

City of Los Angeles EMERGENCY OPERATIONS PLAN



EMERGENCY PUBLIC INFORMATION Functional Specific Annex

February 2018



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ANNEX DEVELOPMENT AND MAINTENANCE

This Annex is developed in support of the City of Los Angeles Emergency Operations Plan (EOP) to facilitate response during incidents that require emergency public information.

This Annex is developed in cooperation and with input from the City departments with primary response or support responsibilities, as well as input from appropriate non-City agencies with identified activities that require emergency public information.

This Annex is developed to describe the overall citywide response function and capabilities, and is to be used by each department identified within this Annex to develop their own standardized operating procedures (SOPs) specifically for their department to direct tactical operations. When developing SOPs, each department is to take into consideration how all of the operations 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 identified within this plan. 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, any 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.

Every other year, 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 such an effort. 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 EOP. It serves as either a stand-alone plan or companion document to an applicable Hazard Specific Response 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 is presented to the Emergency Operations Board (EOB) with a recommendation for approval. Upon review and approval by the EOB, the Annex 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

During the response to a disaster or emergency, the following functional support shall be used as deemed necessary:

- Where internal communications systems is referenced, see the **Communications Annex**.
- Where early warning and notification is referenced, see the **Early Warning and Notification 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**.
- The 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, Terrorism Annex** and the **Chemical, Biological, Radiological, and Nuclear (CBRN) Annex**.
- 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 SOPs.

BACKGROUND

The City of Los Angeles is home to over 4 million residents. It is prone to many natural disasters such as earthquakes, wildfires, flooding, debris flows, tornados, tsunamis, droughts, civil unrest, hazardous material emergencies, search and rescue emergencies and terrorism.

Public information must be coordinated and integrated across jurisdictions, agencies, and organizations among Federal, State, Tribal, Local governments, non-governmental organizations (NGOs), and the private sector. Well-developed public information, educational strategies, and communication plans help ensure that lifesaving measures are coordinated and communicated to numerous audiences in a timely, consistent manner.

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

- What has happened?
- What actions City emergency response agencies have taken?
- What the public needs to know and to do in response to the emergency or significant incident?

The City's public information process provides for accessible and effective communication for people with disabilities and others with access and functional needs. The City has integrated the use of multi modal communications to include effective and accessible communication platforms, including but not limited to using traditional media, social media, web-based media, printed publications, in person communication, email distribution, and NotifyLA. Notify allows the City of Los Angeles Emergency Management Department (EMD) 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.

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). When the City Emergency Operations Center (EOC) is activated, EMD will work with the City Disabilities Access and Functional Needs Technical Specialist (DAFN Technical Specialist), 311, County 211, City Department Information Coordinators, City Department public information officers and private sector media partners to publish and disseminate public information in accordance with all citywide guidance regarding accessible, inclusionary, and effective communication. Broadcast media and video programming distributors are required by the Federal Communications Commission (FCC) to make 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.

The role of the Public Information Officer (PIO) is to communicate timely, accurate, inclusionary, and accessible information during emergency or disaster situations. The PIO role has become more critical with the speed and frequency with which information is posted on

the internet from citizens and non-official sources. Their skill and expertise in gathering, verifying, crafting and disseminating information during these incidents is essential..

PIOs must not *only* use traditional media in getting messages to the public during a disaster, but they must also leverage the power of the internet and social media tools to instantly communicate and interact with the public. Lastly, in using these tools, PIOs must brand and establish themselves as a reliable source the public can refer to with confidence during an emergency or crisis.

The key responsibilities of the PIO include, but are not limited to:

- Gathering accurate and timely information.
- Handling all internal/external information dissemination.
- Answering media/public inquiries.
- Providing rapid response (i.e. timely response to media inquiries, efficient and accessible dispersal of accurate information) to media and EOC management.
- Monitoring media and managing rumor control.
- Advising of inaccurate or questionable reports.
- Obtaining transcripts and videos relevant to event/incident at hand.
- Ensuring inclusionary and accessible messaging to the public.

I. PURPOSE, SCOPE, SITUATION AND ASSUMPTIONS

A. Purpose

This Annex focuses on major emergencies or disasters when the City's EOC or a Joint Information Center (JIC) is established or activated. Organizations, operational concepts, responsibilities, and procedures regarding emergency public information capabilities are defined within this Annex.

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 responsibilities related to emergency public information within the scope of this Annex.

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 City departments and the public in the event that requires emergency public information. 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, and other Local government emergency response plans and operations.

B. Scope

Effective incident management begins with a host of preparedness activities conducted 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 essential resources. Of particular importance to this document are:

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

This Annex outlines the process for communicating, coordinating, and integrating public information during an emergency or disaster situation. This Annex also details the coordination between the PIO in the Field and the PIO in the EOC for disseminating information during an EOC (Level I, II or III) activation, and coordinating with a JIC.

This Annex will:

- Identify basic policy decisions that will guide the City’s PIO during a major incident.
- Provide a clear plan of action enabling staff to perform effectively.
- Help build and maintain public trust.
- Help ensure consistency with City procedures, other agencies’ procedures, State and regional response plans and the National Incident Management System (NIMS).
- Facilitate the process by which various City departments work together to communicate information to the public during an emergency.
- Specify actions to be taken by personnel to efficiently disseminate accurate information to the appropriate audiences.

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*”², the 2017 population estimate for the City of Los Angeles is 4,041,707. This estimates out at approximately 8116 persons per square mile.

The City of Los Angeles is one of the most diverse cities in the world. Angelenos speak nearly 200 languages and are part of many different religious and belief systems. Community members who live, work, and play in Los Angeles include people with disabilities and others with access and functional needs.

This plan will use the phrase *people with disabilities and others with access and functional needs* to describe both those that meet the definition of disability as well as people who may or may not meet the definitions of civil rights laws or some of the 60 plus diverse definitions of disability.³ The definitions for people with disabilities as well as others with access and functional needs are provided below:

² California Department of Finance, *E-1 Population Estimates for Cities, Counties, and the State*, January 1, 2017

³ Los Angeles Department of Public Health, “Adult Disability in Los Angeles County.” LA Health. Sept. 2006}

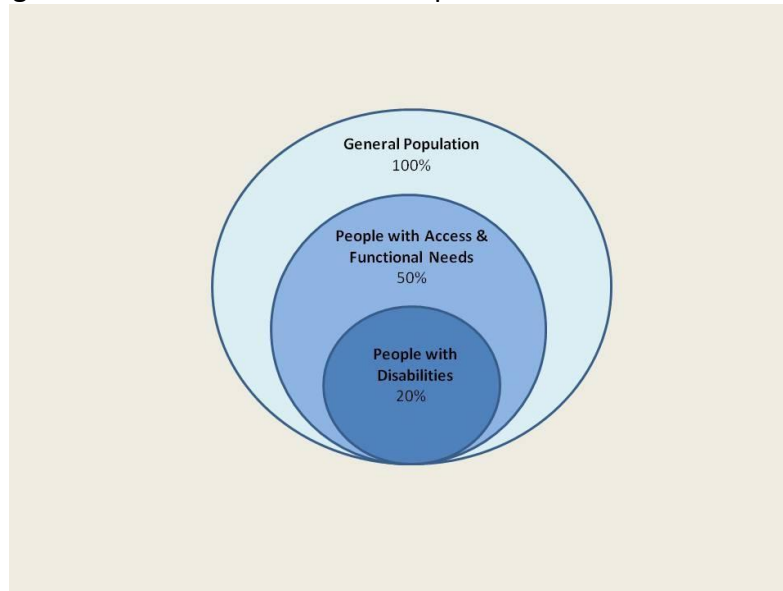
People with Disabilities

“Disability” in this context is a legal term rather than a medical one. It refers to a Federally protected class under the 1990 Americans with Disabilities Act (ADA). Nationally, people with disabilities make up about 20% of the population. To be in compliance with the law, emergency managers must apply the concepts of accessibility, inclusion, and nondiscrimination in providing services to the general public which includes communication of public information and warnings, transportation, mass care and sheltering, and evacuations.

Others with Access and Functional Needs

Others with Access and Functional Needs is a broad definition that includes anyone who might have additional needs before, during, or after a disaster in accessing services. This includes individuals that may or may not meet the definitions of disability under existing civil rights laws, such as people with limited or no English language proficiency, individuals that are institutionalized, women in late-term pregnancy, or those with limited or no access to transportation. With this broader definition, about 50% of the population is considered to have an access or functional need. Anyone with a disability has an access and functional need, but not everyone with an access and functional need has a disability.

The image below clarifies the relationship in these definitions.



2. Vulnerabilities

The City of Los Angeles has multiple, accessible, redundant warning and notification systems to reach the public. 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 areas in the City, may impact the effectiveness of notification systems.

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), Memorandum of Agreements (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 warnings, notification, and/or support.

D. Assumptions

This Annex was created to integrate the concepts and structure defined by 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 up to date. If necessary, before implementing, modify the Annex so that it is consistent with current processes, procedures, and protocols.
- Only departments that have a response role or a role closely supporting the response to an event requiring emergency public information will be included in this document. The departmental roles listed are limited to those applicable to the event.
- In any disaster, primary consideration is first given to the preservation of life, then incident stabilization and property preservation. 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 public information officers.
- The City 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.
- 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.
- Residential, commercial and institutional structures could be damaged; requiring a large Urban Search & Rescue/Heavy Rescue mobilization.
- Residents could be displaced, requiring shelter and social services needs. Sheltering activities could be short term or long term depending on the severity of the incident.
- Vital infrastructure such as potable water supplies, electrical power, natural gas distribution systems and sewer services could be compromised. Re-establishment of these vital resources will be critical.

- Transportation infrastructure, vehicle and rail corridors, could be damaged and in limited operation. Re-establishment of transportation infrastructure will be critical.
- Communications infrastructure could be damaged; causing disruption in land-line telephone, cellular telephone, radio, television, internet and other communication services. Re-establishment of communications infrastructure will be critical.
- The public will demand updates and information regarding the situation.
- All resources will be available and operations will be conducted as expected. In some cases, however, tools and/or resources may not be available. In which case people will adapt accordingly.
- Local media will be requested to disseminate public/crisis information during emergency situations and should participate in pre-disaster awareness programs and disaster education activities.
- All departments will utilize sign language interpreters for press conferences and camera operators will include the interpreter in the camera frame.
- When the EOC is activated at a Level II or Level III, the DAFN Technical Specialist will be activated.
- Broadcast media and video programming distributors are required by the FCC to ensure programming providing emergency information be accessible to people with disabilities and others with access and functional needs.
- Local media, Independent Living Centers (ILCs), and Regional Centers will cooperate with officials in distributing messaging to the public.
- This Annex only applies within the jurisdictional boundaries of the City of Los Angeles.
- City departments will coordinate the development and dissemination or messaging to the general public, government offices and news media through multiple formats to ensure widest distribution. These formats include, but are not limited to direct contact, briefings, presentations, social media, news releases and advisories, webinars, quick responses to inquiries. While some incidents may require only field dissemination operations, others may also require EOC and JIC support. The overall responsibility for the release of accurate and timely information about an emergency or significant incident for public dissemination rests with the Incident Commander in the field or, should the EOC be activated, the EOC Director.

II. CONCEPT OF OPERATIONS

A. Terminology

Access and Functional Needs – 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 and may include, but are not limited to, maintaining independence, communication, transportation, supervision, and medical care. Utilize Emergency Support Function (ESF) #6 to 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.

Assistant PIO – An Assistant PIO operates under the guidance of the incident’s PIO. The Assistant PIO performs duties required by the PIO and will support the PIO in various capacities relating to public information distribution.

Accessible Messaging – Information that is published, produced, and broadcasted in a format that integrates the needs of individuals with disabilities and others with access and functional needs.

Disability – A person is legally defined by the Americans with Disabilities Act (ADA) as having a disability if that person meets one of the following requirements:

- Has a physical or mental impairment that substantially limits one or more major life activity;
- Has a history or record of such an impairment; and/or
- Is perceived by others as having such an impairment

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.

Effective Communication –Communication methods that are understandable and timely. Written and/or spoken communication must be clear and understandable to everyone, including people with disabilities and others with access and functional needs.

Disabilities Access and Functional Need Technical Specialist (DAFN Technical Specialist) – The DAFN Technical Specialist will be activated whenever the EOC is activated at a Level II or Level III to provide overall technical support and expertise to all EOC functions and EOC staff regarding appropriate, adequate and inclusive planning and response for people with disabilities and others with access and functional needs.

Inclusionary Messaging – Messaging that is provided in accessible formats and is inclusive the needs of people with disabilities and others with access and functional needs.

Joint Information Center (JIC) – A JIC is an entity established during an EOC activation. The JIC can be physical or virtual and does not have to be in use throughout the duration of the EOC activation period. A JIC allows for several Department PIOs to communicate closely with one another during an emergency incident. This allows for better coordination, efficiency and insures unified messaging.

Joint Information System (JIS) – The JIS is a network of PIOs working together to facilitate the dissemination of public messaging during an incident. This provides a system for crafting and delivering messaging.

Public Information – Public information consists of the processes, procedures and systems to communicate timely, accurate, and accessible information on the incident's cause, size and threat to public safety, responders and additional stakeholders (both directly affected and indirectly affected).

Public Information Officer (PIO) – The PIO works to disseminate 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. It is the responsibility of the PIO to ensure that all messaging is delivered in accessible formats and is inclusive of people with disabilities and others with access and functional needs.

Single Agency Response – A single agency response occurs when there is solely one lead in an incident and, therefore, one incident commander.

Unified Response – A unified response is required when there is more than one lead agency involved in the incident response.

For a list of Acronyms, see Attachment A

B. Initiating Actions

The Incident Commander can initiate any sort of unified PIO response. In the event of an EOC activation, the Incident Commander or the EOC director can initiate a unified PIO response.

The Incident Commander will appoint the PIO in the Field, who will subsequently appoint the PIO in the EOC during activation, who will then appoint all remaining PIO posts.

C. Field Level Operations

Field level operations regarding emergency public information distribution are in affect when operations regarding an incident occur without an activation of the EOC and/or JIC. Field-level incidents will be smaller in size and scope in comparison to EOC/JIC-level incidents and thus operations will be planned accordingly.

1. Protocol for Releasing Information

The Incident Commander will determine what information available is suitable for public release. Such information will then be released by the PIO. All information distributed, which may be crafted by Assistant PIOs appointed by the PIO, will be reviewed by the lead departments ADA Coordinator (or equivalent) and will be approved by the Incident Commander prior to dissemination.

At this level, information will be directly distributed from the field, as no EOC or JIC operations will be activated. The PIO in the field will:

- Obtain briefings from the Incident Commander.
- Assess the need for any public alerts, warnings and media advisories.
- Notify the media of any door-to-door notifications.
- Utilize multi-modal warning and notification systems to include social media, traditional media, text, voice and email alerts, captioned videos and formal/informal community or social networks.
- Have messages reviewed by the department's ADA Coordinator (or equivalent)
- Obtain approval for information to be released from Incident Commander.
- Maintain a log and electronic copies of all previously released public alerts, warnings and media advisories.

2. Preparing for Press Conferences or Media Briefings

During a major incident or disaster during which the EOC or JIC is not activated, the PIO in the field will determine the need and frequency of press conferences and media briefings. This will remain unique for each situation, dependent upon the size and scope of the incident and the incident's impact upon the public.

For specifics regarding news conference and media briefing preparation guidelines, see Attachment B: Checklist – Preparing for Press Conferences and Media Briefings and Attachment C: ADA Guidance – Press Conference and Interpreter Checklist

3. Rumor Control

Due to the abundance of social media tools and modern technology, false rumors have the ability to spread quickly and without warning. It is pertinent that the PIO be cognizant of this possibility and act quickly on clarifying false information. Should the PIO be aware of an inaccurate report being circulated among the public, the PIO will assign an Assistant PIO to reach out to the agency distributing false information. If the rumor has gone beyond an isolated incident, and the PIO deems clarification is necessary, all media will be contacted with a clarified and accurate message as to dispel rumors. The PIO shall confer with the Incident Commander and obtain approval before dispelling any rumors. For more on contacting media sources, see Attachment D: Media Assignment Desk Contact List.

4. Social Media

Social media usage has become an important tool in emergency public information. PIOs, even during non-incidents, daily update social media platforms in order to gain a large following and audience. PIOs in the field during field level operations will be responsible for all approved social media usage regarding incident-related information. Depending on the size and scope of the incident, an Assistant PIO will be designated to update social media accounts at the direction of the PIO. In some cases, all social media platforms will be utilized; in others, only specific tools deemed to reach the desired group of individuals will be used. It is necessary to note that social media usage in the field may be limited due to technological difficulties, poor internet reception, etc.

5. Reaching People with Disabilities and Others With Access and Functional Needs

PIOs comply with the city guidance (ADA Guidance – Inclusionary, Accessible Messaging and Effective Communication). PIOs will disseminate information in multiple accessible formats to ensure wide distribution. Additionally, PIOs will forward public information to DOD who will pass messages along to their stakeholders (agencies and/or organizations that routinely provide services for or represent people with and others with access and functional needs). PIOs disseminating public information from the field through press conferences will coordinate with DOD to provide American Sign Language (ASL) interpreters during press conferences to enhance the accessibility of information.

When a City department generates a public information release, it is reviewed for inclusion and accessibility by the departments ADA coordinator (or equivalent designee) and DOD when necessary. The approved and accessible public information release is then forwarded to their senior project coordinator who manages the dissemination of information.

DOD has sign language Interpreters on staff that may provide interpretive services. Additionally, DOD holds emergency and non emergency contracts with sign language

providers and will be the department responsible for sourcing interpreters for City Departments for all public information purposes. Requests for services are made by submitting a Sign Language Interpreter Request Form to DOD.

D. Emergency Operations Center (EOC) Operations

1. The general function of the PIO and the implementation of this plan remains the same at all EOC activation levels. EOC levels are defined below.
 - a) EOC Level I "City Watch"
The purpose of EOC Level I "City Watch" is to provide a single citywide coordination, control, information analysis and distribution point for operating departments. An EOC Level I "City Watch" activation is staffed by EMD and does not impact any other City departments or agencies.
 - b) EOC Level II
The EOC is activated at level II when EOC resources are necessary, but a fully-staffed EOC is not required for this type/level of emergency.
 - c) EOC Level III
The EOC is activated at level III, the maximum level, when an emergency requires a fully-staffed EOC with coordination from all City departments.
2. When the EOC is activated, there is a PIO in the Field and a PIO in the EOC. Both PIOs work closely together with the DAFN Technical Specialist to share information throughout the incident, to ensure that unified, inclusive and accessible messages are distributed to the public.
3. Protocol for Releasing Information
The PIO in the EOC and the PIO in the Field will communicate in order to coordinate information to be released to the public.
 - All requests for information from the public will be brought to the attention of the PIO in the EOC.
 - The PIO in the EOC will obtain updates from the PIO in the Field. If the information is critical or a significant departure from previously agreed communications strategy, they will request that the DAFN Technical Specialist review the drafted information message. Otherwise the PIO will follow Inclusionary Messaging Guidelines (Attachment E). The PIO in the EOC will then request that the EOC Director approve the public information message before it is released. The EOC Director maintains full authority to release information about the incident that is subsequently disseminated by the PIO in the EOC.
 - The PIO in the EOC will provide the most current information to the Assistant PIOs (the number of Assistant PIOs will depend upon the size and scope of the incident).
 - All previously-approved information for release can be used to answer public inquiries.

- If an information request is beyond the PIO's scope of knowledge, the request will enter the EOC. The PIO in the EOC will request the information from the appropriate EOC unit using an ICS 213 form. The information will be returned from the EOC unit to the PIO as a reply to the ICS 213.
 - The PIO in the EOC will screen all information requests prior to such requests entering EOC units. The urgency of response will be determined by the PIO in the EOC. If the information request is urgent, the ICS 213 will state that it is urgent and these information requests will take first priority.
 - Information requests to the EOC marked "urgent" shall be kept to a minimum and only used if absolutely necessary.
 - Assistant PIOs are responsible for gathering, verifying, preparing and disseminating information to City departments, news media, social media sites and approved mass notifications systems at the direction of the PIO in the EOC.
 - PIO in the EOC and Assistant PIOs will coordinate with Incident Commander and EOC Director to establish schedules for media releases, employee bulletins, internet postings, and press conferences.
 - PIO in the EOC will brief the EOC Director on public information disseminated for approval.
 - PIOs will comply with the City guidance (ADA Guidance – Inclusionary, Accessible Messaging and Effective Communication) when developing messages.
 - PIOs will disseminate information in multiple formats to ensure wide distribution in accessible formats. Additionally, PIOs will forward public information to DOD who will pass messages along to their stakeholders (agencies and/or organizations that routinely provide services for or represent people with disabilities and others with access and functional needs)
4. Preparing for Press Conferences or Media Briefings
- During EOC activation, the PIO in the EOC will determine press conference setup, in collaboration with the EOC Director.

For specifics regarding news conference and media briefing preparation guidelines, see Attachment B: Checklist – Preparing for Press Conferences and Media Briefings and Attachment C: ADA Guidance – Press Conference and Interpreter Checklist

5. Rumor Control
- When substantial inaccuracies are reported, PIOs will work quickly to correct them as inaccuracies have the potential to further a crisis or problem and are potentially damaging to public safety or welfare. If deemed necessary, the PIO in the EOC will be responsible for assigning a rumor control function among the Assistant PIOs. For more on contacting media sources, see Attachment D: Media Assignment Desk Contact List.

The following will be completed:

- PIO in the Field and other agencies will be contacted on-scene about the rumor. The Assistant PIO assigned to the rumor control function in the EOC will collect information about their activities and/or the incident.
- Rumor and rumor disposition are logged and posted on status boards, log sheets or via other mutually acceptable methods.
- Revise releases or statements emphasizing correct information will be prepared, approved and disseminated through media outlets and social media sites.
- All information will be branded with the official logos and seals of the agencies/departments involved in order to emphasize authenticity and credibility.
- The Assistant PIO in the rumor control function will disperse corrected information to the media and to the public.
- When clarifying a false rumor, the PIO and Assistant PIOs will anticipate how the rumor might evolve.
- Continue to monitor public information being released on the media outlets, online channels, social media, radio and print platforms. The PIO in the EOC will update the Incident Commander and EOC Director on status of the information updates.

6. Social Media Usage

Social media will always be utilized during EOC activations. PIOs from all departments with social media capacity will update social media sites on a regular basis as a means to build audience and subscribers. Such a following allows for the maximum amount of individuals to be reached when distributing emergency public information during EOC activations. However, each department is responsible for its own social media activities.

The PIO in the EOC will designate an Assistant PIO to a social media function. This person will be responsible for updating all social media sites necessary and distributing timely and accurate information. All social media posts will need final approval from the EOC Director.

7. Reaching People with Disabilities and Others with Access and Functional Needs

During EOC activation, the DAFN Technical Specialist will assist in the coordination of inclusionary and accessible public information dissemination to the public as well as assist the EOC in the provision of sign language interpreter services for press conferences and media events associated with the disaster or emergency. It is the responsibility of the PIO to make sure the DAFN Technical Specialist receives all public information, including bulletin releases (see Attachment E: ADA Guidance - PIO Role and DAFN Technical Specialist Coordination).

- PIOs (or Assistants) will forward electronic copies of all bulletins, media advisories and public information about an emergency, disaster or critical incident to all City departments.
- PIOs (or Assistants) will request interpreter services for press conferences, public meetings and media events from DOD through the DAFN Technical Specialist or as a DOC request.

E. Joint Information System (JIS) Operations

The JIS provides a mechanism through which to organize, integrate and coordinate information to ensure timely, accurate, accessible and consistent messaging across multiple jurisdictions and/or disciplines with the private sector and NGOs. The Incident Commander or EOC Director can activate a JIC when multiple jurisdictions are involved. A JIC is a central location that facilitates operation of the JIS and operates under the direction of the PIO in the EOC. Members of the JIC will include all agency PIOs that have a role in the incident. All JIC activations should include the PIO of the Department on Disability, who will be a conduit to the DAFN Technical Specialist. When the JIC is first activated, the DAFN Technical Specialist can provide a briefing to JIC members on accessible messaging and available resources.

The JIC is intended to meet the needs of public information officials in a wide variety of situations. The overarching concept of the JIS is that it recognizes that each of the individuals represented in the JIC may continue to represent his / her own agency, while at the same time receiving the benefits of a coordinated public information approach.

A JIC operation can result in the pooling of assets so that each individual agency will have greater resources available than if functioning alone. If implemented effectively, the public will receive information faster, more accurately, more thoroughly and with less risk of conflicting statements.

1. Protocol for Releasing Information

When a JIC is established, it will be staffed with PIOs and assistant PIOs from the responding agencies, who will coordinate as a team. The release of information will be cleared through the Incident Commander/Unified Command and/or the JIC. Below are procedures that will be followed regarding the release of information from the JIC to the public:

- a) The information flow to and from the JIC can come from many directions. A system has been established for information flow within the JIC. JIC staff may receive information requests regarding: media inquiries, updates from state and local on-scene personnel, and EOC updates from EOC.
- b) Once a request for information is in the JIC system, an action must be taken. Several types of actions may be necessary:
 - The person receiving the call may be able to respond to the inquiry immediately if the answer is known.

- The inquiry may need to be routed to another agency PIO. The inquiry may require some research or some verification. If this is the case, all calls will be returned with accurate information once that information is received and confirmed.
 - c) Whichever action is required, the information needs to be coordinated with all agencies, the PIO in the Field, and the PIO in the EOC. If the matter is urgent or outside the scope of knowledge of the DOD PIO, the DAFN Technical Specialist should be requested.
 - d) If a request for information must leave the JIC and enter the EOC, the request must come from the PIO in the EOC. The PIO in the EOC will request the information from the appropriate EOC unit using an ICS 213 form. The information will be forwarded from the EOC to the JIC as a reply to the ICS 213.
 - The PIO in the EOC will screen all information requests prior to such requests entering the EOC. The urgency of response will be determined by the PIO in the EOC. If the information request is urgent, the ICS 213 will state that it is “urgent” and the request will take first priority.
 - Information requests to the EOC marked “urgent” shall be kept to a minimum and only used if absolutely necessary.
 - e) As the information is being coordinated, a decision will need to be made on what to do about the information. A media release or a news conference may be needed to address the issue.
 - f) Once a decision has been made, it can be reviewed and approved for dissemination.
 - g) All written releases will be coordinated through the PIO in the EOC's staff prior to their release to the public.
 - h) PIOs will comply with the city guidance (ADA Guidance – Inclusionary, Accessible Messaging and Effective Communication) when developing messages.
 - i) PIOs will disseminate information in multiple accessible formats to ensure wide distribution. Additionally, PIOs will forward public information to the DAFN Technical Specialist and DOD who will pass messages along to their stakeholders (agencies and/or organizations that routinely provide services for or represent people with disabilities and others with access and functional needs)
 - j) Hard-copy releases will be exchanged whenever possible before release time.
 - k) The JIC will make all emergency print and broadcast information releases received from other organizations available to the media. This, however, does not include 9-1-1 recordings and radio transmissions.
 - l) The JIC will refer news media inquires to the appropriate official spokesperson. If requested, JIC staff will assist agencies in responding to inquiries.
 - m) The JIC will make summaries of news conferences and fact sheets available to all organizations.
2. Preparing for a Press Conference or Media Briefing
- During a JIC activation, the PIO in the EOC (who simultaneously operates as the JIC manager) in collaboration with the EOC Director will be responsible for determining

the need for press conferences and media briefings. The PIOs will also be responsible for coordinating the logistics of such conferences/briefings, preparing speaking points, prepping speakers and notifying media. Assistant PIOs will aid in any or all prep work, as designated by their PIO.

JIC press conferences and media briefings differ in that when the JIC is activated, joint press conferences are preferred; however, if joint press conferences are not possible, scheduling will be coordinated as to avoid conflict. The JIC will make every effort to assemble spokespeople from all responding agencies in one location.

For specifics regarding news conference and media briefing preparation guidelines, see Attachment B: Checklist – Preparing for Press Conferences and Media Briefings and Attachment C: ADA Guidance – Press Conference and Interpreter Checklist.

3. Rumor Control

Controlling rumors that result in false information distribution will be managed by the JIC when the JIC is activated. The PIO in the EOC directing the JIC will be responsible for assigning a rumor control function to an Assistant PIO. All other rumor control strategies that apply to the EOC as detailed on page 17 apply in the JIC.

4. Social Media Usage

All social media messaging performed inside the JIC that pertains to the situation at hand must be approved by the EOC Director. The PIO in the EOC will submit all requests to the EOC Director when information is deemed necessary to distribute to the public. Once approval is received, all agencies in the JIC will distribute the previously-crafted message through their respective agency social media platforms.

5. Reaching People with Disabilities and Others with Access and Functional Needs

Strategies used for reaching people with disabilities and others with access and functional needs remains the same during JIC operations as it does at the EOC activation level of public information operations. See page 18 for more information on protocol.

F. Operations at All Levels

1. This Annex was created to integrate the concepts and structure defined by NIMS, SEM), and ICS.

A key component of NIMS is Incident Command authority over all aspects of the response. To maintain an equivalence of authority and responsibility, Command authority must extend over public information as well as response actions. This document conforms to this key requirement while providing the flexibility and efficiency needed to meet the high demands for public information.

2. Establishing Communicative Network

At the Field level of operations, as necessary, PIOs in the Field will make information distribution to the public and other agencies a top priority. In the event of an EOC activation, PIOs will work directly with the media and other City departments to ensure unified messaging and a coordinated communicative response. This may be facilitated by the development of a JIC. A master network of contacts of all major media contacts throughout the City of Los Angeles has been established by City departments. This includes, but is not limited to, radio, television, photo journalists and newspapers. This list includes names, phone numbers and email addresses of key media outlets for quickly and effectively communication.

In order to provide unified messaging and to allow for the easy transfer of information, multiple City departments convey on a quarterly basis to maintain a communicative network before disaster strikes. This assists in solidifying communications between the Los Angeles Fire Department, the Los Angeles Police Department, the Emergency Management Department, Department on Disability, and other department that may be involved with an upcoming incident.

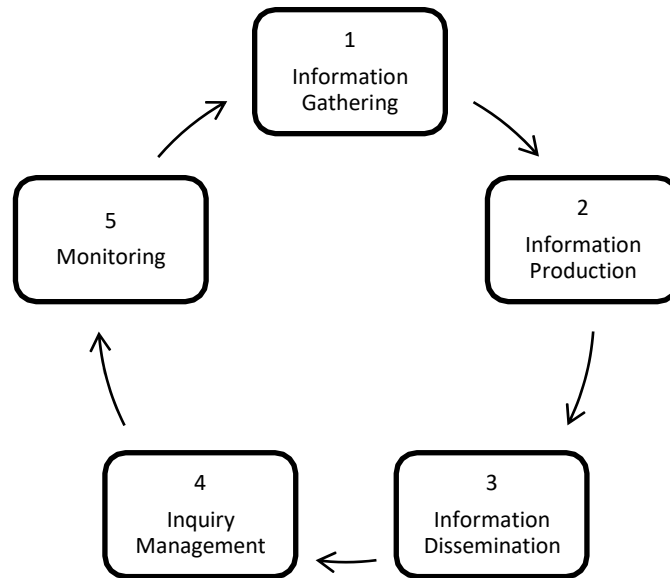
The Media Task Force is a group that has been formed to connect public information officers throughout local government. EMD is responsible for organizing this group which consists of representatives from all City departments that have PIOs or take on the PIO function. The Media Task Force reviews all public information processes to ensure integration and collaboration of multi modal communications to include traditional and social media and effective communication in public information processes.

The Mayor is the official spokesperson for the City. During EOC activations, the Mayor's Office of Homeland Security and Public Safety representative will obtain information from the PIO in the EOC. To ensure unified messaging during large-scale incidents, the Mayor's Office helps to craft and distribute citywide messages.

3. Communication Workflow

This section describes the communication workflow after the communication team – PIOs for the incident – has been established.

a) Workflow Elements



- i. **Information Gathering** — collecting as much information about the incident, the response and the potential impacts using multiple sources.
- ii. **Information Production** — producing the raw incident information into usable, accessible, and inclusive forms and messages for distribution including web content, info/press releases, fact sheets, background documents, images, videos, graphics, etc. This process includes the editing and approval processes which must be completed prior to distribution.
- iii. **Information Dissemination** — distributing the information through media contacts, City-managed websites, social media channels and automated information help lines.
- iv. **Inquiry Management**—as information is distributed regarding the incident from City departments, questions will be directed to PIOs involved with the incident. At the field level in a single-agency response, the PIO in the Field will determine response order and information releases. At the EOC level, the PIO in the EOC will determine response order for inquiries directed toward the EOC/JIC and the PIO in the Field will determine response order to inquiries directed to PIO staff in the field.
- v. **Monitoring** — after the incident occurs monitoring begins including media, online channels, stakeholders and the public. PIER MediaTools is used alongside Google Alerts and other tools to monitor media outlets. The survey function in PIER MediaTools is used to prepare web-based surveys and forms used to gather information from those in the field as well as from stakeholders and the public.

4. Distribution of Information

- a) Information can be distributed in a variety of ways during an active emergency. It is important that PIOs keep in mind their audience, and tailor messages accordingly by taking special consideration in choosing the medium. All

information releases, whether in the form of a press release or social media information blast, should include the following:

- The reason the message is being communicated
 - Supporting information that aids the reader in learning how he or she should respond to this communication
- b) All successful messaging shall reassure the community that action is being taken to mitigate the emergency. Messaging will solicit a response from the audience answering the following questions:
- What happened?
 - What is the City doing in regards to this incident?
 - What should people do in regards to this incident?
- c) Information from all PIOs and Assistant PIOs can be distributed in the following formats, among others:
- News releases
 - Press Conferences
 - News advisories
 - Collected background information
 - Fact sheets
 - Public service announcements
 - Updating social networking sites
 - Web distribution (508 compliant sites)
 - News conference materials
 - Community meetings and networks
- d) All PIOs will utilize the following to successfully distribute messages:
- Monitor all media outlets, including but not limited to television, radio, newspaper, and social media.
 - Manage rumors and immediately correct inaccurate information by issuing corrected bulletins, releases and/or contacting the media outlet source.
 - Respond to media questions and requests.
 - Schedule media releases, briefings, news conferences and interviews
 - Work with recognized government and non-governmental agencies to ensure all emergency messaging is accessible and inclusive of people with disabilities and other with access and functional needs.
 - Work with the Mayor's Office and City Council offices to ensure unified messaging.

5. Guidelines for Working with the Media

Regardless of the size and scale of the event, all PIOs will be required to communicate with the media. A good working relationship with the media makes the job of the PIO more effective.

City departments that employ PIOs are expected to utilize media and their resources when possible. General guidelines have been created in order to facilitate this

process for City departments. For further information, see Attachment F: Guidelines for Working with Media.

6. Preparing Initial Fact Sheets

At the onset of the incident, information needs to be gathered in an orderly fashion to write media releases; and brief and update all media on the current situation. Media releases provide the PIO in the Field, PIO in the EOC (should the EOC be activated) and Assistant PIOs a formal record of all information released. The Initial Fact Sheets are to be prepared for every new release of pertinent information (Attachment G: Initial Fact Sheet).

Only printed information in the fact sheet can be released to the general public. Death tolls will not be released unless fatalities have been confirmed by the Coroner's Office and approved by the Incident Commander.

7. Bulletins, Information Releases and Media Advisories

Bulletin: A bulletin contains pertinent information that the City wishes to distribute internally. For writing guidelines and examples of these types of documents, please refer to Attachment H: Writing Bulletins/ Information Releases/Media Advisories and Attachment I: Bulletins/Information Releases/Advisories Templates.

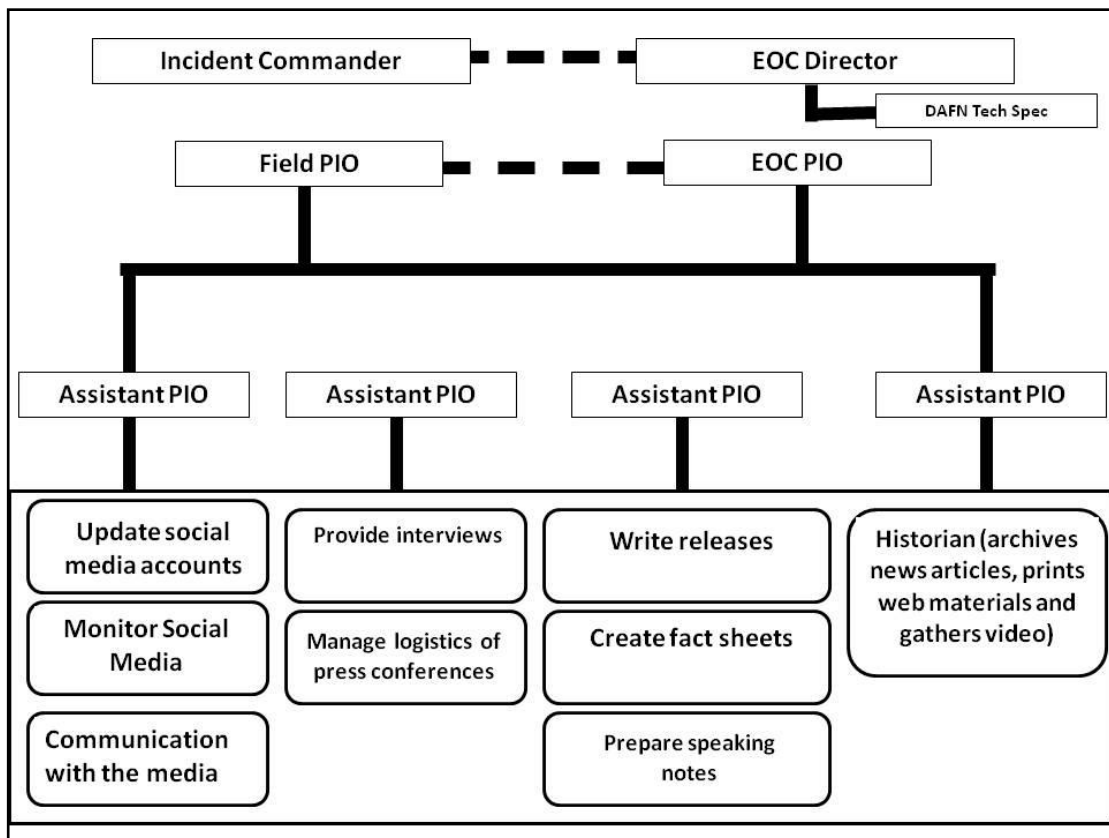
Information Release: An information release is distributed to the general public and the media when the City wishes to inform the public about an event currently taking place. Information releases will be distributed through a variety of channels in order to assure wider audience.

Media Advisory: A media advisory is a document distributed to the general public by the City when the City wishes to preempt an event and release a warning or notification communication. These media advisories are distributed through a wide variety of channels and aim to provide notice to the public regarding a certain foreseeable event.

Samples of each document are located in the Attachment section of this Annex in Attachment I: Bulletins/Information Releases/Advisories Templates.

III. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

A. Organizational Flowchart of Public Information Officers (PIOs)



The flowchart above demonstrates the PIO organizational structure. When the EOC is not activated, there will not be a PIO in the EOC. Specific roles of Assistant PIOs are subject to change, based upon the size and scope of the incident. Not all incidents will require all Assistant PIO functions to be activated. Some incidents will require more than one Assistant PIO to assist with various tasks. The DAFN Technical Specialist will provide an initial briefing on accessibility issues to PIOs and review messages as necessary to ensure they are inclusionary and accessible. PIO in the Field supports the incident command structure as a member of the command staff. PIO in the EOCs support the EOC Director as a member of the management staff. The PIO in the Field and the PIO in the EOC advise their commander/director on all public information matters relating to the management of the incident.

B. City Departments

The responsibilities of departments will differ based upon size and scope:

1. Single Agency Response Incident
 - a) Agencies are responsible for responding to their own incidents and establishing communicative practices

b) Should the incident escalate, requiring multi-agency response, the responsibility will shift to EMD and the EOC.

2. Unified Response

When a unified command is present, the lead agency is the incident leader and conductor of operations.

At the field level, each responding agency with PIO capabilities will assign a PIO from their agency to the incident. This agency is responsible for crafting citywide messages to be distributed to the public when necessary.

During an EOC or JIC activation, the lead agency will be responsible for crafting the citywide messaging for that specific incident.

Assistant PIOs, in field operations, EOC and JIC, are assigned by the PIO in that respective location. The number of Assistant PIOs is flexible and will dependent on the size and scope of the incident.

C. Role of Public Information Officers (PIOs)

During an emergency, disaster or significant event, department and citywide response efforts will ensure that alert information is communicated concisely. An effective program combining both education and emergency crisis information can significantly reduce the loss of life and property. However, since many people will not participate in or retain pre-emergency education until they are affected, crafted messages must be clear and emphasize the disaster or critical incident that has happened; what the City is doing in response to what has happened; and what the public needs to do in order to reduce loss of life and property.

Departments that have PIOs and a role in the incident will vary based upon the incidents nature, size and scope. Field, EOC and JIC operations will vary in terms of PIO roles and responsibilities.

1. Field Level

a) Determining PIO staff

- The Incident Commander will assign the PIO in the field. The PIO will subsequently assign all Assistant PIOs.
- The number of Assistant PIOs assigned and their duties will vary based upon the size and scale of the incident.

b) General responsibilities of each PIO position

- The PIO in the field during field-level operations ensures the following:
 - Communication of public information regarding the specific incident;
 - Delivery of inclusive, accessible and multi-modal messages to ensure that people with disabilities and others with access and functional needs have equal access to the information being disseminated;

- Collaboration, coordination and review of all messages with the department ADA coordinator. Additional technical support will be requested when necessary from DOD.
- Recommend and develop strategies for messages, briefings and news releases;
- Obtain approval from the Incident Commander before information is released to public and news media;
- Ensure authenticity and validity of information disseminated by using official logos, posting on official sites and the use of credible and recognized spokespeople and surrogates;
- Facilitate and manage how responders/local officials interact with media during an emergency (including scheduling press briefings, establishing media centers on-scene and controlling access to the scene, responders and victims);
- Determine the need and frequency media briefings and press conferences.
- Assistant PIOs in the Field during Field-level operations will:
 - Be assigned by the PIO in the Field. The number of Assistant PIOs activated during an incident is dependent upon the size and complexity of the situation at hand.
 - Vary based upon the size and scope of the incident. These varying responsibilities can include:
 - Updating social media accounts
 - Monitoring social media
 - Communicating with the media
 - Providing interviews
 - Managing the logistics of press conferences
 - Writing releases
 - Creating fact sheets
 - Preparing speaking notes
 - Archiving news articles and other media
 - Assist the PIO in the Field in all efforts as required.
 - Be responsible for the dissemination of information through a variety of platforms.
 - Manage the logistics of press conferences and coordination with direction from the PIO in the Field. Responsibilities include identifying speakers for press conferences, preparing speaking points and notifying the media.

2. EOC Activation

a) Determining PIO staff

- The Incident Commander of the lead agency will assign a PIO in the Field during a critical incident, emergency or disaster. This will likely be a PIO from

the Los Angeles Fire Department or Police Department, completely dependent upon the nature of the incident and primacy of mission.

- The PIO in the Field will designate assistant PIOs in the field as needed.
 - The Incident Commander from the lead agency, in conjunction with the EOC Director will assign the PIO in the EOC.
- b) General responsibilities of each PIO position
- The PIO in the Field, during an EOC activation:
 - Is responsible for public information regarding the specific incident and communicates closely with the PIO in the EOC.
 - Serves as advisor to Incident Commander
 - Will be from the lead agency of the incident
 - Provides an overall communication policy and direction
 - Recommends and develops strategies for messages, briefings and news releases
 - Obtains approval from the Incident Commander before information is released to public and news media
 - Ensures authenticity and validity of information disseminated by using official logos, posting on official sites and using of credible and recognized spokespeople and surrogates.
 - Coordinates with PIOs at supporting response agencies in gathering information on the incident
 - Facilitates and manages how responders/local officials interact with media during an emergency (including scheduling press briefings, establishing media centers on-scene, and controlling access to the scene, responders and victims)
 - Works with the Mayor's Office and City Council offices to ensure a unified message is being dispersed
 - Gathers, verifies and produces information for dissemination to the media and public with assistance from other PIOs
 - Determines the need for media briefings and the frequency of such
 - Identifies the need for speakers at press conferences
 - The PIO in the EOC:
 - Is responsible for crafting the city-wide message and communicates closely with the PIO in the Field;
 - Communicates messages from the PIO in the Field to the Assistant PIO staff in the EOC;
 - Directs, organizes and schedules all Assistant PIOs;
 - Determines the number of Assistant PIOs necessary for the incident and determines tasks for each;
 - Serves as advisor to the EOC Director and supports all field command posts;
 - Will be from the lead agency of the incident;
 - Provides operational guidelines for Assistant PIO staff in the EOC;

- Recommends and develops strategies for messages, briefings and news releases;
- Coordinates with the DAFN Technical Specialist for ensuring messages are inclusionary and accessible
- Obtains approval from the EOC Director before information is released to public and news media;
- Ensures authenticity and validity of information disseminated by using official logos, posting on official sites, and using credible and recognized spokespeople and subject matter experts;
- Coordinates with PIOs from supporting response agencies in gathering information on the incident;
- Works with the Mayor's Office and council offices to ensure a unified message is being dispersed;
- Gathers, verifies and produces information for dissemination to the media and public;
- Determines the need for media briefings and the frequency of such; and
- Identifies the need for speakers at press conferences
- Assistant PIOs in the Field and EOC during EOC activation:
 - Assistant PIOs in the Field are assigned by the PIO in the Field. Assistant PIOs in the EOC are assigned by the PIO in the EOC. The number of Assistant PIOs activated during an incident is dependent upon the size and complexity of the situation at hand;
 - Will vary based upon the size and complexity of the incident as defined in the flow chart on page 27. These varying responsibilities can include:
 - Updating social media accounts;
 - Monitoring social media;
 - Communicating with the media;
 - Providing interviews;
 - Managing the logistics of press conferences;
 - Writing releases;
 - Creating fact sheets;
 - Preparing speaking notes; and
 - Archiving news articles and other media;
 - Will assist the PIO in the Field and PIO in the EOC in all efforts as required;
 - Will be responsible for the dissemination of information through a variety of platforms; and
 - Will manage the logistics of press conferences with direction from the PIO in the Field and PIO in the EOC. Responsibilities also include identifying speakers for press conferences, preparing speaking points and notifying the media.

3. JIC Coordination

a) Determining Staff

- PIOs from departments involved in the incident will report to the JIC location and/or check-in with JIC staff. All departments with PIOs involved in the incident are expected to participate
- The PIO in the Field is from the lead agency.
- The PIO in the EOC is from the lead agency and is staffed in the JIC as the manager and coordinator. This individual is responsible managing JIC operations and determining the number of assistants necessary for staffing.
- All Assistant PIOs are assigned on an as-needed basis

b) General Responsibilities

- The role of the PIO in the Field remains the same during a JIC activation as it does during EOC operations.
- The PIO in the EOC during a JIC activation will:
 - Determine the number of Assistant PIOs necessary to carry out operation;
 - Communicate directly with PIO in the Field to ensure accurate information distribution and unified messaging;
 - Manage staff schedules and determine roles of Assistant PIOs;
 - Attend all briefings and report back approved information to JIC staff;
 - Act as liaison between the Incident Commander, EOC Director and JIC staff;
 - Assure that all information being distributed to the public has been approved for release by the EOC Director;
 - Manage schedules of assistants and ensure that JIC is staffed at all necessary periods;
 - Determine the need and frequency for press conferences; and
 - Communicate with the Mayor's Office to ensure unified citywide messaging.
- Assistant PIOs in the Field and EOC during JIC activation:
 - The roles of Assistant PIOs remain the same during JIC activations as they do in the EOC/Field (For Assistant PIOs in the Field responsibilities, see page 29. For assistant PIOs in the EOC responsibilities, see page 32.

IV. DIRECTION, CONTROL AND COORDINATION

This Emergency Public Information Annex may be activated when the Mayor proclaims a local emergency, or if there is an automatic activation. An automatic activation follows a disaster or event that the city has identified, in advance, as one that requires an immediate response. Disasters requiring automatic activation are those events that pose an immediate threat to public safety.

Some portions of this Annex, such as the initial response, go into effect immediately following an event that requires emergency public information coordination. The remainder of this Annex is only activated when the incident grows in scope to a point where activation of the EOC is warranted. Activation of the EOC is not necessarily automatic or necessary with all incidents that requiring emergency public information coordination.

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

A. Authority to Initiate Actions

1. During Field operations, the PIO in the Field has the authority to initiate actions regarding public information officer duties and the messaging of the incident.
2. In the EOC, the PIO in the EOC from the lead agency has the authority to initiate actions regarding PIO duties. The PIO in the Field during an EOC activation remains responsible for initiating Field activities. Due to the activation of the EOC, all public information distribution will be approved by the EOC director before dissemination.
3. In a JIC activation, the PIO in the EOC will manage the JIC and has the authority to assign duties to Assistant PIOs and release information with the approval of the EOC Director should the EOC be activated.

B. Command Responsibility for Specific Actions

1. The Incident Commander will approve and direct all public information being distributed from the field during an incident, regardless of whether the EOC is activated.
2. The EOC Director will approve all messages originating in the EOC for distribution.
3. The Mayor's Office will approve all messaging originating from its office for distribution to the City as a whole.

V. 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 document internal administrative procedures for requesting, fulfilling and tracking internal department to department (DOC-to-DOC) resource requests, field to department (field-to-DOC) and department to EOC (DOC-to-EOC) resource requests. 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.

VI. AGREEMENTS AND UNDERSTANDINGS

Currently there are no Memoranda of Agreement or Understanding for this Annex.

VII. 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/robert-t-stafford-disaster-relief-and-emergency-assistance-act-public-law-93-288-amended>
 - b) Homeland Security Presidential Directive-5 (HSPD-5). <http://www.gpo.gov/fdsys/pkg/PPP-2003-book1/pdf/PPP-2003-book1-doc-pg229.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>
 - f) Twenty-First Century Communications and Video Accessibility Act of 2010
2. State of California
 - a) California Constitution. <http://law.justia.com/california/constitution/>
 - b) California Emergency Services Act, 2006. <http://hazardmitigation.calema.ca.gov/docs/ESA-all8-06-final.pdf>
 - c) California Code of Regulations, Title 19, Chapters 1 through 6, including:
 - i. Chapter 1, Standardized Emergency Management System. <http://www.caloes.ca.gov/PlanningPreparednessSite/Documents/12%20SEM%20Guidelines%20Complete.pdf>
 - ii. Chapter 6, Disaster Assistance Act Regulations. <http://www.caloes.ca.gov/PlanningPreparednessSite/Documents/02%20California%20Code%20of%20Regulations%202900q.pdf>
 - d) California State Emergency Plan. <http://caloes.ca.gov/PlanningPreparednessSite/Documents/2017%20SEP%20Executive%20Summary.pdf>
3. County of Los Angeles
 - a) Operational Area Emergency Response Plan. <http://lacoa.org/oaerp.htm>

4. City of Los Angeles
 - a) City Emergency Operations Plan <http://emergency.lacity.org/emergency-plans-and-annexes>

B. References

1. Los Angeles Department of Public Health, "Adult Disability in Los Angeles County." LA Health. Sept. 2006.
2. United States Census Bureau. "Los Angeles (City) State & County QuickFacts." <https://www.census.gov/quickfacts/losangelescitycalifornia>
3. Los Angeles Department of Public Health, "Adult Disability in Los Angeles County." LA Health. Sept. 2006.
4. Kailes, J. and Enders, A. in "Moving Beyond 'Special Needs' A Function-Based Framework for Emergency Management Planning," Journal of Disability Policy Studies, Vol/No. 44/207, pp. 230-237.

Attachment A: Acronyms

| Acronym | Full Name |
|---------|---|
| ADA | Americans With Disabilities Act |
| CBRN | Chemical, Biological, Radiological, and Nuclear |
| CPG | Comprehensive Preparedness Guide |
| DAFN | Disabilities Access and Functional Needs |
| DOD | Los Angeles Department on Disability |
| EMD | Emergency Management Department |
| EOB | City of Los Angeles Emergency Operations Board |
| EOC | Emergency Operations Center |
| EOO | Emergency Operations Organization |
| EOP | Emergency Operations Plan |
| FCC | Federal Communications Commission |
| FEMA | Federal Emergency Management Agency |
| FNSS | Functional Needs Support Services |
| ICS | Incident Command Structure |
| JIC | Joint Information Center |
| JIS | Joint Information System |
| MOA | Memorandum of Agreement |
| MOU | Memorandum of Understanding |
| NGO | Non-Governmental Organization |
| NIMS | National Incident Management System |
| PIER | Public Information and Emergency Response |
| PIO | Public Information Officer |
| SEMS | California Standardized Emergency Management System |
| SOP | Standardized Operating Procedures |

Attachment B:

Checklist – Preparing for Press Conferences and Media Briefings

- ┌ Serious consideration should be given to who needs to be present at the news conference.
- ┌ Brief everyone involved with the subject matter prior to going before the podium. Subject matter should help you decide who should participate.
- ┌ A brief meeting should be held prior to the conference with those going to be present to cover questions that may be asked.
- ┌ When planning a news conference, make determinations on the following points: determine who will moderate the conference; the sequence of speakers; the person designated to take notes on what is covered and the unanswered questions; and plans for a post news conference critique when possible.
- ┌ The order of speakers at the press conference should be pre-determined. Elected officials will always speak first, followed by appointed spokesperson. Speaking order is based upon jurisdiction in the following order: federal, state, county, local. Following this lineup, incident commanders may speak regarding the incident.
- ┌ The media will be notified of the news conference in a variety of ways – news releases, phone calls, fax messages, email, social media, PR wires and Associated Press and United Press International day wires. In an emergency-related news conference, the media will probably be waiting at the door so be ready with information.
- ┌ Scheduling is an important variable for news conferences. Know media deadlines in your community. Keep a list of deadlines if necessary.
- ┌ Most media do not like to attend weekend news conferences – if the news conference related to a preparedness or awareness activity check for other local events scheduled that week. You will want to get as much coverage as possible.
- ┌ Even impromptu news conferences won't be covered unless it's sensational news - don't plan news conferences within the time of deadline restrictions. Remember that evening events need to happen in time for the 11:00 p.m. television and radio news.
- ┌ The location of the news conference is critical - space consideration must be addressed in your planning efforts.
- ┌ The space provided for the news conference should not be too large - locate a room somewhere easily accessible to the media.

- ┌ Room set-up considerations should address the following: Rows of chairs, auditorium style - reporters need to be able to hear speakers and ask questions. Wide aisles should be established between chairs. Raised stage area in the back of the room is important – camera crews will then be able to get their shots. If not possible, the back of the room should be wide open for camera use. Include a lectern in set-up - most presenters feel more comfortable standing behind a lectern. Microphones can then be attached to the lectern. Check room set-up yourself before the press conference.
- ┌ Whenever possible provide the media and other guests attending the news conference with handouts (media packet). All background information, organizational charts, maps, bios, paper and pencils and the news release of the event (if applicable) should be included in the media kit.
- ┌ Check the room lighting before the conference.
- ┌ Provide water and glasses for presenters.
- ┌ If possible, prepare an agenda and have a dress rehearsal for the presenters.
- ┌ If possible, provide a holding room for the presenters – keep them away from the media until you are ready to start the presentation.
- ┌ Hold the press conference to 30 minutes – no longer than an hour. Allow plenty of time for media questions.
- ┌ If the spokesperson for the news conference isn't the expert, be sure the expert is available for questions.
- ┌ It may be necessary to set a time limit for questions and answers. Make sure the media knows when the next press conference is scheduled. Any questions that cannot be answered at the press conference should be researched and answers should be provided in a release or at the beginning of the next scheduled news conference.
- ┌ Be prepared to present information to media in a variety of languages to accommodate for Non-English speakers. Messaging will be provided in a variety of languages including English and Spanish.
- ┌ Ensure that a sign language interpreter is present and placed in a location where they can easily be seen on camera. All communications must be both visually and audibly understandable. For example, instead of stating that 'all areas in red are to evacuate,' the speaker must describe the evacuation geographic area in order to provide equal access and effective communication to people who are blind, have low vision or are colorblind. (See Attachment B ADA Guidance – Press Conference and Interpreter Checklist)

Attachment C: ADA Guidance – Press Conference and Interpreter Checklist



Press Conference Procedure Checklist

- _____ 1. Establish date, time, and location.
- _____ 2. Assess location and ensure accessibility using ADA Guidance: Site Accessibility for Meetings and Public Events (Attachment A).
- _____ 3. Determine press conference participants, notify appropriate offices as needed. Indicate if any participants have a need for a reasonable accommodation or provision of auxiliary aid or service and provide information on Press Conference Media Outreach Guidance. (Attachment B)
- _____ 4. Request American Sign Language Interpreter(s) (Attachment C – Sign Language Interpreter Request Form) and prepare information for the interpreter. (Attachment D)
- _____ 5. Distribute “Save the Date” or invitation notifications to your Department designated senior executives, elected officials, relevant partners, if time permits. This should include the required language for requesting auxiliary aids and services. There may be time-sensitive situations, and not enough time for this step to occur.)
- _____ 6. Confirm parking and other necessary arrangements, including accessible parking. Make arrangements for media parking, ensure that the media is advised that they are NOT to park on sidewalks for any reason.
- _____ 7. Ensure necessary equipment (Contact GSD, Council Audio, or internal Department staff as needed):
 - Podium (is there a need for a wheelchair accessible podium? One should be available on standby.)
 - Microphone
 - Speaker system (Sign Language Interpreter may need an ALDS⁴ or feed from the system in order to hear properly.)
 - Media multiplex box
 - Lights (Ensure a light is focused on the interpreter)
 - Logos, Flags, Etc.

⁴ Assistive Listening Device System

_____ 8. Providing press communication (media advisories / press releases), please advise them to take into consideration the Press Conference Media Guidance document. (Attachment C).

***PIOs should keep in mind that during disasters or mass casualty incidents, a press conference may take place outdoors or on location. In the event this occurs, items on this checklist may not be applicable.**

The PIO or responsible party must determine which items apply and can be accomplished in the most accessible and integrated way possible.

For technical assistance prior to or during an event, please contact (DOD Emergency #s – to be added when we have them) . If the EOC is activated, the DAFN Technical Specialist will also be available to provide technical assistance.

Sample

Attachment C:

ADA Guidance – Press Conference and Interpreter Checklist (Cont.)

ADA Guidance: Site Accessibility for Meetings and Public Events

City of Los Angeles Meetings and Public Events ADA Accessibility Checklist

It is the policy of the City of Los Angeles that all City-sponsored public meetings, programs, services, activities, and events are physically and programmatically accessible to individuals with disabilities in accordance with Title II of the Americans with Disabilities Act of 1990, as amended (ADA).

Therefore, all City departments, commissions, advisory committees, and councils shall ensure that their meetings are accessible to people with disabilities. This includes the facility, and all programs and/or services. In addition, it is the responsibility of City departments to take necessary steps to ensure that the following ADA language is included on their website, documents, and brochures.

It is the policy of the City of Los Angeles to provide access to its programs and services for persons with disabilities in accordance with Title II of the Americans with Disabilities Act (ADA) of 1990, as amended.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

In addition, all public meeting notices, public event flyers and/or posters should include the following language:

Sign Language Interpreters, Communication Access Real-Time Transcription (CART), Assistive Listening Devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting/event you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days notice is strongly recommended. For additional information, please contact: (Include a contact name, phone number – voice and TTY).

This checklist is designed to assist City's departments, commissions, advisory committees and councils in addressing their compliance with physical and programmatic access for public meetings and events.

PHYSICAL ACCESSIBILITY
Site Selection

Prior to selecting a meeting location, a site visit to a non-City facility such as a private residence, business or venue should be conducted to determine whether barriers to physical access exist. The site visit should consider barriers to those with a wide range of disabilities in the following areas:

- Availability of accessible parking, shuttles, and public transportation;
- Entrances and interior doorways – width, ramps, automatic door openers, etc.;
- Signage – location of accessible bathrooms, entrances, etc.;
- Corridors, doorways, and aisles – width for wheelchair access, etc.;
- Elevators – easy access and adequate braille signage;
- Meeting rooms – allow for extra room capacity & table space to accommodate wheelchairs & service animals, including banquet/reception/meal areas. Ensure there is space allocated for a clear line of sight to a sign language interpreter or to where a screen may be utilized for showing real-time captions;
- Accessible restrooms and; Relief area for service animals.

| ADA QUICK-CHECK SURVEY | | | |
|--|-----------------------|-----------------------|-----------------------|
| A. Parking Spaces | YES | NO | N/A |
| 1. Is the minimum number of accessible parking spaces provided, based on the total number of available parking spaces? (See Diagram A) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Is each accessible parking space clearly marked with the symbol of accessibility? (See Diagram B) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Does each accessible parking space have an adjacent access aisle (blue striping)? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Are the accessible parking spaces along the shortest accessible route to the accessible entrance? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Does each access aisle connect (i.e., no curb or other obstacle) to an accessible route from the parking area to the accessible entrance? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Is there at least one van-accessible space provided? (See Diagram C) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Is there a sign indicating the vertical clearance dimensions for van access in garage or parking structure? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| B. Sidewalks and Walkways | | YES | NO | N/A |
|---|---|-----------------------|-----------------------|-----------------------|
| 1. | Is there a sidewalk connecting the parking area and any drop off/public transportation area to the walkway leading to the building? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. | Is an accessible route provided from public sidewalks to the accessible entrance? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. | Where an accessible route crosses a curb, is a curb ramp provided? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. | Are all sidewalks and walkways to the entrance free of any objects or obstructions, not interrupted by steps or by abrupt changes in level exceeding 1/2"? (i.e. damaged sidewalk, debris, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. | Are the undersides of exterior stairs enclosed or protected with a cane-detectable barrier so that people who are blind or have low vision will not hit their heads on the underside? (See Diagram D) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. | Are there any protruding objects that hang over the pedestrian routes low enough for a person to run into? (i.e. low hanging tree branch, 80" minimum height) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Entering The Building | | YES | NO | N/A |
| 1. | Can the door to the entrance be opened with one hand without tight grasping, pinching, or twisting of the wrist? (See Diagram E) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. | If the door is not automatic or power-operated, is there clearance provided on the latch, pull side of the door, so that a person using a wheelchair could maneuver? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Accessible Routes To All Service/Activity Areas | | YES | NO | N/A |
| 1. | Is there a route without steps from the accessible entrance to the following locations? a. Meeting Area b. Eating Area (i.e. outdoor events or banquets) c. Accessible Restrooms | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. | Is there an accessible route that connects the entrance to all program, services or activities areas? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. | If an elevator or lift provides the only accessible route, is there a source of backup power to operate the device for an extended period of time? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4a. | Is the accessible route free of steps and abrupt level changes? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4b. | If the accessible route changes levels, does it do so using a ramp, lift or elevator? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | |
|--|-----------------------|-----------------------|-----------------------|
| 5. Is an elevator provided to each of the levels on which each program, services or activities is located? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5a. Does the floor area of the elevator car have enough space to enter and reach the controls for a person using a wheelchair? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5b. Are raised letters and Braille characters used to identify each control? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5c. Can the elevator or wheelchair lift be called and operated automatically without using a special key or having to turn on the elevator from a remote location? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5d. Is the elevator equipped with audible tones, bells or verbal annunciators to announce each floor? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. If the accessible route requires passing through a doorway, is it at least 36" wide, opened easily, and equipped with a lever handle)? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6a. If not easy to open, can it be propped open? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E. Restrooms | | | |
| 1. Does the restroom entrance sign have a universal access symbol on the door? (See Diagram F) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 1a. Is there a raised and brailled sign located on latch side of door? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Is the door 36" minimum width when door is at 90 degrees? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. If there is a raised threshold, is it no higher than ¾ inch at the door and beveled on both sides? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Can the sinks and toilet flushing mechanisms, and other hardware be used with one hand without tight grasping, pinching, or twisting of the wrist? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4a. Is there enough space (19") under at least one of the bathroom sinks so that a person using a wheelchair can fit close enough to use it? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4b. Are all built-in dispensers, receptacles, or equipment mounted so the front does not extend more than 4 inches from the wall or below 27 inches above the floor? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Are the drain and hot water pipes for the sinks insulated or configured to protect against contact? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. If mirrors are provided, are the bottom edges of the mirror no higher than 40"? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Is at least one restroom stall designated with appropriate signage as wheelchair accessible? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7a. Are there at least 42" long horizontal grab bars mounted on the side wall, 33-36" above and | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11.00 x 8.50 in

| | | | |
|---|-----------------------|-----------------------|-----------------------|
| parallel to floor? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7b. Is a second horizontal grab bar mounted on the back wall above the floor? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7c. Is the accessible stall located at the end of the row of toilet stalls? If not, does the door open out? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. If a coat hook is provided, is it mounted at a 48" maximum height? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| F. Drinking Fountain (if applicable) | YES | NO | N/A |
| 1. If the drinking fountain is a wall-mounted unit, is there clear floor space in front and under the fountain so that a person using a wheelchair can get close to the spout and controls? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. If the drinking fountain is a floor-mounted unit, is there clear floor space for a side approach so that a person using a wheelchair can get close to the spout and controls even though the fountain has no space under it? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Is the top of the spout no higher than 36 inches above the floor and at the front of the fountain? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Does the water rise at least 4 inches high when force is applied to the controls of the fountain? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Are the controls on or near the front of the unit and do they operate with one hand without tight grasping, pinching, or twisting of the wrist? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Is the bottom of the apron of the fountain above the floor so that it provides the space needed for a wheelchair to pull up under it, but does not protrude more than 4" from the wall, so it is not a hazard to people who are blind or have low vision and use a cane to detect hazards? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Diagram A

| Number of Accessible Parking Spaces | | |
|-------------------------------------|--|-------------------|
| Total Parking (Lot or garage) | Total Minimum Number of Accessible Spaces (includes accessible & van) | Accessible Spaces |
| 1 to 25 | 1 | 0 |
| 26 to 50 | 2 | 1 |
| 51 to 75 | 3 | 1 |
| 76 to 100 | 4 | 1 |
| 101 to 150 | 5 | 1 |
| 151 to 200 | 6 | 1 |
| 201 to 300 | 7 | 1 |
| 301 to 400 | 8 | 1 |
| 401 to 500 | 9 | 1 |
| 501 to 999 | 2 percent of total spaces | 2 |
| Over 1,000 | 20 spaces plus 1 space for every 100 spaces, or fraction thereof, over 1,000 | 1 of 6 1 of 6 |

Diagram B



Diagram C



Diagram D



Diagram E




Diagram F



1.00 x 8.50 in

Attachment C: ADA Guidance – Press Conference and Interpreter Checklist (Cont)

Sign Language Interpreter Request Form

| | |
|--|---|
|  <p style="text-align: center;">SIGN LANGUAGE INTERPRETER REQUEST FORM</p> <p style="text-align: center;">PLEASE FAX TO: City of Los Angeles Department on Disability Disability Access and Services Division (213) 202-2715 FAX</p> <p style="text-align: center;">For any questions, please contact DOD at (213) 202-2764 Voice or (213) 202-2755 TTY.</p> | |
| APPOINTMENT DATE: | TIME: <input type="checkbox"/> AM <input type="checkbox"/> PM TO: <input type="checkbox"/> AM <input type="checkbox"/> PM |
| REQUESTED BY: | PHONE: |
| DEPARTMENT: | BUREAU: |
| LOCATION OF EVENT: | |
| ADDRESS: | ROOM: CITY: STATE: ZIP: |
| CROSS STREET: | PARKING: |
| CONTACT PERSON: | PHONE: |
| PROGRAM PARTICIPANT: | |
| TYPE OF INTERPRETING REQUIRED: SITUATION: _____ | |
| <input type="checkbox"/> ONE-ON-ONE <input type="checkbox"/> STAGE OR PLATFORM <input type="checkbox"/> SIGN TO VOICE <input type="checkbox"/> SMALL GROUP <input type="checkbox"/> LARGE GROUP | |
| SPECIAL INSTRUCTIONS: _____ | |
| (FOR DEPARTMENT ON DISABILITY USE ONLY) | |
| TOTAL \$: _____ | |
| _____ INTERPRETER(S) X _____ HOURS = _____ TOTAL HOURS X _____ PER HOUR <small>(2 HOUR MINIMUM)</small> | |
| <input type="checkbox"/> CRC SLI | NAME(S) _____ |
| <input type="checkbox"/> LIFESIGN | NAME(S) _____ |
| <input type="checkbox"/> WIN | NAME(S) _____ |
| COMMENTS: _____ | |
| NAME OF PROGRAM/ACCOUNT FUND: XXX 504/ADA OTHER | |
| DEPARTMENT: <u>on Disability</u> | DIVISION/BUREAU: <u>Disability Access and Services</u> |
| ADDRESS: <u>201 N. Figueroa Street</u> | SUITE: <u>100</u> |
| CITY: <u>Los Angeles</u> | STATE: <u>CA</u> ZIP: <u>90012</u> |
| ATTENTION: <u>Angela Kaufman</u> | |
| AUTHORIZED BY: _____ | DATE: _____ |
| OFFICE APPROVAL: _____ | DATE: _____ |

0001SLI (Rev 08/03)

Attachment C: ADA Guidance – Press Conference and Interpreter Checklist (Cont)

Attachment C - Press Conference Media Outreach Guidance

1. Press Conference Bulletins should include language that a sign language interpreter will be present at briefings
2. PIOs should speak with the camera operator and media beforehand and ensure that the interpreter be in camera frame at all times. This includes the entire torso of the interpreter, most importantly the interpreter's hands and face.
3. Interpreters should not be obstructed (covered up by B-roll, maps, people standing in front of interpreter from the camera angle, etc.).
4. Media is obligated by Federal law governed by the Federal Communications Commission⁵ to ensure that all verbal information is captioned and that all visual information is provided verbally.
5. Camera operator should know how to ensure that the interpreter is properly in frame



⁵ <http://transition.fcc.gov/cgb/consumerfacts/emergencyvideo.pdf>

Information Regarding Sign Language Interpreters at Press Conferences and Public Events

1. As soon as a press conference or public event is being considered, notify the Department on Disability immediately and email or fax a Sign Language Interpreter Request Form (Attachment B). *If this is during an emergency or mass casualty incident, please call the mobile numbers below to arrange services immediately.*



2. DOD (and Interpreter) will need to know:
 - a. Location of the Press Conference
 - b. How to access to the location, especially if a security perimeter has been established.
 - c. Type of Press Conference (Disaster, Emergency or Routine)
 - d. On-Site Point of Contact (name and phone number)
 - e. Arrival Instructions
 - i. Pre-credentialing
 - ii. Parking (If escort services are required due to security perimeter or type of event, this should be coordinated with LAPD and/or LAFD to ensure the interpreter ingress, egress and personal safety.)
 - f. Dress Code
 - g. Potential need for Personal Protective Equipment, if necessary

Please be aware that depending on the nature of the emergency, location, and availability, DOD may decide to send more than one interpreter, this may also include Certified Deaf Interpreters.

3. As soon as possible (but at the latest upon arrival), ensure that Interpreter has the following information:
 - a. Names, Agency and Title of anyone who will be speaking or introduced
 - b. Copies of any printed speech or comments
 - c. Access to any briefing meetings for those who will be involved in the press conference or event
 - d. Current status of the situation- areas affected, number of injured and/or dead, what the public will be told to do and not to do, any names of suspects, victims/survivors, deceased that may be provided and the correct spelling.
4. Interpreter should stand to the immediate left or right of the podium. There should not be other individuals between the Interpreter and the podium.
5. If there is a teleprompter, Interpreter should have viewing access to the same monitor as the speaker.

6. Audio speakers should be positioned behind the interpreter (or have a feed directly to the interpreter via an assistive listening device system).
7. Lighting should be reviewed to be sure that it does not impede the interpreter or the interpretation of information.
8. Any individuals standing behind the interpreter should be notified to refrain from any sudden or distracting movements.
9. Ensure check-out procedures are confirmed for interpreter.
 - a. Keep in mind that in the event of an on-going or multi-hour incident, it may be wise to keep the interpreter(s) on site to ensure availability. This potential need should be discussed with DOD when initially requesting services.
10. Following the press conference or event, the Department which requested the service must provide DOD with the following information:
 - a. Interpreter name and their contact information (i.e. agency which sent them)
 - b. Interpreter arrival and departure time.
 - c. Whether Interpreter(s) may require follow-up call from DOD (due to specific concerns or if it was emotionally charged information).

Attachment D: Media Assignment Desk Contact List

| Outlet | Phone | Email |
|------------|------------|------------|
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |

Attachment E: PIO Role and DAFN Technical Specialist Coordination



Americans with Disabilities Act (ADA) Guidance Public Information Officer (PIO) Coordination with Disabilities and Access and Functional Needs (DAFN) Technical Specialist

August 19, 2014

NOTE: This information was created as broad guidance and should be used to develop and tailor individual Department Standard Operating Procedures (SOP) as appropriate.

When EOC Is Activated:

When the Emergency Operations Center (EOC) is activated, all agency specific messaging should be reviewed by the individual(s) filling the EOC Public Information Officer (PIO) position(s), and in consultation with the EOC Disabilities and Access and Functional Needs (DAFN) Technical Specialist position.

The primary responsibilities of the DAFN Technical Specialist are as follows:

- The DAFN Technical Specialist position is located within the EOC Planning Section but is seated in the Emergency Management pod in the center of the EOC.
- Acts as a policy advisor to the EOC Director and Management Staff on DAFN issues.
- Provides information and subject matter expertise to all EOC sections on DAFN-related issues when needed.
- Facilitates communication between the EOC and organizations providing services to people with DAFN.
- Ensures people with DAFN are properly considered in all aspects of the incident response and recovery including public messaging.
- Ensures City compliance with the Americans with Disabilities Act (ADA) and other DAFN legal requirements.

Department PIO's will receive information and training on accessible and inclusionary messaging from the Department on Disability (DOD). This information is to be utilized in the creation and release of public messages during EOC activations.

The PIO of each City department is responsible for coordinating messaging through the EOC, and ensuring that these messages are reviewed by the Lead PIO, as well as the DAFN Technical Specialist position at the EOC.

- Upon EOC activation, department PIO representatives (Assistant PIO's) to the EOC will establish communication with the Lead PIO in the EOC.
- The Lead EOC PIO will notify the DAFN Technical Specialist of the Assistant PIO's that have been assigned to the EOC.
- Assistant PIO's located at the EOC will coordinate message review and message distribution with the Lead EOC PIO.
- The DAFN Technical Specialist should be requested to review any messages that are critical or depart significantly from previously agreed communications strategy, the Lead EOC PIO or designee will use the following steps:
 - The Incident Command System Form 213 will (Attachment A) be used to transmit all messages requiring DAFN Technical Specialist review. The Lead EOC PIO or designee will attach the draft message to Form 213 and hand-carry the documentation to the DAFN Technical Specialist for their review.
 - The DAFN Technical Specialist will review and reply to the Lead EOC PIO or designee using the existing Form 213; any revisions or edits shall be completed on the attachment (draft message) and returned to the Lead EOC PIO or designee.
 - The Lead EOC PIO or designee will incorporate the DAFN Technical Specialist input and present to the EOC Director for final approval.
- The DAFN Technical Specialist will provide the Lead EOC PIO or designee with information on effective, inclusionary and accessible communication with people with disabilities and others with access and functional needs.
- In particular, the Lead EOC PIO or designee and DAFN Technical Specialist will work together to ensure that:
 - Written and spoken announcements, information, warnings and materials are accessible for persons with cognitive, vision/and or hearing disabilities and other DAFN. This will be accomplished utilizing the DOD Inclusionary and Accessible Messaging guidance document (Attachment B).
 - Emergency messaging (EOC press releases, activation notices, etc.) are disseminated to organizations that provide DAFN services.
- Attachments
 - A. ICS Form 213
 - B. ADA Guidance –Inclusionary, Accessible Messaging and Effective Communication



Americans with Disabilities Act (ADA) Guidance Role of Public Information Officer (PIO)

NOTE: This information was created as broad guidance and should be used to develop and tailor individual Department Standard Operating Procedures (SOP) as appropriate

Departments that are immediately involved in the preparation, response, and/or recovery phases of an emergency may be responsible for providing notification or information to the public.

When EOC Is Not Activated:

- Each department Public Information Officer (PIO) is responsible for the development and delivery of emergency notifications / public information *[Note: This may vary by department, be sure to adjust according to your department's policies and procedures].*
- All department messages shall be developed following the City's guidance for inclusionary messaging based on ADA regulations as well as any other pertinent guidance issued by the Department on Disability.
- All department messages shall be reviewed for inclusion and appropriateness for people with disabilities by each Department Americans with Disabilities Act (ADA) Coordinator.
- All department messages shall be forwarded to the department PIO or designee for final approval and release.

If you have questions regarding this guidance document, please contact:

Emergency Management Department
Attention: Public Information Officer
200 N. Temple Street, Room 1533, Los Angeles, CA 90012
(213) 484-4800

Attachment E: PIO Role and DAFN Technical Specialist Coordination (Cont.)

ICS-213 Form (General Message)

| | | |
|--|-------------|---------------------------|
| <small>*U.S. GPO: 1989-733-875</small> | | |
| GENERAL MESSAGE | | |
| TO: | POSITION | |
| FROM: | POSITION | |
| SUBJECT: | DATE | |
| MESSAGE: | | |
| SAMPLE | | |
| DATE | TIME | SIGNATURE/POSITION |
| <small>213 ICS 1/79 NFES 1336</small> | | |
| <small>PERSON RECEIVING GENERAL MESSAGE KEEP THIS COPY</small> | | |
| <small>SENDER REMOVE THIS COPY FOR YOUR FILES</small> | | |



**ADA Guidance: Inclusionary, Accessible Messaging and
Effective Communication
March 13, 2014**

INCLUSIONARY MESSAGING

It is the policy of the City of Los Angeles that all materials are to be developed with inclusionary messaging, meaning that our documents should be provided in accessible formats and integrate the needs of persons with disabilities. In addition, the City must arrange for auxiliary aids and services to provide effective communication to persons with disabilities. The guidance below is a general baseline for departments. Departments may add additional internal policies and procedures or request assistance from DOD to develop guidance for their specific departmental needs.

A. Language Usage

Use appropriate language when referring to persons with disabilities.

1. People First Language

Use “people first” language when talking about people with disabilities. For example, say: “Person who is blind” rather than “the blind”. (**See Council File: 10-0002-S94** which removes the words “Mental Retardation” from all legislation and documents and replaces it with “Intellectual Disability”.)

Examples of People First Language

| | |
|---|---|
| People with disabilities | The handicapped, the disabled, the impaired |
| An individual or person with a disability | Disabled person |
| Access and functional need | Special needs, vulnerable |
| Deaf, hard of hearing, hearing loss, sensory disability | Deaf and dumb, the deaf, mute |
| Accessible communication, effective communication | Special communication |

| | |
|--------------------------------|--|
| He has a speech disability | He has a speech impairment, speech impediment |
| He is blind, he has low vision | The blind, sight impaired |
| She has a mobility disability | She's mobility impaired, wheelchair bound, physically challenged, crippled, an invalid, lame, differently-abled, bedridden, house-bound, a shut-in |

2. Plain Language

Use “plain language”. This means language that is understood the first time you hear it. Use the simple most understood word when choosing between words. I.e. Use “walk” instead of “ambulate”, use “get” instead of “obtain” etc. (It is suggested that you utilize a “third grade” English level.)

B. Multiple Delivery Methods and Redundancy

Use multiple methods to send your messages.

1. There is no one medium that will reach everyone. Make your messages are compatible with multiple mediums / transmission systems.
2. Use social media, such as Facebook, Twitter and Instagram when possible.
3. Use your department alert and notification system(s), if you have them, such as Nixle or Everbridge.

Note: Alert and Notification systems that send text messages are usually limited to 140 characters. You may need to send several messages or use one message to direct people to an accessible webpage with all relevant information to ensure that the needs of persons with disabilities are addressed.

Know your community. Meet with community leaders, agencies and advocates. Know how people with disabilities are impacted by the programs and services your department provides. (E.g. transportation, water and power, etc.)

ACCESSIBLE MESSAGING

It is the policy of the City of Los Angeles that all materials are to be developed with inclusionary messaging, meaning that to the best of our ability documents should be provided in accessible formats and integrate the needs of persons with disabilities. The guidance below is a general baseline for departments. Departments may add additional internal policies and procedures or request assistance from DOD to develop guidance for their specific departmental needs.

A. Document Accessibility

NOTE: This information is intended as a broad guidance, and should be tailored and incorporated into individual Department SOP's as appropriate.

The Americans with Disabilities Act (ADA) and, if the government entities receive Federal funding, the Rehabilitation Act of 1973, generally require that State and local governments provide qualified individuals with disabilities equal access to their programs, services, or activities, unless doing so would fundamentally alter the nature of their programs, services, or activities or would impose an undue burden. One way to help meet these requirements is to ensure that government websites have accessible features for people with disabilities. Section 508⁶ of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d) has documented standards established by the US Access-Board to help agencies comply with the law.

It is the policy of the City of Los Angeles that all City Elected Officials and City Departments ensure that all webpages, documents, PDFs, spreadsheets, power point presentations and/or multimedia posted to City webpages or sent via email or shared on social media will be accessible and useable by persons with disabilities, including persons using assistive technology. City staff should know and follow §508 standards for creating accessible messaging.

Each Department shall develop a plan for making your existing web content more accessible; Ensure that staff and contractors responsible for web page and content development are properly trained; Provide a way for visitors to your webpages can request accessible information or services by posting a telephone number or E-mail address on your home page.

B. Electronic Documents

Each Department shall develop a plan to ensure that all documents, power points, spreadsheets, PDF documents and any other documents are created in accessible formats; ensure that staff and contractors creating any of the above documents are properly trained; ensure that public flyers and documents have the required language on them for persons with disabilities to request auxiliary aids and services.

Accessible documents, products, services, or environments are those that can be used by people with varying abilities, may be mandated (e.g. Sec. 508, ADA); require additional planning, and is cheaper to include from the beginning instead of fixing after the fact.

⁶Current 508 Standards: <http://www.accessboard.gov/sec508/standards.htm>

Draft Text from Refresh 508: <http://www.access-board.gov/sec508/refresh/draftrule.htm>

Public Comments on the draft text: <http://www.regulations.gov/#!docketDetail;D=ATBCB-2010-0001>

Office documents are used by people, text-based, do not include audio, video, or embedded interactivity, and are typical of office work such as reports, letters, presentations, spreadsheets, etc.

Each software program has specific built in accessibility tools that users will need to become familiar with in order to create accessible documents.

Elements of Electronic Documents

In addition to creating accessible print documents (found in following sections of this guidance); the main elements that must be addressed for electronic document accessibility are:

1. Add alternative text to images and objects

Alternative text, also known as alt text or Alt Text, appears when you move your pointer over a picture or object. Alt text helps people who use screen readers to understand the content of images in your document. For many readers, this is the only information they have about the images and objects in your document. Alt text should be included for any of the following objects in your document:

- a. Pictures, Clip Art, Charts, Tables, Shapes (that don't contain text and are not in groups), SmartArt graphics, Groups (all objects in this list, with the exception of shapes, should also have alt text when in groups), Embedded objects, Ink, Video and audio files.
- b. See [Add alternative text to a shape, picture, chart, table, SmartArt graphic, or other object](#) or [appropriate use of alternative text](#).

2. Specify column header rows in tables (Excel Spreadsheets)

In addition to adding alt text that describes the table, having clear column headings can help provide context and assist navigation of the table's contents.

3. Use styles in long documents

Heading and paragraph styles, as well as tables of contents when necessary, make it easier for all readers of your document to follow it more easily. In longer documents, these elements can add structure for users who are using a screen reader, or who rely on the visual cue of section headings to navigate as they read.

Create your own heading and paragraph styles. To learn more about this, see [Add a heading](#) or [Create a Custom Style Set](#).

4. Use short titles in headings

When you use headings in a document, be sure to keep them short (fewer than 20 words). In general, headings should be, at most, one line long. This makes it easier for readers to quickly navigate the document, either by scanning it, or by using the [Navigation pane](#).

5. Ensure all heading styles are in the correct order

By using heading levels in a logical order, for example Heading 4 is a child of Heading 3, not Heading 2, assists users in navigating the document and finding information.

6. Use hyperlink text that is meaningful

Hyperlink text should provide a clear description of the link destination, rather than only providing the URL.

7. Use simple table structure

By not using nested tables, or merged or split cells inside of tables, you can make the data predictable and easy to navigate. For example: When you are designing a form, the entire document is often based on a heavily formatted table, which makes it very difficult for users to navigate it with a screen reader, and requires them to piece together the content of each cell, read to them in an unpredictable order, to get an idea of the form's content.

8. Avoid using blank cells, rows or columns for formatting

Using blank cells, rows, or columns to format your table could mislead someone using a screen reader that there is nothing more in the table. You can fix this by deleting unnecessary blank cells, rows or columns. If your table is used specifically to layout content within your document, you can clear all table styles.

9. Give all sheet tabs unique names

Sheet names should provide information about what is found on the worksheet, making it easier to navigate through a workbook. Any blank sheets in a workbook should be removed.

10. Structure layout tables for easy navigation

If you use a layout table check the reading order to be sure that it makes sense. Verify the table reading order by tabbing through the cells to check that the information is presented in a logical order.

11. Avoid using repeated blank characters

Extra spaces, tabs and empty paragraphs may be perceived as blanks by people using screen readers. After hearing “blank” several times, those users may think that they have reached the end of the information. Instead, use formatting, indenting, and styles to create whitespace.

12. Avoid using floating objects

Objects that are not in line with text are challenging to navigate, and they may be inaccessible to users with vision impairment. Setting text-wrapping around objects to **Top and Bottom** or **In Line With Text** makes it easier for people with screen readers to follow the structure of your document.

13. Include closed captions for any audio or video

If you use additional audio or video components in a document or workbook, ensure that the content is available in alternative formats for users with disabilities, such as closed captions, transcripts or alt text.

14. Check the reading level of your document.

Microsoft Word can check the readability of sentences. Readability is a measure of how hard a sentence is to follow.

PowerPoint Files⁷

PowerPoint presentations may include audio, video and embedded information. It is important to ensure that all PP presentations are made accessible to persons with disabilities.

1. Add alternative text to images and objects

Alternative text, also known as alt text or Alt Text, appears when you move your pointer over a picture or object. Alt text helps people who use screen readers to understand the content of images in your document. For many in your document. Alt text should be included for any of the following objects in your document:

- a. Pictures, Clip Art, Charts, Tables, Shapes (that don't contain text and are not in groups), SmartArt graphics, Groups (all objects in this list, with the exception of shapes, should also have alt text when in groups), Embedded objects, Ink, Video and audio files.
- b. See [Add alternative text to a shape, picture, chart, table, SmartArt graphic, or other object](#) or [appropriate use of alternative text](#).

⁷If you're using PowerPoint 2010, you can download and install the [Sub-titling text add-in for Microsoft PowerPoint \(STAMP\)](#), which lets you easily create closed captions for video and audio in your presentations.

2. Specify column header information in tables

In addition to adding alt text that describes the table, having clear column headings can help provide context and assist navigation of the table's contents.

3. Ensure that all slides have unique titles

Slide titles are used for navigation and selection by people who are not able to view the slide.

4. Use hyperlink text that is meaningful

Hyperlink text should provide a clear description of the link destination, rather than only providing the URL. Additionally, you can include **ScreenTip** text that appears when your cursor hovers over a hyperlink, and can be used in a similar way to alt text.

5. Use simple table structure

By not using nested tables, or merged or split cells inside of data tables, the data is predictable and easy to navigate.

6. Avoid using blank cells for formatting

Using blank cells to format your table could mislead someone using a screen reader to believe that there is nothing more in the table. You can fix this by deleting unnecessary blank cells or, if your table is used specifically to layout content within your presentation.

7. Include closed captions⁸ for any audio or video

Whenever you use additional audio or video components in a presentation, ensure that the content is available in alternative formats for users with disabilities, such as closed captions, transcripts or alt text.

8. Ensure that the reading order of each slide is logical

People who cannot view the slide will hear slide text, shapes and content read back in a specific order. If you are using objects that are not part of the slide template, it is important to be sure that they will be read by a screen reader in the order that you intend them to be.

⁸If you're using PowerPoint 2010, you can download and install the [Sub-titling text add-in for Microsoft PowerPoint \(STAMP\)](#), which lets you easily create closed captions for video and audio in your presentations.

9. Increase visibility for colorblind viewers

Colorblindness affects a significant number of people, most often as an inability to distinguish between red and green, or seeing red and green differently. When creating presentations, it's important to choose elements that increase visual contrast so viewers who cannot rely on color distinction can still understand what they're seeing. Some things you can do when building a slide deck include:

- Avoid using orange, red, and green in your template and text.
- Use texture in graphs, instead of color, to highlight points of interest.
- Circle or use animation to highlight information, rather than relying on laser pointers or color.
- Keep the overall contrast in your presentation high.

Additional Information for City Department staff

1. Word 2010 Accessibility Checker

Word 2010 includes a new accessibility checker that allows you to check for accessibility problems. The accessibility checker makes it much easier to identify and repair accessibility issues. To run the accessibility checker, select *File > Info > Check for Issues > Check Accessibility*.

2. PowerPoint 2010 Accessibility Checker

PowerPoint 2010 includes a new checker that allows you to check your presentation for accessibility problems. The accessibility checker makes it much easier to identify and repair accessibility issues. To run the accessibility checker, select *File > Info > Check for Issues > Check Accessibility*.

The Accessibility Checkers will show accessibility errors (e.g., images with no alternative text), warnings (e.g., unclear link text) and tips (e.g., slide reading order). Feedback about the importance of each item, as well as tips on how to repair it, is included.

3. Docx and PPTX Formats

The "docx and pptx" formats are the default file format for documents and files created in Word 2007 and newer or PowerPoint 2007 and newer. The format has some advantages (such as smaller file size), but is not as widely supported as the old "doc" or "ppt" format. Although there is a free download that allows users to open the newer format in older versions of Word or PowerPoint, [some content will be lost in the conversion process](#). If the Word or PowerPoint file is going to end up on the web, or if you're going to send it to someone and are not doing anything that relies on the newer docx or pptx format, consider saving files as

Word 97-2003 Document (*.doc) or PowerPoint 97-2003 Presentation (*.ppt) in Office 2007 and 2010.

4. Convert Word to PDF

Many Word documents end up as PDF files. It is a convenient way to preserve formatting and accessibility information, assuming the file is converted correctly. Read more on [converting a Word document to accessible PDF](#) in our Acrobat/PDF article.

5. Export PowerPoint to PDF

PDF is often the best format to display PowerPoint presentations on the web. The file size is relatively small, distracting slide transitions are removed, and everyone has a PDF reader. Most importantly, heading structure and other accessibility information will remain intact if you export the file correctly. If you have a presentation with tables, and if you know how to add additional accessibility information in Adobe Acrobat, it might be possible to create a PDF file that is *more accessible* than the original PPT file.

Resources

There are many resources on the internet that can assist you in ensuring that your documents, spreadsheets and presentations are made accessible. Below are a couple of these resources. We encourage City staff to become familiar with the accessibility features in programs they utilize to create documents, spreadsheets and presentations. You Tube has several postings on “How to make accessible”, we encourage staff to view these videos if necessary.

- Accessibility Features in Word - <http://office.microsoft.com/en-us/word-help/accessibility-features-in-word-HP010132010.aspx>
- Creating Accessible Word Documents - <http://webaim.org/techniques/word/>
- Accessibility Checker Word - <http://office.microsoft.com/en-us/word-help/check-for-accessibility-issues-HA010369192.aspx>
- Accessibility Features in Power Point - <http://office.microsoft.com/en-us/web-apps-help/accessibility-features-in-office-web-apps-HA010380212.aspx>
- Creating Accessible Power Point presentations - <http://webaim.org/techniques/powerpoint/>
- Accessibility Checker Power Point - <http://office.microsoft.com/en-us/powerpoint-help/check-for-accessibility-issues-HA010369192.aspx>
- Accessibility Features in Excel - <http://office.microsoft.com/en-us/excel-help/accessibility-features-in-excel-HP005198434.aspx>
- Creating Accessible Excel Workbooks - <http://office.microsoft.com/en-us/excel-help/creating-accessible-excel-workbooks-HA102013545.aspx>

- Accessibility Checker Excel - <http://office.microsoft.com/en-us/excel-help/check-for-accessibility-issues-HA010369192.aspx>
- Creating Accessible PDFs - <http://www.howto.gov/web-content/accessibility/create-accessible-pdfs>
- Accessible Digital Office Documents - <http://aDOD.idrc.ocad.ca/>

C. Videos and Multimedia Accessibility

It is the policy of the City of Los Angeles that all Elected Officials and City Departments ensure that all video and/or multimedia will be made accessible for persons with disabilities by knowing what §508 requirements apply to your media.

508 Compliant Videos

- Option 1. Use a 508-conformant video player, and host videos with captions—and audio descriptions, if needed—on a government website.
 - Section 508-conformant videos have three main elements:
 1. A 508-conformant video player - Ensure that a person who requires keyboard navigation or an assistive device can navigate the window where the video plays (that is, the video player).
 2. Captions - The audio parts of your video appear as text at the appropriate time and give access to people who are hearing impaired or deaf.
 3. An audio description - A description of all a video's visual elements, giving access to people who are blind or visually impaired.
- Option 2. Host a captioned video on a third-party site, and host the video (with captions and audio descriptions) on your government website in a separate, accessible video player.
 - Posting Videos on Third-Party Sites
 1. When posting videos on popular video sharing sites like YouTube, Vimeo, and others, remember that multimedia must be accessible regardless of where it's posted—on Department's own website, on a social media site, or both. In any event, an accessible version **MUST** exist online, even if people have to download it.
 2. Because we can't control the accessibility of media players' on third-party sites, we must host Section 508-conformant, accessible videos on agency sites and provide a media player that is completely usable with assistive technologies (such as speech recognition software, screen readers, etc.)

Captioning

Captioning is necessary for people who are unable to hear the audio in a video. It's also helpful for people with cognitive disabilities, as well as for developing literacy, both in children and adults. Captions include speech and sound effects and indicate music or laughter, and identify multiple speakers.

There are two types of captioning: open captioning and closed captioning.

1. Open captions are words that appear automatically on your video when you hit play; you cannot turn them off.
2. Closed captions don't appear unless you turn them on. You can also turn them off.

Closed Captioning of Videos

All videos should have closed captioning. YouTube has a feature that will automatically caption videos less than 10 minutes. However, you must have a written transcript ready and manually enter the captioning in order to ensure message integrity (get someone to transcribe it (e.g., intern, student, etc.)).

After you upload your video to YouTube, make your video "unlisted" at first and turn off the machine translation version that is automatically created. Then upload your text transcript. Let YouTube sync it up. Then you can review and edit the captioning to ensure caption timing matches the video. Once your YouTube video has captions, you may wish to download the captions and use an editor to tidy them up.

You can use the YouTube captioning features even if you are not going to post your video to YouTube. Simply keep your video "unlisted" or "private" and just download the video file with the captioning. Depending on what you use on your own site for embedding video (e.g., JW Media Player), you may need to find an [online converter](#) to convert the YouTube SBT format to DXFP or other format that your video player supports.

Multimedia

Podcasts and other sound files:

A text equivalent for every non-text element shall be provided (e.g., via "alt," "longdesc," or in element content).

A note about text equivalents: If you post videos or a multimedia presentation, only including text transcripts of these files does not fulfill Section 508 requirements; see the section "Videos and multimedia presentations" for help.

Videos and multimedia presentations

1. Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation, and all training and informational video and multimedia productions which support the agency's mission, regardless of format, **that contain speech or other audio information necessary for the comprehension of the content**, shall be open or closed captioned.
 - Both of these requirements mean that you must include captions—either open or closed captions—that are synchronized with your video or multimedia presentation.
2. All training and informational video and multimedia productions that support the agency's mission, regardless of format, **that contain visual information necessary for the comprehension of the content**, shall be audio described.
 - If there is visual information, such as action or expressions, in the video that is necessary to understand the production's content, that information must be described in an audio file, which also must be *synchronized* with the video.
3. Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.

*If you have a media item that contains this type of flashing, strobing, or optical illusions, do not post it. If you find that you're overruled and must post this media, **include a warning on your web page and do not automatically play the media or show the graphic when your page loads**—allow your users to start and stop the media or click to access the graphic if they want to view it.*

Software to play videos, audio, and multimedia

When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with 1194.21(a) through (l).

Modern web browsers often inform users when a missing plug-in is needed to access special content on a web page. It is best to provide a link to the required software (such as QuickTime, Flash, Real, etc.) on the page where your media is located.

- The software to which you link must also fulfill Section 508 requirements for software as outlined in Section 508 1194.21. Briefly, the requirements from this section are that the software must:
 - a. Be navigable using a keyboard;
 - b. Not interfere with accessibility features of other software or the operating system;

- c. Provide an on-screen indication of the current focus (the currently selected place of action);
- d. Provide information about the roles, states, and operation of each interface element to assistive technology;
- e. Use meanings consistently for any images that identify the software's controls, status, or program elements;
- f. Use the operating system to display text and contextual information;
- g. Not override any user defined display settings in the operating system;
- h. Give users the choice of turning off animations and displaying information from the animations in other method;
- i. Not rely only on color to prompt users, or provide information or context;
- j. Provide a wide variety of color and contrast settings (only if the application allows users to adjust color and contrast);
- k. Not cause blinking or flashing at a rate greater than 2 Hz and lower than 55 Hz; and,
- l. Ensure that users of AT are able to fully use and navigate through electronic forms, and provide any necessary cues and directions to the AT.

There are many social networking sites that are widely used by the public, and may not be fully accessible, but agencies may want to use them to provide information and engage with the public. Many agencies have found that a practical approach to providing accessible content is to post videos and presentations on these sites and also post the same content, in an accessible manner, on their own agency sites.

Key Areas to Test for Accessibility

This isn't a comprehensive list but these are important items you'll need to check in addition to your general accessibility testing.

- Use your keyboard to navigate through the multimedia player: Use the tab, enter, and spacebar keys to start, stop, fast forward, rewind, turn on/off captions, maximize/minimize the window, and raise/lower the volume, in addition to any other controls your player uses. When testing with the tab key, be sure the tabbing order makes sense.

- Use a screen reader to review your pages, media player's controls, etc.: Check all of the items you reviewed with your keyboard, plus listen to any directions and cues; make sure there's nothing like "1 button; 2 button" (make sure the buttons are "labeled" with commonly used terms); listen to the entire page/window: isolate links, open lists of graphics and headings; listen to any synchronized audio description tracks); turn off your monitor while you listen to the screen reader and compare it to a script of the exact content that should be heard from the screen reader.
- Make sure your transcripts read exactly as the audio from your media; check the transcripts for proper punctuation; and, if any acronyms have been used, define them.
- Watch your video and check that the captions are visually clear and not "pixelated," especially if open captions have been used; make sure captions have been spell checked and reviewed for proper grammar and punctuation.
- Ask people with different disabilities to test your media project. Their results in using your media may be different from yours.

Resources

There are many resources on the internet that can assist you in ensuring that your video and multimedia information is made accessible. Below are samples of these resources. We encourage City staff to become familiar with the accessibility features in programs they utilize to create video and multimedia information. You Tube has several postings on "How to make accessible", we encourage staff to view these videos if necessary.

- Caption Videos and Multimedia - <http://www.howto.gov/social-media/video/how-to-make-video-captions>
- Making Multimedia 508 Compliant and Accessible - <http://www.howto.gov/web-content/accessibility/508-compliant-and-accessible-multimedia>
- Creating Section 508 Compliant Videos on City websites - <http://www.howto.gov/social-media/video/508-compliant-video-guide>
- How To Add Captions to a YouTube Video - <http://www.youtube.com/watch?v=9K4WJs94FfY&list=TLlqvgEnkVMTU>
- Google YouTube Add Captions - <https://support.google.com/youtube/answer/2734796?hl=en>

D. Social Media Accessibility⁹

It is the policy of the City of Los Angeles that all Elected Officials and City Departments that use social media will make it accessible for persons with disabilities by following the national guidelines for improving the accessibility of Social Media.

Social media is transforming how the city government engages with constituents, allowing city departments and elected officials to share information and deliver services more quickly and effectively than ever before. This is especially true during emergency and disaster situations. Departments using social media in times of disaster or for preparedness information shall ensure that their messaging integrates the needs for persons with disabilities. In addition to the guidelines found in other sections of this document, departments will follow the guidance below when creating social media messages.

Making Facebook Posts Accessible

Photos, Video, Audio

After posting the photo, video, or audio, immediately post a comment that directs users to the full caption or the full transcript. Always provide a link back to the lacity.org page that hosts a copy of the photo, video, or audio with full caption/transcript.

If you have a YouTube channel, upload your video to your channel and make sure you enable closed-captions (you'll want to upload your own transcript to make sure the captions are accurate). Then post a link to your YouTube video as your status update, rather than uploading the video into Facebook. This will ensure that visitors will be taken to your accessible version on YouTube.

Composing Status Updates

Facebook provides ample space that allows you to spell out acronyms. Spell out the first instance of the acronym and add the acronym in parentheses after (e.g., U.S. Geological Survey (USGS)). This is especially helpful for those using screen readers, because after the name is heard the acronym is spelled out, and the user will associate the sound of the acronym with the full name.

⁹ HOWTO.GOV - <http://www.howto.gov/social-media/using-social-media-in-government/improving-accessibility#part-1>

Making Tweets Accessible

Photos, Video, and Audio

Put the following prefixes before tweets that have photos, videos, or audio. This allows people using screen readers to know what to expect before it's read out loud. The uppercase formats are for further clarity to sighted users.

- Photos: [PIC]
- Videos: [VIDEO]
- Audio: [AUDIO]

Link back to the page that has a copy of the photo, video, or audio with full caption/transcript.

Make your tweet serve as a descriptive caption so it has context for the item and then link back to the Department website for full accessibility.

Displaying Tweets

Use the Twitter API or Embedded Timelines feature to display your agency's tweets on your departmental site.

Embedded Timelines feature on Twitter appears to have accessibility built-in even for those who do not have JavaScript. You can tab through all aspects of the timeline and use the functions. While it appears that Twitter is building in accessible content within the Embedded Timelines and Embedded Tweets features, you should still test it out on your site prior to making it live. Note that Twitter recommends caching the content you're pulling from Twitter because there is a rate-limit.

Add a link in your bio, or occasionally tweet that you have an accessible format of your tweets at [provide link].

Composing Tweets

Try to place any hashtags or @mentions at the end of the tweet. This allows a screen reader to voice the main content of the tweet more clearly in the beginning, and saving the service-specific speak for the end (the parts that sound confusing).

- If possible, avoid using unfamiliar acronyms that would sound strange if read by a screen reader. If space allows, try to spell out the acronyms instead or use a different way to convey the information.

- If the acronym is well-known and sounds the same when we speak as it's intended to sound (e.g., NASA), you don't need to spell out "National Aeronautics and Space Administration".
- Use "CamelCase" for multiple words for hashtags; that is, capitalize the first letters of compound words (use #SocialGov not #socialgov).

Resources

There are many resources on the internet that can assist you in ensuring that your social media accessible to persons with disabilities. Below are a couple of these resources. We encourage City staff to become familiar with the accessibility features in programs they utilize to create social media information. You Tube has several postings on "How to make accessible", we encourage staff to view these videos if necessary.

- Making Social Media Accessible: What You Can Do Today - <http://www.howto.gov/training/classes/accessible-social-media>
- Improving the Accessibility of Social Media in Government - <http://www.howto.gov/social-media/using-social-media-in-government/improving-accessibility>
- American Foundation for the Blind, Social Media Sites - <http://www.afb.org/info/accessibility/creating-accessible-websites/captchas-on-social-networking-sites/235>
- Making Facebook Accessible for Everyone - <http://www.facebook.com/notes/facebook/making-facebook-accessible-for-everyone/71852922130>
- Caption Videos and Multimedia - <http://www.howto.gov/social-media/video/how-to-make-video-captions>
- LIGHTHOUSE INTERNATIONAL <http://www.lighthouse.org/accessibility/>
- Social Media Messaging <http://www.howto.gov/social-media/using-social-media-in-government/improving-accessibility>
- Making Multimedia 508 Compliant and Accessible - <http://www.howto.gov/web-content/accessibility/508-compliant-and-accessible-multimedia>
- Creating Section 508 Compliant Videos on City websites - <http://www.howto.gov/social-media/video/508-compliant-video-guide>
- How To Add Captions to a YouTube Video - <http://www.youtube.com/watch?v=9K4WJs94FfY&list=TLlqvgEnkVMTU>

- Google YouTube Add Captions - <https://support.google.com/youtube/answer/2734796?hl=en>

II. Print Messaging

Large Print and Contrast

Provide a text and large text version alternative of the message.

1. Use 18pt or larger, san-serif (Arial, Verdana, etc.) fonts.
2. Exaggerate color, saturation and contrasting colors between foreground and background.
3. When printing, consider using a contrasting background color, such as ecru or off-white.

Creating Audio Files

Recording program materials into an audio file or on cassette tape is a good alternative to providing written material. Some people who are blind or have visual disabilities cannot or prefer not to read Braille or large print, and find audio and/or tapes more useful.

City department should utilize staff to create audio formats in-house:

- Record in a room where there is no background noise;
- Read at a moderate pace and articulate words clearly;
- Identify the reader at the end of the recording. (If using a cassette: identify the side number, the document title, and the page range being read on each side.)

Computer documents provide an efficient, simple means of transferring print information to audible communication. Many individuals now have computers, tablets and phones with recording and voice output. By having an accessible computer document, the electronic process is often the fastest way to allow constituents to use a screen reader or other device to allow for the document to be read. You can also send discs to persons via post or send the information electronically via e-mail

Ensure that any visible information provided, such as phone numbers, addresses, website URLs, etc. are also made audible by saying the information verbally as well.

- Verbally describe images, charts and drawings. Speak slowly and clearly. (I.e. "This pie chart shows that 75%... or this four bar graph shows...")

Braille Conversion

Provide printed documents in Braille.

1. Use GSDs request form to convert word documents to Braille. (Follow the DOD Citywide Procedure for Providing Documents in Braille Format.)
2. *During an emergency situation, if GSD is unable to fill the request for Braille in a timely manner, departments may contact the DOD front desk [REDACTED] [REDACTED] and submit a request¹⁰ to have the document converted into Braille*

Visual Images

Provide visual images

1. Pictures should be high quality, and not stretched or blurry.
2. Pictures should match and reinforce the text. Avoid symbols with unclear meanings.
3. All pictures should have a written description describing the image in an alternative tag (text description; ALT tag).

Increase visibility for colorblind viewers

Colorblindness affects a significant number of people, most often as an inability to distinguish between red and green, or seeing red and green differently. When creating presentations, it's important to choose elements that increase visual contrast so viewers who cannot rely on color distinction can still understand what they're seeing. Some things you can do when building a slide deck include:

- Avoid using orange, red, and green in your template and text.
- Use texture in graphs, instead of color, to highlight points of interest.
- Circle or use animation to highlight information, rather than relying on laser pointers or color.
- Keep the overall contrast in your presentation high.

Avoid image watermarks

Images used as watermarks may not be understood by people with vision or cognitive disabilities. If you must use a watermark, make sure that the information it contains is also included elsewhere in your document.

¹⁰ A text-only Word file *MUST* be provided to DOD in order to complete the request.

III. Universal Language for Messaging

The following language must be included on all department websites, documents, brochures, flyers, or any other pertinent documents:

“As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.”

Or for a meeting flyer, departments must include the following paragraph:

“Reasonable accommodation or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days notice is strongly recommended. For additional information, please contact: (Your department contact person, phone number-voice and/or TTY).”

IV. Auxiliary Aids and Services

American Sign Language (ASL) Interpreting

Submit a Sign Language Interpreter Request to DOD in order to obtain qualified American Sign Language (ASL) Interpreters.

1. Meetings and Public Events – Make sure that interpreters are briefed and provided written information prior to the meeting commencing. If the meeting is being videotaped, be sure the ASL interpreter is positioned next to the speaker, that their face and upper body are in the screen shot at all times and that the background is a solid color.
2. Press conferences – Follow the ADA Guidance on *Press Conferences and Interpreter Checklist*. Ensure that the interpreters are briefed and provided written information, specifically names, areas impacted, prior to videotaping or going on air. Ensure that the interpreter is next to the podium and that their face and upper body are in the screen shot at all times and that the background is a solid color


Communication Access Real Time Translation (CART)

Also known as “real-time captioning”, is a service that can be delivered on location or remotely. It is best described as the instant translation of the spoken word into English text using a stenotype machine, notebook computer and specialized steno translation software. The text produced by the CART provider can be displayed on an computer

monitor, projected onto a screen, combined with a video presentation to appear as captions, or otherwise made available using other transmission and display systems.

1. Submit a CART Service Request Form to DOD in order to obtain qualified CART services.
2. When submitting the request, a copy of the agenda, if available with names of speakers should be included. If the agenda/names are not available at the time of request, a hard copy should be provided to the captionists upon their arrival on site, or sent via email or fax if being provided remotely.

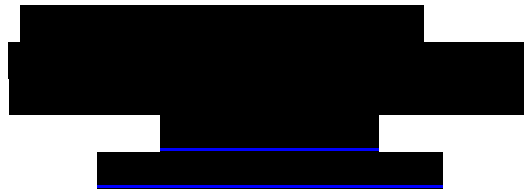
Braille Conversion

Staff (project coordinator) or the Departmental ADA Coordinator should e-mail an attached file in Microsoft Word, *which should contain only plain text, no images, charts, etc.* to the Central Duplicating Center at 

In addition, Departments should include their IDO# or Fund # in the body of the email.

All embossed documents will be checked for formatting and errors in transcription. GSD staff will inform you once the project is complete and arrange with you for pick up, conventional mail, or overnight courier.

If you have questions regarding the GSD Braille printing process, please contact:



Audio Conversion

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City department should utilize their staff members to create audio formats in-house:

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Computer documents provide an efficient, simple means of transferring print information to audible communication. Many individuals now have computers, tablets and phones

with recording and voice output. By having an accessible computer document, the electronic process is often the fastest way to allow constituents to use a screen reader or other device which allows for the document to be read. You can also send discs to persons via post or send the information electronically via e-mail upon request.

V. Telecommunication Relay Services (TRS)

Telecommunications Relay Service (TRS), established under Title IV of the Americans with Disabilities Act, is a telephone service that allows persons with hearing or speech disabilities to place and receive telephone calls. TRS is available in all 50 states, the District of Columbia, Puerto Rico and the U.S. territories for local and/or long distance calls. TRS is regulated by the Federal Communications Commission.

It is the Policy of the City of Los Angeles that TRS calls are to be processed and responded to by city employees as they would with any other telephone call. It is important for city employees to understand that much of the TRS system, particularly the Internet Relay Services, are open for public use, therefore it is possible for anyone with the proper equipment to place calls through one of the relay services described below. This includes people who are not members of the original intended user group, persons who are Deaf, Hard-of-Hearing, or have a Speech Disability.

The various relay services covered by Title IV of the ADA are explained below:

There are several forms of TRS¹¹, depending on the particular needs of the user and the equipment available.

1. **Text-to-Voice TTY-based TRS** – With this type of “traditional” TRS, a person with a hearing or speech disability uses a TTY to call the CA at the relay center. TTYs have a keyboard and allow people to type their telephone conversations. The text is read on a display screen and/or a paper printout. A TTY user calls a TRS relay center and types the number of the person he or she wishes to call. The CA at the relay center then makes a voice telephone call to the other party to the call, and relays the call back and forth between the parties by speaking what a text user types, and typing what a voice telephone user speaks.
2. **Voice Carry Over** - Voice Carry Over (VCO) is a type of TRS that allows a person with a hearing disability, but who wants to use his or her own voice, to speak directly to the called party and receive responses in text from the CA. No typing is required by the calling party. This service is particularly useful to senior citizens who have lost their hearing, but who can still speak.
3. **Hearing Carry Over** - Hearing Carry Over (HCO) is a type of TRS that allows a person with a speech disability, but who wants to use his/her own hearing, to listen to the called party and type his/her part of the conversation on a TTY. The

¹¹<http://www.fcc.gov/guides/telecommunications-relay-service-trs>

CA reads these words to the called party, and the caller hears responses directly from the called party.

4. **Speech-to-Speech (STS) Relay Service** - This form of TRS is used by a person with a speech disability. A CA (who is specially trained in understanding a variety of speech disorders) repeats what the caller says in a manner that makes the caller's words clear and understandable to the called party. No special telephone is needed. For more information regarding STS visit www.fcc.gov/guides/speech-speech-relay-service.
5. **Shared Non-English Language Relay Services** - Due to the large number of Spanish speakers in the United States, the FCC requires interstate TRS providers to offer Spanish-to-Spanish traditional TRS. Although Spanish language relay is not required for intrastate (within a state) TRS, many states with large numbers of Spanish speakers offer this service on a voluntary basis. The FCC also allows TRS providers who voluntarily offer other shared non-English language interstate TRS, such as French-to-French, to be compensated from the federal TRS fund.
6. **Captioned Telephone Service** - Captioned telephone service, like VCO, is used by persons with a hearing disability but some residual hearing. It uses a special telephone that has a text screen to display captions of what the other party to the conversation is saying. A captioned telephone allows the user, on one line, to speak to the called party and to simultaneously listen to the other party and read captions of what the other party is saying. There is a "two-line" version of captioned telephone service that offers additional features, such as call-waiting, *69, call forwarding, and direct dialing for 911 emergency service. Unlike traditional TRS (where the CA types what the called party says), the CA repeats or re-voices what the called party says. Speech recognition technology automatically transcribes the CA's voice into text, which is then transmitted directly to the user's captioned telephone text display.
7. **Video Relay Service (VRS)** - This Internet-based form of TRS allows persons whose primary language is American Sign Language (ASL) to communicate with the CA in ASL using video conferencing equipment. The CA speaks what is signed to the called party, and signs the called party's response back to the caller. VRS is not required by the FCC, but is offered by several TRS providers. VRS allows conversations to flow in near real time and in a faster and more natural manner than text-based TRS. Beginning January 1, 2006, TRS providers that offer VRS must provide it 24 hours a day, seven days a week, and must answer incoming calls within a specific period of time so that VRS users do not have to wait for a long time. For more information regarding VRS visit www.fcc.gov/guides/video-relay-services.
8. **Internet Protocol (IP) Relay Service** – IP Relay is a text-based form of TRS that uses the Internet, rather than traditional telephone lines, for the leg of the call between the person with a hearing or speech disability and the CA. Otherwise,

the call is generally handled just like a TTY-based TRS call. The user may use a computer or other web-enabled device to communicate with the CA. IP Relay is not required by the FCC, but is offered by several TRS providers. For more information regarding IP Relay visit www.fcc.gov/guides/internet-protocol-ip-relay-service.

9. **IP Captioned Telephone Service** – IP captioned telephone service, one of the newest forms of TRS, combines elements of captioned telephone service and IP Relay. IP captioned telephone service can be provided in a variety of ways, but uses the Internet – rather than the telephone network – to provide the link and captions between the caller with a hearing disability and the CA. It allows the user to simultaneously both listen to, and read the text of, what the other party in a telephone conversation is saying. IP captioned telephone service can be used with an existing voice telephone and a computer or other Web-enabled device without requiring any specialized equipment. For more information regarding IP captioned telephone service, visit www.fcc.gov/guides/internet-protocol-ip-captioned-telephone-service.

EMERGENCY SITUATIONS

During disaster or emergency situations, ADA Coordinators, Public Information Officers and Emergency Preparedness Coordinators should utilize DOD's Sign Language Interpreter Request Form or CART Services Request Form when setting up any public communication on site.

There may also be an additional need to assist people with disabilities who have lost or damaged assistive technology. City staff should direct these requests through the EOC Mass Care Branch, DAFN Unit Leader or the Planning Branch, DAFN Technical Specialist.

Attachment F: Guidelines for Working with Media

This document serves as a checklist for City Department PIOs to utilize when working with media.

- ┌ The media is an ally in keeping the public informed of what is happening in the community.
- ┌ The media is part of the emergency planning process – the media is utilized in awareness campaigns.
- ┌ The media is used to assist with the following tasks: reduce panic, prepare for action, alert and warn the public.
- ┌ Create and maintain a media contact list. Personal contacts with local media allow leverage in coverage.
- ┌ Meet with the media before an emergency to explain various departmental policies, procedures and tactics.
- ┌ PIOs must be prepared for questions as preparation can be key to a successful Interview or news conference.
- ┌ Monitor the information being circulated in order to prepare for media inquiries and interviews.
- ┌ Contact the media through a variety of means: telephone or personal contact, news releases, briefings, media advisories, radio public service announcements, audio clips, spot announcements, television releases and/or interviews.
- ┌ Treat all branches of the media equally. All should be utilized to the same extent.
- ┌ Special consideration is made for communicating messaging in other languages spoken in the City of Los Angeles.

Attachment G: Initial Fact Sheet

ONLY print information in the fact sheet that can be released to the general public. Death tolls will not be released unless fatalities have been confirmed by the coroner's office and approved by the Incident Commander.

1. PIO: The name of the public information officer assigned to this situation. This may or may not be the same person preparing the form.
2. LOCATION: The physical location of the media release point. Examples include the Command Post, EOC, JIC, Office, etc.
3. DATE: The date of release.
4. TIME: Time of release.
5. RELEASE: Initial / Update / Final
6. INCIDENT NAME: Every incident is given a name.
7. INCIDENT NUMBER: Every incident is given a number for reference purposes.
8. INCIDENT COMMANDER: Every incident has an incident commander, the individual in charge of the response to the situation at hand.
9. JURISDICTIONS INVOLVED: List all cities, counties, states, etc. involved in the situation.
10. TYPE OF INCIDENT: List general type of incident - flood, fire, earthquake, hurricane, etc.
11. AREA INVOLVED IN INCIDENT: Indicate the type of area involved in the incident - river flood basin, industrial park, etc.
12. DATE/TIME BEGAN: Approximate time and date the incident began to unfold. When it was first reported or declared to be an emergency situation.
13. ESTIMATED DATE / TIME SITUATION WILL BE CONTAINED: The official time estimated that the situation will be under control (estimated).
14. GEOGRAPHIC AREA OF INVOLVEMENT: The actual borders of the situation. Use streets, roads, highways, city boundaries, etc.
15. PERCENT OF CONTAINMENT: Relates to fires or floods. Give description if applicable.

16. CONTROL DECLARED: Relates primarily to wildfires. Give date and time the situation is under control.
17. CURRENT THREATS: List things that are being watched out for and attempts that are being made to prevent damage or injury.
18. CURRENT PROBLEMS / POTENTIAL THREATS: What special problems are currently being faced (wind, heavy rain, access problems, equipment shortages, etc)?
19. ESTIMATED LOSS VALUE / CURRENT: Estimated value of lost or damaged property, structures, equipment, etc.
20. INJURIES: List number and types of injuries.
21. DEATHS: List number and types of deaths.
22. COOPERATING AGENCIES: List all cooperating agencies participating in the response.

Attachment H: Writing Bulletins/Information Releases/Media Advisories

The following information applied during both EOC and non-EOC activations.

During an emergency, disaster or significant incident, information will be released using EMD bulletins, media advisories and information releases. EMD bulletins are used to disseminate and provide information to City departments and to the public on our website and social media sites. Advisories and releases are disseminated to advise the media about upcoming events, updates on significant incidents and information on emergencies and disasters. Individuals with disabilities and others with access and functional needs are reached through representatives who are contacted at the immediate onset of a disaster.

Writing Bulletins/ Advisories/ Releases:

1. Cover what has happened, what the City is doing and what the City wants residents to do. Use information cleared for release in the fact sheet.
2. Use one-inch margins. Print only on one side of the paper and use official Department release headers and formatting.
3. All documents shall be numbered for tracking purposes.
4. Bulletins are to be dated and to include time of release.
5. Include a contact person.
6. Insert "For immediate release" on advisories and releases.
7. Multi-paged documents need to have numbered pages.
8. Insert "more" at the bottom of continued pages.
9. Insert "####" after the last paragraph.
10. Get the release out as soon as possible - make sure you have received proper review and approvals.
11. Follow-up documents shall contain new information.
12. Keep an electronic and hard copy file of all released information so you can refer back to them when needed.
13. Remember media deadlines - write them down.
14. Use email and Internet to disseminate information when possible. All emailed documents shall be in PDF format.
15. Remember that advisories and releases may generate requests for phone interviews, video sessions, audiotape sessions and news conferences.
16. Clearly identify those quoted in releases by name and title. Keep the quotes short and avoid any technical jargon.
17. Develop a comprehensive mailing list for the bulletins/advisories/releases.
18. Have all background information related to the incident prepared - so that when questions come up, you are ready.

Attachment I: Bulletins/ Information Releases/Media Advisories Templates

Pages 45-51 contain citywide templates that can be used for guidance during situations where communications need to be dispersed. These templates can be used to facilitate creating both internal and external releases. Please note that these are templates contain fabricated information – be sure to rewrite to incorporate correct information regarding the current situation.

Document templates included in this Annex include:

- Bulletin
- Information Release
- Media Advisory



DEPARTMENT BULLETIN

[Department Name]

[General Manager Name]

[address]

TTY: XXX-XXX-XXXX ♦ Web www.XXXXX.org

[DATE]

[TIME]

SIGNIFICANT RAINFALL PREDICTED THIS WEEKEND

IN CITY OF LOS ANGELES

The National Weather Service predicts there will be a series of storms moving over the southwestern portion of California beginning Sunday evening and continuing through Friday of next week. This series of storms is expected to result in a significant amount of rainfall. Rainfall predictions are 4 to 8 inches in the valley and coastal areas and 8 to 16 inches in the foothills.

With the large amount of predicted rainfall, there is an increased threat of flooding and debris flow, especially in the recent burn areas.

The Los Angeles City Fire Department, the Los Angeles City Police Department and the City of Los Angeles Emergency Management Department (EMD) will continue to monitor the current weather pattern and publish updates as conditions change.

The City of Los Angeles EMD recommends that you take important readiness measures to ensure your safety and protect your property. Residents in the recent burn areas can obtain sandbags at the following locations:

- Fire Station 24, 9411 Wentworth Street, Sunland
- Fire Station 75, 15345 San Fernando Mission, Mission Hills
- Fire Station 77, 9224 Sunland Blvd, Sunland
- Fire Station 91, 14430 Polk Street, Sylmar
- Fire Station 98, 13035 Van Nuys Blvd, Pacoima
- Fire Station 7, 14123 Nordhoff Street, Arleta

- CD 2 Office, 7747 Foothill Boulevard, Tujunga
- Olive View Hospital (at the old fire station)
- Riverwood Community at the Conover Fire Road
- Oak Ridge Trailer Park

Updates will also be posted at:

- [List websites and social media sites]

About the [Department]

[Example] In 2000, the City Council and Mayor established, by ordinance, the Emergency Management Department (EMD). EMD is dedicated to leading the City in comprehensive emergency management. This includes planning, mitigation and preparation as well as response to and recovery from natural, manmade and accidental incidents of high consequence.



MEDIA ADVISORY

City of Los Angeles

FOR RELEASE:

[Date]

Release No. #

MEDIA CONTACT(S)

XXXXXX

XXXXXX

CITY OF LOS ANGELES EVACUATES SELECTED HOMES IN THE BIG TUJUNGA CANYON AND HAINES CANYON AREAS

The City of Los Angeles has issued evacuation orders for residents in nine homes in Big Tujunga Canyon and Haines Canyon due to current and predicted heavy rain fall expected this afternoon through this evening.

The evacuation began at noon. Los Angeles police officers have gone door-to-door and advised residents to evacuate. The next heavy down-pour is expected to bear down on the hillside of the burned area near these homes this evening. Evacuated residents will be permitted to return to their homes tomorrow morning, December 8, 2009, if weather conditions permit.

Thirteen (13) additional homes in the area were given an evacuation advisory.

The Los Angeles City Fire Department, and Los Angeles City Police Department and the City of Los Angeles Emergency Management Department are working jointly to:

- Monitor current weather, debris and water flow in the trouble areas
- Provide for the safety of the public while keeping them informed with timely and accurate information
- Organize timely evacuation of citizens in threatened communities
- Provide security of evacuated communities
- Provide traffic control and implement street closures for all affected areas.
- Minimize damage to the natural resource areas

-more-

2-2-2
Evacuations

Residents should not attempt to cross fast moving water, mud and/or debris. Fast moving water only a few inches deep has the ability to sweep a person off their feet. Residents should also be aware of escape routes when entering canyons within and adjacent to the burn area.

The City has opened the following shelters:

FOR RESIDENTS AND SMALL ANIMALS:

[REDACTED]

FOR LARGE ANIMALS:

[REDACTED]

Properly filled sand bags are best used to redirect rather than dam water flow. Sandbags are available at the following locations:

[REDACTED]

A town hall meeting will be held tonight, Dec. 7, 2009, from 7-9 p.m. to address the concerns of residents living in burn areas who are at risk of being impacted by debris flow and flooding due to the recent Sayre, Sesnon-Marek and Station Fires. The location of the town hall meeting is:

[REDACTED]

-more-

3-3-3

Evacuations

Further updates will be available at:

- [List websites, social media sites, help lines]

###

Sample



INFORMATION RELEASE

[Department Name]

[DATE]

MEDIA CONTACT(S)

XXXXXX

XXXXXX

NATIONAL WEATHER SERVICE FORECASTS SEVERE HEAT IN LOS ANGELES

The National Weather Service forecasts severe heat in Los Angeles with some areas of Los Angeles reaching a high of 100 degrees Fahrenheit. A “severe weather alert” is in effect for the San Fernando Valley today and tomorrow where temperatures are expected to range from 105 to 108 degrees Fahrenheit.

City facilities, which are physically accessible, may be utilized as cooling centers to provide relief from the heat. Those facilities include Senior Citizen Centers, Recreation and Parks facilities and Libraries, and are open during their normal business hours. During periods of high temperatures, the City may extend the hours of these facilities beyond regular business hours. At the present time, **the City has not extended any facility hours beyond normal business hours. If you need assistance getting to a cooling center please contact XXX-XXX-XXXX.**

During periods of severe heat, there is an increased risk of heat exhaustion, heat cramps and sunstroke. Here’s what you can do to protect yourself against extreme heat:

- Drink plenty of water regularly and often, even if you do not feel thirsty. Attempt to stay hydrated. People who have epilepsy, heart, kidney or liver disease, are on fluid-restricted diets, or have a problem with fluid retention should consult a doctor before increasing liquid intake.
- Avoid unnecessary sun exposure. Wear a hat, preferably with a wide brim, when in the sun and use sunscreen.
- Check on family members, seniors, friends and neighbors who do not have air conditioning and who spend much of their time alone.
- **NEVER leave children or pets alone in closed vehicles, even for short periods of time.**
- Stay indoors as much as possible and limit exposure to the sun. Consider spending the warmest part of the day in public buildings such as libraries, schools, movie theaters, shopping malls and other community facilities. Circulating air can cool the body by increasing the perspiration rate of evaporation.
- Cover windows that receive morning or afternoon sun with drapes, shades, awnings or louvers.

-more-



2-2-2

Severe Heat

- If air conditioning is not available, stay on the lowest floor out of direct sun light.
- Eat light and regular well-balanced meals. Avoid using salt tablets unless directed to do so by a physician.
- Limit intake of alcoholic beverages.
- Dress in loose-fitting, lightweight and light-colored clothes that cover as much skin as possible.
- Avoid strenuous work during the warmest part of the day. Use a buddy system when working in extreme heat and take frequent breaks.

To learn more preparedness tips, visit [**WEBSITE**], the City's official readiness, response and recovery website.

For more information

[List social media sites and help lines]

#

Sample