



CARLSBAD POLICE DEPARTMENT

Department Training Bulletin

#2010-01

Distribution: All Sworn and Communications Personnel

Date: March 24, 2010

Subject: Alert San Diego Notification System

Tom Zoll, Chief of Police

ALERT SAN DIEGO NOTIFICATION SYSTEM

Purpose:

Alert San Diego is a web-based emergency notification system that can assist public safety officials in making both employee notifications and emergency community notifications in a timely manner. The system allows the originator to initiate a message broadcast to predefined groups of city employees using voice messages, text message or emails. In addition the system can be used to initiate a voice message broadcast to residents or businesses by their predetermined group or geographic location.

Policy:

It is the policy of the City of Carlsbad to evaluate the use of Alert San Diego to make proactive notification to city employees and citizens during incidents which require evacuation, pose an imminent threat to life or property, disaster notifications, or a need to notify the public about emergency information.

Activation Criteria:

Employee Notifications

ASD can be used for both notification and testing of city internal employee databases. Notifications or messages to city employee groups may be completed by authorized users of ASD. Each department is responsible to create, maintain and update their employee database group. Testing to the employee group may be done with department head approval.

Community Notifications

ASD can only be activated for emergency notifications to the community to assist with:

- Evacuation Notices
- Imminent threat to life or property
- Disaster notification
- Any notification to provide emergency or public safety information to a defined community.

The system utilizes the 911 database along with a citizen cell phone user registry to complete the notifications. The use of the 911 database is regulated by California Public Utilities Code (CPUC) sections 2872 and 2891.1. The information contained in the 911 database is confidential, proprietary and shall not be disclosed or utilized except by authorized personnel for the purpose of emergency notifications.

Alert San Diego will not be used for any of the following:

- Routine, informational or educational messages
- Any message of a commercial nature
- Any message of a political nature
- Any non-official business

System Activation

ASD may be activated at the request of the following departmental employees:

- Police Department – Watch Commanders or their designees
- Fire Department – Battalion Chiefs
- Field Incident Commander
- EOC Director

To launch an activation, requestors will need to provide a specific geographic location and the message to be broadcast. The message shall contain all pertinent information such as nature of the emergency, action to be taken by the community, evacuation route, temporary evacuation points, etc.

Before sending a countywide notification or as time permits, the authorized user will ensure the appropriate local jurisdictions/Agencies that mass notifications had been sent.

System Operation:

ASD notifications can be made either by computer or phone. The first option for field personnel is to contact the Watch Commander or the Communication Manager to initiate a campaign via the website. Computer-based activations may be preferred during normal working hours or when the EOC is activated.

If launching a web based campaign is not possible, a second option for field personnel is to request an emergency message via phone through the county EOC.

Each method has advantages and disadvantages in terms of accessibility, time, message preparation tools, documentation, etc. The user determines which method best fits the emergency response situation.

To send an emergency message via computer:

1. Open Internet Explorer and navigate to <https://ucs.tfcci.com>
2. Log into the system using your user name and password
3. Utilize the Campaign Wizard by locating the “Send a Message Now” blue box and by clicking the “Continue->” Button.
4. Follow the step-by-step instructions to generate a campaign.

To send an emergency message via phone

1. Dial 858-688-9970 or 9971, the EOC Staff Duty Officer phone number.
2. Identify yourself as a City of Carlsbad, County of San Diego *AlertSanDiego* user.
3. The OEC Staff Duty Officer may ask for your username and password.
 - a. This is to verify you are authorized to use the system.
 - b. Authorized users receive the username and password after they have completed *AlertSanDiego* training.
4. Explain to the OEC Staff Duty Officer:
 - a. The text of the emergency message
 - i. Hazard details, actions desired or directed, safety precautions, etc.
 - b. The intended audience to receive the message
 - i. Identify target audience by: zip code, Thomas Brothers grid, street block or intersections, geographic point and circle radius, etc.
 - c. The message delivery method:
 - i. Phone call (outdial), email, text message, etc.
 - d. The desired transmission time and date.

The OEC Staff Duty Officer will take the information provided, develop and send the emergency message.

Follow Up

There may be a need for a second message to be sent as a follow up or to close out an incident for the citizens who received the original message. For example, a message sent reference a lost child would require a second message to the same audience advising that the child has been located.

**Standardized Emergency/Safety Message Example
(Voice Recording preferred, Text to Speech Phonetics included)**

Greeting:

This is the (**Carlsbad Police Department**) with an important Emergency message...

Area(s) Affected:

...For coastal areas of California...
...For the unincorporated areas of San Diego County including Julian, Santa **is a bell (Ysabel)**, and Kentwood in the Pines...
...For residents within a 3 mile radius surrounding Fourth and Ash in the City of San Diego...

Date/time:

...On September 29, 2008 10:09 AM...

Agency information:

The National Weather Services reports...
The Carlsbad Police Department has issued...

Reason for call:

..... Rainfall rates in your area have reached an intensity that can cause extreme mudflows...
...A (**mandatory/voluntary**) evacuation order due to a fast moving wildfire...

Response required:

For your safety we recommend that you leave your home and seek safe shelter away from the area. Active shelters in your area include (**the Del Mar Fairgrounds, Julian High School**).

For your safety we recommend that you shelter in place. Go inside, close doors and windows, turn off air conditioning or heating systems, and turn on the radio or TV for more information.

Safety Message (Optional):

This is a dangerous storm. If you are in its path, prepare immediately for damaging winds, destructive hail, and deadly cloud to ground lightning. People outside should move to a shelter.

If you feel unsafe, begin to take action now; do not wait for additional emergency messages.

Closing:

Please monitor your local news for continued updates and emergency information. Additionally, Browse to _____ or call **2 1 1** for further details. Do not call **9 1 1** unless you need to report an emergency. Thank you. Good bye.