

Jennifer Blackman

From: Steven Torrence <Steven.Torrence@MarinCounty.gov>
Sent: Wednesday, January 31, 2024 11:26 AM
Cc: Brook Hermann; Brubaker, Nick; Chris Reilly; Hannah Tarling; Ja'na Jenkins; Mari Ochoa; Steven Torrence; Therese Gorostiza; Wilkinson, Elaine; Woody Baker-Cohn
Subject: Countywide AlertMarin Test | March 23 at 10am
Importance: High

Good Day Operational Area Partners,

The County's Office of Emergency Management is excited to announce that the Operational Area will conduct a full-scale test of the AlertMarin mass notification system on **Saturday, March 23rd at 10:00am**. The upcoming test will be the first time the system has been tested at this level, and we seek to utilize this as the first of many opportunities to provide data and improvement plans to the agencies within Marin County. A calendar invite will be shared with the Operational Area partners to ensure that all agencies are aware of the upcoming test, but I wanted to first provide an opportunity for people to advise our team if the selected day / time possess a significant issue to any partner agency. If so, please email me directly – Steven.Torrence@MarinCounty.gov.

Prior to the test, the Office of Emergency Management will be launching a robust outreach campaign coordinated by Mari Ochoa – PIO and Elaine Wilkinson – Countywide Preparedness Coordinator. The outreach materials (digital and printed) will be rolled out in the coming weeks, using the highly anticipated rebranding of AlertMarin. The new AlertMarin logo will be unveiled at the February Operational Area Partner Training & Meeting (Stay tuned!). Once AlertMarin test materials are finalized, community outreach kits will be shared with all Operational Area partners, schools, and non-profit organizations to ensure the public is advised of the upcoming test. Our team requests your collective support with helping us connect with your community members over the next few weeks to ensure we can get more people enrolled and that all members of the community are aware of the upcoming test.

Purpose

The countywide AlertMarin test will exercise the Operational Area's capacity to alert all members of the county who have opted into the AlertMarin system. Although we have access to emergency and public safety data for approximately 95% of the households, we will only conduct the test with data identified as non-business and/or "residential" opt-in. Due to FCC regulations, the AlertMarin test will not include NOAA Weather radios, Wireless Emergency Alerting (WEA), or Emergency Alert Systems (EAS) notifications. Our future goal is to test the full capability of the AlertMarin system, but at this time, we are seeking to test opt-in, residential data.

For everyone's awareness, we have drafted a series of exercise objectives that our office will report out on at the conclusion of the test:

- Send notifications to 90,000 points of contact within the Everbridge platform utilizing the "escalation" method.
- Send an AlertMarin message to all persons opted into the system via text, call, and email.
- Send a message in English and Spanish via text, call, and email to all persons opted into the AlertMarin system.
- Through a dedicated outreach campaign, increase opt-ins for AlertMarin by 10% countywide.
- Clear out and verify contacts within the Everbridge platform to ensure contact information is accurate and verified.
- Gather zip code data and provide each City and Town with their Nixle opt-ins prior to and after the AlertMarin test.
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Public Safety Notifications

Two weeks prior to the countywide AlertMarin test, the Operational Area will reach out to all Public Safety Answering Points (PSAPs), dispatch managers, police chiefs, and fire chiefs to advise of the upcoming test. At this time, the agencies will be provided with the AlertMarin test message, talking points, and contact information to forward inquiries. Our goal is to ensure that members of the public contact the Operational Area call center; however, as a contingency plan, we will be providing this information to all public safety partners.

Call Center and Staffing

The County will be standing up a call center to assist with community inquiries during the test at the County's Emergency Operations Center starting at 9am and concluding before 12:00pm. To support this effort, **we are requesting the support of one to two people per jurisdiction** to assist the Operational Area with answering calls and/or general inquiries. Please use the Form in this link to submit availability for your jurisdiction: [AlertMarin Test | Call Center Staffing Availability Form](#)

Data and Metrics

A large portion of this test is to confirm and/or remove data within the Everbridge platform. Overall, our objective is to increase AlertMarin opt-ins by 10% (or 12,500) and provide the jurisdictions with the data to show their community's performance. The data will hopefully give us additional insights into how we can tailor outreach messages throughout the county, and provide details regarding populations who are not enrolled in the system. Our goal is to provide each jurisdiction with details before and after the test to ensure that we maintain a data-driven approach to increasing community awareness, opt-ins, and retention within the AlertMarin platform.

Thank you in advance for your support with this countywide exercise.

Steven Torrence

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