City of Los Angeles Emergency Public Information and Warning Policy

Purpose: The purpose of this policy is to define the authorities and roles of the public safety agencies in the City of Los Angeles to send messages on the Emergency Public Information and Warning (EPIW) systems. Alert and warning procedures and templates are outlined in a separate City of Los Angeles "NotifyLA Message Sending Guide". Alert and warning is performed in accordance with best practices of the Federal Emergency Management Agency (FEMA) and California Governor's Office of Emergency Services (CalOES), specifically the State of California Alert and Warning Guidance of March 2019 or its successor.

Scope: This policy includes the policies for activating and using the following notification systems:

1. Wireless Emergency Alerts (WEA);
2. NotifyLA, including Resident Connect Data;
3. Nixle Community and Event Subscribers;
4. Social Media in support of systems defined above

Criteria for Sending an EPIW Messages:

The EPIW System is authorized for use only when there is a need to disseminate critical, time-sensitive, safety-related information to individuals within a short timeframe. The system is used when the message recipient is being asked to take a course of action.

System activations are limited to:

1. Imminent threat to life and property
2. Disaster notifications
3. Evacuation notices and/or information
4. Public health emergencies
5. Other notifications to a defined community as approved and deemed significant by the EMD General Manager, Assistant General Manager, or Duty Officer.

See the Emergency Public Information and Warning Notification Category Selector chart for detailed information on the exact systems and contact methods used to send different EPIW messages, depending on their severity and the impacted area (Attachment 1).

Emergency Public Information and Warning Message Responsibility:

For all EPIW messages, if the EOC is activated and staffed, the EOC will be responsible for sending messages. An EOC representative will co-locate with the appropriate DOC to ensure consistent and timely messaging**.** When the EOC is not activated and staffed, the following entities will send messages, then immediately advise the EMD Duty Officer.

Type of Incident	Message Requestor	Message Sender	Backup Message Sender(s)
LAFD Lead (Wildfire, Mudslide, Gas Leak)	LAFD Incident Commander	LAFD MFC-24 Hour Center	1. LAPD DOC- 24 Hour Center 2. EMD Duty Officer
LAPD Lead (Active Shooter, Civil Unrest, Terrorism)	LAPD Incident Commander	LAPD DOC-24 Hour Center	EMD Duty Officer

Other Lead (Pandemic, Adverse Weather)	EMD General Manager, Mayor	EMD Duty Officer	LAPD DOC

The time it takes to activate and staff the EOC varies based on the time of the day and day of the week. DOCs will send all EPIW messages until such time as the EOC representative arrives on site and takes over responsibility.

Prohibited Use: The City of Los Angeles' EPIW system is only used based on the criteria described above. The following uses are prohibited:

1. Unauthorized disclosure of personal data contained within the system
2. Manipulation or usage of system or data beyond ascribed user level
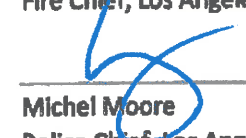3. Any usage beyond the scope as outlined in this policy.

Training and Exercise: All designated EPIW message senders will take the required training as defined in the State of California Alert and Warning Guidelines and the Federal Emergency Management Agency. Their respective departments will track the completion of training. The Emergency Management Department will support ongoing training and exercise for all agencies on local EPIW policies and procedures. The current training and exercise requirements are defined in the State of California Alert and Warning Guidance of March 2019.

Accessibility: All alert templates will incorporate best practices regarding sending messages to people with disabilities and/or access and functional needs, including considerations for accessible language and translation into other languages whenever possible. Emergency alerts will be sent using multiple methods, including text, voice call, and TTY/TDD, to ensure that recipients are able to receive the alert using the technology that works best for them.
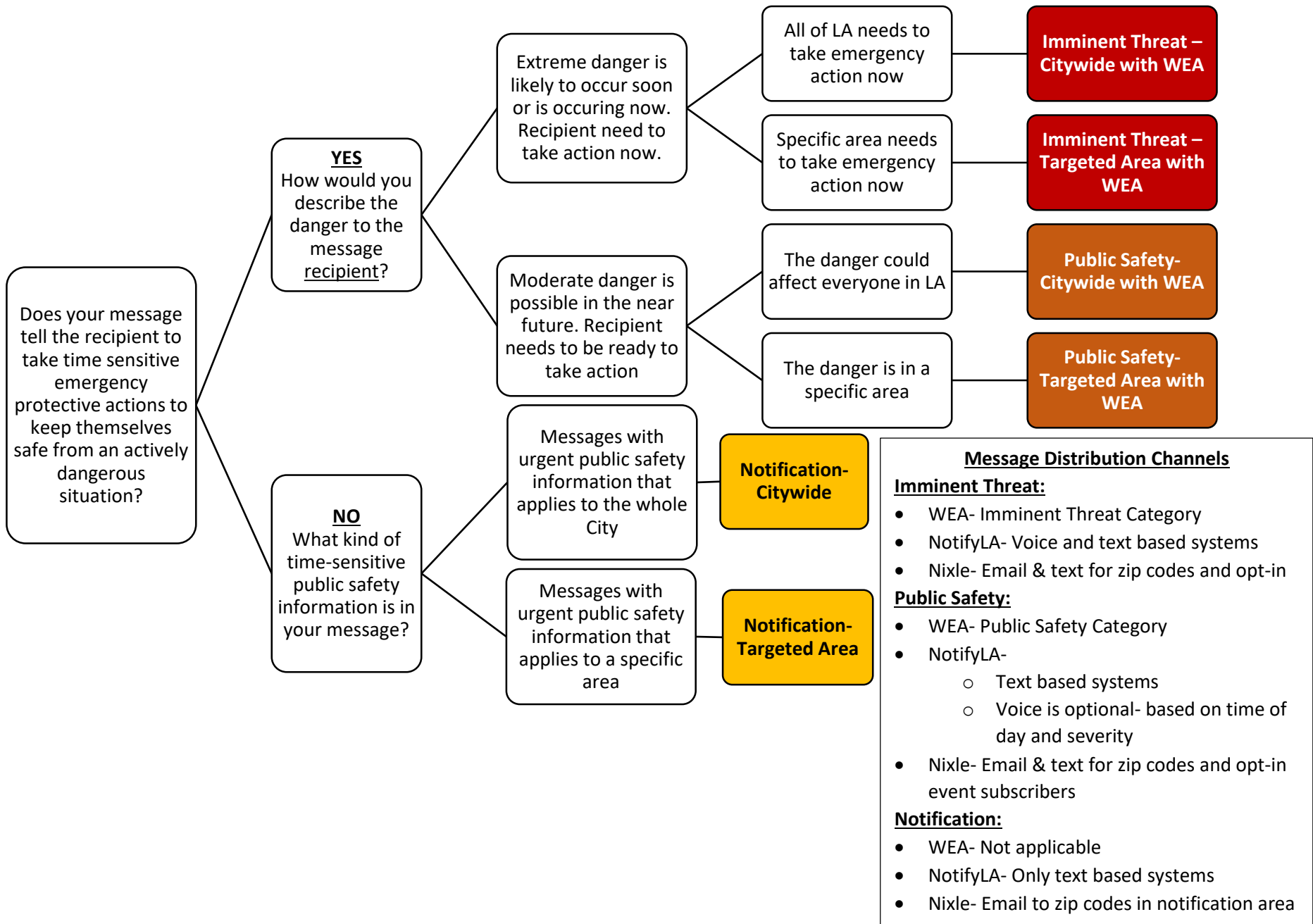
Policy Maintenance: This policy should be updated no less than every other year or at the direction of the General Manager of EMD.

Approved: _____ 6-6-2021
Aram Sahakian   Date
General Manager, Emergency Management Department

Approved: _____ 6/1/21
Ralph M. Terrazas   Date
Fire Chief, Los Angeles Fire Department

Approved: _____ 6-1-21
Michel Moore   Date
Police Chief, Los Angeles Police Department

Attachment 1- Emergency Public and Information and Warning- Incident Template Selector

City of Los Angeles Emergency Public Information and Warning Incident Template Selector

Does your message tell the recipient to take time sensitive emergency protective actions to keep themselves safe from an actively dangerous situation?

YES How would you describe the danger to the message <u>recipient</u>?

NO What kind of time-sensitive public safety information is in your message?

Extreme danger is likely to occur soon or is occuring now. Recipient need to take action now.

Moderate danger is possible in the near future. Recipient needs to be ready to take action

Messages with urgent public safety information that applies to the whole City

Messages with urgent public safety information that applies to a specific area

All of LA needs to take emergency action now

Specific area needs to take emergency action now

The danger could affect everyone in LA

The danger is in a specific area

Imminent Threat – Citywide with WEA

Imminent Threat – Targeted Area with WEA

Public Safety- Citywide with WEA

Public Safety- Targeted Area with WEA

Notification- Citywide

Notification- Targeted Area

Message Distribution Channels

Imminent Threat:
- WEA- Imminent Threat Category
- NotifyLA- Voice and text based systems
- Nixle- Email & text for zip codes and opt-in

Public Safety:
- WEA- Public Safety Category
- NotifyLA-
  - Text based systems
  - Voice is optional- based on time of day and severity
- Nixle- Email & text for zip codes and opt-in event subscribers

Notification:
- WEA- Not applicable
- NotifyLA- Only text based systems
- Nixle- Email to zip codes in notification area

City of Los Angeles Emergency Public Information and Warning Incident Template Selector

Category	Description	Target Contact Methods
Imminent Threat-Citywide	Emergency instructions on protective actions for recipients citywide to follow due to an extreme danger actively occurring or likely to occur immediately. Message should be approved by the Incident Commander and/or Duty Officer. *Example:* Post-Earthquake	**WEA** • Imminent Threat Category, Simplified full City WEA Shape **NotifyLA** • Phone Call, Text, Email, TTY/TDD, App, Social Media, Website **Nixle- Alert** • All Community and Event Subscribers, Google Alerts
Imminent Threat-Targeted Area	Emergency instructions on protective actions for recipients in a targeted area to follow due to an extreme danger actively occurring or likely to occur immediately. Message should be approved by the Incident Commander and/or Duty Officer. *Example:* Wildfire Evacuation	**WEA** • Imminent Threat Category, Specific Targeted Area **NotifyLA** • Phone Call, Text, Email, TTY/TDD, App, Social Media, Website **Nixle- Alert** • Community Subscribers in targeted area, all Event Subscribers, Google Alerts
Public Safety-Citywide	Emergency instructions on protective actions for the recipients citywide to take due to a moderate danger likely or possible in the near future. When possible, message should be approved by the EMD GM. *Example:* Curfew	**WEA** • Public Safety Category- Simplified whole City WEA shape **NotifyLA** • Text, Email, TTY/TDD, App, Social Media, Website • *Optional:* Phone Call: Based on time of day/urgency **Nixle- Advisory** • Text, Email- All Community and Event Subscribers
Public Safety-Targeted Area	Emergency instructions on protective actions for recipients in a targeted area to follow due to a moderate danger, likely or possible in the near future. When possible, message should be approved by the EMD GM. *Example:* Gas Leak Shelter in Place	**WEA** • Public Safety Category, Targeted Area **NotifyLA** • Text, Email, TTY/TDD, App, Social Media, Website • *Optional:* Phone Call: Based on time of day/urgency **Nixle- Advisory** • Text, Email- Community Subscribers in targeted area and all Event Subscribers
Notification-Citywide	Urgent messages that advise on timely public safety information citywide. When possible, message should be approved by the EMD GM. *Example:* Mask ordinance, dangerous weather	**NotifyLA** • Text, Email, TTY/TDD, App, Social Media, Website **Nixle- Community** • Email only- all Community and Event subscribers
Notification-Targeted Area	Urgent messages that advise on timely safety information for a specific area. When possible, message should be approved by the EMD GM. *Example:* Avoid the area due to broken water main	**NotifyLA** • Text, Email, TTY/TDD, App, Social Media, Website **Nixle- Community** • Email only- Targeted Zip Codes in Community Subscribers