

# FEMA Integrated Public Alert & Warning System (IPAWS) 101

10:00 AM, Thursday, September 21, 2023



TEXAS ASSOCIATION OF REGIONAL COUNCILS

# **UPCOMING EVENTS**

# **GLO's Historically Underutilized Business (HUB) Program** September 27 @ 2:00 pm

### **Grant Ethics** October 4 e 2:00 pm

joep@txregionalcouncil.org







# **HOUSEKEPING** & REMINDERS



Recordings Available

joep@txregionalcouncil.org





### Share Your Ideas





# LISTEN ONLY MODE

# Share your thoughts and questions in the Chat!





# PRESENTER

# **ALFRED KENYON**

Customer Support Branch Chief of the Integrated Public Alert & Warning System (IPAWS) Federal Emergency Management Agency









### IPAWS 101 An Overview

Al Kenyon, IPAWS Customer Support Branch Chief

# What is IPAWS?



#### • Simply put -

- IP-based enhancement to public alert and warning
- An overlay for legacy Emergency Alert System (EAS) -- not replacement
- Utilizes standardized, internationally-accepted language known as Common Alerting Protocol (CAP)
- Goal: 1 alert to multiple communications pathways
- Components:
  - Emergency Alert System (EAS) = radio and television broadcast
  - Wireless Emergency Alerts (WEA) = cellular phone distribution
  - Non-Weather Emergency Messages (NWEM) = weather radio
  - Internet-based services alert redistributors



# How IPAWS Connects Alerts to People





### IPAWS Adoption Map

- County Coverage
- Multi-jurisdictional alerting privileges taken into account
- 82.9% of the US population is covered by a local Alerting Authority



#### 🛞 FEMA

#### IPAWS Region 6 Adoption by County (As of April, 2023)



### New Alerting Authorities





- FIRST: Check with your State POC for alerting policy.
- Check FEMA IPAWS Registration and Login webpage for application, instructions, and information.
  - Complete IPAWS Web-Based training
  - Select an IPAWS-compatible alerting tool
  - Register for an account on the IPAWS User Portal
  - Complete a Memorandum of Agreement
  - Complete the "Public Alerting Application"
    - Coordinate with the state and obtain signature
- After FEMA IPAWS office has the state coordinated "Public Alerting Application" and your completed training certificate, we will issue your digital certificates, public alerting will be enabled in your agencies profile in IPAWS and you can begin to send alerts.



- Digital Certificates expire after 3 years. Your alerts will be rejected when certificate is expired. Check your certificate expiration date!
- Keep your IPAWS User Portal contact information up to date to ensure that the IPAWS can contact you!

# Mass Notification System & IPAWS



		Method	Emergency Use Considerations			
ystem	t	Social Media	<ul><li>Who's following you?</li><li>How often do you post?</li></ul>			
ation S	Tool	Text Messages/Email	<ul> <li>Subscription-based</li> <li>Congestion</li> <li>How many people have registered?</li> </ul>			
lotific	nation	Reverse Dial Back	<ul><li>How current is your database?</li><li>Congestion</li></ul>			
S	)rigi	Local Media	- Procedures/protocols			
Mas	Alert C	Siren System	<ul> <li>Do people know what it means?</li> <li><u>Do you have transient population?</u></li> </ul>			
		Wireless Emergency Alerts (WEA)	- Cellular broadcast to cell phones			
5M	ļ	Emergency Alert System (EAS)	- Interrupts Radio, TV, and Cable			
PA		NOAA Non-Weather Emergency Messages (NWEM)	- NOAA Weather Radios			
		Internet-based Services	- Redistribution mechanisms			

### **IPAWS ARCHITECTURE**



# **Benefits of Using IPAWS**



- Emergency Alert System (EAS)
  - Broadcast
  - Large footprint
  - County-based
- Wireless Emergency Alerts (WEA)
  - Broadcast
  - Medium footprint
  - Geo-fence via polygon
- NOAA Non-Weather Emergency Messages (NWEM)
  - Broadcast
  - Large footprint
  - County-based
- Internet-based services
  - Redistribution via various technologies











# **Emergency Alert System**



- The benefits of IPAWS for EAS
  - CAP description provided
  - Audio attachments (mp3)
  - Additional languages
- Caveat: Broadcasters <u>voluntarily carry EAS</u> <u>messages</u> except national codes
  - What does this mean? Your alert may not air
  - Get to know your broadcasters
  - Agree on what they will carry



Emergency Alert Details THE NATIONAL WEATHER SERVICE HAS ISSUED A TORNADO WARNING FOR THE FOLLOWING COUNTIES/AREAS: Mercer, NJ; Monmouth, NJ; AT 10:56 PM ON AUG 27, 2011 EFFECTIVE UNTIL 11:41 PM. Page 1 of 2



# **EAS** Distribution

- EAS distribution is station broadcast coverage wide. EAS does not utilize polygons or circles
- EAS relies upon a county code known as **Federal Information Processing Standard** (FIPS) code
- What does this mean?
  - Coverage will be based on selected counties
  - Broadcasters select which counties they air alerts for according to their coverage
  - Cable operators may monitor several
    - jurisdictions







Charles County, Maryland coverage

### EAS Template

#### **EAS Guidance**

- Work with local broadcasters to understand what message type(s) they will carry
- Attach audio if possible (2 min limit); text-tospeech can be garbled
- Avoid symbols such as #, &, \*, \$, etc.
- Include in message:
  - Describe what is happening
  - Location
  - Action to take
  - Source

**Note**: the FCC Preamble is an automatic function of broadcast equipment. Highlighted text represents an example of the FCC Preamble. It will precede your EAS message.

#### **IPAWS** Template – EAS Description

[FCC Preamble]. [description of threat/event] in [location of threat and consequences]. [Protective Action]. [Local, familiar, authoritative message source].

#### **EAS Example**

A Civil Authority has issued a Local Area Emergency for Fairfax County, VA until 8:00 pm. Missing elderly male, white, 6 ft tall, silver hair, blue checked shirt, and blue jeans. Disoriented and confused. May be in danger. Last seen near Mount Vernon, Rte 1. If seen please call 9 1 1. FFX Cty Sherriff Office.

# **Wireless Emergency Alert**



- Benefits of IPAWS for WEA
  - Not subscription-based service
    - Your community does not "opt-in" to receive notifications
    - Reach visitors/tourists in your local area
  - Not SMS text message
  - No network congestion
  - All major carriers participate. Well, not so much OCONUS
  - Fast delivery
  - Attention grabbing tone
  - Polygons and circles may assist in distribution constraint



to help us stop the virus. More: https:// coronavirus.maryland.gov



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# **WEA Features**

- 360 characters
   90 required; 360 optional
- English and Spanish

   English required; Spanish optional
- WEA Test Code
- Enhanced WEA geo-fencing, a work in progress
  - Alerts available to all connected phones in targeted area
  - No more than 0.1 mile overshoot
  - Only available on newer devices currently about 83% of cell phones in use can do this





# WEA Geo-Fencing



- Enhanced geo-fencing the HOT topic
  - Overshoot no more than 0.10 mile outside of polygon
  - How does it work?

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- It's called = Device-Based Geo-Fencing (DBGF)
- Cell carriers activate towers that serve the polygon/circle
- Service (DBGF) running on the cell phone is "smart" enough to know if it should present alert to user
- Wow! Cool! Does my phone do this?
  - Currently about 83% of phones are capable
  - Cell carriers will continue to approve tower activation
  - Be patient technology is catching up



### Older phones – about 1/6<sup>th</sup> of phones in service



#### WEA 1.0 & 2.0 Geotargeting

WEA 1.0 & 2.0 devices do not know where the alert is targeted

- Geo-coordinates (polygon, circle, geocode) are not delivered to the device.
- Thus, the device will present the WEA upon receipt, independent of location

Cell towers whose RF signal "touch" the alert area will broadcast the WEA.

Consequences:

- Dependent on RF coverage
- RF does not obey "boundaries"
- Overshoot & Undershoot





### **Boomer Cells – the reach**



#### WEA 1.0/2.0 Geotargeting in Rural Areas

Rural challenges:

- Large cell sites "boomer cells"
- Fewer cells
- Precise geo-targeting difficult with broadcast alone

#### Result?

- Potential overshoot ~ many miles
- Potential undershoot





### The Future – Device Based Geo-Fencing



#### WEA 3.0 Geotargeting

As of WEA 3.0, the polygon/circle coordinates are broadcast alone with the WEA Alert

Geocodes are not delivered to the device •

WEA 3.0 devices will determine their location in relation to the polygon/circle

- If inside or within 0.1 mile from the boundary, the device will display the • alert
- If >0.1 mile outside, the mobile will not display the alert, and will check periodically to see if it enters the polygon
- If it enters the polygon and the alert is still active, it will display the alert

Device uses it internal location capabilities (GPS, etc.)

- If used has their location disabled, then the device cannot • obtain its location for WEA
- If the device cannot determine its location, then by default it • will display the alert per WEA 1.0/2.0

Still dependent on RF coverage





# **WEA Testing**

- WEA Test Code
  - Why?
    - You asked for it, you got it!
    - So many requests by Alerting Authorities to test
    - Required an FCC Waiver
  - Results
    - FCC Rulemaking allowed use of event code Required Weekly Test (RWT) for WEA
    - No Waiver requirements
  - How does it work?
    - Alerting authorities verify RWT is enabled for them (via the lab)
    - Plan date of test
    - Monitors must opt-in to receive the RWT
    - Non-invasive to the public



• Plan for feedback for assessment



### Refining WEA Message



Message Content	Influence				
Source	Local, familiar, trusted sources are better. Careful of acronyms. May need multiple sources.				
Hazard	Describe the threat in plain language. Convey certainty				
Location	Use familiar landmarks and known physical boundaries				
Protective Action	Explain the actions needed for health and safety				
Protective Time	Create urgency, with "NOW", "URGENT" or "IMMEDIATELY"				
Consequence Reduction	Supports response efficacy (belief it will make a difference)				
Expiration Time	Less important than Protective Action Timing				
Other	Literacy matters: Use terms with shared meaning, 6 <sup>th</sup> grade level. Link to trusted information sources to make validation easy. Use maps that increase personalization (people can find themselves)				



### WEA 360 Character Template

#### WEA 360 Character Guidance

- Recommended
- Provides more information to public
- Keep in mind non-locals will receive WEA do not abbreviate or use acronyms that locals only understand
- Include in message:
  - Source
  - Description of event
  - Location
  - Action to take
  - URL or phone number to direct people to more information
    - Tiny URL services save space and can link to social media sites for info, pictures, maps, etc.
    - Plan ahead linked site must be capable of handling thousands of hits

#### Template

[local, familiar, authoritative message source]. [description of threat or event] in [location and consequences]. [Protective Action]. [URL, phone number, media for more information]

#### Example – 291 characters

DC Emergency Management notification. Suspicious package at Washington Monument. Police activity in surrounding area near 15<sup>th</sup> and 17<sup>th</sup> streets. Possible hazardous material. Avoid area, stay indoors and away from windows. Go to bit.ly/XXXX or tune to local media for more information.

### WEA 90 Character Template

#### WEA 90 Character Guidance

- Required
- Limited characters are challenging
- Use smart abbreviations
- Keep in mind non-locals will receive WEA do not abbreviate or use acronyms that locals only understand
- At minimum include in message:
  - Brief description
  - Location
  - Action
  - URL or phone number for more information (if possible)
  - Source (if possible)

#### Template

#### [Hazard] in [Location]

[Guidance/Action] go to [URL or phone number] for information [Source]

#### Example – 89 characters

Police activity at 301 & Rte 5 road closures avoid area Go to Bit.ly/xxxx for info CC-EMA

# **Message Design Dashboard**



- The MDD is coming soon!
- A click-to-select tool to aid in WEA message creation
- Backed by Social Science with proven language





# WEA Distribution

- WEA distribution can be constrained
- WEA does recognize polygons or circles
  - polygons and circles should be at least 2-3 city blocks in size
- Cell carriers will activate cell towers in best proximity to polygon or circle
- What does this mean?

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- Coverage footprint is medium <u>expect and plan for</u> <u>significant alert bleed-over (at this time)</u>
- Important to clarify targeted area in WEA message







# **Social Media**

- California Highway Patrol (CHP)
  - Tiny URLs
  - Twitter



Twitter benefits:

- Can handle the traffic
- Serves as a means for additional information
- POC available to assist with account setup





# **NWEM Distribution**

- Non-Weather Emergency Messages (NWEM) are county coverage size via NOAA Weather Radio transmitters
- Reaches NOAA Weather Radios

FEMA

• Human involvement at the field office

- Note: Field officer reviews message content and may make minimal edits
  - This capability is now available through all Weather Forecast Offices







### **Operational Challenges with A&W**



- <u>High Turnover</u>
- Coordination of <u>training</u>
- Lack of education
- Minimal IPAWS experts
- Lack of <u>exercises</u>
- Lack of internal plans & processes
- Lengthy approval process
- SOPs to include corrective action
- Technical challenges
- Spanish translation

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SEEK IMMEDI	TE SHELTER	. THIS
VURILL.		
	SEEK IMMEDIA A DRILL.	SEEK IMMEDIATE SHELTER









I get that way even if it's just a few hundred. Add the WEA checkbox and I turn into this...



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# The IPAWS Lab "Demo" Environment

#### An "offline" sandbox version of IPAWS





# **IPAWS** Message Viewer



- Web interface for Test/Demo environment only (not available in live environment)
- Verify alert
  - Includes WEA 2.0 results
    - 90 and 360 characters
    - English and Spanish
- Available 24/7



CAP WEAHandling Code: Imminent Threat Display WEA 2.0							
Language	90 WEA Text	360 WEA Text					
English	This is a test of the 90 character wireless emergency alert.	This is a test of the wireless emergency alert system. This message contains 360 characters which will provide more information to the public in time of an emergency. This is only a test.					
Spanish	Esta es una prueba de 90 caracteres del Sistema de Alertas Inalambricas de Emergencia	Esta es una prueba del Sistema de Alertas Inalambricas de Emergencia. Este mensaje contiene 360 caracteres para asi proveer al publico mas informacion en casos de emergencia. Esta es una prueba. No tome accion.					



#### **IPAWS Message Viewer**

**COGID 300473** User Type: Originator V

Message Identifier Sent Time (GMT) Event Code Headline 393766896682809 2019-10-03 15:27 LAE IPAWS - Required Monthly Test





- Available for download to iPhone or Android phones
- Enables simulated reception and display of WEA messages sent through the IPAWS Test/Demo environment



# **IPAWS Technical Support Service Facility** IPAWS

- What does the TSSF do?
  - 24/7/365 technical support
    - Assistance with live and test alerts
    - Troubleshooting errant alerts and status codes
    - Teaching/education
  - Proficiency demonstration support
  - Exercises
  - Conferences, speaking engagements, demonstrations, etc.
  - Refresher training and IPAWS overview
  - Vendor support
  - Q&A

# 1-84-IPAWSLab

Fema-ipaws-lab@fema.dhs.gov











### **IPAWS User Portal**



- Teaching the IPAWS User Portal some new tricks
  - Make every local jurisdiction account visible to State IPAWS Reviewing Authorities

	IPAWS Search				SEAI	RCH	DOUG JIME '	•
<b>f</b>	ORGANIZATIONS CONTACTS APPL	ICATIONS						
40 item	Organizations All Organizations  All Organization All  All organization Name • Filtered by All organization	ns • Updated a few seconds ago	Q Sear	ch this list		\$ • III •	Printable V	ïew T
	Organization Name 1 V	Legal Name 🗸 🗸	Org ∨	Live Ce ∨	C0G ∨	COG ID 🗸 🗸	Create ∨	
1	OR Ashland Fire & Rescue	Ashland Fire & Rescue	COG		Local	COG-201517		•
2	OR Baker County Emergency Management	Baker County Emergency Management	COG		Local	COG-202266		•
3	OR Benton County Sheriff's Office	Benton County Sheriff's Office	COG	2/23/2025	Local	COG-200319		V
4	OR City of Albany	City of Albany	COG	8/31/2025	Local	COG-201863		•
5	OR City of Corvallis	City of Corvallis	COG		Local	COG-201917		•
6	OR City of Portland Bureau of Emergency Man	City of Portland Bureau of Emergency Man	COG	2/8/2023	Local	COG-200073		•
7	OR City of Prineville	City of Prineville	COG	10/19/2024	Local	COG-202075		•
8	OR City of Salem	City of Salem	COG	4/10/2024	Local	COG-201429		•
9	OR City of Seaside	City of Seaside	COG		Local	COG-201769		•
10	OR Clackamas County	Clackamas County	COG	4/11/2024	Local	COG-201547		•
11	OR Clatsop County	Clatsop County	COG	10/19/2024	Local	COG-200275		



### **IPAWS User Portal + AOB**



- Secure Identity confirmation for Alert On Behalf requests
  - We will issue Unique Numerical Identifiers to designated 24/7 contacts for use in Alert On Behalf scenarios

01 C	Organizations > MI Michigan State Police Emergency Management Contacts 4 items • Sorted by Last Name • Updated a few seconds ago									
		Contact Name	$\sim$	Status 🗸	Role	$\sim$	Title $\checkmark$	Email		
1		Jaclyn Barcroft		Approved	Primary		Emergency Communications Spe	barcroftj@michigar		
2		Brianna Briggs		Approved	Alternate		Operations Management Section	briggsb3@michiga		
3	}	Larry St. George		Approved	Alternate		Emergency Operations Unit Man	stgeorgel@michiga		
4	Ļ	Kevin Sweeney		Pending	Signatory		Commander, Emergency Manag	sweeneyk@michiga		



# What can you do???



- Use the lab
- Ask questions
- Practice and more practice
- Train regularly
- Incorporate IPAWS into <u>exercises</u>





Integrated Public Alert & Warning System

### **QUESTIONS?**

### Alfred.Kenyon@fema.dhs.gov





• IPAWS Registration and Login | FEMA.gov



The IPAWS Program Planning Toolkit

The IPAWS Process Playbook

The IPAWS Exercise Starter Kit

**NIC Technical Assistance Seminars** 



#### Integrated Public Alert and Warning System (IPAWS) Lab

FEMA's IPAWS Program Management Office provides public safety officials with a controlled IPAWS testing environment where alert and warning technologies can be exercised to assess capabilities and effectiveness with IPAWS.

#### Background

PAWS table is a closed environment capable of demonstrating alert dissemination to all PAWS pathways including the Emergency Alert System, Wireless Emergency Alerts, Non-Wather Emergency Message, PAWS AlHazards Information Feed, and Collaborative Operating Groups. The primary purpose of the PAWS Lab is for public safety officials to gain confidence using PAWS in a safe and collace environment. The PAWS Lab is also used for alert and warring functional assessment, alert dissemination validation, training, procedural and process evaluation, and establishing functional requirements.

#### Quotation from a State Communications Expert

"I saw firsthand how FEMA walked our agency through the alert origination process. They walked through how the message needed to look. They were able to show it over the IPAWS Lab equipment/software. I thought it was very helpful and innovative."

Quotation from an Assistant Coordinator of a major metropolitan area Alerting Authority "Over the last year (our agency) has done vendor testing, IPAWS Lab testing and communicated regularly with FEMA at least once a week. (Our staff) is more accustomed to using it, and we will not hesitate in an emergenc Repetition and requiring all key staff to participate is valuable."

The research in this document was conducted under contract with the U.S. Department of Homeland Security (DHS Science and Technology Directorate (S&T), contract #HSHQDC-17-C-B0013.

#### About IPAWS Lab

What is the IPAWS Lab?

The IPAWS Lab is an offline version of IPAWS. The lab is a valuable resource to Alerting Authorities because it mimics live environment capabilities but is a closed/safe network to train, test and exercise.



#### Integrated Public Alert and Warning System (IPAWS)

During an emergency, alert and warning officials need to provide the public with life-saving information quickly. FEMA's Integrated Public Alert and Warning System (IPAWS) is a modernized national system for local alerting and will save time when time matters most, protecting life and property.

#### Background

The Integrated Public Net and Warning System provides public safety difficults with an effective way to alket and warn the public and service energeneous using the Energeneous Neth System, Warnes Energency Alerts, the National Desaris and Arrospheric Administration Westher Redux and there public alerting systems from a single interface. Federal, state, local, thoil and territorial (SUT) Netritor, Autonomics can use IPNRS and unegate local systems that use Common Antring Provide standards with the IPNRS infrastructure.

#### http://www.fema.gov/ipa

IPAWS@fema.dhs.gov

The research in this document was conducted under contract with the U.S. Department of Homeland Security (DHS Science and Technology Directorate (S&T), contract #HSHQDC-17-C-B0013.

#### General IPAWS Information

#### What is IPAWS

IPAWS provides public safety officials with an effective way to alert and warn the public about serious emergencies using the Emergency Alert System, Wreless Emergency Alerts, the National Oceanic and Atmospheric Administration Weather Radio, and other public alerting systems from a single interface.

#### 🐮 FEMA

The Toolkit is an external-facing resource library and accessible to all Stakeholders. It can be found at <u>https://www.fema.gov/media-</u> collection/ipaws-program-planning-toolkit



#### Train the Trainer Guide

Integrated Public Alert and Warning System (IPAWS)

September 2020

#### The IPAWS Program Planning Toolkit

FEMA IPAWS and the Department of Homeland Security Science and Technology worked to identify gaps in existing IPAWS alerting messaging. A result of that partnership is the IPAWS Toolkit. It consists of three documents:

- IPAWS Lab Fact Sheet
- IPAWS Train the Trainer Guide
- IPAWS Frequently Asked Questions

The toolkit will assist public safety agencies to minimize alerting delays; plan for future alerts, warnings and notifications enhancements; facilitate interoperability across different technologies; and improve information sharing among emergency management and public safety officials.



#### Wireless Emergency Alert (WEA) Process Map





The process maps direct the reader to additional resources, clarify areas of responsibility, recommend appropriate procedures, and explain more granular processes.

#### The IPAWS Process Playbook

The IPAWS Process Playbook is a new tool developed to enhance IPAWS program knowledge for stakeholders by visually illustrating interconnected processes between Alerting Authorities, Government, and the private sector.

The Playbook is an external-facing document and accessible to all Stakeholders. It can be found through:

- FEMA.gov
- 2020 IPAWS Program Planning Toolkit
- FEMA Emergency Management Institute Courses:
  - IS-247.B IPAWS for Alert Originators
  - IS-251.A IPAWS for Alerting Administrators

#### The IPAWS ESK is found on the FEMA Preparedness Toolkit. <u>Preptoolkit.fema.gov</u>



An ESK is a set of sample documents an organization can customize to conduct their own/integration into existing exercise. Each ESK provides stakeholders across the whole community with ready-to-use materials and templates to develop, conduct, and evaluate an exercise tailored to their specific threats, resources, operational plans, and procedures of their organization or jurisdiction.

#### The IPAWS Exercise Starter Kit

#### Why use the IPAWS ESK?

- Includes sample Facilitator/Evaluator Guide, sample Conduct Slides, sample Situation
   Manual (SitMan), sample Placemat and sample Exercise Evaluation Guides (EEGs).
- Includes discussion questions as part of the Facilitator/Evaluator Guide and are tailorable to organization's unique needs and missions.

#### Who Can Use the IPAWS ESK?

- Anyone. Federal, State, Tribal, Territorial, and Local Emergency Management Exercise Officers and Alerting Authorities are encouraged to collaborate and coordinate the integration of IPAWS capabilities into existing exercises.
- Exercise Planners and Alerting Authorities will benefit from increased involvement of IPAWS capabilities into training and exercise initiatives by inclusion of all individuals authorized to operate alert origination tools and send alerts to the public.

# **Exercise Support**



- National Exercise Division (NED)
- National Integration Center (NIC) A&W Technical Assistance
- Tech Hazards Division (THD)
- DHS Science and Technology (S&T)
- National Level Exercise (NLE) support
- FEMA Emergency Management Institute (EMI)
- NOAA NWEM testing
- FSLTT tailored exercises



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### Can I incorporate IPAWS into exercises?

### Building-Block Approach to Exercise Scheduling



- Familiarize yourself and personnel with IPAWS
- Assess content of current plans and procedures regarding alert and warning
- Identify areas for improvement
- Expand knowledge of IPAWS
- Expose areas where IPAWS can be incorporated
- Improve proficiency
- Make mistakes during exercise





#### Public Information & Warning spans <u>all 5 mission areas</u>

#### **Example Exercise Objectives:**

Keep in mind...

- Successfully deliver a shelter-in-place message for a specific area for police activity - avoid this area, etc. within X minutes of notification of the need for this alert. (<u>Response Mission Area</u>)
- Successfully deliver a message identifying the location of the Family Reunification Center, Red Cross Shelter, etc. to a specific area within X minutes of notification of the need for this order. (<u>Recovery Mission Area</u>)









### Seminars and Workshops



- Virtual or in-person
- Interactive discussions and shared experiences
- Collaborative environment
- Updates on IPAWS and other alert and warning methods
- Demonstrations and Q&A
- Some efforts supported by IPAWS PMO:
  - FEMA National Integration Center Technical Assistance (NIC TA)
  - Urban Areas Security Initiative (UASI) Program
  - FEMA Chemical Stockpile Emergency Preparedness Program (CSEPP)
  - FEMA sponsored events
  - SLTT planned events
  - Vendor-supported workshops

Alert and Warning (A&W) messaging and dissemination is a rapidly evolving field requiring emergency management organizations to update their A&W capabilities, processes and messages. The NIC TA seminars are meant for those with a role in communicating protective action guidance to the public immediately preceding and during an event. The TA is designed to support participants from a mix of jurisdictions as well as multiple participants from the same jurisdiction.

#### NIC TA Objectives from 1-day (8 hour) in-person delivery or two half-day virtual delivery sessions:

- Improve jurisdictions' ability to communicate effectively to public before, during, and after disasters by
  - Identifying potential delays in issuing A&W messages
  - Developing strategies to maximize message reach
  - Using research-based practices to develop A&W messages that minimize public delay in taking action
  - Enhancing management of social media during a disaster
- Enhance cross-jurisdiction collaboration



## Table-Top Exercises (TTX)



- Virtual or in-person
- Seminar instruction
- Discussion based
- Collaborative approach
- Assess policies and procedures
- No impact on the public

#### FEMA Emergency Management Institute (EMI) + IPAWS

- Coordinated delivery IPAWS PMO and EMI
- 25 SLTT participants
- 2 modules of seminar instruction regarding IPAWS
- Followed by demonstration of IPAWS lab use
  - *Key takeaways*:
    - Increased training
    - Need to incorporate IPAWS into more exercises



# Full-Scale Exercises

- Drills, Functional & Operational
  - HSEEP guidelines
  - Development of injects for Master Scenario Event List (MSEL)
  - Exercise plan
- Pre-tests
  - IPAWS lab
- Assistance during Exercise
  - On-site technical assistance
  - HSEEP Evaluators
  - After Action Reports
  - Participation in hot-washes
  - Follow-up

#### DHS S&T OpEx: Next Generation First Responder

- Harris County TX incorporated IPAWS into exercise
- IPAWS Lab assisted with development of injects



• Evaluated exercise and provided After Action Report

### **VITEMA Operation Blue Roof**



- Virgin Islands Territorial Emergency Management Agency (VITEMA)
- FEMA National Exercise Division (NED) + IPAWS
  - HSEEP guidelines
  - Evaluated
  - After Action Report
- Emphasis on public alert and warning
  - Mass notification
  - IPAWS
  - Broadcasters
  - Public safety official comms





# **Evaluated & Specific Requests**

- WEA activation to announce power plant siren test
  - Beaver County, PA
  - Hancock County, WV
  - Columbinia County, OH
- 3 WEAs activated 1 per county
  - 15 minute intervals
  - Message notified residents of test





# **TSSF Assistance - Unique Uses**



#### • LAX WEA test

- Assess effectiveness of WEA for large transient population
- Thorough test planning and outreach efforts
- Pre-testing with the lab
- Live assistance with the IPAWS Lab







