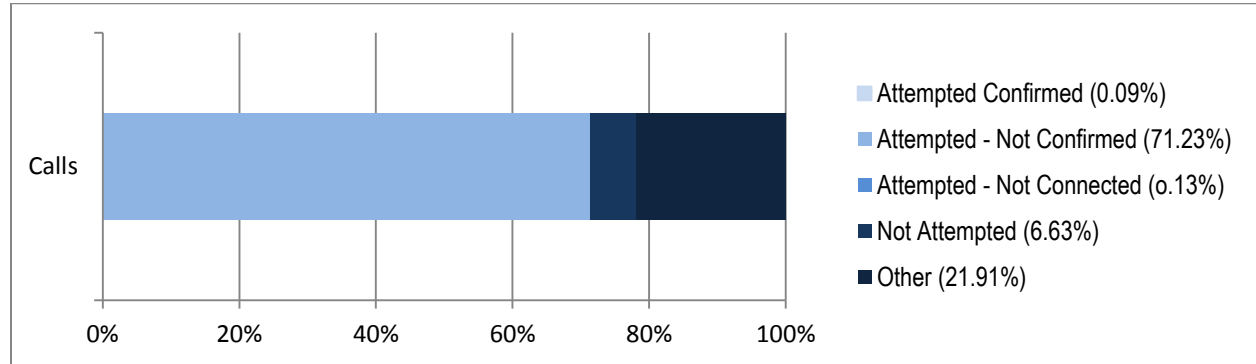
| | | |
|------------------------------------|---|-------|
| Not connected (UNALLOCATED_NUMBER) | 2 | 0.03% |
|------------------------------------|---|-------|

Galt



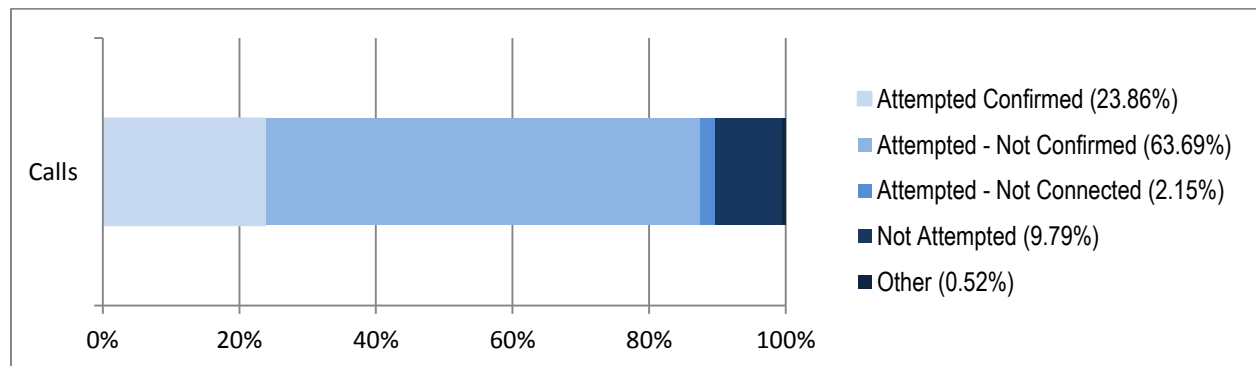
| Call Results(per Delivery Path) | Total | % of Total |
|---|-------|------------|
| Attempted - Confirmed | | |
| 26-OCT-16 | 1 | 0.19% |
| Attempted - Not Confirmed | | |
| E-Mail Not Confirmed | 170 | 32.32% |
| Connected-Message Delivered | 30 | 5.70% |
| Connected (Machine) - Delivered | 15 | 2.85% |
| Connected (Machine) - No Message Left | 4 | 0.76% |
| Connected (Voice) - Member hung up | 19 | 3.61% |
| Connected-Machine-Delivered | 86 | 16.35% |
| TTYTDD Not Confirmed | 5 | 0.95% |
| Attempted - Not Connected | | |
| Not Connected - No Answer | 8 | 1.52% |
| Not connected (No answer) | 1 | 0.19% |
| Not Connected-Line Busy | 1 | 0.19% |
| Not Attempted | | |
| Not Attempted - Duplicate Contact Information | 25 | 4.75% |
| Unable TO contact | 3 | 0.57% |
| Other | | |
| Not Contacted-BC Expired | 1 | 0.19% |
| Not connected (CALL_REJECTED) | 1 | 0.19% |
| Not connected (NO_USER_RESPONSE) | 2 | 0.38% |
| Not connected (ORIGINATOR_CANCEL) | 1 | 0.19% |

Rancho Cordova



| Call Results(per Delivery Path) | Total | % of Total |
|---|-------|------------|
| Attempted - Confirmed | | |
| 26-OCT-16 | 3 | 0.09% |
| Attempted - Not Confirmed | | |
| E-Mail Not Confirmed | 1140 | 36.00% |
| Connected-Message Delivered | 22 | 0.69% |
| Connected (Machine) - No Message Left | 1 | 0.03% |
| Connected (Voice) - Member hung up | 17 | 0.54% |
| Connected-Machine-Delivered | 42 | 1.33% |
| SMS Not Confirmed | 1034 | 32.65% |
| E-Mail Not Confirmed | 1140 | 36.00% |
| Attempted - Not Connected | | |
| Not Connected - No Answer | 2 | 0.06% |
| Not Connected-Line Busy | 2 | 0.06% |
| Not Attempted | | |
| Not Attempted - Duplicate Contact Information | 173 | 5.46% |
| Unable TO contact | 37 | 1.17% |
| Other | | |
| Not Contacted-BC Expired | 692 | 21.85% |
| Not connected (CALL_REJECTED) | 1 | 0.03% |
| Not connected (ORIGINATOR_CANCEL) | 1 | 0.03% |

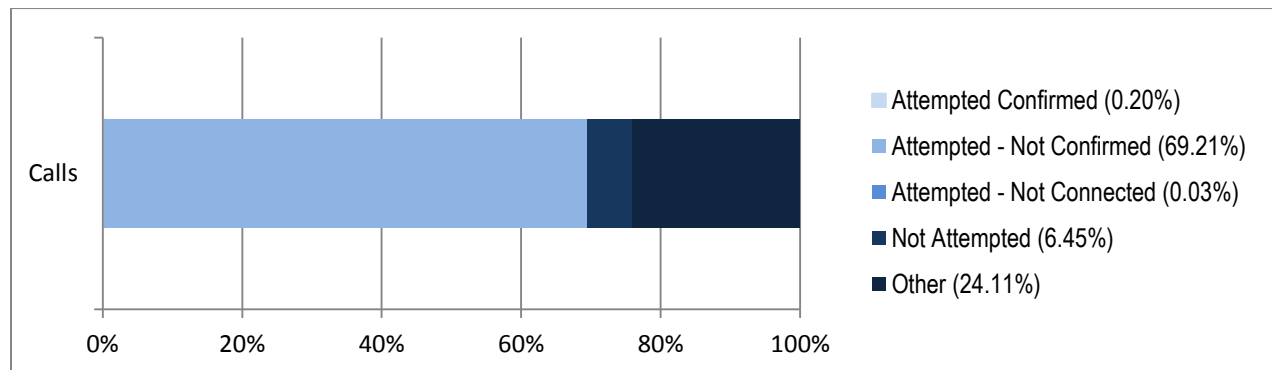
Sacramento City



| Call Results(per Delivery Path) | Total | % of Total |
|---------------------------------|-------|------------|
| Attempted - Confirmed | | |

| | | |
|---|-----|--------|
| 26-OCT-16 | 568 | 13.30% |
| Connected (Voice) - Delivered - Confirmed | 29 | 0.68% |
| 04-NOV-16 | 1 | 0.02% |
| 27-OCT-16 | 3 | 0.07% |
| 29-OCT-16 | 3 | 0.07% |
| 02-NOV-16 | 2 | 0.05% |
| 11-NOV-16 | 1 | 0.02% |
| Successful | 148 | 3.47% |
| Connected-Message Delivered - Confirmed | 258 | 6.04% |
| Receipt of voicemail confirmed | 6 | 0.14% |
| Attempted - Not Confirmed | | |
| Connected (Voice) - Member hung up | 119 | 2.79% |
| Connected-Machine-Delivered | 525 | 12.29% |
| Connected (Voice) - Caller hung up | 32 | 0.75% |
| E-Mail Not Confirmed | 790 | 18.50% |
| Connected-Message Delivered | 196 | 4.59% |
| Connected (Machine) - Delivered | 101 | 2.36% |
| Connected (Machine) - No Message Left | 43 | 1.01% |
| TTYTDD Not Confirmed | 16 | 0.37% |
| Connected (Voice) - Delivered | 26 | 0.61% |
| SMS Not Confirmed | 872 | 20.42% |
| Attempted - Not Connected | | |
| Not Connected-Line Busy | 2 | 0.05% |
| Not Connected - No Answer | 73 | 1.71% |
| Not connected (No answer) | 17 | 0.40% |
| Not Attempted | | |
| Unable TO contact | 13 | 0.30% |
| Not Attempted - Duplicate Contact Information | 405 | 9.48% |
| Other | | |
| Not connected (UNALLOCATED_NUMBER) | 19 | 0.44% |
| Not connected (ORIGINATOR_CANCEL) | 3 | 0.07% |

Sacramento County and Isleton



| Call Results(per Delivery Path) | Total | % of Total |
|---------------------------------------|-------|------------|
| Attempted - Confirmed | | |
| 26-OCT-16 | 28 | 0.18% |
| 27-OCT-16 | 3 | 0.02% |
| Attempted - Not Confirmed | | |
| E-Mail Not Confirmed | 5587 | 36.39% |
| Connected-Message Delivered | 19 | 0.12% |
| Connected (Machine) - No Message Left | 1 | 0.01% |
| Connected (Voice) - Member hung up | 7 | 0.05% |

| | | |
|---|------|--------|
| Connected-Machine-Delivered | 42 | 0.27% |
| TTYTDD Not Confirmed | 7 | 0.05% |
| SMS Not Confirmed | 4963 | 32.33% |
| Attempted - Not Connected | | |
| Not Connected - No Answer | 4 | 0.03% |
| Not Attempted | | |
| Not Attempted - Duplicate Contact Information | 826 | 5.38% |
| Unable TO contact | 165 | 1.07% |
| Other | | |
| Not Contacted-BC Expired | 3700 | 24.10% |
| Not connected (UNALLOCATED_NUMBER) | 1 | 0.01% |

Yolo County

On 10/26/16 the Yolo Operational Area launched the Regional Everbridge System for Mass Notification to all contacts within the Yolo County boundary on the system with the exception of Yellow Page and Business reverse 911 contacts.

Message

The message consisted of separate Text and E-mail messages which were branded on behalf of all of the jurisdictions in the Yolo Operational Area. A voice message was recorded by the Yolo County Office of Emergency Services.

Text Message Sent

Yolo Alert – This is the County of Yolo conducting a test of its emergency notification system. This is only a test. No action is required. Thank you.

E-mail Message Sent

Title: Yolo County Mass Notification System Test

This is the County of Yolo conducting a test of the Mass Notification system.

Several cities throughout Sacramento, Yolo and Placer Counties are conducting this test today, —October 26th, 2016, as part of Flood Preparedness Week. The purpose of this e-mail is to test Emergency Management personnel’s ability to deliver emergency notifications to residents during a disaster. During an actual emergency, important information and instructions will be sent to you through this system. We encourage you to register your cell phones, text devices and email addresses at www.yolo-alert.org. Please share this e-mail with your friends and family members living within either Sacramento, Yolo or Placer Counties. For questions or inquiries about the Yolo Alert System, please visit www.yolo-alert.org or contact the Yolo County Office of Emergency Services at (530) 406-4930. For more information, a public information hotline at 1-916-498-1000 will be open from 10 AM to 2 PM to answer any questions you may have. Thank you on behalf of all of the jurisdictions within Yolo County.

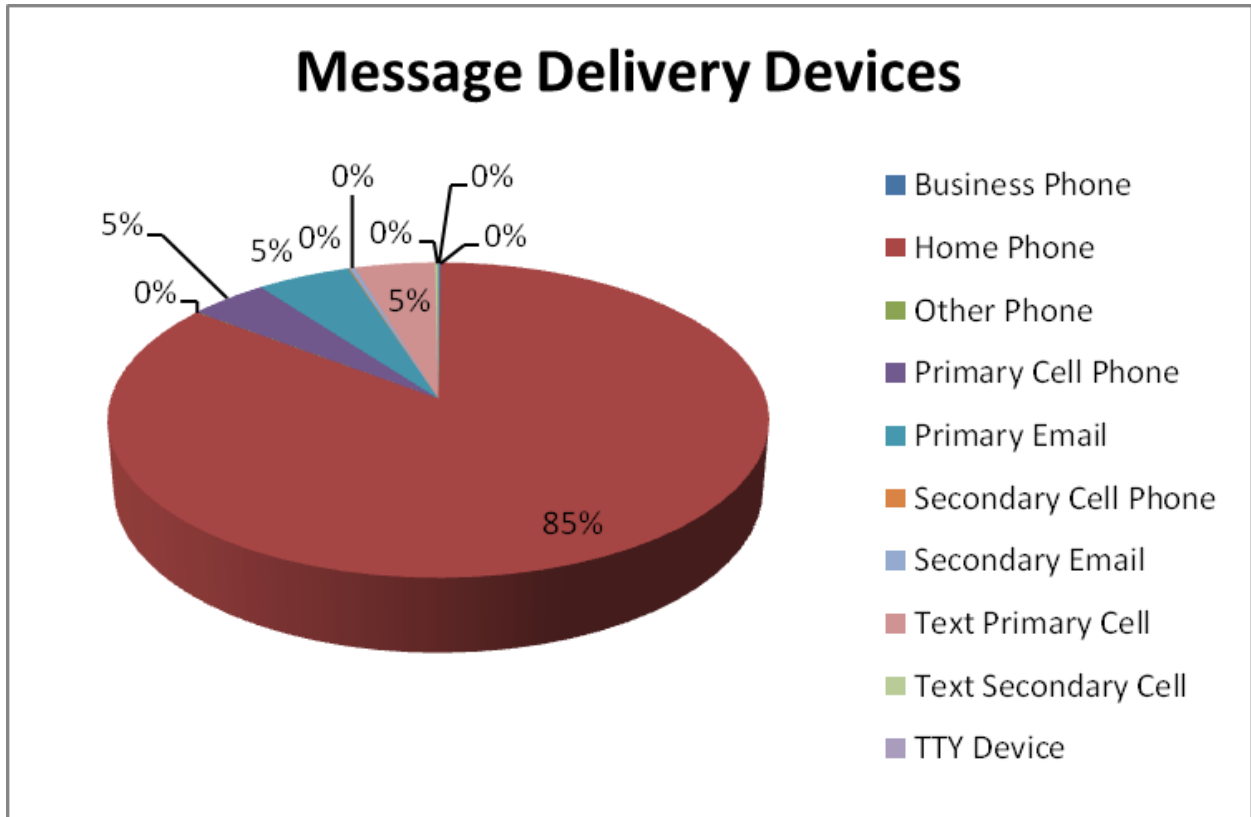
Send Parameters

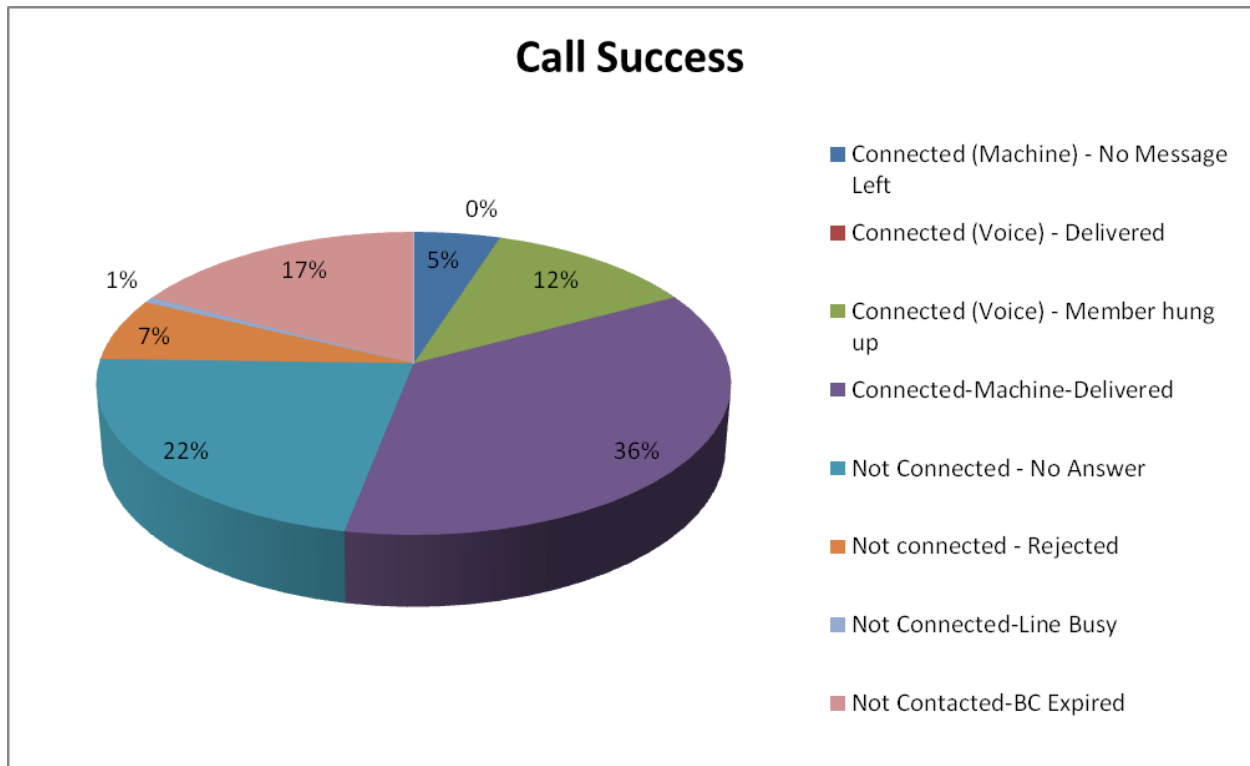
The message was sent to all devices in the system using the Yolo County boundary shape file as the selection method with a delivery method interval of 1 minute between devices. No confirmation was required.

Sender

Yolo Office of Emergency Services

- Number of messages not attempted due to the fact that they were recognized as duplicative information in the system = 20,206 (32%)
- Number of messages not sent due to the fact that no message pathway was provided by owner = 49
- Number of messages sent to TTY Devices = 3





Sacramento County

On 10/26/16 the Sacramento Operational Area launched the Regional Everbridge System for Mass Notification to Opt-In residents in unincorporated Sacramento County and City of Isleton. Cities within Sacramento Operation Area launched their own alerts within their city.

Message

The message consisted of separate Text and E-mail messages. A voice message was recorded by the Sacramento County Sheriff Department.

Text Message Sent

Sacramento Alert – This is the Sacramento County Sheriff’s Department conducting a test of its emergency notification system. This is only a test. No action is required. Thank you.

E-mail Message Sent

Title: Sacramento Alert 2016 Regional Test - Sac Sheriff / Isleton

This is the Sacramento County Sheriff’s Department conducting a **TEST** of the Mass Notification system. Several cities throughout Sacramento, Yolo and Placer Counties are conducting this test today, —October 26th, 2016, as part of Flood Preparedness Week.

The purpose of this e-mail is to test the County of Sacramento’s ability to deliver emergency notifications to Sacramento County residents during a disaster. During an actual emergency, important information and instructions will be sent to you through this system.

We encourage you to register your cell phones, text devices and email addresses at www.sacramento-alert.org

Please share this e-mail with your friends and family members living within Sacramento, Yolo or Placer Counties.

For questions or inquiries about the Sacramento Alert System, please visit www.sacramento-alert.org. You may also call the public information hotline at 844-714-5269 between 10 AM and 2 PM for more information. Thank you.

Send Parameters

The message was sent to all devices in the system using the Sacramento County Unincorporated and City of Isleton boundary shape file limited to Opt-In registrations. No confirmation was required. Each City utilized Opt-In registrations limited by their city shape file boundary.

Sender

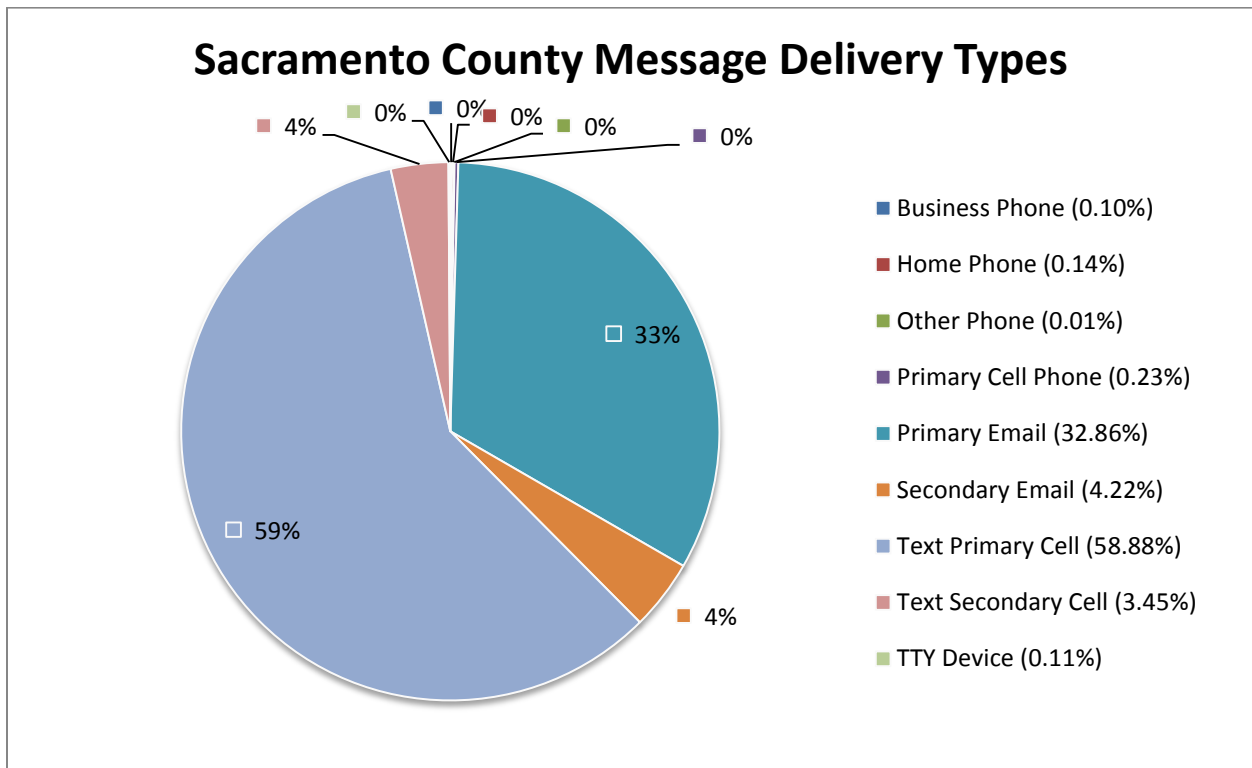
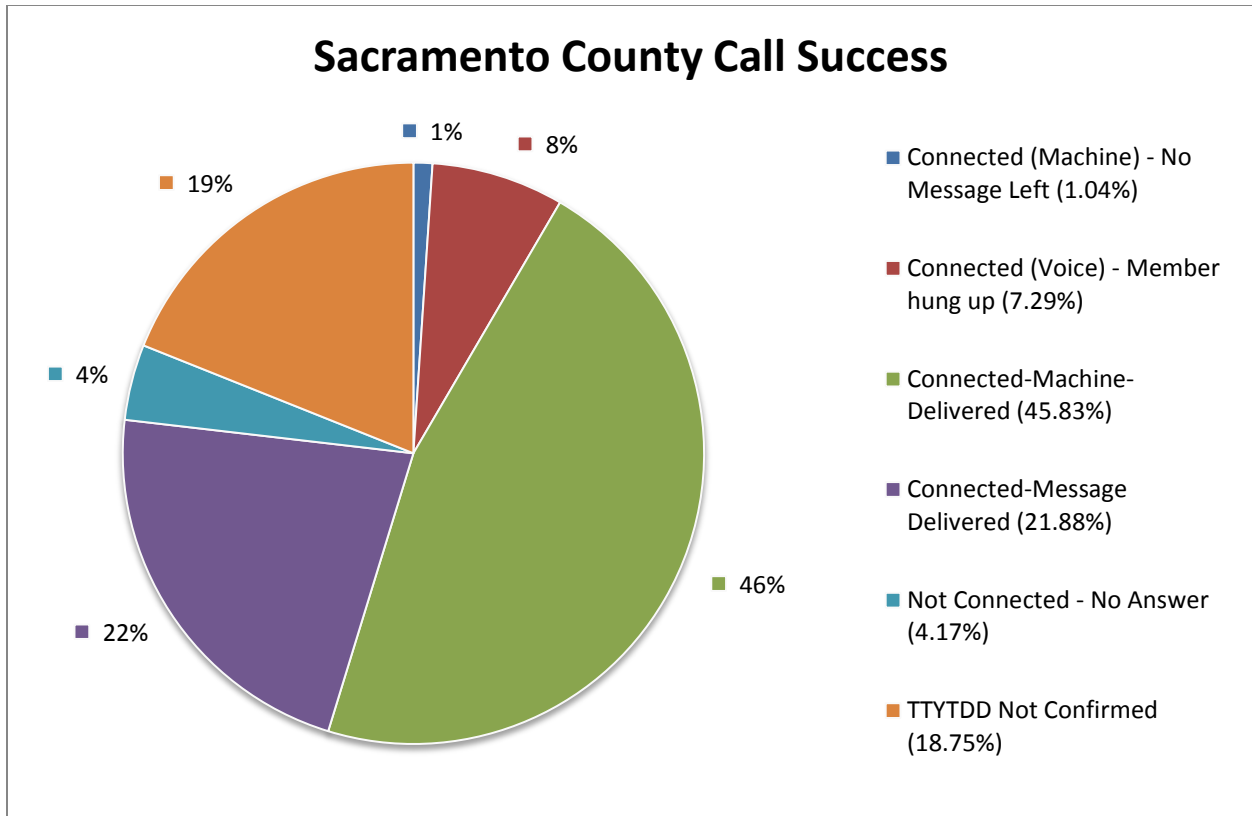
Sacramento County Office of Emergency Services

Successes:

- Launch was pre-programmed and sent
- System was successful in recognizing duplicative information and preventing needless contacts
- Outreach was successful to Access & Functional Needs citizens

Areas for Improvement:

- The send process began 1 minute and 9 seconds after the scheduled start time
- Calls were not completed to 9-1-1 data; a bi-annual schedule for updating data will be implemented as an improvement



Successes:

- Launch was pre-programmed and sent
- System was successful in recognizing duplicative information and preventing needless contacts
- Outreach was successful to Access & Functional Needs citizens (N=18 deliveries)

Areas for Improvement:

- The send process began 2 minutes and 25 seconds after the scheduled start time
- 5% of the call success numbers indicate that a message was not left on the machine even though the message option was enabled

OUTREACH ANALYSIS

Rancho Cordova

| Date | Platform | Reach | Engagement | Engagement Rate | URL Clicks |
|------------|-----------------------|-------|------------|-----------------|------------|
| 10/24/2016 | Facebook | 2892 | 48 | 1.66% | 50 |
| 10/26/2016 | Facebook | 1862 | 25 | 1.34% | 17 |
| 10/24/2016 | Twitter | 588 | 1 | 0.17% | 1 |
| 10/26/2016 | Twitter | 552 | 1 | 0.18% | 0 |
| 10/26/2016 | Twitter | 555 | 2 | 0.36% | 0 |
| Oct-16 | Fresh News | 2144 | 901 | 42.02% | 110 |
| 10/21/2016 | Fresh Alert | 2155 | 931 | 43.20% | 160 |
| 9/28/2016 | Website | 135 | | | |
| 10/14/2016 | Grapevine Independent | 18059 | | | |
| | Internal Email | 308 | | | |

Sacramento County

| Date | Platform | Reach | Engagement | Engagement Rate | URL Clicks |
|------------|------------|--------|------------|-----------------|------------|
| 10/26/2016 | Facebook | 220 | 21 | 9.55% | 12 |
| 10/26/2016 | Facebook | 469 | 9 | 1.92% | 4 |
| 10/25/2016 | Facebook | 66 | 7 | 10.61% | 5 |
| 10/26/2016 | Nextdoor | 113748 | 1341 | 1.18% | |
| 10/26/2016 | Nextdoor | 113748 | 352 | 0.31% | |
| 9/30/2016 | Nextdoor | 113748 | 931 | 0.82% | |
| 10/26/2016 | Twitter | 626 | 33 | 5.27% | 10 |
| 10/26/2016 | Twitter | 553 | 6 | 1.08% | 3 |
| 10/26/2016 | Twitter | 491 | 24 | 4.89% | 4 |
| 10/25/2016 | Twitter | 725 | 21 | 2.90% | 5 |
| 10/26/2016 | Soundcloud | | 942 | | |

Yolo County

| Date | Platform | Reach | Engagement | Engagement Rate | URL Clicks |
|------|--------------|-------|------------|-----------------|------------|
| | Gov Delivery | 1660 | 365 | 21.99% | 62 |
| | Twitter | 3320 | 19 | 0.57% | 9 |
| | Facebook | 1900 | 167 | 8.79% | |

A post was made to Nextdoor.com advising residents that the test had gone out and to respond via a poll whether or not they received the test. The message encouraged those who did not receive the test to register for future alerts.


2016 Sacramento Emergency Alert Test Completed at 10:00 AM

Yes, I received the alert 72%
 No, I'm registering now 28%

VOTE | 1106

Shared with all areas in Sacramento County Office of Emergency Services in General

★ Petra, Theresa, CHARLOTTE, and 208 others thanked you

 **SacramentoOES** ✓
@SacramentoOES

Did you hear this at 10 AM? [LISTEN]
[soundcloud.com/sacoes/2016-sa ...](https://soundcloud.com/sacoes/2016-sa...) If not,
register for Alerts at sacramento-alert.org

67% Yes, I received it!


33% No, I'm registering now!

9 votes • Final results


RETWEETS 3 LIKE 1

11:15 AM - 26 Oct 2016

3 1 1 3 ...

 **Sacramento Office of Emergency Services** ✓
Published by SoundCloud [?] · October 26 at 11:13am · 🌐

Did you receive this alert this morning? If not, be sure to register at
www.Sacramento-Alert.org so that you can receive urgent alerts in the
future! [Click link to LISTEN]

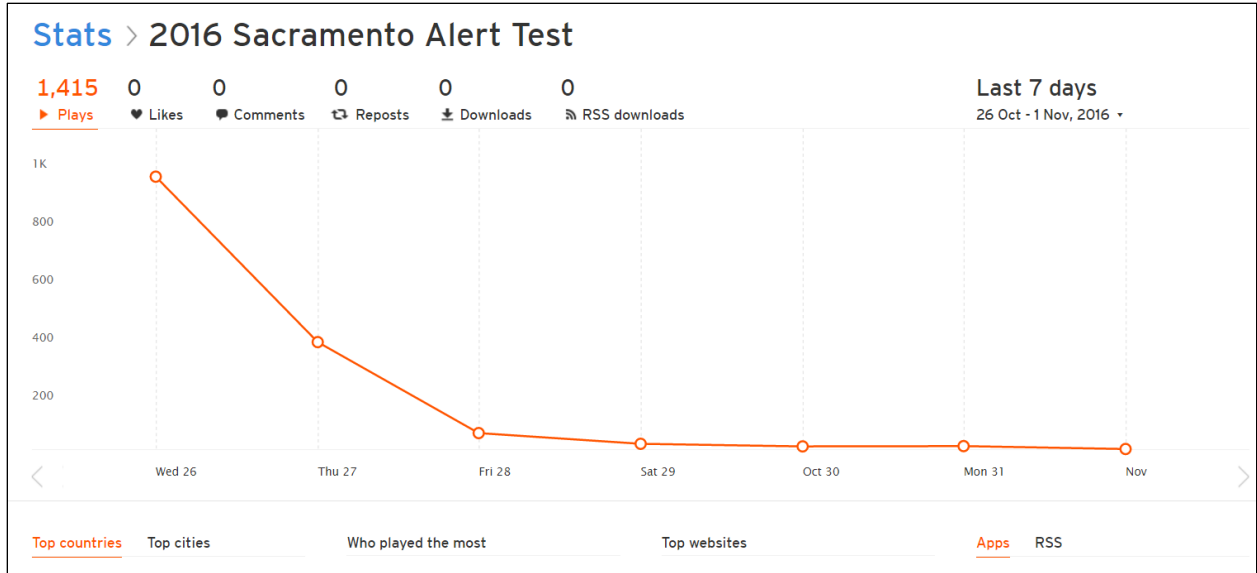


2016 Sacramento Alert Test

This is a recording of the test of the Sacramento County Office of Emergency Services
Emergency Alert within Sacramento County on October 26, 2016 at 10:00 AM

SOUNDCLOUD.COM | BY SACOES

220 people reached Boost Post



ANALYSIS OF CORE CAPABILITIES

Aligning exercise objectives and core capabilities provides a consistent taxonomy for evaluation that transcends individual exercises to support preparedness reporting and trend analysis. Table 1 includes the exercise objectives, aligned core capabilities, and performance ratings for each core capability as observed during the exercise and determined by the evaluation team.

| Objective | Core Capability | Performance |
|---|--------------------------------|-------------|
| To ensure successful operation of a large-scale launch of the Everbridge system (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area. | Public Information and Warning | P |
| To test the ability of agencies to create an alert specific to their jurisdiction's boundaries | Public Information and Warning | S |
| To promote Flood Preparedness during Flood Preparedness Week through a test of the alert system that would give warnings during potential flood events. | Public Information and Warning | P |
| To work with local media and promote the test so the public has ample warning regarding the alert notification. | Public Information and Warning | S |
| To ensure redundancy of capabilities by utilizing social media messaging and managing operations within a JIC | Public Information and Warning | P |
| <p>Ratings Definitions:</p> <ul style="list-style-type: none"> • Performed without Challenges (P): The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws. • Performed with Some Challenges (S): The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws; however, opportunities to enhance effectiveness and/or efficiency were identified. • Performed with Major Challenges (M): The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s), but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks for the public or for emergency workers; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws. • Unable to be Performed (U): The targets and critical tasks associated with the core capability were not performed in a manner that achieved the objective(s). | | |

Table 1. Summary of Core Capability Performance

The following sections provide an overview of the performance related to each exercise objective and associated core capability, highlighting strengths and areas for improvement.

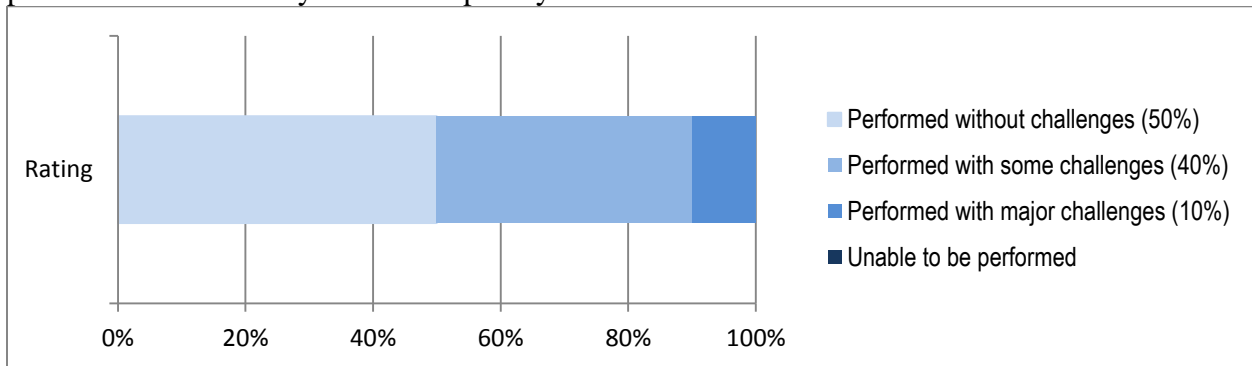
Core Capability: Public Information and Warning

Objectives:

1. To ensure successful operation of a large-scale launch of the Everbridge system (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area.
2. To test the ability of agencies to create an alert specific to their jurisdiction’s boundaries
3. To promote Flood Preparedness during Flood Preparedness Week through a test of the alert system that would give warnings during potential flood events.
4. To work with local media and promote the test so the public has ample warning regarding the alert notification.
5. To ensure redundancy of capabilities regarding social media messaging and operations within a JIC.

Objective One Analysis

Do you believe the objective: To ensure successful operation of a large-scale launch of the Everbridge system (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area was performed satisfactorily? Please explain your selection.

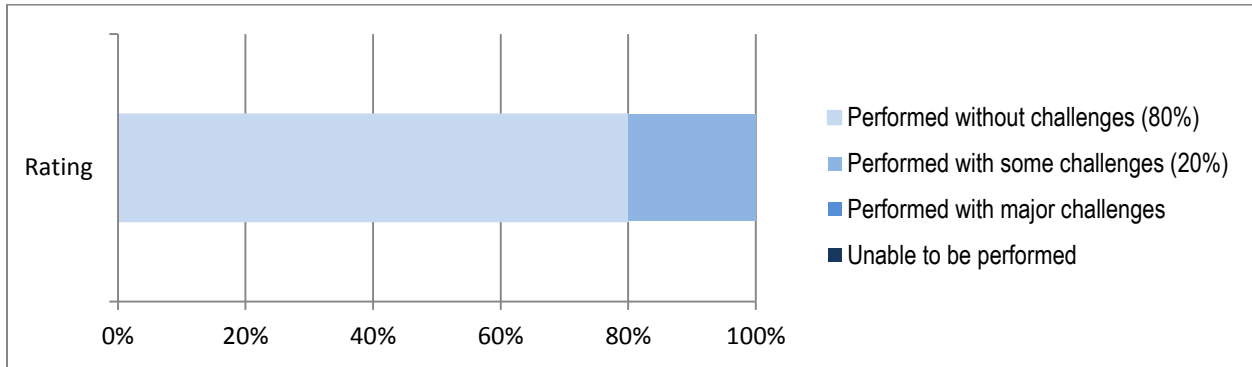


Comments

- We didn't end up doing a large scale launch of the system, because we only did opt-ins. Had we completed a large scale launch of all numbers, we could have truly tested the systems capability.
- I think most of the challenges came in trying to communicate this with three different counties and a bunch of cities all involved, and everybody kind of doing their own unique thing.
- The ability for Everbridge to successfully deploy SEVERAL small scale alerts appeared to be very successful. The Everbridge Record message via Phone features was problematic. Not operational or crashed during attempts to make a phone recording. Ended up uploading an audio file. Max audio file sizes need to be increased dramatically.
- main number of 916-498-1000 was given out for Yolo County, which caused some confusion for a caller, because they were not hearing the set recording about the Alert, that was on the test number 844.714.5269 minimal number of calls affected.
- A uniform message in a three county launch proved to be challenging. Recommend local PIOs work as a team more regularly during exercises to test this ability

Objective Two Analysis

Do you believe the objective: To test the ability of agencies to create an alert specific to their jurisdiction's boundaries was performed satisfactorily? Please explain your selection.

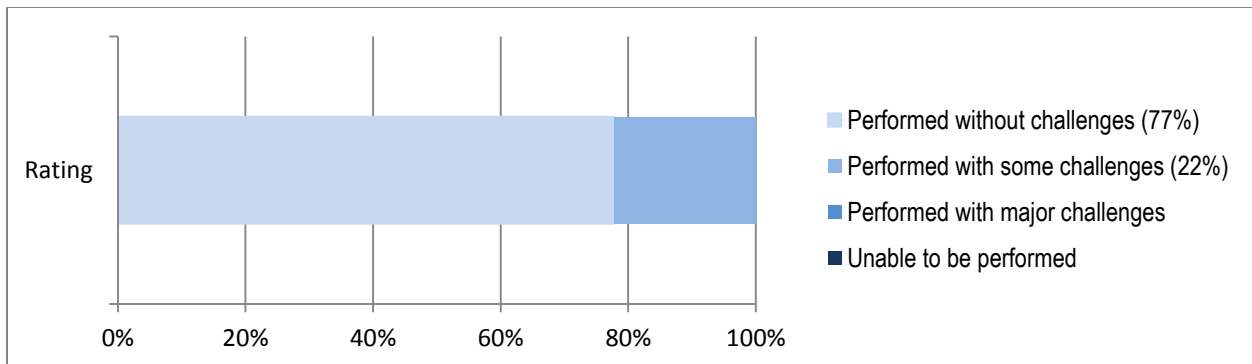


Comments

- We perform tests every month, so the only new piece for this exercise was selecting the boundaries of our city. No issues.
- We did it... but I can't speak to if it was challenging or not. But the survey doesn't have a 'don't know' option.
- The alert was performed successfully without any obstacles.
- The actual test launched very well but the setup of the tests was met with some configuration challenges needing to be addressed last minute by system administrators

Objective Three Analysis

Do you believe the objective: To promote Flood Preparedness during Flood Preparedness Week through a test of the alert system that would give warnings during potential flood events was performed satisfactorily? Please explain your selection.



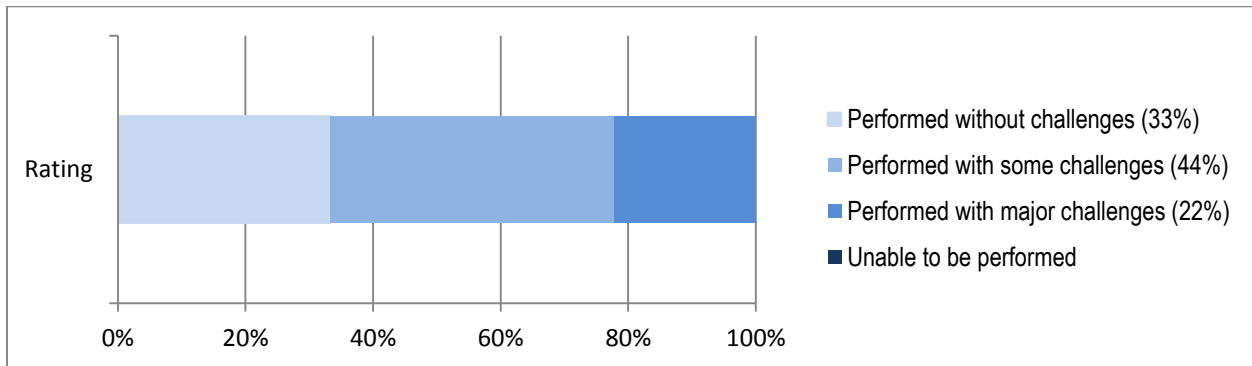
Comments

- I think the "flood" message was muted, the opt-in message for emergencies was received though
- Just coordination challenges...

- I do not think this mimicked a LARGE scale notification. A true flood emergency would be sent to tens of thousands more residents. However, I strongly believe that Everbridge can handle that large scale notification. We have successfully sent out notifications with a 50K+ audience.
- Undecided- an increase in registration in the system was able to be measured but not necessarily whether persons prepared better for a flood based on the message

Objective Four Analysis

Do you believe the objective: To work with local media and promote the test so the public has ample warning regarding the alert notifications was performed satisfactorily? Please explain your selection.

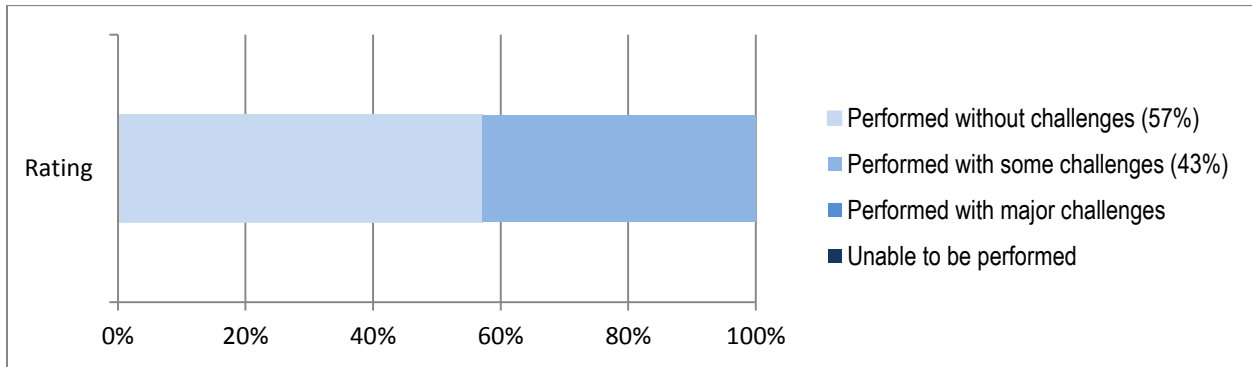


Comments

- I wasn't involved in this area
- I feel there was a lack of communication between agencies to adequately advertise the test. I think there should have been a little more notice to the public as well as Communications Centers on how to prepare for the test.
- Especially considering how early we started planning, it's surprising that we were still struggling over details at the last minute. Not sure we actually got any media coverage other than Davis - but the social media outreach was fantastic. Lots of sign-ups... and lots of engagement on it.
- I am an online news "junkie" and saw very LITTLE articles/stories until the very day or after the event. I think "WE" can do a much better job at "sharing" the "online/opt-in registration". Flyers at grocery stores, gas stations, schools, churches, and any event with large attendees.
- Some callers advised they were not aware that they had signed up.
- Challenges were encountered during message design which led to a later than expected release of the test message
- Getting the initial press release together was problematic with so many entities. Next year should have a template press release that each entity releases on its own, but at a coordinated time.

Objective Five Analysis

Do you believe the objective: To ensure redundancy of communications capabilities by utilizing social media and managing operations within a JIC was performed satisfactorily? Please explain your selection.



Comments

- I think "we" can do a much better job at bringing awareness via social media and individual website. I feel like "we" can do a better job at bringing awareness to online/opt-in registration.
- Not sure - I don't know whether our City had templates tested and or geographic areas tested in a manner that would affirm the system works for our needs. I received duplicate texts and duplicate e-mails - I live in the County and work in the City of Rancho Cordova but the notification was identical.
- Yolo participated virtually with the JIC
- There was some overlap using Nextdoor.com. All entities with social media accounts should be part of the JIC and coordinate social media messaging.

The strengths and areas for improvement for each core capability aligned to this objective are described in this section.

Strengths

This was the first test of its kind requiring cooperation from three counties and cities within each county. Overall, the test was successful in delivering multiple calls from several jurisdictions at once. Sacramento County opted not to include 9-1-1 data, as the data had not been updated in some time.

Areas for Improvement

Most of the challenges experienced with this test was coordination among the counties and cities in term of messaging and the planned delivery of the message; two agencies selected times independent of the focused delivery time of 10:00 AM. This time change was problematic for both the media communicating the time and date of the test to the public, but also in the public's understanding of when or if they should expect the test. Additionally, two agencies did not test

their entire community, but specific neighborhoods within their boundary. This aspect was the most challenging for residents who in response to news media believed they should have received a test and did not.

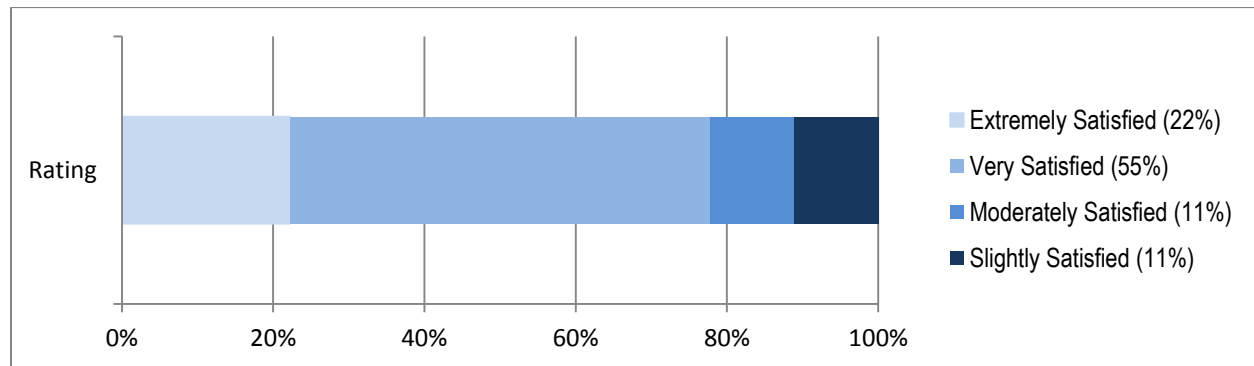
It was discovered during this process that the City of Sacramento owns the URL address for Sacramento-Alert.org. It was determined that the County should transition the rights to this URL from City of Sacramento to Sacramento County for maintenance.

PARTICIPANT SURVEY

Participants were asked a series of questions regarding the execution of the exercise. A small sample of participants (N=10) participated in the survey.

Question 6

Overall, how satisfied were you with the test of the emergency alert system? Please describe the reasoning for your response in the comments.



Question 6 comments

- Satisfied because I think it identified some concerns/problems that should be evaluated, and changes made, if necessary.
- We did get several opt-ins, so that part of the exercise was good. The communication from OES to the agencies was slim and then communication went directly to the Chief and other older contacts for the Department.
- I think it was good to do - but so complicated to coordinate the communications and who was doing what and get one press release that made sense. I think we'd be better off doing it separately in the future to avoid any fears of blowing up the system, and to simplify how many 'yes's' we need before we can distribute the info.
- I feel the test went well. Our notification audience didn't really reflect a "large" scale notification, but was obviously successful with several agencies sending out a broadcast at the same time.
- Our Specialists responded with timely and correct information to callers. We felt we could contact County OES at any time for assistance.
- Yolo is still doing analysis on messages that didn't send (and why)...but data supports that the message successfully sent

APPENDIX A: IMPROVEMENT PLAN

This IP has been developed specifically for Sacramento County as a result of the Regional Mass Notification Test. All corrective actions are entered into WebEOC for tracking over time.

| Core Capability | Issue/Area for Improvement | Corrective Action | Capability Element ¹ | Primary Responsible Organization | Organization POC | Start Date | Completion Date |
|-----------------------------------|--------------------------------|---|---------------------------------|----------------------------------|---|------------|-----------------|
| 1: Public Information and Warning | Low Opt-In Rates | Establish a sign-up campaign at regular intervals; establish materials and protocols to promote registrations during anticipated severe weather | Planning | Sacramento County JIC | C. Andis | | |
| | Non-standardized alert times | Ensure all agencies select a single time for delivery of messages | Organization | All Counties | M.J. Flynn D. Carey J. McEldowney | | |
| | Sacramento-Alert.org ownership | Transfer ownership of the Sacramento-Alert.org URL from the City of Sacramento to Sacramento County OES | Equipment | City of Sacramento OES | S. Winton | | |
| | 9-1-1 Data Currency | Establish a system to update 9-1-1 data at least twice each year within Sacramento County in October and March | Equipment | Sacramento County OES | M.J. Flynn | | |

¹ Capability Elements are: Planning, Organization, Equipment, Training, or Exercise.

| | | | | | | | |
|--|-------------------------|---|-----------|-----------------------|-------------|--|--|
| | Timing of Press Release | Maintain consistency with previous JIC work in coordinating key messages; but each agency is responsible for their own release rather than a multi-agency release | Planning | Sacramento County JIC | C. Andis | | |
| | Simplified web address | <p>Available: SacRegionAlert.net, .info, .us., .com, .org</p> <p>Available: SacAlert.net, .info,</p> <p>Available: AlertSacramento.net, .info .co, .us, .org</p> <p>Available: AlertSac.net, .org, .info</p> <p>Consider purchasing additional domains to make communicating the web address easier for the public.</p> | Equipment | Sacramento County OES | S. Cantelme | | |

| | | | | | | | |
|--|-----------------|--|----------|-----------------------|----------|--|--|
| | Live Interviews | Test message was set for 10:00 AM, however, the live interview was at 8:30 AM. The reporter was hoping for footage of us launching the test and/or a phone ringing. Future interviews may need to incorporate the scheduling of the test or timed with the actual test delivery. | Planning | Sacramento County JIC | C. Andis | | |
|--|-----------------|--|----------|-----------------------|----------|--|--|