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

The purpose of this guidance document is to describe the processes required to request a message be sent through the Public Emergency Notification Systems (Systems). The Systems consist of Alert LA County, which is coordinated through the Emergency Management Department (EMD), and Wireless Emergency Alerts (WEA), which are coordinated through the Emergency Management Department (EMD), in coordination with the Los Angeles Police Department (LAPD) Real Time Analysis & Critical Response Division (RACR).

Alert LA County is a mass notification system used to disseminate information to a constituency about emergency and non-emergency events and incidents. This system delivers messages to hard-wire telephone and TeleTypewriter (TTY) or Telecommunication Device for the Deaf (TTD) devices. Cell phones, Voice over Internet Protocol (VoIP), text messages, and e-mail messages can also be delivered through this system if those devices are registered through www.alert.lacounty.gov.

Wireless Emergency Alerts (WEA) is a national emergency alert system that sends concise, text-like messages, which has a unique audible signal and vibration cadence to WEA-capable mobile devices.

The Systems will be used only when the public is being asked to take some action (e.g. evacuate, prepare to evacuate, shelter in place, boil tap water before drinking).

Alert LA County messages are coordinated through EMD. Messages must be reviewed, deemed significant, and approved by EMD General Manager, Assistant General Manager, or Duty Officer, prior to being sent.

Wireless Emergency Alerts are coordinated through EMD in cooperation with the LAPD RACR.

Please revise the Mass Notification Systems Template SOP (See attachment 1) for language that may assist a Department in creating a Standard Operating Procedures (SOP) on how to request a message to be sent through the Public Emergency Notification Systems.

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

Emergency Management Department
Attention: Public Information Officer
200 N. Spring Street, Room 1533, Los Angeles, CA 90012
(213) 484-4800
EMERGENCY MANAGEMENT DEPARTMENT
STANDARD OPERATING PROCEDURE

ACTIVATION OF PUBLIC EMERGENCY MASS NOTIFICATION SYSTEMS

I. PURPOSE
The purpose of this Standard Operating Procedure (SOP) is to describe the processes required to request a message be sent through the Public Emergency Notification Systems (Systems). The Systems consist of Alert LA County, which is coordinated through the Emergency Management Department (EMD), and Wireless Emergency Alerts (WEA), which are coordinated through the Emergency Management Department (EMD), in coordination with the Los Angeles Police Department (LAPD) Real Time Analysis & Critical Response Division (RACR).

II. SYSTEM DEFINITIONS
• Alert LA County is a mass notification system used to disseminate information to a constituency about emergency and non-emergency events and incidents. This system delivers messages to hard-wire telephone and TeleTYpewriter (TTY) or Telecommunication Device for the Deaf (TTD) devices. Cell phones, Voice over Internet Protocol (VoIP), text messages, and e-mail messages can also be delivered through this system if those devices are registered through www.alert.lacounty.gov.

• Wireless Emergency Alerts (WEA) is a national emergency alert system that sends concise, text-like messages, which has a unique audible signal and vibration cadence to WEA-capable mobile devices.

III. SCOPE/APPLICABILITY
Strict protocols and governance measures have been implemented to ensure the Systems remain as effective as possible. Primary among these protocols will be designating those incidents/emergencies for which the system is permitted to be activated.

Systems activation is limited to:
• Imminent Threat to Life or Property
• Disaster Notifications
• Evacuation Notices and/or Information
• Public Health Emergencies
• Other notifications to a defined community, as approved and deemed significant by the EMD General Manager, Assistant General Manager, or Duty Officer.

The Systems will be used only when the public is being asked to take some action (e.g. evacuate, prepare to evacuate, shelter in place, boil tap water before drinking).

IV. ROLES AND RESPONSIBILITIES
• Alert LA County messages are coordinated through EMD. Messages must be reviewed, deemed significant, and approved by EMD General Manager, Assistant General Manager, or Duty Officer, prior to being sent.

• Wireless Emergency Alerts are coordinated through EMD in cooperation with the LAPD RACR.

V. **PROCEDURE**

**Alert LA County**

• If the City of Los Angeles Emergency Operations Center (EOC) IS **NOT** activated, complete the Alert LA County Worksheet (Attachment A) and contact the EMD Duty Officer at (213) 200-6414.

• If the City of Los Angeles EOC IS activated, complete the Alert LA County Worksheet (Attachment A) and contact EOC Public Information Officer (PIO) through your department’s EOC responder or your Department Operations Center (DOC).

**Wireless Emergency Alerts**

• If the EOC **IS NOT** activated, complete the worksheet (Attachment B) and contact the EMD Duty Officer at (213) 200-6414.

• If the EOC IS activated, complete the worksheet (Attachment B) and contact EOC Public Information Officer through your department’s EOC responder or your DOC.

VI. **IMPLEMENTATION & TRAINING**

• EMD is responsible for the development and presentation of a training program on the proper use of this SOP.

• Each department will identify a sufficient number of individuals to attend this training. At a minimum, a department’s EOC responders, DOC responders, and PIOs should attend the training session.

• Any changes to this SOP will be communicated to a department’s EOC responders, DOC responders and PIOs and/or those trained in the train-the-trainer program if implemented.

• This SOP will be exercised as determined by EMD.

VII. **MAINTENANCE**

• This SOP shall be reviewed annually or after each use of the Alert LA County or WEA Systems.

• Upon revision, this SOP will be forwarded to the EMD General Manager for review and approval.

• EMD is responsible for maintaining this SOP.

• Any changes to this SOP will be communicated to a department’s EOC responders, DOC responders and PIOs and/or those trained in the train-the-trainer program if implemented.

VIII. **RECORD OF CHANGES**

Each revision(s) to this SOP must be recorded in the following table. Upon approval, all affected parties will be notified.
IX. DISTRIBUTION
This SOP will be distributed to:
• All EMD staff.
• All City Emergency Management Coordinators and those in similar positions.
• Emergency Management Committee members.
• Emergency Operations Board members.

X. APPROVED BY: _________________________ TITLE: _________________________ DATE: _____

XI. REFERENCES
• Alert LA County User Guide (May 6, 2013)
• Wireless Emergency Alerts User Guide (Under Development)
• Mass Notification System Procedures (July 26, 2012)
• Los Angeles County Sheriff’s Department Field Operation Directive (December 28, 2011)

XII. ATTACHMENTS
Attachment A - Alert LA County Worksheet
Attachment B – Wireless Emergency Alerts Worksheet
Attachment A - Alert LA County Worksheet

CITY OF LOS ANGELES
EMERGENCY MANAGEMENT DEPARTMENT
Duty Officer: (213) 200-6414
emddutyofficer@lacity.org

DATE: __________________ TIME: __________________

TYPE OF THREAT: [ ] FIRE [ ] LAW [ ] OTHER____________________

REQUESTOR INFORMATION

REQUESTING AGENCY: __________________
REQUESTOR NAME: __________________

CONTACT NUMBER ( ) ALTERNATE NUMBER ( )

CRITERIA FOR SENDING A MASS NOTIFICATION USING ALERT LA COUNTY
Determine whether Alert LA County will be the most effective means of notifying the public.

• SEVERITY – Is there a significant threat to public safety and life?
• PUBLIC PROTECTION – Is there a need for members of the public to take protective action?
• WARNING – Is there need to provide warning information to the public?
• TIMING – Does the situation require immediate public knowledge to avoid adverse impacts?
• GEOGRAPHICAL AREA – Is the situation limited to a defined geographical area?
• TRADITIONAL MEDIA INADEQUATE – Are television, radio or other forms of traditional media viable alternatives for timely delivery of emergency information for this incident?

AREA TO BE NOTIFIED
Give notification area boundaries by street name or measurement around an intersection.

STREET BOUNDARIES | AREA AROUND AN INTERSECTION/POINT
NORTH __________________ | MEASUREMENT __________________ Miles/Feet
SOUTH __________________ | INTERSECTION/POINT __________________
EAST __________________ | CROSS STREET 1 __________________
WEST __________________ | CROSS STREET 2 __________________

If a map is available, attach it showing the area to be notified.

MESSAGING INFORMATION

TYPE OF WARNING: __________________
PROTECTIVE ACTION: __________________
These alerts must include the following information:
• Who is sending the alert
• What is happening
• Who is affected
• What action to take
INITIAL AUDIO MESSAGE
All messages are limited to 30 seconds. The message must start with who is issuing the message. The message must close with “Press ‘1’ to acknowledge the receipt of this message.”

This is the City of Los Angeles.

Press ‘1’ to acknowledge the receipt of this message.

INITIAL TEXT MESSAGE
Text messages are limited to 140 characters (including punctuation and spaces). The message must start with who is issuing the message.

This is the City of Los Angeles.

CLOSING-THE-LOOP AUDIO MESSAGE
All messages are limited to 30 seconds. The message must start with who is issuing the message. The message must close with “Press ‘1’ to acknowledge the receipt of this message.”

This is the City of Los Angeles.

Press ‘1’ to acknowledge the receipt of this message.

CLOSING-THE-LOOP TEXT MESSAGE
Text messages are limited to 140 characters (including punctuation and spaces). The message must start with who is issuing the message.

This is the City of Los Angeles.
CITY OF LOS ANGELES
EMERGENCY MANAGEMENT DEPARTMENT
Duty Officer: (213) 200-6414
emddutyofficer@lacity.org

DATE: _____________________________
TIME: _____________________________

TYPE OF THREAT: [ ] FIRE [ ] LAW [ ] OTHER _____________________________

REQUESTOR INFORMATION

REQUESTING AGENCY: __________________________________________
REQUESTOR NAME: _____________________________________________
CONTACT NUMBER ( ) ALTERNATE NUMBER ( )

CRITERIA FOR Sending A MASS NOTIFICATION USING WIRELESS EMERGENCY ALERTS

Determine whether Wireless Emergency Alerts will be the most effective means of notifying the public.

- SEVERITY – Is there a significant threat to public safety and life?
- PUBLIC PROTECTION – Is there a need for the public to take protective action?
- WARNING – Is there need to provide warning information to the public?
- TIMING – Does the situation require immediate public knowledge to avoid adverse impacts?
- GEOGRAPHICAL AREA – Is the situation limited to a defined geographical area?
- TRADITIONAL MEDIA INADEQUATE – Are television, radio or other forms of traditional media viable alternatives for timely delivery of emergency information for this incident?

If a map is available, attach it showing the area to be notified.

AREA TO BE NOTIFIED

Give notification area boundaries by street name or measurement around an intersection.

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If a map is available, attach it showing the area to be notified.
# MESSAGING INFORMATION

**TYPE OF WARNING:**

**PROTECTIVE ACTIONS:**

These alerts can be no more than 90 characters, and must include the following information:
- Who is sending the alert
- What is happening
- Who is affected
- What action to take

## INITIAL TEXT MESSAGE

Text messages are limited to 90 characters (including punctuation and spaces). The message must start with who is issuing the message.

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## CLOSING-THE-LOOP TEXT MESSAGE

All text messages are limited to 90 characters (including punctuation and spaces). The message must start with who is issuing the message.

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