

Tri-County Alerting System Test

After Action Report Improvement Plan

Regional Mass Notification Test



12/14/2020

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EXECUTIVE SUMMARY

The counties of Sacramento, Placer and Yolo participated in a region-wide test of the Everbridge Tri-County Alerting System. This system is the local public notification system for, and financially supported by, all three counties. At 10:15 a.m. on Thursday, October 15, 2020 in conjunction with “The Great California ShakeOut,” the counties conducted tests of the alert system, contacting residents whom opted-in, as well as reverse 9-1-1.

Sacramento County Opt-Ins:	93,088
Placer County Opt-Ins:	64,567
Yolo County Opt-Ins:	30,726
Tri-County Opt-Ins (test + 24 hours):	2,158
Tri-County Opt-Ins since last test (January 15 th , 2019):	78,670
Percentage of growth since last test (January 15 th , 2019	63%
Accounts in Sacramento, Placer and Yolo Counties	536,733

Sacramento County Connections*	
Citrus Heights	18,122
Elk Grove	56,125
Folsom	26,578
Galt	5,149
Isleton	248
Rancho Cordova	54,383
Sacramento	170,601
Unincorporated	148,569
TOTAL	479,775

Placer County Connections*	
Placer County	250,618

Yolo County Connections*	
Yolo County	162,069

*"Attempted" minus "Attempted-Not Connected"

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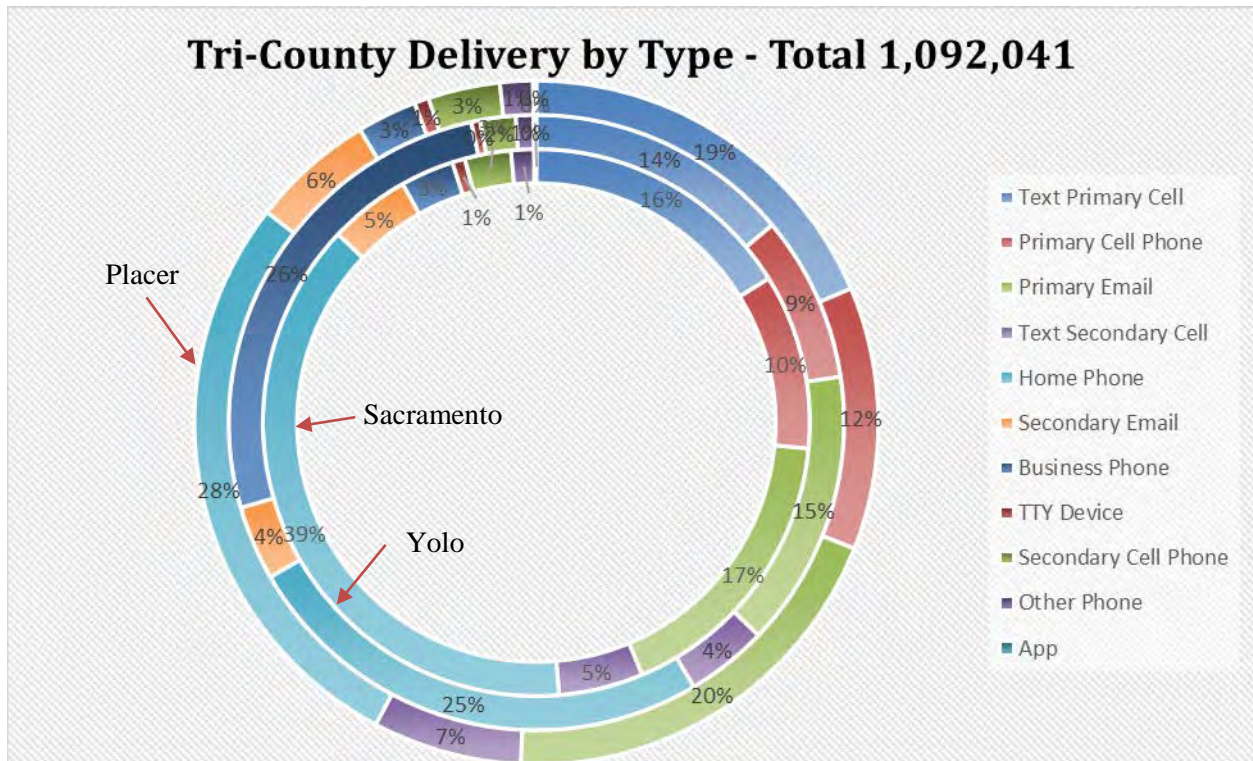
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EXERCISE OVERVIEW

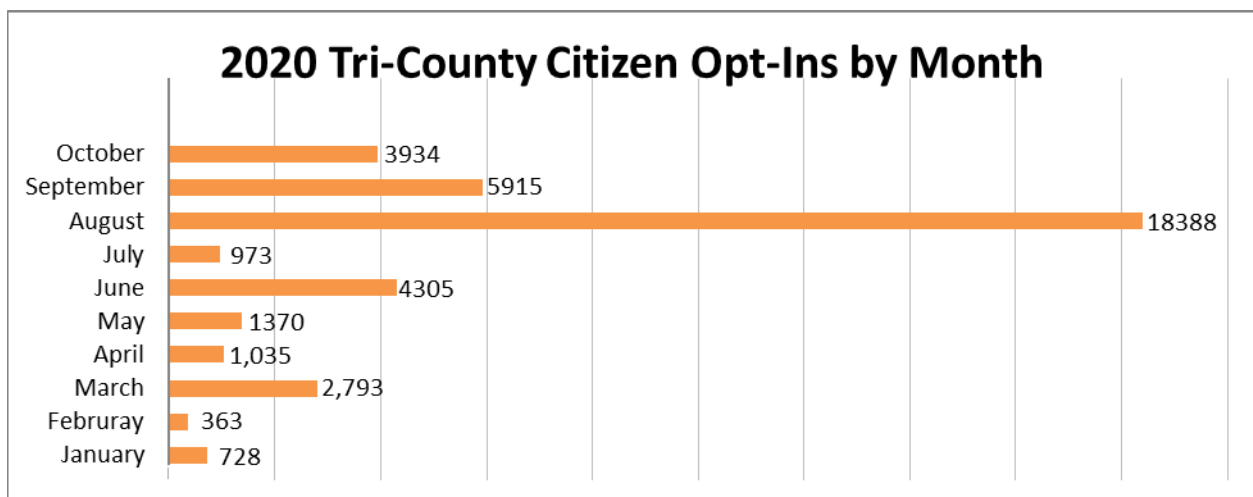
Exercise Name	Regional Mass Notification Test (Everbridge Tri-County Alerting System Test)	
Exercise Dates	October 15, 2020, 10:15 a.m.	
Scope	This is a full-scale, real-world test of the Everbridge Tri-County Alerting System within the counties of Sacramento, Yolo and Placer.	
Mission Area(s)	Response 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 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 To promote earthquake preparedness and risk knowledge during “The <i>Great California ShakeOut</i>” through a test of the alert system that would give warnings during potential earthquake 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 To test the feasibility of transmitting alerts over different medium in multiple languages 	
Threat / Hazard	Earthquake	
Scenario	Real-world tri-county test of the Everbridge 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 Rancho Cordova City of Sacramento
Point of Contact	Jason R. D’Alessio Sacramento County Office of Emergency Services dalessioj@sacoes.org (916) 874-7043 office; (503) 877-8792 cell	

DATA ANALYSIS



Regional Analysis of Notifications - Duration by Method

Sac	First	Last	Total	Yolo	First	Last	Total	Placer	First	Last	Total
Phone	10:15:16	11:08:47	0:53:31	Phone	10:18:19	11:14:59	0:56:40	Phone	10:16:44	11:09:48	0:53:04
Email	10:15:14	10:25:04	0:09:50	Email	10:17:10	10:24:03	0:06:53	Email	10:18:27	10:26:10	0:07:43
Text	10:15:13	10:23:10	0:07:57	Text	10:17:12	10:23:48	0:06:36	Text	10:18:24	10:23:49	0:05:25
App	10:16:13	10:26:11	0:09:58	App	10:17:17	10:25:19	0:08:02	App	10:18:33	10:25:35	0:07:02
Overall	10:15:13	11:08:47	0:53:34	Overall	10:17:10	11:14:59	0:57:49	Overall	10:16:44	11:09:48	0:53:04



Sacramento County

On October 15, 2020 the Sacramento Operational Area launched the Everbridge Tri-County Alerting System to Opt-In and 9-1-1 residential databases 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. The Sacramento County Office of Emergency Services recorded the voice message. Although not show below, text, voice and email messages included Spanish, Chinese and Russian translations.

Text Message Sent

Title: ALERT

English / Español / 中文 / русский

Sacramento Alert - The County of Sacramento is conducting a test of its emergency alert system. This is only a test. No action is required. Thank you.

E-mail Message Sent

Title: ALERT

This is the County of Sacramento conducting a test of the Mass Notification system. Several cities throughout Sacramento, Yolo and Placer Counties are conducting this exercise today, — October 15, 2020 as part of the Great California ShakeOut. The purpose of this e-mail is to exercise Sacramento County'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. Please also download the Everbridge App from the 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>

For questions or inquiries about the Sacramento Alert System, please visit www.sacramento-alert.org or contact the County of Sacramento at 916-874-4670. For more information, residents may call County 2-1-1.

Thank you.

County of Sacramento Office of Emergency Services

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 and 9-1-1 databases. 1 minute intervals for delivery methods were used with no confirmation required. Each City utilized Opt-In registrations and 9-1-1 databases limited by their city shape file boundary.

Sender

Sacramento County Office of Emergency Services

Strengths

In addition to the Strengths identified by Yolo and Placer Counties below, Sacramento County had the following Strengths:

- Text, email and voice messages were successfully sent in four different languages
- Launch was pre-programmed using shapefiles and sent on time
- System was successful in recognizing duplicative information and preventing needless contacts
- The send process began immediately

Area for Improvement 1: Scam Appearance

Text and email notifications had the appearance of being spam and therefore several residents failed to open or did not want to select links in text or email. The text used multiple languages that discouraged residents, and the email not only had several languages, but also did not include a County insignia or other identifier to legitimize the alert. The email also had an incorrect link.

Recommendation:

Reformat text alert to say “SacAlert” or something similar initially on the text to key residents that it is coming from Sacramento County, or other known and trusted sender. Use languages sequentially in text, and not intermix at the beginning. Add office insignia to email and verify embedded links for accuracy.

Area for Improvement 2: High Hang up Rates

Unincorporated Sacramento County had 24.65% of hang up calls or disconnections which accounted for over 37,000 calls. Specifically, 20,259 calls (11.51%) were reporting that the recipient hung up prior to the end of the call. From the feedback we received, this was because the voice announcement volume was too low and spoken too fast for most people to understand. People resulted to just calling our office and asking what the alert was for.

Recommendation:

When recording the voice notification, especially in multiple languages, keep note of the five-minute time limit. In order to have a clear, concise message in four languages in under five minutes, our message template must be shortened and only include the pertinent information needed. We can use the email to include additional information, links and attachments as needed.

Elk Grove

Duration (First to Last Attempt): 22:30

Call Results



- 0 (0.00%) Attempted - Confirmed
- 45729 (66.69%) Attempted - Not Confirmed
- 4043 (5.90%) Attempted - Not Connected
- 8278 (12.07%) Not Attempted
- 10516 (15.34%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Not Delivered - Recipient Hung Up	5845	8.52%
Not Delivered - Voicemail Hung Up	1751	2.55%
Delivered	2150	3.14%
Not Delivered - No Answer	11958	17.44%
Delivered - To Voicemail	13426	19.58%
Sent	10599	15.46%
Attempted - Not Connected		
Not Delivered - Everbridge System Error	725	1.06%
Not Delivered - Invalid Number	899	1.31%
Not Delivered - Out of Service	2285	3.33%
Not Delivered - Line Busy	134	0.20%
NOT ATTEMPTED		
Not Delivered - Duplicate Path	8234	12.01%
Not Delivered - Contact Path Not Defined	44	0.06%
Other		
Not Delivered - Contact Unavailable	587	0.86%
Not Attempted - Unsubscribed	120	0.18%
Not Delivered - Downstream Communication Error	594	0.87%
Not Delivered - Unregistered Device	2	0.00%
Not Delivered - Carrier Rejected	1	0.00%
Delivered - To Carrier	4	0.01%
Delivered - To Handset	8919	13.01%
Not Delivered - Downstream Temporary Error	187	0.27%
Not Attempted - Throttling Time Exceeded	16	0.02%
Not Delivered - Carrier Expired	86	0.13%

Folsom

Duration (First to Last Attempt): 46:57

Call Results



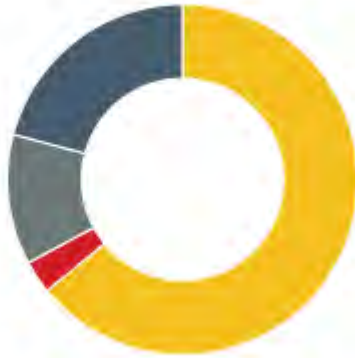
- 0 (0.00%) Attempted - Confirmed
- 19072 (59.44%) Attempted - Not Confirmed
- 430 (1.34%) Attempted - Not Connected
- 4994 (15.56%) Not Attempted
- 7589 (23.65%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Sent	8052	25.10%
Not Delivered - Recipient Hung Up	2104	6.56%
Delivered	1009	3.14%
Delivered - To Voicemail	4429	13.80%
Not Delivered - No Answer	2870	8.94%
Not Delivered - Voicemail Hung Up	608	1.89%
Attempted - Not Connected		
Not Delivered - Out of Service	115	0.36%
Not Delivered - Blocked Phone Number	1	0.00%
Not Delivered - Invalid Number	118	0.37%
Not Delivered - Line Busy	33	0.10%
Not Delivered - Everbridge System Error	163	0.51%
NOT ATTEMPTED		
Not Delivered - Duplicate Path	4952	15.43%
Not Delivered - Contact Path Not Defined	42	0.13%
Other		
Not Attempted - Throttling Time Exceeded	21	0.07%
Not Delivered - Downstream Temporary Error	44	0.14%
Not Delivered - Downstream Communication Error	249	0.78%
Not Delivered - Unregistered Device	10	0.03%
Not Attempted - Unsubscribed	77	0.24%
Not Delivered - Carrier Expired	58	0.18%
Not Delivered - Contact Unavailable	233	0.73%
Delivered - To Handset	6891	21.48%
Not Attempted - Invalid Path	6	0.02%

Galt

Duration (First to Last Attempt): 12:24

Call Results



- 0 (0.00%) Attempted - Confirmed
- 3895 (64.07%) Attempted - Not Confirmed
- 186 (3.06%) Attempted - Not Connected
- 731 (12.03%) Not Attempted
- 1267 (20.84%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Not Delivered - No Answer	678	11.15%
Delivered	219	3.60%
Not Delivered - Recipient Hung Up	496	8.16%
Not Delivered - Voicemail Hung Up	158	2.60%
Delivered - To Voicemail	1059	17.42%
Sent	1285	21.14%
Attempted - Not Connected		
Not Delivered - Out of Service	110	1.81%
Not Delivered - Everbridge System Error	37	0.61%
Not Delivered - Invalid Number	25	0.41%
Not Delivered - Line Busy	14	0.23%
NOT ATTEMPTED		
Not Delivered - Duplicate Path	724	11.91%
Not Delivered - Contact Path Not Defined	7	0.12%
Other		
Delivered - To Handset	1082	17.80%
Not Delivered - Unregistered Device	2	0.03%
Not Attempted - Throttling Time Exceeded	3	0.05%
Not Delivered - Downstream Temporary Error	26	0.43%
Not Delivered - Contact Unavailable	81	1.33%
Not Delivered - Downstream Communication Error	47	0.77%
Not Attempted - Unsubscribed	13	0.21%
Not Delivered - Carrier Expired	13	0.21%

Isleton

Duration (First to Last Attempt): 9:10

Call Results



- 0 (0.00%) Attempted - Confirmed
- 190 (58.82%) Attempted - Not Confirmed
- 42 (13.00%) Attempted - Not Connected
- 33 (10.22%) Not Attempted
- 58 (17.96%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Not Delivered - Recipient Hung Up	32	9.91%
Not Delivered - No Answer	30	9.29%
Delivered - To Voicemail	51	15.79%
Not Delivered - Voicemail Hung Up	9	2.79%
Delivered	14	4.33%
Sent	54	16.72%
Attempted - Not Connected		
Not Delivered - Everbridge System Error	3	0.93%
Not Delivered - Invalid Number	3	0.93%
Not Delivered - Out of Service	36	11.15%
NOT ATTEMPTED		
Not Delivered - Duplicate Path	33	10.22%
Other		
Not Delivered - Carrier Rejected	1	0.31%
Not Delivered - Downstream Temporary Error	3	0.93%
Not Delivered - Downstream Communication Error	1	0.31%
Not Delivered - Contact Unavailable	3	0.93%
Delivered - To Handset	50	15.48%

Rancho Cordova

Duration (First to Last Attempt): 40:45

Call Results



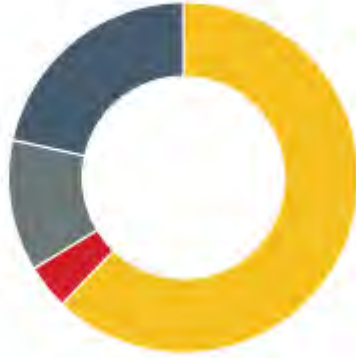
- 0 (0.00%) Attempted - Confirmed
- 45418 (71.46%) Attempted - Not Confirmed
- 5809 (9.14%) Attempted - Not Connected
- 3279 (5.16%) Not Attempted
- 9049 (14.24%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Not Delivered - No Answer	17869	28.12%
Delivered	1266	1.99%
Not Delivered - Voicemail Hung Up	3496	5.50%
Delivered - To Voicemail	10147	15.97%
Not Delivered - Recipient Hung Up	6503	10.23%
Sent	6137	9.66%
Attempted - Not Connected		
Not Delivered - Line Busy	1007	1.58%
Not Delivered - Invalid Number	1154	1.82%
Not Delivered - Out of Service	3206	5.04%
Not Delivered - Everbridge System Error	442	0.70%
NOT ATTEMPTED		
Not Delivered - Duplicate Path	3222	5.07%
Not Delivered - Contact Path Not Defined	57	0.09%
Other		
Not Delivered - Contact Unavailable	477	0.75%
Not Attempted - Throttling Time Exceeded	13	0.02%
Not Delivered - Carrier Expired	51	0.08%
Not Delivered - Downstream Temporary Error	262	0.41%
Delivered - To Handset	4974	7.83%
Not Delivered - Downstream Communication Error	3185	5.01%
Not Delivered - Unregistered Device	3	0.00%
Not Attempted - Unsubscribed	84	0.13%

Citrus Heights

Duration (First to Last Attempt): 47:06

Call Results



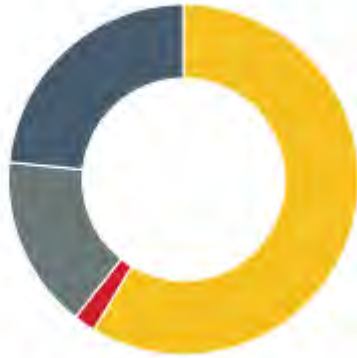
- 0 (0.00%) Attempted - Confirmed
- 13540 (62.19%) Attempted - Not Confirmed
- 899 (4.13%) Attempted - Not Connected
- 2644 (12.14%) Not Attempted
- 4690 (21.54%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Delivered - To Voicemail	3571	16.40%
Delivered	696	3.20%
Not Delivered - Recipient Hung Up	1445	6.64%
Sent	5018	23.05%
Not Delivered - Voicemail Hung Up	476	2.19%
Not Delivered - No Answer	2334	10.72%
Attempted - Not Connected		
Not Delivered - Out of Service	525	2.41%
Not Delivered - Line Busy	48	0.22%
Not Delivered - Invalid Number	113	0.52%
Not Delivered - Everbridge System Error	213	0.98%
NOT ATTEMPTED		
Not Delivered - Contact Path Not Defined	33	0.15%
Not Delivered - Duplicate Path	2611	11.99%
Other		
Not Attempted - Unsubscribed	107	0.49%
Not Delivered - Carrier Rejected	6	0.03%
Delivered - To Handset	3993	18.34%
Not Delivered - Unregistered Device	2	0.01%
Not Delivered - Contact Unavailable	222	1.02%
Not Delivered - Carrier Expired	61	0.28%
Delivered - To Carrier	9	0.04%
Not Attempted - Invalid Path	1	0.00%
Not Attempted - Throttling Time Exceeded	9	0.04%
Not Delivered - Downstream Communication Error	204	0.94%
Not Delivered - Downstream Temporary Error	76	0.35%

Sacramento City

Duration (First to Last Attempt): 23:58

Call Results



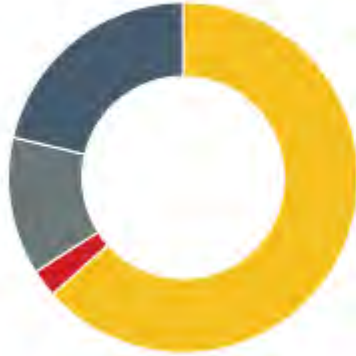
- 0 (0.00%) Attempted - Confirmed
- 122355 (58.59%) Attempted - Not Confirmed
- 4210 (2.02%) Attempted - Not Connected
- 33361 (15.97%) Not Attempted
- 48915 (23.42%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Not Delivered - Voicemail Hung Up	3931	1.88%
Not Delivered - No Answer	23915	11.45%
Sent	48396	23.17%
Not Delivered - Recipient Hung Up	11955	5.72%
Delivered - To Voicemail	30243	14.48%
Delivered	3915	1.87%
Attempted - Not Connected		
Not Delivered - Line Busy	301	0.14%
Not Delivered - Invalid Number	862	0.41%
Not Delivered - Blocked Phone Number	4	0.00%
Not Delivered - Out of Service	1379	0.66%
Not Delivered - No Associated Device	1	0.00%
Not Delivered - Everbridge System Error	1663	0.80%
NOT ATTEMPTED		
Not Delivered - Contact Path Not Defined	238	0.11%
Not Delivered - Duplicate Path	33123	15.86%
Other		
Not Attempted - Unsubscribed	664	0.32%
Not Delivered - Unregistered Device	17	0.01%
Not Delivered - Carrier Rejected	1	0.00%
Delivered - To Carrier	3	0.00%
Not Delivered - Downstream Temporary Error	1872	0.90%
Not Delivered - Carrier Expired	462	0.22%
Not Attempted - Invalid Path	5	0.00%
Delivered - To Handset	39221	18.78%
Not Delivered - Contact Unavailable	3375	1.62%
Not Delivered - Downstream Communication Error	3235	1.55%
Not Attempted - Throttling Time Exceeded	60	0.03%

Sacramento County (Unincorporated)

Duration (First to Last Attempt): 52:46

Call Results



- 0 (0.00%) Attempted - Confirmed
- 111589 (63.42%) Attempted - Not Confirmed
- 4501 (2.56%) Attempted - Not Connected
- 22388 (12.72%) Not Attempted
- 37487 (21.30%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Delivered	5151	2.93%
Not Delivered - Recipient Hung Up	20259	11.51%
Not Delivered - Voicemail Hung Up	17475	9.93%
Sent	36658	20.83%
Not Delivered - No Answer	25459	14.47%
Delivered - To Voicemail	6587	3.74%
Attempted - Not Connected		
Not Delivered - Everbridge System Error	1027	0.58%
Not Delivered - Line Busy	377	0.21%
Not Delivered - Out of Service	2170	1.23%
Not Delivered - Invalid Number	921	0.52%
Not Delivered - No Associated Device	2	0.00%
Not Delivered - Blocked Phone Number	4	0.00%
NOT ATTEMPTED		
Not Delivered - Contact Path Not Defined	297	0.17%
Not Delivered - Duplicate Path	22091	12.55%
Other		
Not Delivered - Carrier Rejected	4	0.00%
Not Delivered - Carrier Expired	343	0.19%
Delivered - To Handset	30000	17.05%
Not Delivered - Downstream Communication Error	1696	0.96%
Not Attempted - Unsubscribed	499	0.28%
Not Attempted - Throttling Time Exceeded	96	0.05%
Not Attempted - Invalid Path	8	0.00%
Delivered - To Carrier	11	0.01%
Not Delivered - Contact Unavailable	3881	2.21%
Not Delivered - Downstream Temporary Error	919	0.52%
Not Delivered - Unregistered Device	30	0.02%

Yolo County

On October 15, 2020 the Yolo Operational Area pre-scheduled the Everbridge Tri-County Alerting System in both English and Spanish to all contacts within the Yolo County boundary on the system with the exception as part of the Great Shakeout exercise.

Message

The message consisted of separate text and email messages which were branded on behalf of all of the jurisdictions in the Yolo Operational Area. The Yolo Emergency Communications Agency (YECA) recorded a voice message.

Text Message Sent

TEST-2020 GREAT CALIFORNIA SHAKEOUT ALERT

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

E-mail Message Sent

Title: TEST-2020 GREAT CALIFORNIA SHAKEOUT ALERT

This is the County of Yolo conducting an Exercise of the Mass Notification system. Several cities throughout Sacramento, Yolo and Placer Counties are conducting this Exercise today, — October 15, 2020, as part of the Great California ShakeOut. The purpose of this e-mail is to Exercise Yolo County's ability to deliver emergency notifications to Yolo 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 and Placer Counties. Please also download the Everbridge App from the 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>.

For questions or inquiries about the Yolo Alert System, please visit www.yolo-alert.org or contact the Yolo County at 530-406-4930. For more information, residents may call Yolo County 2-1-1. Thank you. 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 Emergency Communications Agency

Strengths

In addition to the Strengths listed in the Sacramento section of this AAR, Yolo County had the following additional strengths:

- The test provided a good cross-training opportunity between the Yolo OES and YECA for mass notification distribution.
- Yolo jurisdictions continued, this second year, to perform uniformed messaging by coordinating the test message ahead of time.
- Yolo County was able to send a message in both English and Spanish for the first time allowing those Spanish speaking residents to receive an alert in their primary language
- The 2020 was sent to more numbers than the 2019 test due to an increase in the send duration.

Area for Improvement 1: Scam Appearance

Yolo County received several calls regarding a potential spam call due to the caller ID. “Sacramento” was spelled incorrectly so the callers thought it was not a real emergency call.

Recommendation:

Ensure that the system set up is correct before the test is completed. Yolo will check with Sacramento ahead of time to in order to verify accuracy.

Area for Improvement 2: High Hang up Rates

Yolo County had 17.96% of hang up calls or disconnections which accounted for over 30,000 calls. Upon examination it was found that residents were simply calling the number that was listed in the caller ID without listening to the voicemail that was left by the system.

Recommendation:

Recommendations include adding “please do not hang up” as a part of the recorded voice message and continue to increase outreach. Plan even further in advance to get more information to the public regarding the annual test and encourage folks to listen to message in its entirety.

Area for Improvement 3: WEA and EAS

Yolo County did not launch WEA and EAS in test mode during the 2020 launch.

Recommendation:

Incorporate this process into future launches to maintain practice with launching WEA and EAS.

Yolo County Call Result Data

Duration (First to Last Attempt): 57:49

Call Results



- 0 (0.00%) Attempted - Confirmed
- 126152 (60.94%) Attempted - Not Confirmed
- 10072 (4.87%) Attempted - Not Connected
- 34493 (16.66%) Not Attempted
- 36288 (17.53%) Other

Call Results(per Delivery Path)	Total	% of Total
Attempted - Not Confirmed		
Delivered	6824	3.30%
Not Delivered - No Answer	38836	18.76%
Sent	34682	16.75%
Not Delivered - Recipient Hung Up	20391	9.85%
Not Delivered - Voicemail Hung Up	10529	5.09%
Delivered - To Voicemail	14890	7.19%
Attempted - Not Connected		
Not Delivered - Invalid Number	1213	0.59%
Not Delivered - Out of Service	5924	2.86%
Not Delivered - Line Busy	1224	0.59%
Not Delivered - No Associated Device	2	0.00%
Not Delivered - Everbridge System Error	1708	0.83%
Not Delivered - Blocked Phone Number	1	0.00%
NOT ATTEMPTED		
Not Delivered - Duplicate Path	34314	16.58%
Not Delivered - Contact Path Not Defined	179	0.09%
Other		
Not Delivered - Unregistered Device	24	0.01%
Not Delivered - Contact Unavailable	3950	1.91%
Delivered - To Handset	29392	14.20%
Not Attempted - Invalid Path	4	0.00%
Not Delivered - Downstream Communication Error	1507	0.73%
Not Delivered - Carrier Expired	282	0.14%
Delivered - To Carrier	2	0.00%
Not Delivered - Downstream Temporary Error	723	0.35%
Not Attempted - Unsubscribed	367	0.18%
Not Attempted - Throttling Time Exceeded	37	0.02%

Placer County

On October 15, 2020 the Placer County Sheriff's Office launched the Everbridge Tri-County Alerting System to Opt-In and 9-1-1 residential databases within the boundaries of Placer County. The Placer County Sheriff's Office issued the alert on behalf of all cities in the County to include Auburn, Colfax, Lincoln, Loomis, Rocklin and Roseville.

Message

The message consisted of separate text, email and voice messages. Although not show below, text and email messages included both English and Spanish.

Text Message Sent

Placer Alert - Great ShakeOut Test 2020

Placer Alert - The County of Placer is conducting a test of its emergency alert system. This is only a TEST. No action is required. Thank you.

E-mail Message Sent

Title: Placer Alert - Great ShakeOut Test 2020

This is Placer County on behalf of the Placer County Sheriff's Office, Auburn Police Department, Lincoln Police Department, Rocklin Police Department, Roseville Police Department and the Office of Emergency Services conducting a test exercise of the emergency mass notification system, Placer Alert.

Several cities throughout Placer, Yolo and Sacramento counties are conducting this exercise today, October 15, 2020, as part of the Great California ShakeOut. The purpose of this email is to exercise Placer County's ability to deliver emergency notifications to Placer 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.placer-alert.org. Please share this email with your friends and family members living within Placer, Yolo and Sacramento Counties. Please also download the Everbridge App:

Google Play store at:

<https://play.google.com/store/apps/details?id=com.everbridge.mobile.iv.recipient&hl=en>

Apple iOS iTunes store at: <https://itunes.apple.com/us/app/everbridge/id565859420?mt=8>

For questions or inquires about the Placer Alert system, please visit www.placer-alert.org or contact Placer OES at PlacerOES@placer.ca.gov or 530-886-5300.

Thank you.

Send Parameters

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

Sender

Placer County Sheriff's Office

Strengths

Placer County had the following strengths:

- Placer County jurisdictions continued to perform uniformed messaging by coordinating the test message ahead of time.
- Both text and email were sent in English and Spanish for the first time allowing those Spanish speaking residents to receive an alert in their primary language.
- Launch was pre-programmed using shapefiles and sent as scheduled.
- System was successful in recognizing duplicative information and preventing needless contacts.

Area for Improvement 1: Scam Appearance

Placer County received several calls regarding a potential spam call due to the caller ID having “Sacramento” spelled incorrectly. The calling phone number, (833) 422-5253 is new this year, causing additional confusion. Text and email notifications had the appearance of being spam and therefore several residents failed to open or did not want to select links in text or email.

Recommendation:

- Verify called ID and other systems are correct prior to test date.
- Initiate public outreach campaign earlier and focus on socializing the caller ID and associated details, phone number, text number, email.
- Add to the beginning of all messages “PlacerAlert” similar to Sacramento County to identify the message is from a trusted source.
- Add Placer Alert insignia to email.

Area for Improvement 2: High Hang up Rates

Placer County had 9.18% of hang up calls or disconnections which accounted for 23,686 calls. Specifically, 17,421 calls (5.47%) were reporting that the recipient hung up prior to the end of the call. Placer received comments that the initial recorded voice sounded like a telemarketer robo-call.

Recommendation:

- Initiate public outreach campaign earlier and focus on socializing the caller ID and associated details, phone number, text number, email.
- Include additional information in email to include links and attachments.

Area for Improvement 3: WEA and EAS

Placer County did not launch WEA and EAS in test mode during the 2020 launch.

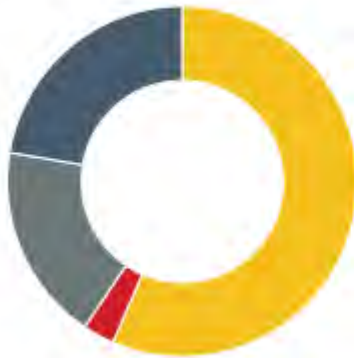
Recommendation:

- Incorporate WEA and EAS into future system tests.

Placer County Call Results Data

Duration (First to Last Attempt): 53:04

Call Results



- 0 (0.00%) Attempted - Confirmed
- 180040 (56.50%) Attempted - Not Confirmed
- 9311 (2.92%) Attempted - Not Connected
- 58055 (18.22%) Not Attempted
- 71234 (22.36%) Other

Call Results (per Delivery Path)	Total	% of Total
Attempted - Not Confirmed	180,040	56.50%
Not Delivered - Voicemail Hung Up	6447	2.02%
Not Delivered - No Answer	32736	10.27%
Delivered - To Voicemail	43420	13.63%
Sent	70602	22.16%
Not Delivered - Recipient Hung Up	17421	5.47%
Delivered	9414	2.95%
Attempted - Not Connected	9,311	2.92%
Not Delivered - Everbridge System Error	3377	1.06%
Not Delivered - Invalid Number	1522	0.48%
Not Delivered - Blocked Phone Number	8	0.00%
Not Delivered - Out of Service	3977	1.25%
Not Delivered - Line Busy	427	0.13%
Not Attempted	58,055	18.22%
Not Delivered - Duplicate Path	57627	18.09%
Not Delivered - Contact Path Not Defined	428	0.13%
Other	71,234	22.37%
Not Delivered - Carrier Expired	662	0.21%
Not Delivered - Downstream Temporary Error	1620	0.51%
Not Delivered - Downstream Communication Error	2739	0.86%
Delivered - To Handset	61170	19.20%
Not Delivered - Contact Unavailable	4131	1.30%
Not Attempted - Throttling Time Exceeded	128	0.04%
Delivered - To Carrier	51	0.02%
Not Delivered - Carrier Rejected	36	0.01%
Not Attempted - Unsubscribed	626	0.20%
Not Attempted - Invalid Path	30	0.01%
Not Delivered - Unregistered Device	41	0.01%

OUTREACH ANALYSIS

Sacramento County

Social Media Response to Alert Post

	Facebook			Twitter		
	Day Prior	Day Of		Day Prior	Day Of	
Share	26	53		4	0	Retweets
Like	19	90		2	0	Likes
Comment	1	32		11	3	Link Clicks
Other Clicks	23	39		20	0	Details Expand
Photo View	16	15		1357	538	Impressions
Link Clicks	19	37		58	3	Engagements

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 Tri-County Alerting System (Sacramento-Alert; Yolo-Alert; and Placer-Alert) to the tri-county area	Public Information / Warning	S
To test the ability of agencies to create an alert specific to their jurisdiction’s boundaries	Public Information / Warning	P
To promote earthquake preparedness and risk knowledge during “The Great California ShakeOut” through a test of the alert system that would give warnings during potential earthquake events	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	S
To ensure redundancy of capabilities by utilizing social media messaging and managing operations within a JIC	Public Information / Warning	S
<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

PARTICIPANT SURVEY

Participants were asked a series of questions regarding the execution of the exercise. A small sample of participants (N=3) participated in the survey.

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

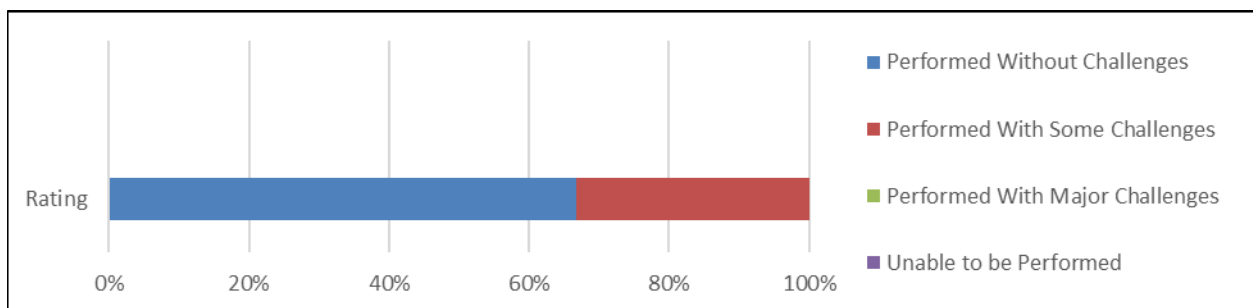
Core Capability: Public Information and Warning

Objectives:

1. To ensure successful operation of a large-scale launch of the Mass Notification 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 earthquake preparedness and risk knowledge during the Great California ShakeOut through a test of the alert system that would give warnings during potential earthquake 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 by utilizing social media messaging and managing operations within a JIC
6. To test the feasibility of transmitting alerts over different medium in multiple languages

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.

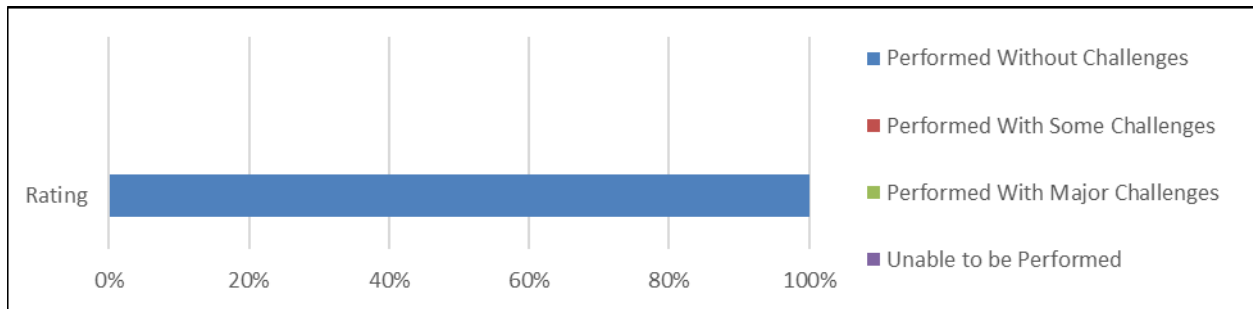


Comments

- The only challenge was the slight variations of the script. The template provided by OES was satisfactory, however could be condensed in future years for ease of use and comprehension by citizens.
- Ran into challenges when adding in translations (email looked unprofessional, text looked like spam and voice was hard to understand)

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.

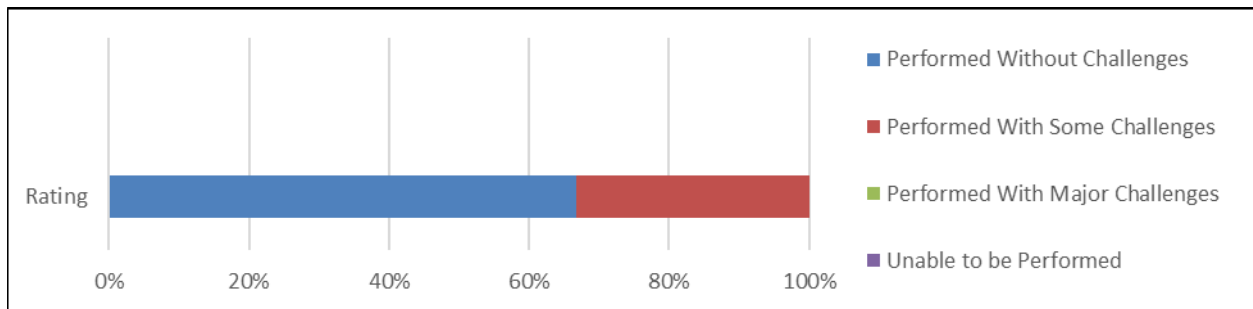


Comments

- Good, easy to follow instructions from OES.

Objective Three Analysis

Do you believe the objective: To promote earthquake readiness through a test of the alert system that would give warnings earthquake events was performed satisfactorily? Please explain your selection.

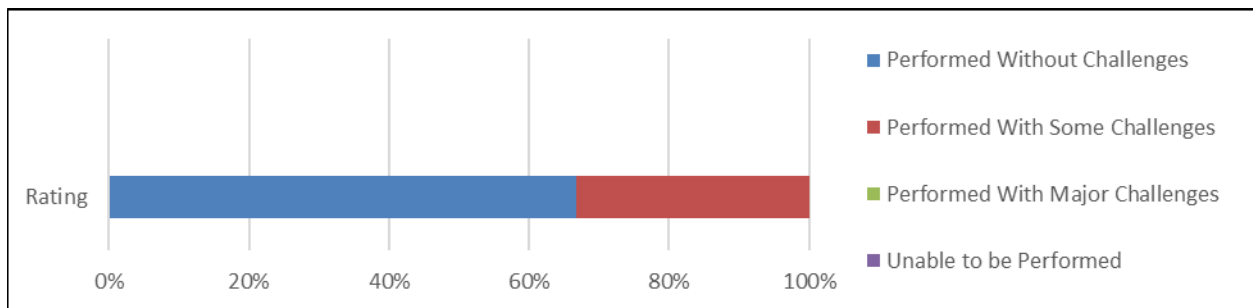


Comments

- The alert was sent in conjunction with The Great Shakeout, but our alerts could have included links to earthquake preparedness resources.

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.

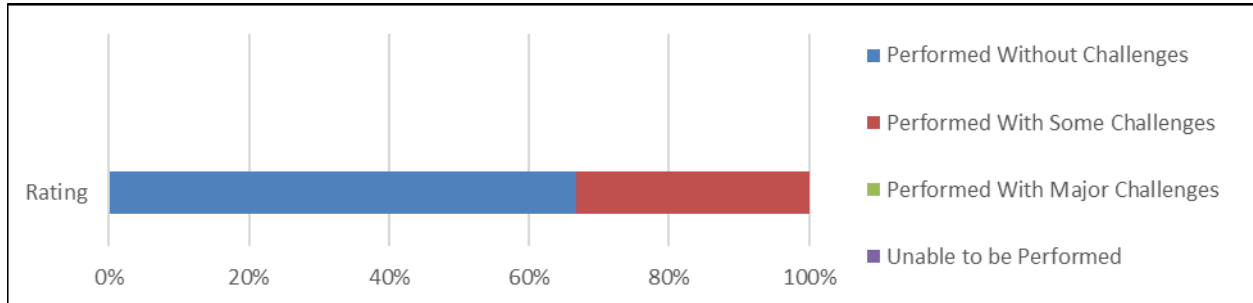


Comments

- I believe we need to start this earlier each year to get more people prepared for the alert.

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.

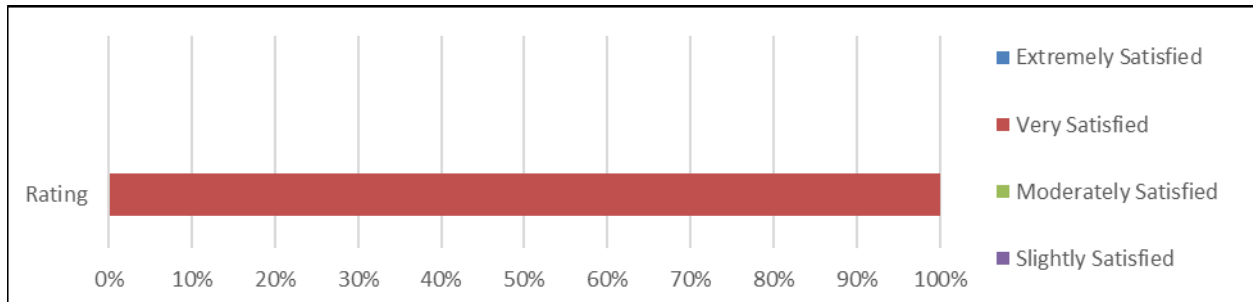


Comments

- This was a good opportunity to partner with personnel who run the social media side of the PD.

Objective Six Analysis

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



Comments

- Lessons learned with regard to including translations.

APPENDIX A: IMPROVEMENT PLAN

This IP has been developed specifically for Sacramento, Yolo and Placer Counties as a result of the Everbridge 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	1.1: Scam Appearance	1.1.1 Ensure the system set up is correct before test is initiated. Yolo will check with Sacramento ahead of time to in order to verify accuracy.	Planning	Sacramento County OES	Jason D'Alessio	Nov 2020	Alert Test 2021
		1.1.2 Reformat text alert to start with SacAlert/PlacerAlert/YoloAlert or something similiar to key residents that the text is coming from a trusted source. Use languages sequentially in text, not intermixed at the beginning. Add office insignia to email and verify embedded links for accuracy.	Planning	Sacramento County OES	Jason D'Alessio	Nov 2020	Alert Test 2021
				Yolo County OES	Renee Raffetto		
		Placer County Sheriff's Office	Kim Thomson				
		1.2: High Hang Up Rates	1.2.1 Add "please do not hang up" to voice message. Continue to increase outreach. Plan further in advance to get more information to the public. Shorten recording. Speak clearly and slowly.	Planning	Sacramento County OES	Jason D'Alessio	Nov 2020
		1.2.2 Translation - Keep recording to under five minutes. Must be loud and clear. Keep within Everbridge upload limit to maintain quality.	Training	Sacramento County OES	Jason D'Alessio	Nov 2020	Alert Test 2021
		1.2.3 Include Great ShakeOut links and logo in email notification.	Planning	Sacramento County OES	Jason D'Alessio	Nov 2020	Alert Test 2021
	1.3: WEA / EAS	1.3.1 Incorporate this process into future launches to maintain practice with launching WEA and EAS.		Training	Yolo County OES	Renee Raffetto	Nov 2020
Placer County Sheriff's Office					Kim Thomson		
Sacramento County OES					Jason D'Alessio		