

Tri-County Alerting System Test

After Action Report Improvement Plan

Regional Mass Notification Test



4/14/2023

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EXECUTIVE SUMMARY

The counties of Sacramento, Placer and Yolo participated in a region-wide test of the Tri-County Alerting System. This system is the local public notification system for, and financially supported by, all three counties. At 10:20 a.m. on Thursday, August 25th, 2022 the counties conducted tests of the alert system, contacting residents whom opted-in, as well as reverse 9-1-1. This exercise also included the first time each county had sent a LIVE test message via Wireless Emergency Alert (WEA).

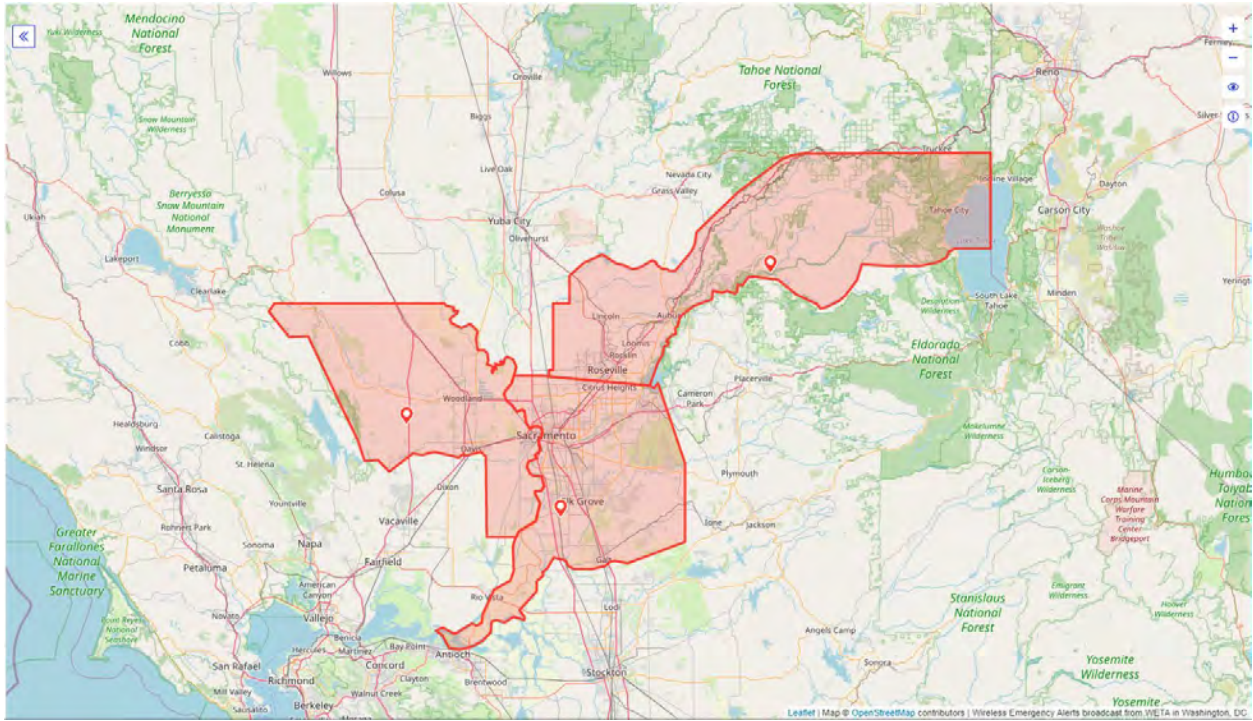
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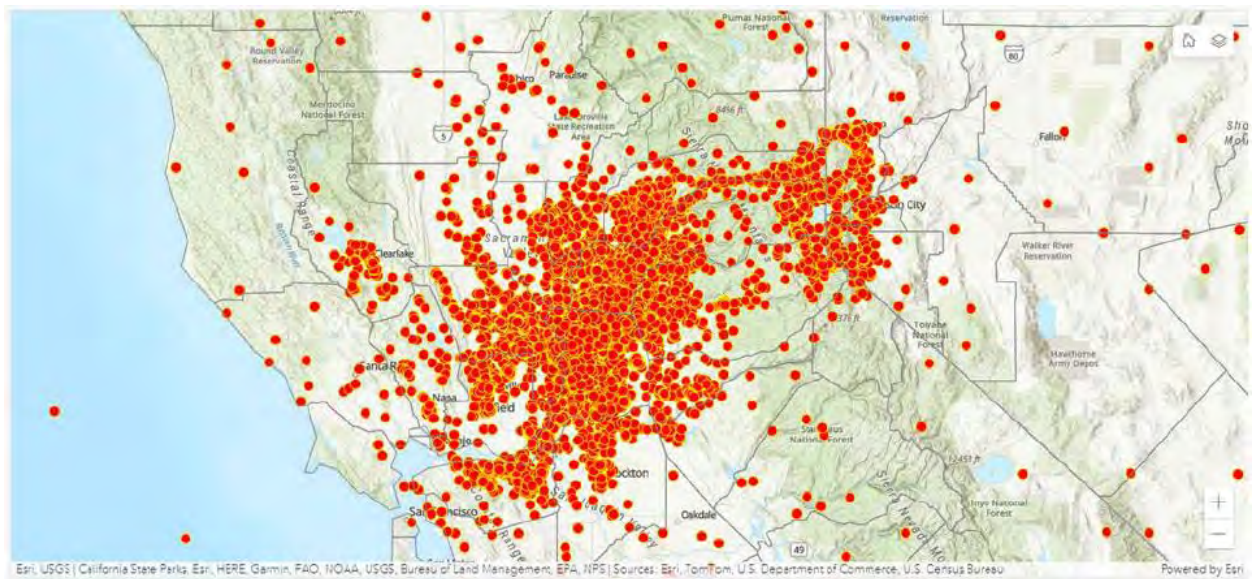
EXERCISE OVERVIEW

Exercise Name	Regional Mass Notification Test (Tri-County Alerting System Test)	
Exercise Dates	August 25th, 2022, 10:20 a.m.	
Scope	This is a full-scale, real-world test of the Tri-County Alerting System (to include WEA) 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 Tri-County Alerting 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 Test each agencies ability to send a LIVE WEA message Better understand the “spread” of a WEA outside the targeted area 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 / Hazard	Any	
Scenario	Real-world tri-county test of the Tri-County Alerting System	
Sponsor	Sacramento County Office of Emergency Services	
Funding	General Fund	
Participating Organizations	Placer County Sheriff’s Office Placer County Office of Emergency Services Sacramento County Office of Emergency Services Yolo County Office of Emergency Services	City of Citrus Heights City of Elk Grove City of Folsom City of Galt City of Isleton City of Rancho Cordova
Point of Contact	Jason R. D’Alessio Sacramento County Office of Emergency Services dalessioj@saccounty.gov (916) 874-7043 office; (503) 877-8792 cell	

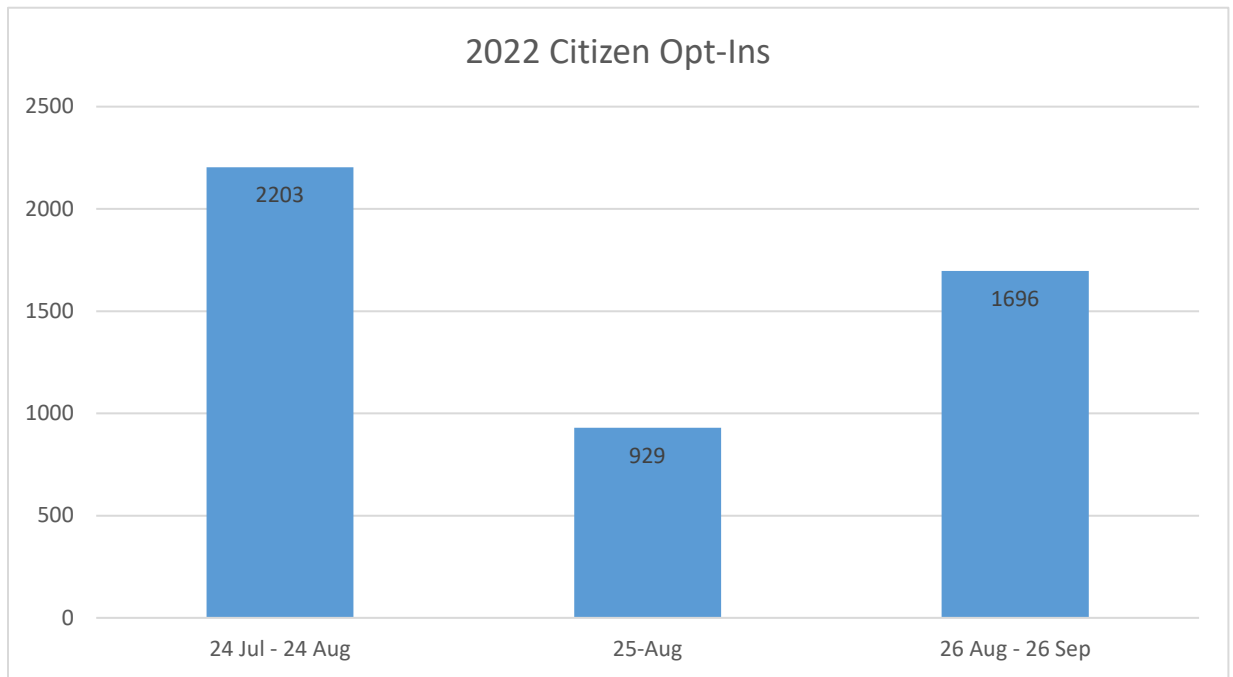
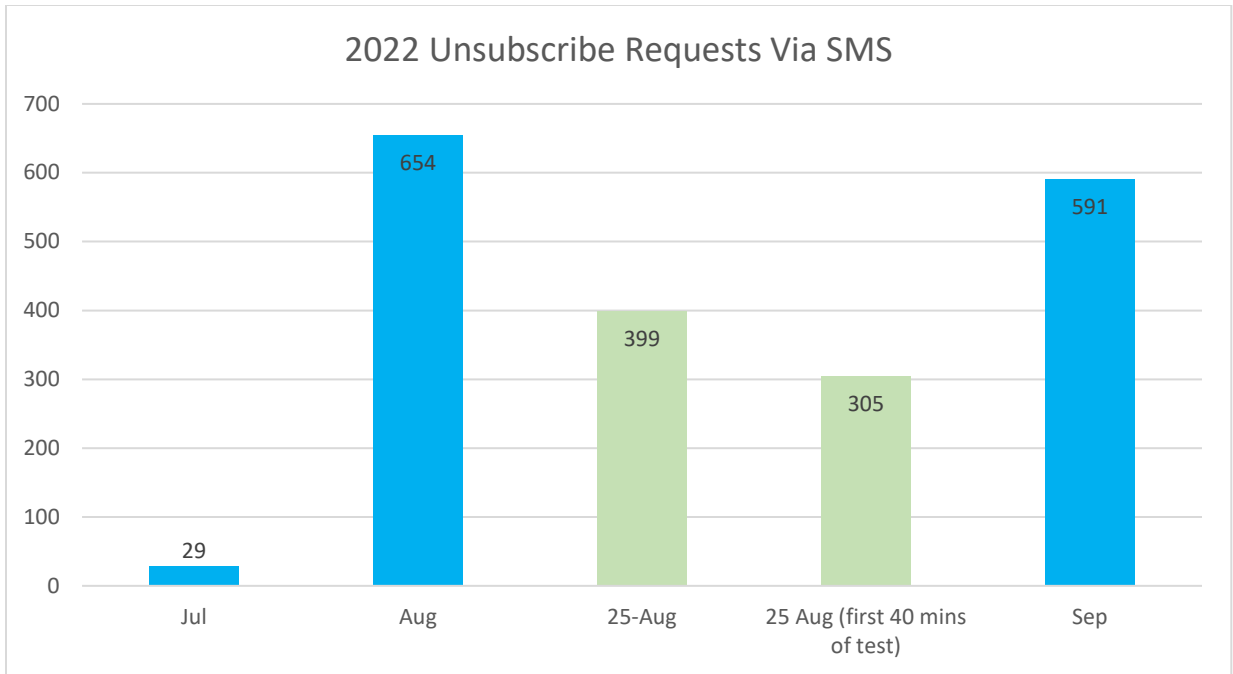
DATA ANALYSIS

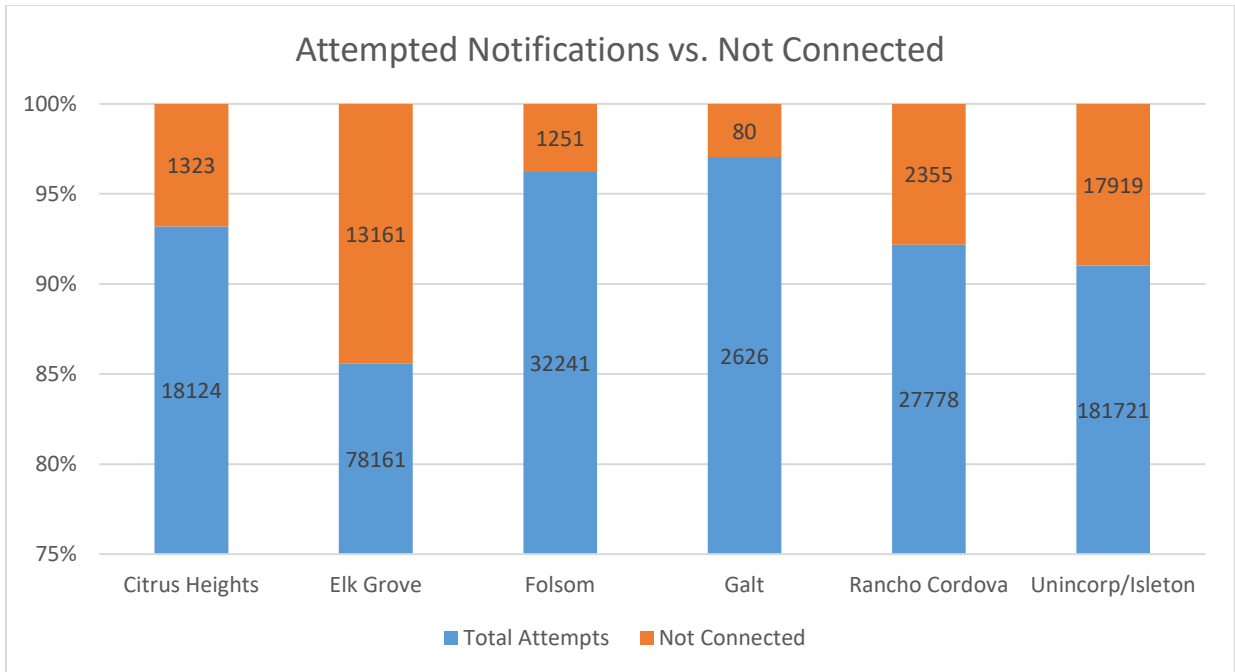


Targeted county boundaries for test Wireless Emergency Alerts.

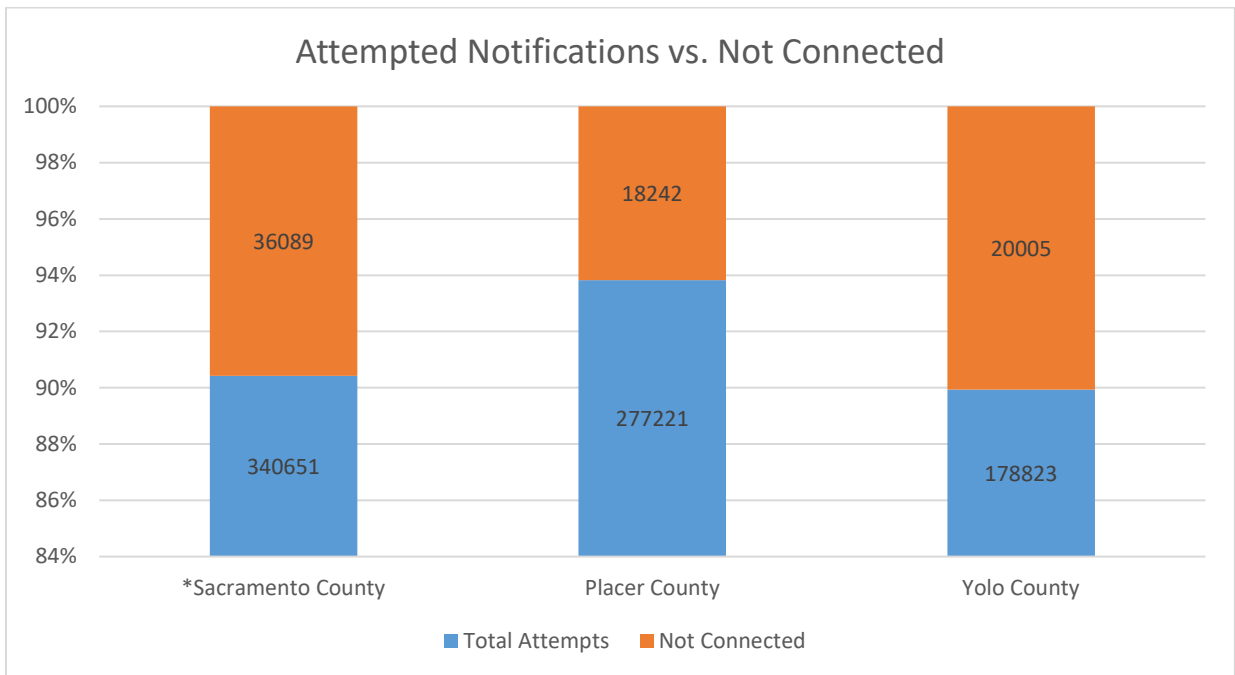


Citizen reported locations for receiving the test Sacramento, Yolo and Placer Wireless Emergency Alerts.

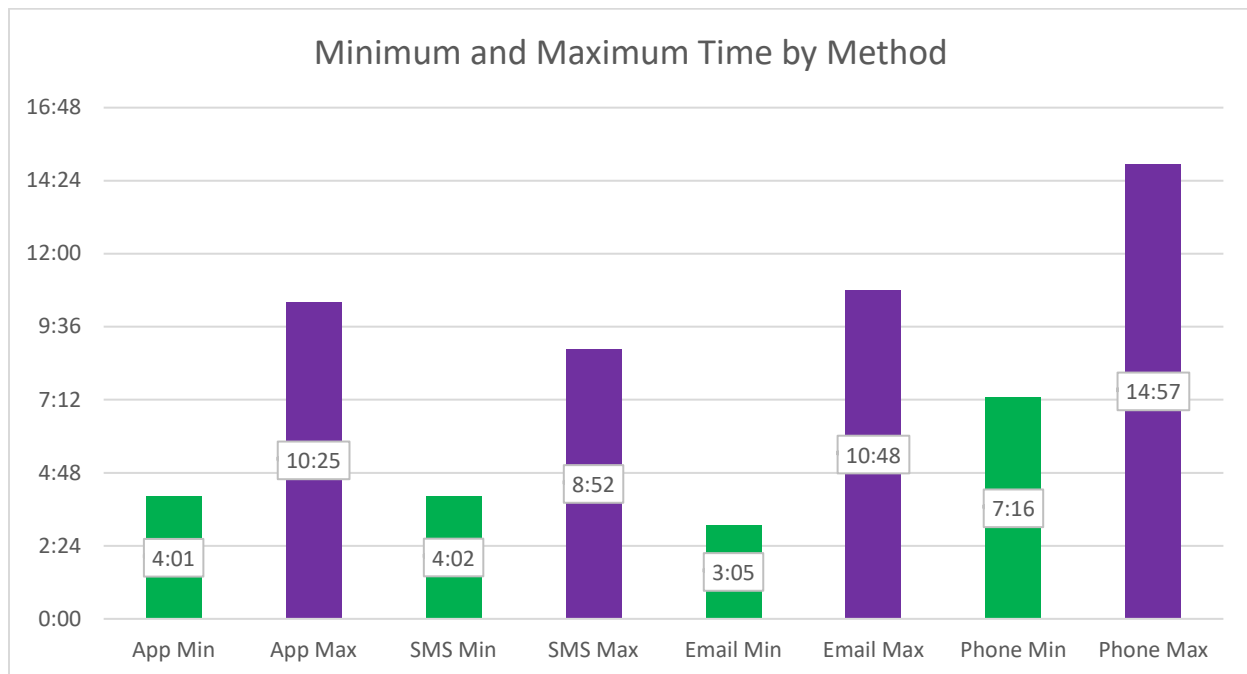
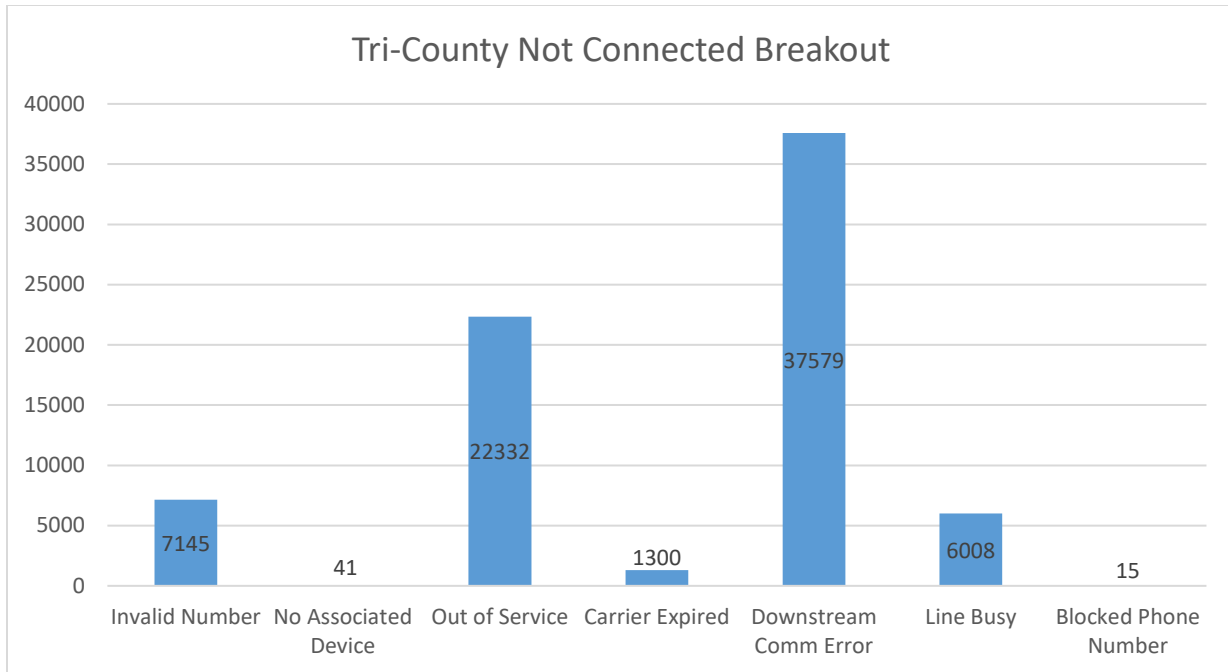




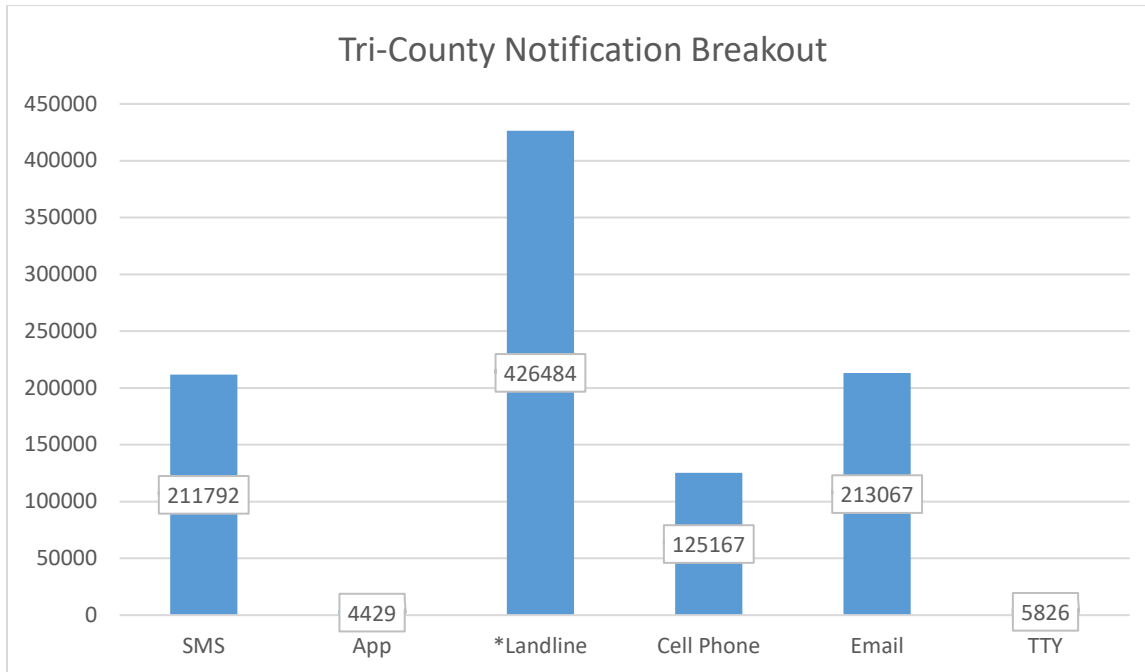
*Sacramento City did not participate in this test (population ~ 550,000)



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Times based on shortest and longest times per method from all exercise participants.



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*Numbers may be skewed depending on which data field was populated in Citizen Portal (i.e. cell phone numbered entered as “home” or “other” Phone).

Tri-County Messaging

On August 25th, 2022 the Sacramento, Yolo and Placer Operational Areas and incorporated cities launched the Tri-County Alerting System to Opt-In and 9-1-1 residential databases. Operational Areas also sent a live WEA to their respective residents. Sacramento City did not participate in this test.

Message

The message consisted of separate Text, E-mail and WEA messages.

Text Message Sent

[SacAlert; PCSO; YOLO] [JURISDICTION'S NAME] is conducting a Test of the Emergency Alert system. THIS IS ONLY A TEST. No action required. Thank you.

E-mail/Voice Message Sent

The [JURISDICTION'S NAME] is conducting a test of the Regional Mass Notification System.

This test exercises our ability to deliver emergency notifications to residents during a disaster. During an actual emergency, important information will be sent to you through this system. If you do not receive a message today on one of your phones or email accounts and would like to, go to [www.sacramento-alert.org; www.yolo-alert.org; www.placer-alert.org] and download the Everbridge App to receive notifications through your smartphone Google Play Store at: <https://play.google.com/store/apps/details?id=com.everbridge.mobile.iv.recipient&hl=en> and Apple iOS iTunes Store at: <https://itunes.apple.com/us/app/everbridge/id565859420?mt=8>

We encourage you to share this e-mail with your friends and family members living within Sacramento, Yolo and Placer Counties. If you have questions about the Mass Notification System, please visit [www.sacramento-alert.org; www.yolo-alert.org; www.placer-alert.org] or contact [PHONE #]. You may also call Sacramento County 2-1-1 for more information. [City jurisdictions should publicize their hotline for local calls and questions].

Thank you.

[JURISDICTION'S NAME]

Send Parameters

The message was sent to all devices in the system using the County and City boundary shape files limited to Opt-In registrations and 9-1-1 databases. One minute intervals for delivery methods were used with no confirmation required.

WEA (90 Characters)

This is [Sacramento; Yolo; Place] County's TEST of the Wireless Emergency Alert system. Only a test.

WEA (360 Characters)

This is [Sacramento; Yolo; Place] County TEST of the Wireless Emergency Alert system. Help us understand how far our message went by logging your location at the time of the message at (<https://bit.ly/WEAalert>).

Strengths

Sacramento County identified the following Strengths:

- Launch was pre-programmed using shapefiles and sent on time
- WEA was successfully launched and received by intended targets
- More legitimacy in caller ID associated with “833” alerting number (2022 improvement area)
- System was successful in recognizing duplicative information and preventing needless contacts
- The send process began immediately
- Text verbiage was preceded by “SacAlert” to help residents feel comfortable with text legitimacy

Area for Improvement 1: WEA Survey Error

A survey link was included in the 360 character WEA, but when residents tried to access the link, many received a “400 Error Unknown” message.

Recommendation:

Ensure survey provider can handle a large amount of people accessing at one time or stagger the County WEA alerts and surveys. One option may be to purchase Premium Feature Data Store for ArcGIS Online in order to handle the large amounts of data in a short amount of time.

Area for Improvement 2: WEA Spread

WEAs sent to Sacramento, Yolo and Placer counties were received (based on survey responses) off the coast of San Francisco to the west, Nevada to the east, Tehama County to the north, and San Joaquin County to the south.

Recommendation:

Continue to monitor FEMA IPAWS, mobile carrier and FCC updates related to location requirements on mobile phones.

Area for Improvement 3: Public Awareness of Exercise

According to the survey, a small portion of the population was aware that the 25 Aug exercise was about to happen.

Recommendation:

Work closely with Public Information Officers and community partners to publicize the exercise well ahead of time and by all available means (media, social media, websites, emails, flyers, etc.)

OUTREACH ANALYSIS

Sacramento County (24 Aug 2022)

Facebook

<https://www.facebook.com/SacramentoCounty/posts/pfbid02bcjpTRivDxU9hRkUW1XJoTBqriFbKqjNgWC2H23RLxKqbLjEKNDKhA3fAGkUWful>

- Share - 11
- Like - 32
- Comment - 13
- Other Clicks - 51
- Photo Clicks - 8
- Link Clicks – 24

<https://www.facebook.com/SacramentoCounty/posts/pfbid02NFnXpEgZsW5jjmfW6aRU9tXFey3w4FibEVsR15ZodJU8EvnJ8Rhy9zk27n59UB6pl>

- Share - 2
- Like - 12
- Comment - 8
- Other Clicks - 107
- Photo Clicks - 8
- Link Clicks – 24

Twitter

<https://twitter.com/SacCountyCA/status/1562588683210870785>

- Retweets - 5
- Likes - 6
- Link Clicks - 23
- Details Expand - 49
- Impressions – 3,112
- Engagements - 89

<https://twitter.com/SacCountyCA/status/1562833192498868227/analytics>

- Retweets - 1
- Likes - 6
- Link Clicks - 0
- Details Expand - 34
- Impressions – 1972
- Engagements - 57

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 Tri-County Alerting System: (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area	Public Information / Warning	P
To test the ability of agencies to create an alert specific to their jurisdiction’s boundaries	Public Information / Warning	P
Test each agencies ability to send a LIVE WEA message	Public Information / Warning	P
Better understand the “spread” of a WEA outside the targeted area	Public Information / Warning	S
To work with local media and promote the test so the public has ample warning regarding the alert notification	Public Information / Warning	P
To ensure redundancy of capabilities by utilizing social media messaging and managing operations within a JIC	Public Information / 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

CITIZEN SURVEY

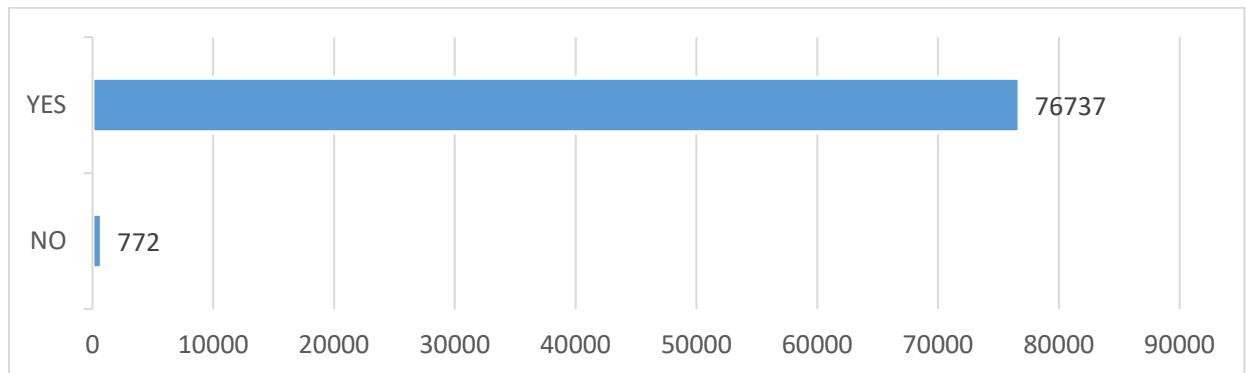
A survey was sent to citizens via the 360-character WEA. Citizens were asked a series of questions regarding the receipt of WEA messages. 77,509 citizens participated in the survey.

Survey Questions

1. Did you receive an alert on August 25th?
2. Did you know about the alert prior to August 25th?
3. What time did you receive the alert?
4. Did you receive the alert on your cell phone?
5. Who is your mobile carrier?
6. What is your mobile operating system?
7. Did you receive the alert in any other way?
8. How did you get to this survey?
9. Are you a resident or visitor?
10. Any comments, questions, or concerns?
11. Which alert did you receive?
12. County Point Located In

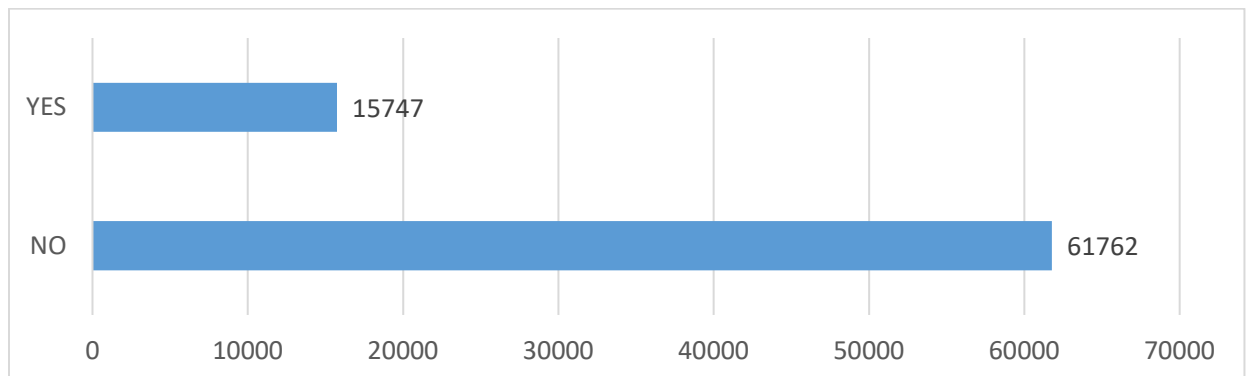
Survey Question One Results

Did you receive an alert on August 25th?



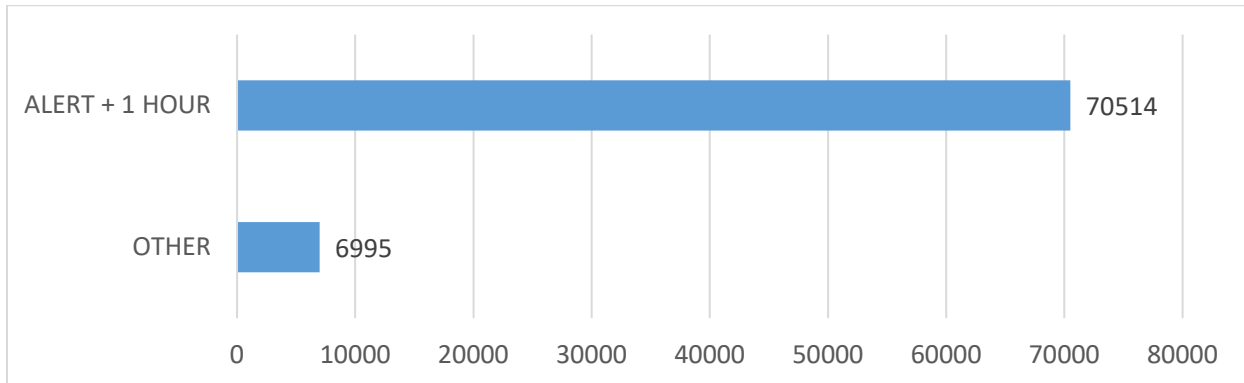
Survey Question Two Results

Did you know about the alert prior to August 25th?



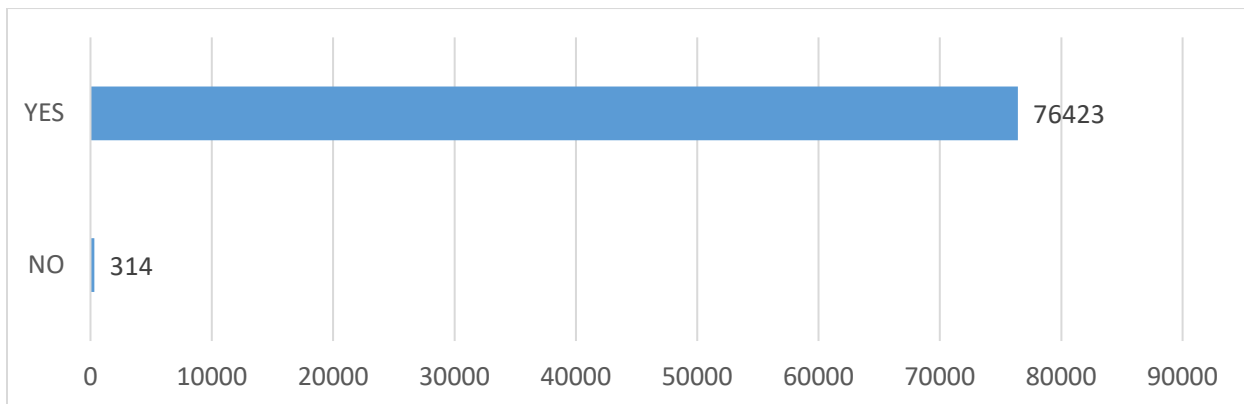
Survey Question Three Results

What time did you receive the alert?



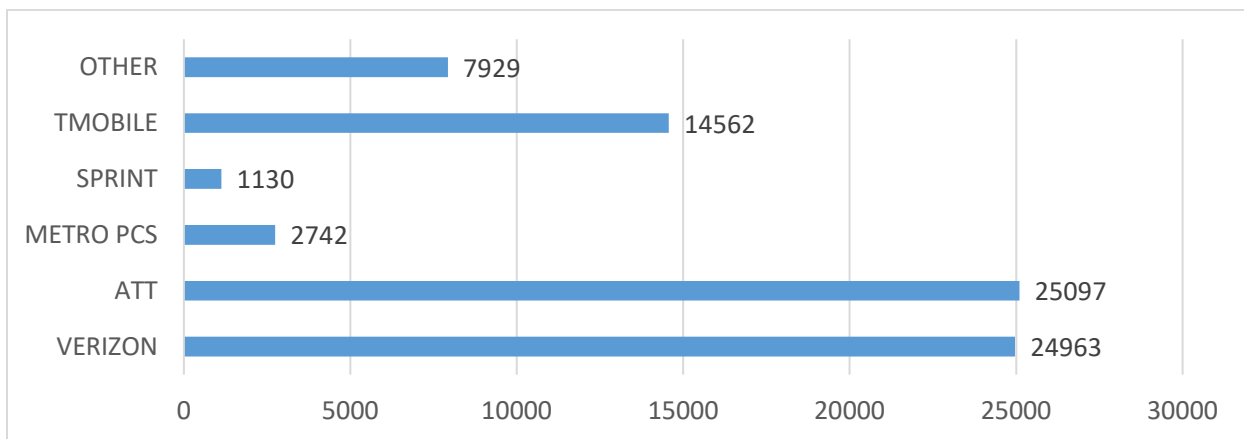
Survey Question Four Results

Did you receive the alert on your cell phone?



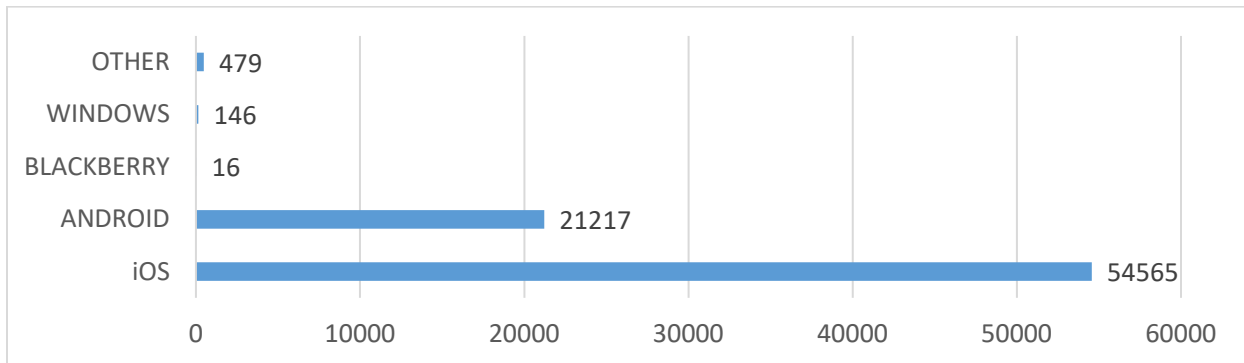
Survey Question Five Results

Who is your mobile carrier?



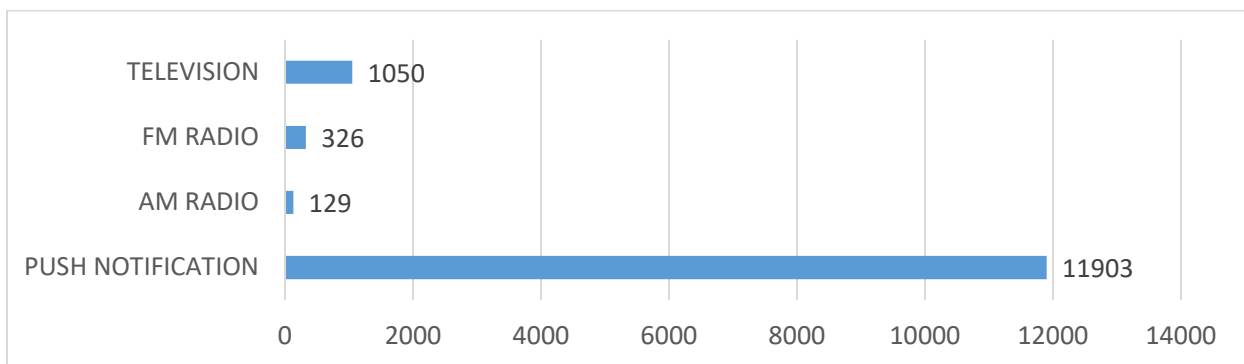
Survey Question Six Results

What is your mobile operating system?



Survey Question Seven Results

Did you receive the alert in any other way?



*Citizens may have received alerts via multiple ways (i.e. television and push notification)

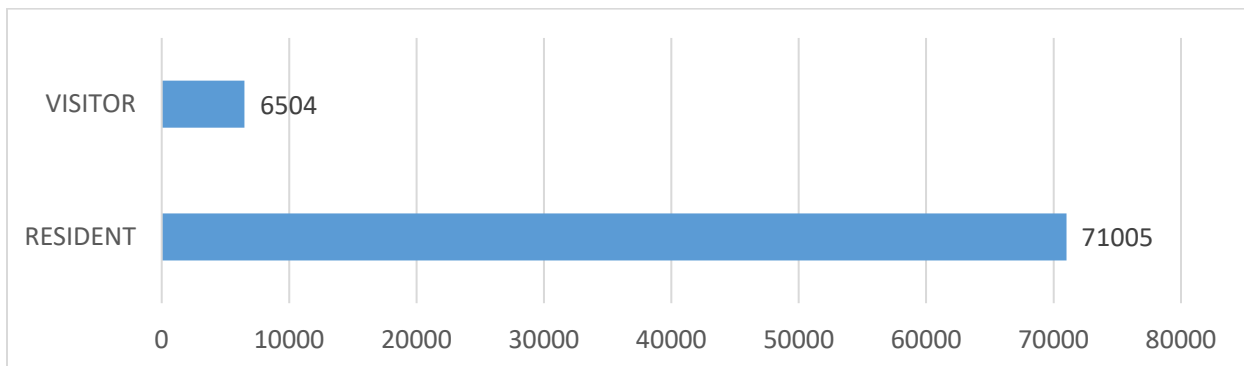
Survey Question Eight Results

How did you get to this survey?

Survey responses were too varied to consolidate into a graph.

Survey Question Nine Results

Are you a resident or visitor?



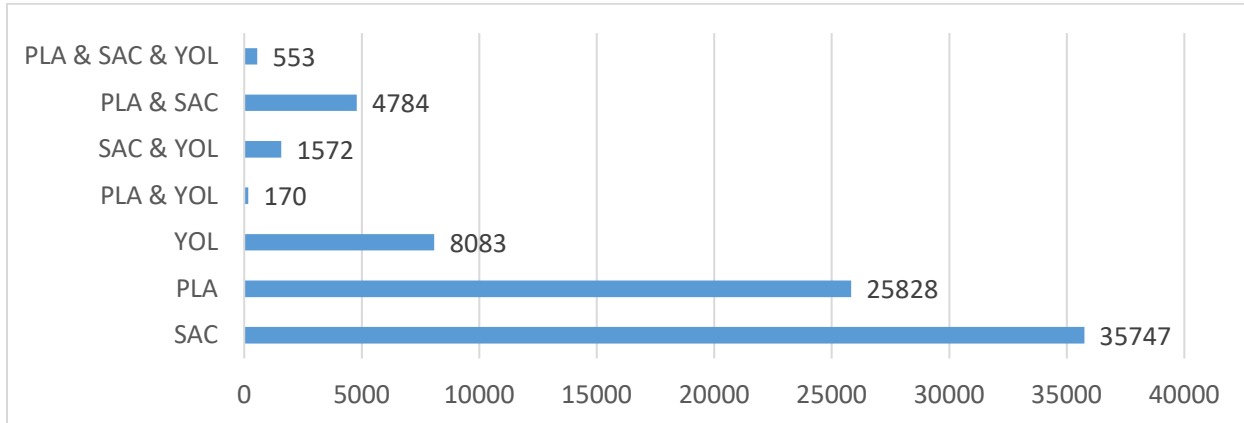
Survey Question Ten Results

Any comments, questions, or concerns?

Survey responses were too varied to consolidate into a graph.

Survey Question Eleven Results

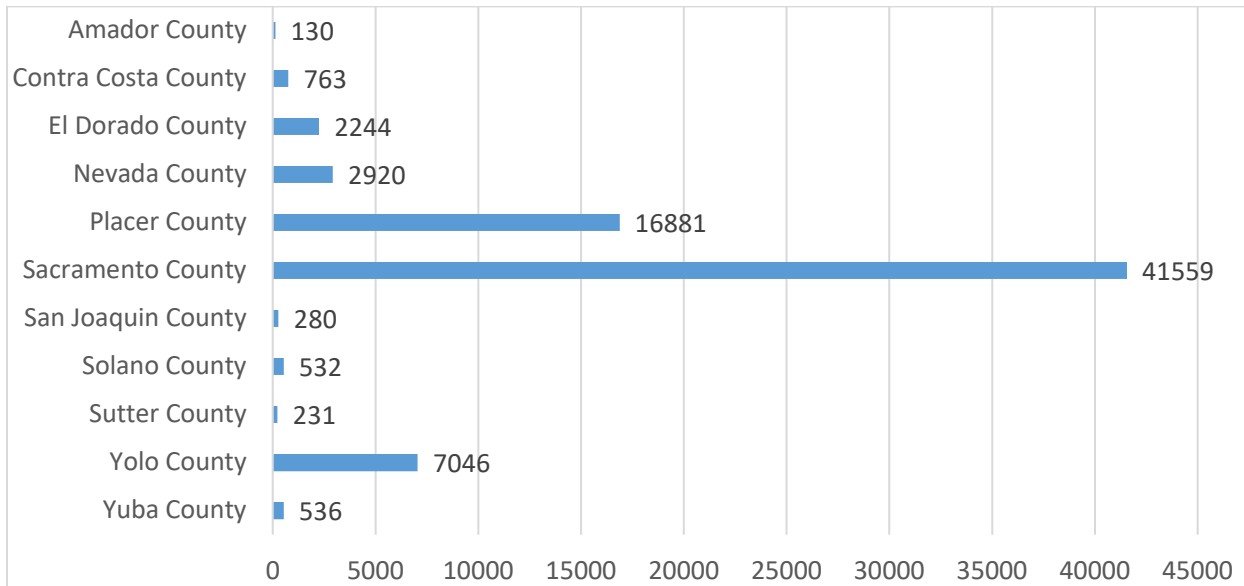
Which alert did you receive?



SAC = Sacramento County, PLA = Placer County, YOL = Yolo County

Survey Question Twelve Results

County Point Located In?



*Chart only displays those counties with over 100 respondents.

APPENDIX A: IMPROVEMENT PLAN

This IP has been developed specifically for Sacramento, Yolo and Placer Counties as a result of the Tri-County Alerting System Test. Capability Elements are: Planning, Organization, Equipment, Training, or Exercise

Core Capability	Issue/Area for Improvement	Corrective Action	Capability Element	Primary Responsible Organization	Organization POC	Start Date	Completion Date
1: Public Information and Warning	1: WEA Survey Error	Ensure survey provider can handle a large amount of people accessing at one time or stagger the County WEA alerts and surveys. One option may be to purchase Premium Feature Data Store for ArcGIS Online in order to handle the large amounts of data in a short amount of time.	Planning/ Equipment	Sacramento County OES	Jason D'Alessio	Aug 2022	Alert Test 2023
	2: WEA Spread	Continue to monitor FEMA IPAWS, mobile carrier and FCC updates related to location requirements on mobile phones.	Equipment	Sacramento County OES	Jason D'Alessio	Aug 2022	Alert Test 2023
	3: Public Awareness of Exercise	Work closely with Pubic Information Officers and community partners to publicize the exercise well ahead of time and by all available means (media, social media, websites, emails, flyers, etc.)	Planning	Sacramento County OES	Jason D'Alessio	Aug 2022	Alert Test 2023