

City of Los Angeles

EMERGENCY OPERATIONS PLAN



Emergency Alert and Warning Functional Support Annex

January 2022



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ANNEX DEVELOPMENT AND MAINTENANCE

This Annex is developed in support of the City of Los Angeles Emergency Operations Plan (EOP). It details the tools that will distribute alerts and warnings to the public and how they will be used.

This Annex is developed in cooperation with City departments that have primary response or support activities, as well as input from appropriate non-City agencies with identified activities related to early warnings and notifications to the public.

This Annex was developed to describe the overall city-wide early warning and notifications strategy. Individual Departments identified with a role in this annex will develop their own Standard Operating Procedures (SOPs) to direct tactical operations. When developing SOPs, each department is to take into consideration how all the activities identified in this document directly relate to their own department, as well as how those activities interact with, support, or require support from other departments or external stakeholders. Departments must ensure that their SOPs are inclusive of planning for people with disabilities and others with access and functional needs. If at any time a department identifies a conflict in how their field response or support activities are performed in comparison to what is described in this Annex or identifies a conflict between their listed activities and/or responsibilities within this Annex and how they relate to or support another department's listed activities, such conflict is to be immediately reported to the Emergency Management Department – Planning Division.

If at any time, a department, agency, or stakeholder to this document changes, develops, or amends any policy, procedure, or operation that will change or affect the contents of this document, that entity is to immediately notify the Emergency Management Department–Planning Division.

This Annex is to be corrected immediately upon notification or observation of any operational errors or conflicts. Such corrections are to be reflected within the Record of Changes.

Periodically, a formal review of this Annex will be conducted by departments and agencies that are identified within the Annex, as well as any other departments or agencies that may need to be part of the review process. The Emergency Management Department – Planning Division will lead the coordination. Upon completion of such formal review, all corrections to the document will be reflected within the Record of Changes.

APPROVAL AND IMPLEMENTATION

This document is a Functional Support Annex to the City of Los Angeles Emergency Operations Plan (EOP). It serves as either a stand-alone plan or companion document to an applicable Function Support Annex to the EOP. The Annex was developed with input from all applicable City of Los Angeles departments and allied stakeholders. Upon completion, it is reviewed by the City's Emergency Management Committee. When approved by the Emergency Management Committee, it presents the document to the Emergency Operations Board (EOB) with a recommendation for approval. Upon review and approval by the Emergency Operations Board (EOB), the document goes to the Mayor of the City of Los Angeles with a recommendation to approve and forward to the City Council for adoption.

This Annex was developed with input from all applicable Los Angeles City departments. This Annex is compliant with the Federal Emergency Management Agency (FEMA) *Comprehensive Preparedness Guide (CPG) 101, Developing and Maintaining Emergency Operations Plans, Version 2.0 (CPG 101 V.2)*¹.

Upon formal approval by the Mayor and adoption by the City Council, this document becomes an official Annex to the City of Los Angeles EOP.

¹ *Developing and Maintaining Emergency Operations Plans. Comprehensive Preparedness Guide (CPG) 101*, version 2.0 ed. (n.p.: U.S. Department of Homeland Security, Federal Emergency Management Agency, 2010).

CITY EMERGENCY OPERATIONS PLAN/ANNEX CROSS REFERENCE

Whenever needed, the following functional support plans shall be used

- Throughout this document, where public information and communication with the public is referenced, see the **Emergency Public Information Annex**.
- Where internal communications systems are referenced, see the **Communications Annex**.
- Where sheltering, mass care, mass feeding and the provision of functional needs support services (FNSS) is referenced, see the **Mass Care and Sheltering Annex; Resettlement Processing Center Annex**; and the **Logistics Annex**.
- Where reference is made to evacuations, see the **Evacuation Annex**.
- Where reference is made to Federal, State, Local or Non-Governmental Organizations providing recovery information, see the **Local Assistance Center Annex** and **Recovery Annex**.
- Where reference is made to response and restoration of critical infrastructure, see the **Critical Infrastructure Annex**.
- Hazard Specific Annexes include the **Tsunami Annex, Earthquake Annex, Adverse Weather Annex, Brushfire Annex, Urban Flooding Annex, Off-Airport Major Aircraft Response Annex, Debris Flow Annex, Civil Disturbance Annex**, and the **CBRN Annexes (Chemical, Biological, Radiological, and Nuclear)**.
- All actions related to fulfilling the purpose of this Annex will adhere to the City of Los Angeles' Citywide American with Disabilities Act (ADA) guides, documents, and checklists.
- Where City Departments have tasks assigned relative to this Annex, please refer to that specific department's Standard Operating Procedures.

BACKGROUND

The City of Los Angeles (Los Angeles) is home to nearly 4 million residents. It is prone to many natural disasters such as earthquakes, wildfires, flooding, debris flows, tornadoes, tsunamis, and drought; also, accidental or human caused incidents such as civil unrest, hazardous material emergencies, search and rescue emergencies and terrorism.

The City of Los Angeles, therefore, emphasizes the use of public alerts and warnings. These notifications shall be made available for public consumption by way of the various departments and agencies within the City and beyond. By focusing a concerted effort upon the distribution of such alerts and warnings, the public will be able to respond quickly when disasters strike. The City's alert and warning process provides for accessible and effective communications for people with disabilities and others with access and functional needs.

Prior to or during an emergency or significant incident, managing public information is essential in keeping the public informed about:

- what has happened
- what actions city government and emergency response agencies have taken
- what the public needs to know and do in response to the emergency or significant incident

It is essential that alerts and warnings reach the largest portion of the population possible. Using various communication dissemination tools, City of Los Angeles Departments and agencies strive to reach as many people as possible. Using multiple methods to contact people helps to ensure different segments of the population can be reached by different departments or agencies throughout the city. Consideration will be given to people with disabilities and others with access and functional needs to ensure equal access to warnings and notifications. It is the responsibility of the department/agency to utilize these dissemination tools to the best of their ability to ensure that the public receives such alerts and warnings.

I. PURPOSE, SCOPE, SITUATION AND ASSUMPTIONS

A. Purpose

This Annex details government responsibilities for managing and communicating early warnings and notifications. This Annex can be used in conjunction with other plans designed for the protection of the population. This Annex is applicable to all locations and to all agencies, organizations, and personnel with alert and warning responsibilities. Organizations, operational concepts, responsibilities, and procedures regarding public warning capabilities are defined within this Annex.

The purpose of the Emergency Alert and Warning Annex is to describe the coordination framework through which public warnings are distributed to the population of Los Angeles. This Annex is intended to describe the public warning capabilities of each department and agency and identify the wide variety of scenarios through which these tools can and will be utilized. The City of Los Angeles recognizes that the distribution of public alerts and warnings is essential to the protection of life and property prior to and in the midst of a disaster situation or event.

The Annex has been developed to meet the following objectives:

- Provide a concept of operations and identify roles and responsibilities for each appropriate department within the City of Los Angeles.
- Define communication methodologies and procedures necessary for the rapid notification of the public in the event of an emergency that requires alerts and warnings.
- Identify actions that can realistically be accomplished within a few hours to a few days to mitigate any adverse impact.
- Ensure consistency with Federal, State of California, the Los Angeles County Operational Area (OA), and other local governments' emergency response plans and operations.

B. Scope

Effective incident management begins with a host of preparedness activities conducted well in advance of any potential incident. Preparedness involves an integrated combination of planning; training; exercises; personnel qualification and certification standards; equipment acquisition and certification standards; and publication management processes and activities.

This Annex is applicable to Los Angeles City departments with Emergency Operations Organization (EOO) responsibilities and other departments with essential resources. Of particular importance to this document are:

- City Departments with emergency public safety functions or other critical services.
- City Departments having routine interaction with the public.

This Annex is written in support of the City of Los Angeles Emergency Operation Plan. Alerts and warnings will be disseminated to the public when there is a perceived threat, immediate threat, or impending incident. Often, these notifications will ask that the public respond accordingly. City departments and agencies recognize the importance of public access to alerts and warnings and have developed tools through which to distribute those notifications.

Each tool used by a City department or County/State agency as described in this Annex for the purpose of alerts and warnings, regardless of incident, are either owned or officially operated by that department/agency or have been made available to that department/agency through a mutual aid agreement. Each department/agency has the authority to utilize these tools in various manners, as stipulated in this Annex.

Public Information processes provide for accessible and effective communications to the public. The City has integrated the use of multi-modal communications to include effective communication that is in accessible formats using mass notification systems, traditional media, social media, web-based media, printed publications, in-person communication, and email distribution. EMD will collaborate, coordinate, and review messages with department ADA coordinators and will seek additional technical support, when necessary, from the Department on Disability (DOD). Additionally, EMD will work with the City Disabilities Access and Functional Needs Technical Specialist (DAFN Technical Specialist) when the EOC is activated; with 311, County 211, City Department Information Coordinators, City Department public information officers and private sector media partners to publish and disseminate public information in PDF format; and in accordance with all citywide guidance documents regarding accessible, inclusionary, and effective communication. Broadcast media and video programming distributors are required by the FCC to make their programming accessible to people with disabilities and others with access and functional needs in emergency situations per FCC Rules and Regulations (47 C.F.R. § 79.2).

All emergency alert and warning messages will comply with the Citywide ADA Guidance – Inclusionary, Accessible Messaging and Effective Communication.

C. Situation Overview

1. Characteristics

a) Location

The City of Los Angeles covers 498 square miles with approximately 468 square miles of land (214 square miles of which are hills and mountains) and approximately 29 square miles of water. The San Gabriel and Santa Susana Mountains bound the City on the North and the Santa Monica Mountains extend

across the middle of the city. The Palos Verdes Hills and Pacific Ocean bound the City on the South and West.

b) Demographics

According to the California Department of Demographic Research Unit's "*E-1 Population Estimates for Cities, Counties, and the State*", the 2021 population estimate for the City of Los Angeles is 3,923,341. This is approximately 8,053 persons per square mile.

The term "people with disabilities" refers to a protected class; protected from discrimination as defined by federal civil rights laws such as Americans with Disabilities Act (ADA) and other state civil rights protections that detail the right to equal participation to enjoy and use services. Civil rights definitions protect a broad group of people who meet specific criteria for participation in the class.

"People with disabilities and others with access and functional needs" is inclusive of broad and diverse groups of people who also directly benefit from physical, communication, and program access. This includes people who may or may not meet the definitions of civil rights laws or some of the 60 plus diverse definitions of disability.³

c) Vulnerabilities

The City of Los Angeles has multiple, accessible, redundant mass notification systems that it will utilize to reach the public for alerts and warnings. Factors to consider are the type of disaster, the population density, and the terrain in areas of Los Angeles. In some instances, the consequences of a disaster along with terrain and the geographical area may impact the effectiveness of notification systems.

² California Department of Finance Demographic Research Unit, "Report E-1: Population Estimates for Cities, Counties, and the State, January 1, 2020, and 2021." State of California Department of Finance, May 1, 2021.

³ Los Angeles County Department of Public Health Office of Health Assessment and Epidemiology, "Disability Among Adults in Los Angeles County". *LA Health*. Los Angeles County Department of Public Health, November 2019.

The City of Los Angeles recognizes that disasters may exhaust local resources. The City continues to develop, update and/or maintain memorandum of understandings (MOUs), memorandums of agreement (MOAs), and contract amendments with private vendors to increase response capability and available resources.

Due to the population density and terrain of the City of Los Angeles, the City recognizes that, despite a good faith effort, it may not have the capabilities or resources to reach every individual in terms of public alerts and warnings.

2. Description of events warranting emergency alerts and warnings.

The majority of the tools listed in this Annex that will support efforts to warn the public of perceived or current danger can be used for all disaster scenarios. The department taking the lead in response to an incident is responsible for also leading the public information effort by providing authoritative information regarding protective actions and other safety measures. For example, a city-wide power outage would require the Los Angeles Department of Water and Power to lead information distribution. This information release will then be followed-up with information distribution by other City departments that play a role in the incident at hand. Other examples of alert and warning distribution may include the following: a major earthquake, fire danger in a particular region, civil disturbances that negatively impact public safety, chemical emergency, etc. Alerts and warnings will be distributed to the public through a wide variety of tools, outlined in this Annex.

D. Assumptions

This Annex was created to integrate the concepts and structure defined by the National Incident Management System (NIMS), the California Standardized Emergency Management System (SEMS), and the National Incident Command System (ICS).

- All City, state, and federal processes, procedures, and protocols reflected or referenced in this document were current as of the date of approval of this Annex. Before implementing this Annex, confirm that the processes, procedures, and protocols are unchanged. If necessary, before implementing, modify the Annex so that it is consistent with updated processes, procedures, and protocols.
- In any disaster, primary consideration is given to the preservation of life. Additionally, time and effort must be given to providing critical life-sustaining needs.
- In a catastrophic incident, damage control and disaster relief will be required from the State and federal government, other local governments and private organizations.
- The City Emergency Operations Center (EOC) may or may not be activated in support of an event. EOC activation will be determined based on the scope and scale of the event.
- There may not always be sufficient time to notify the public prior to an emergency but the City will make every effort to provide emergency alerts and warnings as expeditiously as possible.

- Electronic communications utilizing information technology systems will be compliant with Section 508 of the Rehabilitation Act.
- All printed public education material produced to support this Annex for distribution to the general public shall be available in accessible formats.
- Communications infrastructure could be damaged, causing disruption in land-line telephone, cellular telephone, radio, microwave, computer, and other communication services. Re-establishment of communications infrastructure will be critical.
- This Annex is meant to function as a coordination tool when distributing early warnings to the public is necessary and is not necessary for on-going crisis messaging. However, many of the same tools will be used to distribute warnings and notifications after the initial onset of an incident.
- Detailed information regarding an incident may not be available at the onset of a disaster or in the midst of a disaster depending on the nature of the event. As more information becomes available, City departments and agencies will distribute updates as needed.
- Power outages, damage to infrastructure, and cybersecurity breaches could all impact the ability of communication systems to transmit messages to the public. This plan incorporates multiple types of notification methods and ways of activating alerts to ensure emergency information is still received by the public as much as possible.

II. CONCEPT OF OPERATIONS

A. Terminology

For a list of acronyms, see Attachment A.

Access and Functional Needs – People with access and functional needs, as defined by the National Response Framework, may be present before, during, or after an incident in one or more areas. Those needs may include, but are not limited to, maintaining independence, communication, transportation, supervision, and medical care. The City of Los Angeles will coordinate assistance without regard to race, ethnicity, religion, nationality, gender, age, disability, English proficiency, or economic status of those who are seeking assistance as a result of a disaster.

Accessible messaging – Information that is published, produced, broadcasted, etc. in a format that is able to be received, understood and is usable by people with disabilities and others with access and functional needs. People with disabilities and others with access and functional needs must be able to use the same functions, features, and documentation for the product as a person without a disability.

Alert and Warning Technical Specialist - EOC position for the person responsible for sending emergency alerts when the EOC is activated. This position is in the Operations Section, serving under the Operations Section Coordinator.

Disability – A physical or mental impairment that substantially limits one or more of the major life activities of such individual. Major life activities include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working. A major life activity also includes the operation of a major bodily function, including but not limited to, functions of the immune system, normal cell growth, digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions.

Disabilities Access and Functional Needs Technical Specialist (DAFN Technical Specialist) – The DAFN Technical Specialist will be activated whenever the EOC is activated to provide overall technical support and expertise to all EOC functions and EOC participants regarding appropriate, adequate, and integrated planning and response for people with disabilities and others with access and functional needs during emergencies. If the position has not been activated within the EOC, the EMD DAFN Coordinator and/or Department on Disability Emergency Management Coordinator will fill the role.

Emergency Alerts and Warnings – Emergency Alert and Warnings are defined in this Annex as messages that are disseminated in order to notify the public of a potential or actual emergency situation. Emergency alerts and warnings can be sent via a wide variety of tools, as detailed in this Annex.

Public Information Officer (PIO) – The Public Information Officer (PIO) is an individual who is responsible for disseminating accurate and timely information to the public during an incident. Responsibilities are vast but include coordinating with the media and providing messages that are beneficial to the welfare of the public.

Public Service Officer (PSO) – The Public Service Officer (PSO) is a position occupied at the Los Angeles Fire Department (LAFD). The PSO is an individual who performs much of the same responsibilities as the PIO, but also performs public relations duties out of dispatch centers.

Social Media – Social media are online tools that can be used to engage the public. Examples of social media include Facebook, Instagram, and Twitter.

Traditional media – Traditional media can be defined as the following: television; newspapers; press releases, advisories, and bulletins; interviews with reporters; and wire services outreach.

B. Emergency Alert and Warning Contact Information

System Support		
24/7 Support	Phone	Email
Everbridge (Notify LA, WEA) Technical Support	1-866-436-4911	support@everbridge.com
Everbridge Emergency Live Operator	1-818-230-9797 Backup: 1-877-220-4911	
IPAWS (WEA)	1-844-729-7522	
Department Emergency Contacts		
EMD Duty Officer	(213) 200-6414	Emd.DutyOfficer@lacity.org
LAPD Department Operations Center	(213) 484-6700	doc@lapd.online
LAFD Metro Fire Communications Floor Captain	(213) 576-8911 -Desk (213) 576-8920 - Mobile	LAFD.FloorCaptain@lacity.org
LA County Office of Emergency Management Duty Officer	(323) 459-3779	DutyOfficer@ceooem.lacounty.gov

C. Usage of Emergency Alert and Warning Systems

The Emergency Alert and Warning 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.

The City of Los Angeles' Emergency Alert and Warning 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 the Emergency Public Information and Warning Message Sender Policy (Attachment B).

D. Messaging Content

Emergency Alert and Warning message content is driven by the rules governing the Integrated Public Alert and Warning System (IPAWS) and the State of California Alert and Warning Guidance of March 2019. Pre-scripted messages have been developed following the best practices described by FEMA and CalOES, but final message content is determined by the message requester working with the message writer.

Internal notification content is determined by the department initiating the notification.

E. Pre-Scripted Messages

Messaging that has been created prior to an emergency event can be useful when the timeliness of messaging is imperative. Pre-scripted messages have been created for a variety of different types of disasters that can befall Los Angeles. Essential elements of alerts and notifications include:

- The source of the message (Name of department or agency requesting the message)
- The action that needs to be taken as a result of the message (Shelter in place, evacuate, report to the EOC)
- The hazard that has triggered the message
- The location that is impacted
- The duration of time for which the message is relevant (i.e. time of an expected tsunami, hours of a curfew)
- Where to go to find additional information (i.e. City website, social media channel,

intranet page)

For examples of pre-scripted messages, see Attachment D. For the NotifyLA Message Construction Guide see Attachment C.

F. Emergency Alerting Message Sending Responsibility

For all Emergency Alert and Warning messages, if the EOC is activated and staffed, the EOC will be responsible for coordinating 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.

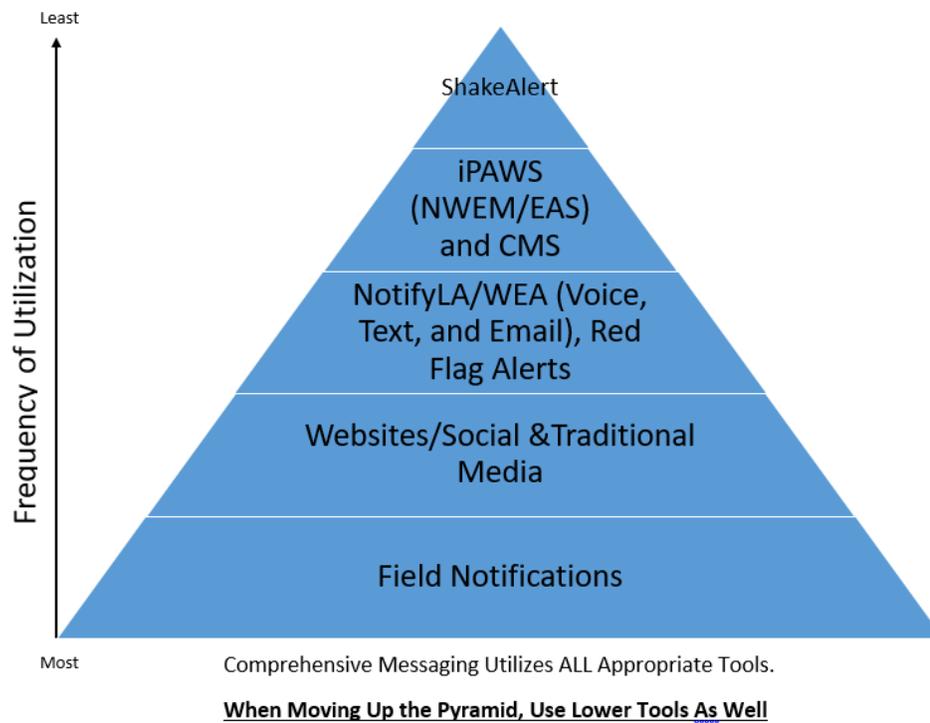
Type of Incident	Message Requestor	Message Sender	Backup Message Sender(s)
LAFD Lead (Wildfire, Mudslide, Gas Leak)	LAFD Incident Commander	LAFD MFC-24 Hour Center	1. LAPD DOC- 24 Hour Center 2. EMD Duty Officer
LAPD Lead (Active Shooter, Civil Unrest, Terrorism)	LAPD Incident Commander	LAPD DOC-24 Hour Center	EMD Duty Officer
Other Lead (Pandemic, Adverse Weather)	EMD General Manager, Mayor	EMD Duty Officer	LAPD DOC
Airport Specific Incident	Airport Leadership	Airport Police DOC	Airport Police representative in the ARCC.

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 Emergency Alert and Warning messages until such time as the EOC representative arrives on site and takes over responsibility.

G. Emergency Alert and Warning Dissemination Tools

Comprehensive messaging to the public requires using multiple modes of communication. As the

scope of the incident grows, it may be necessary to implement additional tools. The graphic below demonstrates which tools are utilized most to least frequently. However, any and all tools should be used to communicate protective actions to the public.



Each department, unless otherwise stipulated, is the sole owner/operator of their respective messaging tools/systems and has complete control over its functionality when the Emergency Operations Center (EOC) is not activated. Daily business operations are at the sole discretion of individual departments. The various tools / systems utilized throughout the City are described below:

1. Field Notifications - If the need is determined by the Incident Commander, first responders will conduct field notifications. These notifications could occur in a variety of methods such as door to door visits. These notifications usually occur for evacuations but can be utilized if needed in other instances. They may be used at the outset of an emergency impacting a small geographic area (i.e., structure fire, hazmat spill, etc.) but the Incident Commander will augment field notifications with other tools.
2. Websites and Social Media - Each Department and/or agency manages their own website(s) and social media accounts. These tools require that the public actively monitor them to receive the necessary information. Thus, they are considered passive alert and warning tools and should not solely be relied upon to communicate timely alerts and warnings. If emergency information is being communicated through websites and social media, it will be coordinated through the Joint Information System as outlined in the Emergency Public Information Annex.
3. Traditional Media

Traditional media is utilized by all departments and agencies within the City of Los Angeles, as well as supporting county and state agencies. Despite the wide variety of tools available, traditional media, such as newspaper and television interviews, press release dissemination, etc. will continue to be utilized in times of crisis. Each form of traditional media is controlled and monitored by each individual department/agency distributing the communication. Similar to websites and social media, this is a passive method of alerting and warning the public and should not be the only tool utilized when the information needs to be received immediately.

4. NotifyLA

NotifyLA is a mass notification system owned by the City of Los Angeles utilizing the Everbridge software platform. It has the capability to make phone calls to landlines and cell phones and to send text messages, TTY/TDD messages, faxes and emails. The public alerting section of the software is only used for emergency notifications and early warnings and will never be utilized to distribute routine messaging or non-emergency messaging. NotifyLA allows key public safety City departments to initiate voice messages, text messages and e-mails to the public based on their geographic location. Examples of emergency notifications include evacuation notices, shelter-in-place notices and imminent threat to life or property. Any City department which does not have access to NotifyLA but wishes to send a message that meets the criteria listed in Section C “Usage of Emergency Alert and Warning Systems” may coordinate with the EMD Duty Officer to request the alert be sent. The EMD Duty Officer will ensure that the message criteria meet the standards set in this document and will approve or not approve requests. Requests for mass notification messages will be in compliance with the citywide guidance document – Emergency Public Information and Warning Policy (Attachment B). NotifyLA is comprised of the different functionalities and data below:

- a) Wireless Emergency Alerts (WEA) within Los Angeles City - NotifyLA has the capability to send messages through the Wireless Emergency Alerts (WEA) system. Wireless Emergency Alerts are short (max 90- or 360-characters) emergency messages from authorized federal, state, local, tribal, and territorial public alerting authorities that can be broadcast from cell towers to any WEA-enabled mobile device in a locally targeted area. Wireless providers primarily use cell broadcast technology for WEA message delivery. WEA is a partnership among FEMA, the Federal Communications Commission (FCC) and wireless providers to enhance public safety. WEAs can be sent to your mobile device when you may be in harm’s way, without the need to download an application or subscribe to a service. WEAs are messages that warn the public of an impending natural or human-made disaster. The messages are short and can provide immediate, life-saving information and can be targeted to a geographic area with accuracy up to 0.1 mile.
- b) Resident Connection Data- Resident connection data is purchased through Everbridge, and contains mobile, landline, and VoIP telephone records of residents in the City of Los Angeles. This data is restricted to be used only in connection with

emergency notifications per the Telephone Consumer Protection Act of 1991. This is an opt-out set of data- residents are automatically included but can opt to be removed.

- c) Opt-In Data- Several databases of contact information are used in the Everbridge software. Anyone interested in receiving alerts can create an account on the NotifyLA website and determine the methods through which they wish to receive emergency alerts, including phone call, text message, TTY/TDD message, email, and app notification. Opt-in registration allows the user to determine several addresses for which to receive alerts (such as workplace or school) as opposed to only receiving home-based alerts. Since users are opting in to receive alerts, these databases can be used for lower-level emergency situations where there may be public safety related information, but it does not reach the emergency alerting thresholds needed for other types of data/alerts.
 - d) Nixle- Nixle is another database of users managed by the Everbridge system. Users registered by opting in via text message to receive alerts. These alerts can be sent as emails or text messages and are based on either zip codes (community subscribers) or specific event key words. Alerts sent through Nixle can also trigger mobile apps and 3rd party integrations (such as Google Maps, Ring Doorbells, etc.). These alerts can be sent for public safety level thresholds and above.
5. Integrated Public Alert and Warning System (IPAWS)

IPAWS is FEMA's national system for local alerting that provides authenticated emergency and life-saving information to the public through mobile phones using Wireless Emergency Alerts (WEAs), to radio and television via the Emergency Alert System (EAS), and on the National Oceanic and Atmospheric Administration's (NOAA's) Weather Radio (NWR). While NotifyLA utilizes IPAWS for its WEA capability, the County of Los Angeles can use additional alert and warning tools the City of Los Angeles does not have access to. These tools are described below and can be requested through the Standardized Emergency Management System (SEMS). For more information, please refer to the County of Los Angeles Alert and Warning Program Coordinator.

- a) WEA - The County of Los Angeles can initiate WEAs. Examples of when the County may initiate WEA include:
 - Incidents where it has the primary public safety responsibility (i.e., unincorporated areas of Los Angeles County and cities that contract with the County of Los Angeles for fire and/or law enforcement).
 - Incidents that impact the entire county or multiple cities, such as a curfew or earthquake.
 - Incidents within the City of Los Angeles where the City is unable to send an alert and requests the County to send on the City's behalf.
- b) EAS - EAS is a national public warning system that requires radio and television (TV) broadcasters, cable TV, wireless cable systems, satellite, and wireline operators to

provide the US President with capability to address the country within 10 minutes during a national emergency. Broadcast, cable, and satellite TV operators are the stewards of this important public service in close partnership with state, local, tribal, and territorial authorities. At the local level, the County can initiate an EAS. The County has partnered with Local Primary (LP) stations. As such, the LP1s and LP2s have volunteered and agreed to broadcast messages from the County. Additionally, the LP1s and LP2s will broadcast County messages to other local media that can rebroadcast the EAS message on their broadcast channel(s). The Los Angeles County Sheriff's Communication Center (SCC) maintains the County's EAS Encoder/Decoder.

Local Primaries (LP)	Stations
LP 1	KFI 640 AM, KNX 1070 AM, KBIG 104.3 FM
LP 2	KROQ 106.7FM, and KCBS 93.1FM

- c) Non-Weather Emergency Messages (NWEM) - NWEM refers to emergency messages for the public about hazardous events that are originated by government organizations other than the National Weather Service (NWS), but still utilize NWS alert dissemination services. NWEMs created by government officials with public warning authority are distributed through the NWS dissemination infrastructure, NWRs, other national systems, and to the nation's EAS.
6. Auxiliary Disabilities, Access, and Functional Needs (DAFN) Tools
- a) DAFN Coalition - The Emergency Management Department (EMD) and the Department on Disability (DOD) co-manage the DAFN Coalition which is composed of community stakeholders who represent and serve people with disabilities and others with access and functional needs (DAFN). Through these community partnerships the City can, when necessary, communicate warnings and notifications with disability service institutions, independent living centers, community groups, etc. that will be trusted and reliable relays of information to the people in their network.
- b) emPOWER Data - The emPOWER dataset is Department of Health and Human Services (HHS) data that can be used to provide the field and emergency operations center (EOC) with timely and accurate information on DAFN populations that are reliant on electricity dependent equipment and medical therapies. This data contains household specific information for all individuals who receive Medicare provided DME.

In certain situations, this data can be used as an additional method of providing targeted, potentially life-saving notifications to at-risk and vulnerable population groups. This targeted approach to notifications is consistent with the best practice of multiple modes of communication for DAFN populations.

- c) LADWP Life Support Equipment Discount Program - LADWP keeps a database and provides a discount to households who rely on essential life support devices that require electricity. LADWP can provide this information to field responders if needed for the purpose of emergency alerts and warnings. However, the data is difficult to validate and keep current. This tool should be used in conjunction with other methods and not relied on to be a comprehensive list of DAFN populations in an emergency.
7. Changeable Message Signs (CMS)
- Changeable Message Signs (CMS) are electronic billboards that display messages which can be changed or edited digitally. In an emergency, CMS can be used to warn motorists of potential hazards or actions they should take.
- a) California Department of Transportation (Caltrans)
- The use of CMS on state roads and highways are regulated by the Caltrans specifications for Changeable Message Sign System.
 - Caltrans Traffic Operations and the Traffic Management Center have the approval over content posted on CMS.
 - CMS are capable of displaying a variety of character heights and up to three lines of text. CMS displays text messages in all capital letters, while the number of characters per line varies from 9 to 16, depending on need.
 - A request for CMS signs can be made through a Caltrans representative at the command post if they are available. If no Caltrans representative is available, the request can be made through the EOC or EMD Duty Officer to the Caltrans District 7's Los Angeles Regional Transportation Management Center (323) 259-2352.
- b) Los Angeles Department of Transportation (LADOT)
- LADOT CMS come in two varieties: permanent and portable. Both allow for the displaying of short messages to inform road users of conditions, parking availability or other public service announcements. The portable CMS is most often used for special events or construction. The fixed CMS are in key locations around the city.
 - LADOT Automated Traffic Surveillance and Control (ATSAC) owns LADOT's CMS. The Senior Traffic Engineer in Charge of ATSAC initiates its usage.
 - The use of LADOT CMS will be coordinated through the EMD Duty Officer or the EOC, if activated.
- c) Los Angeles World Airports (LAWA)
- LAWA has the ability to post emergency alerts and notifications by utilizing electronic billboards located on various throughways leading to Los Angeles International Airport (LAX).
 - These billboards are owned and maintained by the City of Los Angeles Department of Transportation (LADOT).
 - Posting information on these billboards is monitored by LADOT staff and ARCC

staff.

- LAWA liaisons with LADOT to post early warnings and notifications to the general public regarding incidents occurring at the airport or along throughways leading to the airport.

8. Red Flag Alerts

Red Flag Alerts are issued by the Los Angeles Fire Department (LAFD) when fire-related dangers are imminent or expected. Note that LAFD Red Flag Alerts have different criteria than the National Weather Service Red Flag Warning. These early warnings are distributed under such circumstances to those who have self-registered; this is an opt-in system that requires registration. Warnings are made using a database that has pre-registered telephone numbers and e-mail addresses where notifications can be sent. The goal of the program is to educate the public on the potential hazards associated with a fast-moving brush fire, and the importance of keeping roadways clear and traffic moving. The Red Flag alert status is posted on the LAFD website (<https://notify.lafd.org/redflag/>) and publicized by the media.

9. ShakeAlert®

The United States Geological Survey (USGS) operated ShakeAlert® Earthquake Early Warning System detects significant earthquakes so quickly that alerts could reach many people before shaking arrives. ShakeAlert is not earthquake prediction, rather when one receives a ShakeAlert-powered alert it indicates that an earthquake has begun and shaking could be imminent. The USGS produces ShakeAlert Messages which contain an estimate of earthquake location, size (magnitude), and distribution of shaking. Alert delivery comes by other public and private means (internet, radio, television, cellular), including WEA alerts delivered by FEMA's Integrated Public Alert and Warning System (IPAWS). USGS licensed alert distribution partners operate in critical sectors such as utilities, hospitals, transportation systems, educational environments, and more are in development. The USGS and its partners continue to expand these applications in coordination with state agencies in Washington, Oregon, and California. The following graphic explains the thresholds for ShakeAlert-powered alert delivery and the method in which they are delivered. Learn more about ShakeAlert at: usgs.gov/ShakeAlert

Alert Thresholds

To Alert People

	Who is Alerted	Magnitude Threshold	Intensity Threshold
 Wireless Emergency Alert (WEA)	General public with WEA-capable devices	5.0+	MMI IV+
 Cell Phone Apps	People who have downloaded a cell phone app	4.5+	MMI III+ (user selectable)
 Android Operating System	Android cell phone users through push notifications	4.5+	MMI III - MMI IV
	Android cell phone users through full-screen takeover	4.5+	MMI V+
 Automated Alerts through Public Address Systems, Lights, Sirens, In-House Apps, etc.	Institutions that use ShakeAlert to alert people to take a protective action	4.0+	MMI III+

To Alert Systems and Machines

 Automated "Machine-to-Machine" Alerts	Institutions that use ShakeAlert to automate actions to mitigate damage to vital equipment, systems, and infrastructure	4.0+	MMI III+
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III. DIRECTION, CONTROL AND COORDINATION

This Emergency Alert and Warning Annex may be activated when authorized leadership deems necessary.

Some portions of this Annex go into effect before or immediately following an event requiring alerts and warnings. The remainder of this Annex could be activated when the incident grows in scope to a point where activation of the Emergency Operations Center (EOC) is warranted.

In advance of or simultaneous with the city plan activation, city departments and agencies will also activate their departmental emergency plans if necessary.

A. Authority to Initiate Actions

Each department has the authority to utilize its respective messaging tools to distribute alerts and warnings in accordance with the Emergency Public Information and Warning Policy (Attachment B). Because warning the public prior to disaster can save both life and property, each department recognizes the vitality of alert and warning distribution when such information is available. As this Annex details, each department uses its tools at a minimum to distribute alerts and warnings that affect its operations. Each department exercises a degree of prudence when using such tools to vet information and maintain quality standards.

Before each tool listed in the Emergency Alert and Warning Annex is utilized to distribute information for public consumption, each initiating agency must follow the terms, conditions and permissions outlined in the Concept of Operations portion of this Annex and the Emergency Public Information and Warning Policy (Attachment B).

Emergency situations will require more than one alert and warning message distribution tool to accurately and efficiently reach the whole population of Los Angeles. This may also mean that more than one agency will be responsible for the distribution of alerts and warnings to the public. Should this be the case, agencies must collaborate in order to ensure that only one, citywide message is crafted and distributed in conjunction with the mayor's office to maintain consistency and accuracy.

IV. ADMINISTRATION, FINANCE AND LOGISTICS

Each department is required to have documented internal administrative procedures in place to track financial costs related specifically to the response and/or recovery of an incident. These procedures must include tracking all expenditures specifically related to the incident, including personnel costs such as straight and overtime payroll costs related specifically to the incident. Departments are also required to have in place documented internal administrative procedures for requesting, fulfilling, and tracking internal resource requests, department to department (DOC-to-DOC) resource requests, field to department (field-to-DOC) and department to EOC (DOC-to-EOC). Each department is responsible for the tracking of their own resources, including the tracking of personnel.

If an incident meets designated thresholds for Proclamation or Declaration of a State and/or Federal Emergency or Disaster, the Department of the Chief Administrative Officer (CAO), acting as the City's Authorized Agent, will develop a method for collecting financial documentation from departments as needed for submission as part of the City's reimbursement application process.

V. AGREEMENTS AND UNDERSTANDINGS

- Memorandum of Agreement between LAPD DOC, Communications Division and FEMA Integrated Public Alert and Warning System Program Management Office

VI. AUTHORITIES AND REFERENCES

A. Authorities

1. Federal
 - a) The Robert T. Stafford Disaster Relief and Emergency Assistance Act, Public Law 93-288, as amended.
https://www.fema.gov/sites/default/files/documents/fema_stafford_act_2021_vol1.pdf
 - b) Homeland Security Presidential Directive-5 (HSPD-5).
<https://www.govinfo.gov/content/pkg/PPP-2004-book1/pdf/PPP-2004-book1-doc-pg173.pdf>
 - c) National Incident Management System. Department of Homeland Security. December 2008. http://www.fema.gov/pdf/emergency/nims/NIMS_core.pdf
 - d) National Response Framework. Department of Homeland Security. January 2008. <http://www.fema.gov/pdf/emergency/nrf/nrf-core.pdf>
 - e) Americans with Disabilities Act of 1990, as amended.
<http://www.ada.gov/pubs/ada.htm>
2. State
 - a) California Emergency Services Act ,2006
<https://www.caloes.ca.gov/LegalAffairsSite/Documents/Cal%20OES%20Yellow%20Book.pdf>
 - b) California Code of Regulations, Title 19, Chapters 1 through 6, including:
 - i. Chapter 1, Standardized Emergency Management System.
<https://www.caloes.ca.gov/PlanningPreparednessSite/Documents/SEMS%20Regulations.pdf>
 - ii. Chapter 6, Disaster Assistance Act Regulations.
<https://www.law.cornell.edu/regulations/california/title-19/division-2/chapter-6>
 - c) California State Emergency Plan.
https://www.caloes.ca.gov/PlanningPreparednessSite/Documents/California_State_Emergency_Plan_2017.pdf
 - d) California Master Mutual Aid Agreement
<https://www.caloes.ca.gov/PlanningPreparednessSite/Documents/CAMasterMutualAidAgreement.pdf>

3. Local

a) Operational Area Emergency Response Plan

<https://ceo.lacounty.gov/wp-content/uploads/2019/12/OAERP-Approved-Adopted-Version-6-19-2012.pdf>

b) City Emergency Plans

<https://emergency.lacity.org/resources/emergency-plans-and-annexes>

B. References

1. FEMA. "Guidance for Public Information Officers (PIOs)". https://www.fema.gov/sites/default/files/documents/fema_nims-basic-guidance-public-information-officers_12-2020.pdf
2. Local Emergency Operations Plans
3. Los Angeles Department of Public Health, "Adult Disability in Los Angeles County." LA Health. Sept. 2006.
4. United States Census Bureau. "Los Angeles (City) State & County QuickFacts." [Quickfacts.census.gov/qfd/states/06/0644000.html](https://www.census.gov/quickfacts/losangeles-city)

ATTACHMENT A: ACRONYMS

Acronym	Full Name
ADA	Americans With Disabilities Act
ARCC	Airport Response and Coordination Center
ATSAC	Automated Traffic Surveillance and Control
BOC	Business Operations Center
Caltrans	California Department of Transportation
CMS	Changeable Message Sign
CPG	Comprehensive Preparedness Guide
CSU	Community Service Unit
CWERS	County Wide Emergency Radio System
DOC	Department Operations Center
DPW	Department of Public Works
DAFN	Disabilities Access and Functional Needs (DAFN) Technical Specialist
EDC	Electric Dependent Community
EMD	Emergency Management Department
EOB	Emergency Operations Board
EOC	Emergency Operations Center
EOO	Emergency Operations Organization
EOP	Emergency Operations Plan
FEMA	Federal Emergency Management Agency
FNSS	Functional Needs Support Services
ICS	Incident Command Structure
LACDPH	Los Angeles County Department of Public Health
LADOT	City of Los Angeles Department of Transportation
LADWP	Los Angeles Department of Water and Power
LAFD	Los Angeles Fire Department
LAPD	Los Angeles Police Department
LAWA	Los Angeles World Airports
LAX	Los Angeles International Airport
MOA	Memorandum of Agreement

MOU	Memorandum of Understanding
NIMS	National Incident Management System
OA	Los Angeles Operational Area

PIO	Public Information Officer
POLA	Port of Los Angeles
PSO	Public Service Officer
SEMS	Standardized Emergency Management System
SOP	Standard Operating Procedure

**ATTACHMENT B: CITY OF LOS ANGELES EMERGENCY PUBLIC INFORMATION AND
WARNING POLICY**

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
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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.

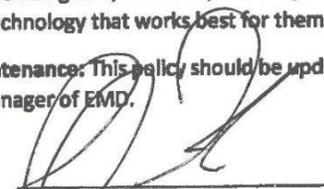
Prohibited Use: The City of Los Angeles' EPIW system is only used based on the criteria described above. The following uses are prohibited:

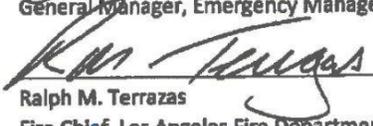
1. Unauthorized disclosure of personal data contained within the system
2. Manipulation or usage of system or data beyond ascribed user level
3. Any usage beyond the scope as outlined in this policy.

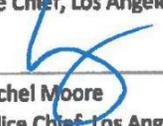
Training and Exercise: All designated EPIW message senders will take the required training as defined in the State of California Alert and Warning Guidelines and the Federal Emergency Management Agency. Their respective departments will track the completion of training. The Emergency Management Department 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.

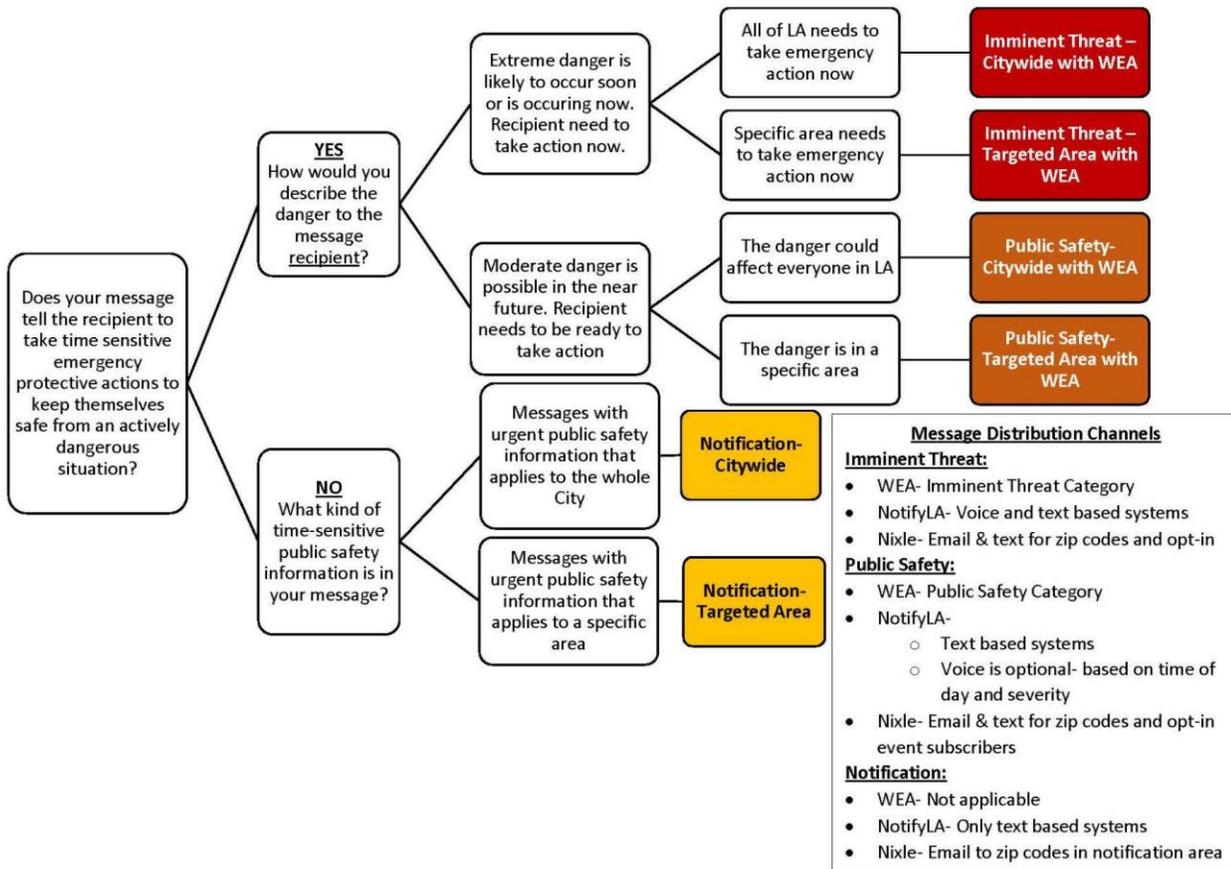
Policy Maintenance: This policy should be updated no less than every other year or at the direction of the General Manager of EMD.

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

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

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

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



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. <i>Example: Post-Earthquake</i>	WEA <ul style="list-style-type: none"> Imminent Threat Category, Simplified full City WEA Shape NotifyLA <ul style="list-style-type: none"> Phone Call, Text, Email, TTY/TDD, App, Social Media, Website Nixle- Alert <ul style="list-style-type: none"> 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. <i>Example: Wildfire Evacuation</i>	WEA <ul style="list-style-type: none"> Imminent Threat Category, Specific Targeted Area NotifyLA <ul style="list-style-type: none"> Phone Call, Text, Email, TTY/TDD, App, Social Media, Website Nixle- Alert <ul style="list-style-type: none"> 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. <i>Example: Curfew</i>	WEA <ul style="list-style-type: none"> Public Safety Category- Simplified whole City WEA shape NotifyLA <ul style="list-style-type: none"> Text, Email, TTY/TDD, App, Social Media, Website <i>Optional: Phone Call: Based on time of day/urgency</i> Nixle- Advisory <ul style="list-style-type: none"> 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. <i>Example: Gas Leak Shelter in Place</i>	WEA <ul style="list-style-type: none"> Public Safety Category, Targeted Area NotifyLA <ul style="list-style-type: none"> Text, Email, TTY/TDD, App, Social Media, Website <i>Optional: Phone Call: Based on time of day/urgency</i> Nixle- Advisory <ul style="list-style-type: none"> 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. <i>Example: Mask ordinance, dangerous weather</i>	NotifyLA <ul style="list-style-type: none"> Text, Email, TTY/TDD, App, Social Media, Website Nixle- Community <ul style="list-style-type: none"> 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. <i>Example: Avoid the area due to broken water main</i>	NotifyLA <ul style="list-style-type: none"> Text, Email, TTY/TDD, App, Social Media, Website Nixle- Community <ul style="list-style-type: none"> Email only- Targeted Zip Codes in Community Subscribers

**ATTACHMENT C: NOTIFY LA EMERGENCY ALERT MESSAGE
CONSTRUCTION GUIDE**



NotifyLA Emergency Alert Message Construction Guide

Variables

Source: Name of the agency who requested the message: LAFD, LAPD, or LA City

Protective Action: Shelter In Place, Evacuate, Take Health Precautions, Avoid the Area

Hazard: Gas Leak, Active Shooter, Wildfire, Earthquake, Curfew, etc.

Location: State boundaries of the impacted area. Use street names, landmarks, easy to understand location information

Duration/Expiration Time: How long does the recipient need to take this action. “Now” will fit for most emergency scenarios.

90 Character Message

Order of Variables: **Source, Protective Action, Hazard, Location, Duration/Expiration Time**

Rules: Spaces and punctuation are part of the 90-character count. Do not include any special characters/characters not found on a typical keyboard. Do not copy and paste into Everbridge- type directly into the system. Whenever possible include a link for more information.

Example (90 Characters):

LAFD: Evacuate from gas leak. One mile radius of the Coliseum evacuate now lafd.org/alerts

360 Character Message

Order of Variables: **Source, Hazard, Protective Action, Location, Duration/Expiration Time**

Rules: Spaces and punctuation are part of the 360-character count. Do not include any special characters/characters not found on a typical keyboard. Do not copy and paste into Everbridge- type directly into the system.

Example (342 Characters):

LAFD: A major gas leak has triggered an evacuation order for the area within a one mile radius of the LA Memorial Coliseum. Everyone within the perimeter of Jefferson Blvd, San Pedro Street, Vernon Ave, and Normandie Ave should evacuate immediately. A shelter is set up at Westwood Recreation Center: 1350 S. Sepulveda Blvd, Los Angeles, CA.

If You Encounter Any Problems Sending the Alert, Contact:

For technical assistance with the software, contact **Everbridge’s 24/7 Technical Support: (866) 436-4911**

If Technical Support can’t fix it, Everbridge can send the message on your behalf:

Global Direct Emergency Live Operator: (818) 230-9797. Back-up Number: (877) 220-4911

ATTACHMENT D: EXAMPLE NOTIFYLA MESSAGES

Wildfire Emergency Messages- **Must Confirm w/ICP Before Sending**

Wildfire Alert: Potentially Dangerous Fire, No Evacuation Warning Area Identified

Variables (This information changes based on the fire)

{90WEA Alert Area}: 19 characters for location description of area at risk. Use an intersection, obvious nearby landmark (Getty, Hollywood Sign), or address.

{360WEA Alert Area}: 50 characters for location description of area at risk. Use an intersection, obvious nearby landmark (Getty, Hollywood Sign), or address.

NotifyLA/Nixle Language

TEXT/PHONE MESSAGE:

LAFD: Fire near **{360WEA Alert Area}**. Those nearby should get set for a potential evacuation. Monitor local news and [lafd.org/alerts](https://www.lafd.org/alerts). Incendio cerca de **{360WEA Alert Area}**. Los que están cerca deben prepararse para una posible evacuación. Escuche las noticias locales y [lafd.org/alerts](https://www.lafd.org/alerts)

EMAIL/NIXLE:

This is a message from NotifyLA, issued by the City of Los Angeles Fire Department. A fire is burning near **{360WEA Alert Area}**. Those nearby should get set for a potential evacuation by gathering supplies and loved ones. Monitor local news, LAFD social media channels, and [lafd.org/alerts](https://www.lafd.org/alerts). For more information on preparing for a wildfire, visit this website: <https://www.lafd.org/ready-set-go>

Este es un mensaje de NotifyLA, mandado por el Departamento de Bomberos de la Ciudad de Los Ángeles. Hay un incendio cerca del **{360WEA Alert Area}**. Los que están cerca deben prepararse para una posible evacuación reuniendo suministros y familiares. Escuche las noticias locales, los canales de redes sociales de LAFD y [lafd.org/alerts](https://www.lafd.org/alerts). Para obtener más información sobre cómo prepararse para un incendio forestal, visite este sitio web: <https://www.lafd.org/ready-set-go>

Notify LA

City of Los Angeles

<https://emergency.lacity.org/notifyla>

Wireless Emergency Alert Language (Note- Spanish WEAs cannot include accents)

WEA- 90 Character English: LAFD:Fire near **{90WEA Alert Area}**. Get set for possible evacuation. Info: lafd.org/alerts

WEA-90 Character Spanish: LAFD:Incendio area **{90WEA Alert Area}**. Preparese por posible evacuaciones lafd.org/alerts

WEA- 360 Character English: LAFD: A wildfire is burning near **{360WEA Alert Area}**. Those nearby should get set for a potential evacuation by gathering supplies and loved ones. Monitor local news, LAFD social media channels, and www.lafd.org/alerts for the latest information. For resources on preparing for a wildfire visit <https://www.lafd.org/ready-set-go>

WEA- 360 Character Spanish: LAFD: Hay un incendio forestal cerca de **{360WEA Alert Area}**. Si estas en esta area preparese por posible evacuaciones. Junten suministros y una la familia. Escuche las noticias locales, los canales de redes sociales de LAFD y lafd.org/alerts. Para obtener recursos sobre como prepararse <https://www.lafd.org/ready-set-go>

Evacuation Warning: Prepare to Evacuate for a Specific Location

Variables (This information changes based on the fire)

{90WEA Evac Zone}: 32 characters for description of the area under the evacuation warning.

{360WEA Evac Zone}: Evacuation Area: 60 characters for the description of the area covered by the evacuation warning.

{Wildfire Name}: 20 characters for name of wildfire. Does not need to include "Fire" in Incident template

NotifyLA/Nixle Language

TEXT/PHONE MESSAGE:

LAFD: Evacuation Warning for **{Wildfire Name}** Fire. People in **{360WEA Evac Zone}** area should prepare to evacuate due to a rapidly moving wildfire. Info: lafd.org/alerts

LAFD: Prepárese para evacuar el área **{90WEA Evac Zone}**. [lafd.org/alerts](https://www.lafd.org/alerts)

EMAIL/NIXLE:

This is a message from NotifyLA, issued by the City of Los Angeles Fire Department. People in **{360WEA Evac Zone}** are in an evacuation warning area for the **{Wildfire Name}** Fire, and are advised to prepare to evacuate. Back the car into the driveway, open garage doors, collect pets into one room so they are easier to gather, and put your “go bag” and other things you want to take with you in the car. If you are in the evacuation warning area and will need additional time to evacuate, leave now. If you see sparks or embers in your neighborhood or feel threatened by the fire, leave now. Monitor local news, LAFD social media, and www.lafd.org/alerts for the latest maps and info.

LAFD: Prepárese para evacuar el incendio **{Wildfire Name}**. Área con potencial de evacuación es **{360WEA Evac Zone}**. Se aconseja que todos los presentes preparen para evacuar. Junten suministros y su familia. Escuche las noticias locales, las redes sociales de LAFD y www.lafd.org/alerts para obtener mapas y información más recientes.

Notify LA

City of Los Angeles

<https://emergency.lacity.org/notifyla>

Wireless Emergency Alert Language (Note- Spanish WEAs cannot include accents)

WEA- 90 Character English: LAFD: Prepare to evacuate from a fire in **{90WEA Evac Zone}**. [lafd.org/alerts](https://www.lafd.org/alerts)

WEA-90 Character Spanish: LAFD: Prepárese para evacuar el área **{90WEA Evac Zone}**. [lafd.org/alerts](https://www.lafd.org/alerts)

WEA- 360 Character English: LAFD: Prepare to evacuate from the **{Wildfire Name}** Fire. The evacuation warning area is **{360WEA Evac Zone}**. Everyone there is advised to prepare to evacuate by gathering supplies, pets, and loved ones. Monitor local news, LAFD social media, and www.lafd.org/alerts for the latest maps and info.

WEA- 360 Character Spanish: LAFD: Prepárese para evacuar el incendio **{Wildfire Name}**. Área con potencial de evacuación es **{360WEA Evac Zone}**. Se aconseja que todos los presentes preparen para evacuar. Junten suministros y su familia. Escuche las noticias locales, las redes sociales de LAFD y www.lafd.org/alerts para obtener mapas y

informacion mas recientes.

Evacuation Order: Evacuate Now for a Specific Location

Variables (This information changes based on the fire)

{90WEA Evac Zone}: 32 characters for description of the area under the evacuation warning.

{360WEA Evac Zone}: Evacuation Area: 60 characters for the description of the area covered by the evacuation warning.

{Wildfire Name}: 20 characters for name of wildfire. Does not need to include "Fire" in Incident template

{Shelter Name/Address}: 40 characters for name of shelter site and address

NotifyLA/Nixle Language

TEXT/PHONE MESSAGE:

LAFD: Evacuate now from the area of **{360WEA Evac Zone}**. Those not in the evacuation area should shelter in place. Evacuation order for **{Wildfire Name}** Fire. Map: lafd.org/alerts

LAFD:Evacue inmediatamente. **{90WEA Evac Zone}** Incendio Mapa: lafd.org/alerts

EMAIL/NIXLE:

This is a message from NotifyLA, issued by the Los Angeles City Fire Department: Evacuation order for the **{Wildfire Name}** Fire. People in the area of **{360WEA Evac Zone}** need to evacuate now due to a rapidly moving wildfire. Pack all people and pets into your vehicle and leave the area immediately. An evacuation center has been set up at **{Shelter Name/Address}**. If you are not in the mandatory evacuation zone, stay off the roads to allow first responders and evacuees to move quickly. More information, including a map, can be found at www.lafd.org/alerts

LAFD: Evacue ahora. Orden de evacuación para el incendio **{Wildfire Name}**. **{360WEA**

Evac Zone evacuan inmediatamente. Reúna personas y mascotas y salga inmediatamente. Centro de evacuación: **{Shelter Name/Address}**. Todos afuera del área peligrosa deben refugiarse en lugar. Información y mapa: www.lafd.org/alerts

Notify LA

City of Los Angeles

<https://emergency.lacity.org/notifyla>

Wireless Emergency Alert Language (Note- Spanish WEAs cannot include accents)

WEA- 90 Character English: LAFD: Evacuate now from wildfire: **{90WEA Evac Zone}**. Map: lafd.org/alerts

WEA-90 Character Spanish: LAFD:Evacue inmediatamente. **{90WEA Evac Zone}** Incendio Mapa: lafd.org/alerts

WEA- 360 Character English: LAFD: Evacuate now. Evacuation order for **{Wildfire Name}** Fire for **{360WEA Evac Zone}**. All in that area must evacuate now. Gather people and pets and leave immediately. Evacuation center: **{Shelter Name/Address}**. All others shelter-in-place. Info & map: www.lafd.org/alerts

WEA- 360 Character Spanish: LAFD: Evacue ahora. Orden de evacuacion para el incendio **{Wildfire Name}**. **{360WEA Evac Zone}** evacuan inmediatamente. Reuna personas y mascotas y salga inmediatamente. Centro de evacuacion: **{Shelter Name/Address}**. Todos afuera del area peligrosa deben refugiarse en lugar. Informacion y mapa: www.lafd.org/alerts

Evacuation Order Lifted

NotifyLA/Nixle Language (No WEA)

TEXT:

LAFD: All evacuation orders are lifted from the **{Wildfire Name}** Fire. Residents in the impacted area can now return home. More info: lafd.org/alerts LAFD: Todas las órdenes de evacuación del incendio **{Wildfire Name}** se han quitado. Los residentes en el área afectada ahora pueden regresar a su casa. Más información: lafd.org/alerts

EMAIL/NIXLE/PHONE MESSAGE:

This is a message from NotifyLA, issued by the Los Angeles City Fire Department. All evacuation orders have been lifted from the **{Wildfire Name}** Fire. Residents in the impacted area can return home. Everyone in high fire danger areas should be cautious and ready to quickly evacuate, since fire danger weather conditions will continue to be dangerously dry and windy. For more information on preparing to evacuate, visit this website: <https://www.lafd.org/ready-set-go>

Este es un mensaje de NotifyLA, mandado por el Departamento de Bomberos de la Ciudad de Los Ángeles. Todas las órdenes de evacuación del incendio **{Wildfire Name}** se han quitado. Los residentes en el área afectada pueden regresar a casa. Todos los que se encuentren en áreas de alto riesgo de incendio deben ser cautelosos y estar listos para evacuar rápidamente, ya que las condiciones climáticas de peligro de incendio continuarán siendo peligrosamente secas y ventosas. Para obtener más información sobre cómo prepararse para evacuar, visite este sitio web: <https://www.lafd.org/ready-set-go>

Notify LA

City of Los Angeles

<https://emergency.lacity.org/notifyla>