

ANNEX L

Emergency Public Information Plan

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Acknowledgements

San Diego County Access and Functional
Needs Work Group



Unified San Diego
County Emergency
Services Organization
And
County of San Diego

Operational Area
Emergency Operations Plan

September 2014



GENERAL	EXECUTIVE SUMMARY																				
<p>Introduction</p> <p>A vital part of the Unified Emergency Services Organization's responsibility during an emergency or disaster is providing the public with accurate information and instructions. The Office of Emergency Services (OES) and the Operational Area Media Team work closely with the news media to accomplish this task.</p> <p>Purpose</p> <p>This annex is designed to provide a framework for the most efficient, accurate, and complete dissemination of information. It provides for the conduct and coordination of public information activities and establishes a mutual understanding of responsibilities, functions and operations.</p> <p>Scope</p> <p>The procedures, as outlined, are used in the event of any type of emergency or disaster. Some examples include wildfires, an earthquake, flooding, a hazardous materials incident or acts of terrorism.</p> <p>This annex is to be used in an emergency situation at the San Onofre Nuclear Generating Station (SONGS), as well, in combination with Inter-jurisdictional Procedure (IP) #6 and Standard Operating Procedure (SOP) #6 of the County's Nuclear Power Plant Emergency Response Plan. The two documents include specialized procedures for public information in an incident at SONGS.</p> <p>Policies and Guidelines</p> <p>Information is disseminated according to the following policies:</p> <ul style="list-style-type: none"> • The public has the right and need to know lifesaving and other important information related to emergencies or disasters, and the information will be delivered in accessible communication formats as soon as it is approved for public dissemination. • The news media plays a key role in assisting OES to disseminate emergency or disaster-related information to the public. Representatives of the news media are, therefore, treated with the respect warranted by that role. 	<p>This annex describes the responsibilities for emergency public information including all aspects of public notification, alert and warning including the activation and operation of a Joint Information System (JIS) and Joint Information Center (JIC).</p> <p>TABLE OF CONTENTS</p> <table border="0"> <tr> <td>- General</td> <td>1</td> </tr> <tr> <td>- Concept of Operations</td> <td>3</td> </tr> <tr> <td>- Organization and Assignment of Responsibilities</td> <td>5</td> </tr> <tr> <td>- Direction, Control, or Coordination</td> <td>5</td> </tr> <tr> <td>- Information Collection and Dissemination</td> <td>6</td> </tr> <tr> <td>- Communications</td> <td>8</td> </tr> <tr> <td>- Administration, Finance, and Logistics</td> <td>9</td> </tr> <tr> <td>- Annex Development and Maintenance</td> <td>10</td> </tr> <tr> <td>- Authorities and References</td> <td>11</td> </tr> <tr> <td>- Attachments/Appendices</td> <td>12</td> </tr> </table>	- General	1	- Concept of Operations	3	- Organization and Assignment of Responsibilities	5	- Direction, Control, or Coordination	5	- Information Collection and Dissemination	6	- Communications	8	- Administration, Finance, and Logistics	9	- Annex Development and Maintenance	10	- Authorities and References	11	- Attachments/Appendices	12
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The following guidelines are in effect:

- Operational Area (OA) disaster-related information is collected and disseminated through the Operational Area Emergency Operations Center (OA EOC).
- The OA Media Team members process emergency information and confirm with the OA EOC Director as to what should be published in emergency updates and/or videos distributed via the San Diego County Emergency Homepage website, social media sites, and via speaking points at news conferences. Spokespeople for each outside agency should speak within that agency's jurisdiction to avoid giving conflicting information to the public. All County departments will speak in a coordinated fashion within the OA EOC and field Joint Information Centers (JICs) and will collaborate with outside agencies.
- The County Media Team generally disseminates information about areas within the County's jurisdiction only, but makes referrals to, and coordinates with, other jurisdictions. This communication will be coordinated through the responding jurisdiction's PIO or a representative present at the jurisdictional EOC. In addition, other agency's websites can be linked to the San Diego County Emergency website.
- The County Media Team initiates and responds to local and national news media, providing information at regular and frequent press briefings as information becomes available. Questions from news media representatives are answered completely and truthfully to the extent possible from information available.
- Only information verified/approved by the Incident Commander and the OA EOC Director can be disseminated by the appropriate EOC County Media Team or agency personnel.
- For more detailed information, refer to a condensed version of the County Communications Office Emergency Communications Plan (Attachment G), which is regularly updated.
- Refer to Attachment H for County Social Media Policy for County Employees During an Emergency/Disaster.



Whole Community Approach

The whole community concept is a process by which residents, emergency management representatives, organizational and community leaders, and government officials can understand and assess the needs of their respective communities and determine the best ways to organize and strengthen their resources, capacities, and interests. Engaging in whole community emergency management planning builds a more effective path to societal security and resilience. This annex supports the following whole community principles:

- Understand and meet the needs of the entire community, including people with disabilities and those with other access and functional needs.
- Engage and empower all parts of the community to assist in all phases of the disaster cycle.
- Strengthen what works well in communities on a daily basis.

In keeping with the whole community approach, this annex was developed with the guidance of representatives from the OA Cities and representatives from County departments, law enforcement, fire services, emergency management, the access and functional needs communities, and various other stakeholders. The effectiveness of the emergency response is largely predicated on the preparedness and resiliency of the community.

Community Resiliency Consists of Three Key Factors:

1. The ability of first responder agencies (e.g. fire, law and Emergency Medical Services (EMS)) to divert from their day-to-day operations to the emergency effectively and efficiently.
2. The strength of the emergency management system and organizations within the region, to include EOCs, mass notification systems and communication systems.
3. The civil preparedness of the region’s citizens, businesses and community organizations.

Focusing on enhancing all three of these components constantly focuses the OA on improving the region’s resiliency.

CONCEPT OF OPERATIONS

The County Media Team staffs the OA EOC JIC in response to disasters or emergencies when necessary. Team members must be in contact with each other quickly to determine each person’s mobility and ability to access tools such as the emergency website, social media and County network. It is possible that some team members will work from remote locations because they cannot get to the OA EOC. Media Team members have virtual private network (VPN) access to update websites from home and can also update web-based communications tools, such as social media.



In some situations, a Team member will be sent to the incident command post to acquire up-to-date information for the OA EOC Operational Area Media Team. This Team member would not be authorized to speak to the media unless specifically directed to do so by the County Communications Office (CCO) Director or JIC Manager.

Joint Information Center (JIC)

A JIC is a physical location where public information staff involved in emergencies/disasters can coordinate and disseminate timely, accurate, easy-to-understand information to the public. JIC staff gathers, then vets/verifies information, and works with the OA EOC, other agencies, and jurisdictions as needed to determine what should be released and when. JIC staff then distributes this information through a wide variety of means, including through the San Diego County Emergency app and website, social media, County News Center, an automated email distribution list (GovDelivery), news conferences and incident updates (brief press releases) . Those updates contain public messages describing the nature of the hazard, the timing and the recommended or required protective actions the public needs to implement.

In addition, JIC staff monitors the latest developments with the disaster via WebEOC, social media, media monitoring and the calls and information coming in through 2-1-1 San Diego staff located in the JIC.

JIC staff works closely with the OA EOC to distribute information that addresses the population's short-term and long-term needs. For example, in a wildfire situation, JIC staff will work with the Recovery Manager assigned to oversee the rebuilding and recovery process and begins distributing information about where the public can go for assistance, such as a hotline and email address, the location of a recovery liaison office and more.



For certain incidents, the OA EOC will host the JIC in an office space connected to the OA EOC. Due to space limitations in the JIC, coordination with Public Information Officers (PIOs) from additional agencies and organizations directly participating in the emergency is done virtually through WebEOC, web-based emergency management software. A PIO from another agency may be based in the OA EOC JIC as warranted, and/or OES or the JIC may send a County liaison to another agency's EOC and/or JIC.

The CCO Director or JIC Manager will consult with the responding agency's PIOs to determine if an alternate or secondary JIC is needed. When deciding if an alternate JIC is necessary the following should be taken into account: safety, proximity to incident or incident command, access to electricity, internet connectivity and cell service. Participants at an alternate JIC, including the media, must have access to the most current information.

The JIC will work in coordination with OES to make all necessary efforts to provide accessible information to all residents in San Diego County. This includes Sign Language Interpreters for press conferences.

Staffing

The CCO Assistant Director and/or JIC Manager will coordinate staffing. The JIC Room in the OA EOC is headquarters for the Operational Area/County Media Team. The materials and supplies listed in Attachment A are stored at this location. When necessary, Operational Area Media Team coverage of the OA EOC is set up on a basis of two 12-hour shifts per day. Members are divided into Team 1 (Shift 1) and Team 2 (Shift 2).

ORGANIZATION AND RESPONSIBILITIES

The organization and responsibilities of the County Media Team are detailed in Attachment G, the County Communications Office Emergency Communications Plan.

DIRECTION, CONTROL, OR COORDINATION

Authority to Initiate Actions

1. The CCO Director or his/her designee is responsible for activating the annex in close coordination with OES, the County's executive management team, the responsible public official(s) and the incident commander within the jurisdiction.
2. The CCO Assistant Director fills the role of the JIC Manager and is responsible for the implementation of the annex.



Command Responsibility for Specific Actions

1. General guidance of emergency operations within this annex
 - a. The JIC Manager implements and supervises the implementation of this annex under the direction of the Director/Coordinator of Emergency Services for the OA, and the OA EOC Director.
2. Direction of response
 - a. CCO employees serve primarily in the JIC under the direction of the OA EOC to conduct emergency operations.
 - b. CCO employees who provide public information in the JIC are trained in the National Incident Management System (NIMS) Incident Command System (ICS) through various agencies including the Federal Emergency Management Agency (FEMA), and practice these skills during regular emergency drills with County employees and other regional organizations.
3. Incident Command System
This annex and its functions support the incident command system within the PIO position of ICS.

INFORMATION COLLECTION AND DISSEMINATION

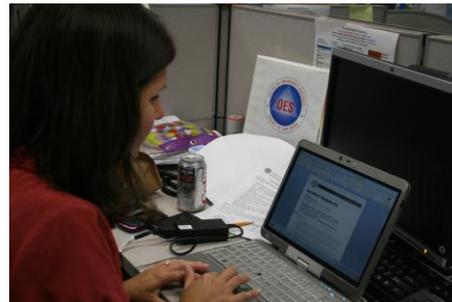
The County Media Team and OES staff will use a variety of methods to collect and of disseminating emergency information, which is outlined in further detail in Attachment G, the County Communications Office Emergency Communications Plan.



The Media Team will collect information through OA EOC representatives, WebEOC, representatives from other agencies involved in the disaster, information from public calls to 2-1-1, monitoring traditional media, social media the web and other means as appropriate. The goal is to share timely and easy-to-understand disaster details to keep the public safe and informed. Messages should be consistent among agencies involved in the disaster.

Information will be disseminated to the public and media through many communication channels.

The County News Center (CNC) TV will show continuous Info Guide Pages of relevant emergency information in between airing live news conferences or other emergency programming. Videos of news conferences and other emergency coverage may also be provided online through various websites.



The County Media Team will contact Orange County or Los Angeles County radio stations if local stations in San Diego are off the air due to power failure.

The San Diego County Emergency Homepage website will provide important information about issues such as road closures, evacuation center locations, event chronology, news releases and links to other agencies throughout the region. Website updates are pushed to the County's emergency app and to its automated email delivery system, GovDelivery. The website will be an information source for the public, news media and 2-1-1 San Diego staff.

The County Media Team will share information on social media sites, and links provided in County social media messages will point back to the San Diego County Emergency website and other County resources.



The County Media Team may also help write or edit special projects such as newspaper supplements, leaflets distributed by volunteers, or public safety bullhorn messages broadcast by emergency personnel.

The County Media Team will work in coordination with OES to format messages to meet the needs of the whole community.

Additional Communication Systems

Emergency Alert System (EAS)

In some emergencies, the Emergency Alert System (EAS) is a viable means of communication; however, because of the system's limitations there are many circumstances where it would not be appropriate to use.



- The EAS radio equipment is located at the OA EOC.
- It provides a communication link to the primary EAS stations: KOGO 600 kHz and KLSD 1360 kHz.
- It is operated by personnel at both local radio stations.
- The primary stations, in turn, relay the information to the other radio and television stations and, therefore, to the public.
- Sample EAS messages are kept by OES and on file in the OA EOC. San Onofre messages are included in the Nuclear Power Plant Emergency Response Plan as well. Public health advisories are included in the samples. Each message should instruct viewers or listeners to go to the San Diego County Emergency Homepage Web site for more information and/or to continue to monitor local media.
- The EAS messages are selected by designated staff of OES at the direction of the Sheriff or at the request of other public safety agencies. Messages are approved by JIC, and then broadcast over the EAS radio. The CCO Director or County Media Team may assist in writing messages as needed.

Community Emergency Notification System (CENS)

In 2006, the County of San Diego implemented the AlertSanDiego (ASD) communications system. ASD is currently available throughout the OA. ASD enables emergency dispatchers to call residents, via a reverse 911 callout system, and alert them to emergency actions which may need to be taken. ASD combines GIS mapping technologies with 9-1-1 calling data in an easy-to-use interface.



ASD is also available in accessible formats. Accessible ASD provides emergency management the capability of alerting and informing residents of San Diego County who are deaf, blind, hard of hearing, and deaf/blind before, during, and after a disaster. Accessible ASD sends accessible alerts and information to internet and video capable devices, such as computers, cell phones, smart phones, tablet

computers, and wireless Braille readers. These alerts are offered in American Sign Language (ASL) with English voice and text.

The ASD system, which is hosted by Blackboard Connect, has the capability of making thousands of calls per hour by using automated calling technology. OES, incorporated Cities or Sheriff's Communications Center is responsible for the activation of ASD.

ASD has limitations which include:

- Phone lines and power must be working for residents to receive calls and/or messages. If residents have registered their cell phones through ASD, then it is still possible for them to receive messages.
- Cell phones or private branch exchange (PBX- most businesses have their phones hooked up to a PBX) numbers are not in the database, then those residents will not receive the call unless they have registered their cell phones through ASD.
- Smart phones and other such mobile communication devices must also be registered through Accessible ASD in order for the recipient to receive the messages in their preferred format.
- If residents are on a dial-up internet connection, currently using the phone, or subscribe to call blocking services, they will not receive the call unless they are registered through ASD.

COMMUNICATIONS

CCO staff in the JIC understand the critical need for close coordination with regional public information staff to ensure messages to the public are consistent, timely and accurate.

This is achieved through various methods: the use of WebEOC to monitor and share information among agencies, direct communications with representatives in the OA EOC, direct communication with regional PIOs involved in the disaster, monitoring and sharing information on social media and working with County liaisons positioned with impacted regional organizations.

A PIO from another agency may be based in the County JIC as warranted, and/or OES or the JIC may send a County liaison to another agency's EOC, JIC and/or Incident Command.

JIC staff contact information will be shared through WebEOC during a shift changes to ensure other agencies know who to work with during each shift.



Before and after an emergency, the CCO maintains a regional PIO distribution list and regular meetings of PIOs from other agencies and organizations to build strong relationships and share best practices.

ADMINISTRATION, FINANCE, AND LOGISTICS

Under the Standardized Emergency Management System (SEMS), special districts are considered local governments. As such, they are included in the emergency planning efforts throughout the OA. The OA Emergency Organization, in accordance with SEMS, supports and is supported by:

- Cities within the OA
- The County of San Diego
- Special districts
- Other Counties
- The State of California
- The Federal Government

NIMS provides a consistent nationwide template to enable Federal, State, local, and tribal governments and private-sector and nongovernmental organizations to work together effectively. NIMS also enables these entities to efficiently prepare for, prevent, respond to, and recover from domestic incidents, regardless of cause, size, or complexity, including acts of catastrophic terrorism.

Mutual aid, including personnel, supplies, and equipment, is provided in accordance with the California Master Mutual Aid Agreement, and other OA Mutual Aid Agreements.

The private sector is an important part of the emergency organization. Business and industry own or have access to substantial response and support resources. Community Based Organizations (CBOs) or Non-Governmental Organizations (NGOs) provide valuable resources before, during, and after a disaster. These resources can be effective assets at any level. OES has established the ReadySanDiego Business Alliance. The Alliance will have a virtual connection to the OA EOC via a social networking system fed through an RSS feed from WebEOC.

There are some City and County personnel who do not have specific task assignments. They are automatically designated by State Law as Disaster Service Workers during a disaster, and serve in the response effort.

- "All public employees and all registered volunteers of a jurisdiction having an accredited disaster council are Disaster Service Workers," per Government Code Title I, Division 4, Chapter 8, and Labor Code, Part I, Division 4, Chapters 1 and 10.
- The term public employees includes all persons employed by the State, or any County, City or public district.

- Other personnel including volunteers can be quickly registered by OES as Disaster Service Workers, which provides Workers Compensation and liability coverage.

OES maintains a list of pre-registered volunteers affiliated with volunteer organizations that have been signed up as Disaster Service Workers (DSWs).

It is imperative that local government maintain duplicate records of all information necessary for restoration of normal operations. This process of record retention involves offsite storage of vital computerized and paper-based data that can be readily accessible.

Vital records of the Unified Organization are routinely stored in records storage rooms at OES in printed hard copy form, on CD-ROM, and electronically. Computer records are routinely backed up and stored separately from the hard drives. All personnel records are stored by the County Department of Human Resources at several locations throughout the OA.

Administration and Logistics

The CCO Director and Assistant Director are responsible for administration, finance and logistics during the normal course of business. During a OA EOC JIC activation, the Assistant Director fills the role of the JIC Manager and would assign someone from the CCO to support department administration, finance and logistics. In addition, the CCO would rely on its liaison in the Auditor and Controller for further support.

ANNEX DEVELOPMENT AND MAINTENANCE

This annex is a product of the OA EOP. As such, the policies, procedures, and practices outlined in the OA EOP govern this annex. OES coordinates the maintenance and updates of this annex every three to four years, in accordance with the maintenance schedule established for the OA EOP. Record of changes, approval, and dissemination of the OA EOP will also apply to this annex.

Updates to this annex can be made before such time for multiple reasons, including but not limited to changes in policy/procedure, improvements and recommendations based on real life events or exercises, etc. Recommended changes should be submitted to OES at oes@sdcounty.ca.gov

CCO staff will regularly review the annex at the request of OES or when the situation dictates and will work in coordination with Public Safety Group Communications Officer to update and maintain the annex. The CCO Assistant Director will assign CCO employee(s) responsible for updates and maintenance as needed. The CCO Director will review any updates before they are submitted to OES.

AUTHORITIES AND REFERENCES

CCO employees are DSWs per County Ordinance 31.105.1/31.106 and as such their emergency response assignment is to staff the JIC in support of the OA EOC.

Below is a list of Authorities and References specific to the CCO.

- County of San Diego Administrative Manual, Record, Record Management Program, Item Number 0040-09
- County of San Diego, Board of Supervisors Policy, Data/Information and Information Systems, Number A-111
- County of San Diego, Board of Supervisors Policy, Compliance with the Countywide Records Management Program, Number A-129
- County Operational Area Emergency Operations Plan
- County Hewlett Packard Information Technology Contract Minimal Acceptable Service Levels (MASL) –Schedule 4.3- Operational Services
- Continuity of Operations Plan County Communications Plan Feb. 2014
- County Communications Office Emergency Communications Plan (Attachment G)

ATTACHMENT A

Material and Supplies

The Media

In order to facilitate the gathering and dissemination of disaster information, the following items are kept at the OA EOC for news media representatives:

- Adequate working space in the Media Briefing Room separate from that of OA EOC staff.
- Desk space, bulletin boards, WiFi access, electrical access, etc.

Reference Materials

The following reference materials are permanently available in the OA EOC and are regularly updated by OES staff:

- County of San Diego office telephone directory.
- Telephone books, including the North County and suburban editions.
- List of emergency telephone numbers.
- List of referral numbers, comprised of officials in other jurisdictions.
- List of County officials with key roles in emergencies, description of those roles, titles, and phone numbers.
- Copies of the OA EOP.
- List of translators and organizations that can assist with translation services as requested, to include ASL translators for televised press conferences.
- List of local news outlets and contact information.
- Web EOC Login information.

The CCO also maintains reference materials which are distributed to JIC staff electronically on a secure flash drive. Materials include: incident update template, regional PIO contact list, media distribution list, WebEOC login information, and additional resources as needed. The materials are updated by the CCO at least one per year.

Equipment

The following equipment is permanently available in the EOC for use by the Operational Area Media Team and Media representatives.

- Computer and printers
- Adequate telephone lines, local area network (LAN) drops and cables

- Paper, note pads, pens
- Television monitors, computers and radio available for monitoring news reports
- Extra phone chargers
- Extra laptop cords
- Copy machines

ATTACHMENT B

California Emergency Public Information System

The California Emergency Public Information System includes City, OA, Cal OES Mutual Aid Region, State and Federal PIOs and public information representatives from private agencies. The scope of the emergency will determine how many levels of the system become actively involved in Emergency Public Information (EPI) releases.

City and OA/County PIOs will release EPI locally and will provide status information to PIOs at the next higher level of government. They should coordinate in advance with the public information representatives of local private agencies such as the American Red Cross (ARC), Salvation Army, and utility companies, so that mutual needs may be fulfilled during emergencies.

When the Cal OES Emergency Public Information Organization at the State Operations Center (SOC) in Sacramento is activated, PIOs will be assigned to the affected Cal OES Mutual Aid Region(s) to gather information from local jurisdictions and provide it to the Cal OES PIO. Mutual Aid Region PIOs may reply to media calls, and will relay information from the state and federal level to local PIOs.

The Cal OES PIO will summarize the disaster situation for the media and report on state agency response activities. The Cal OES PIO will also establish statewide Emergency Alert System (EAS) programming, keep the Federal Emergency Management Agency (FEMA) PIO informed of developments, and provide EPI Staff support to local jurisdictions on request. The Cal OES PIO will coordinate news releases pertaining to a particular jurisdiction with that jurisdictional PIO prior to dissemination to the news media. When prior coordination is not feasible, the local PIO will be informed at the earliest possible opportunity.

The FEMA PIO will provide information on federal response efforts and federal assistance programs and may provide EPI Staff support to the State on request. The federal government determines nationwide EAS programming.

ATTACHMENT C

Media Access Regulations

The following are extracts from Government Codes and Regulations relating to the granting of access to the media to closed or restricted areas during incidents and disasters:

California Penal Code

Section 409.5 Power of peace officers to close areas during emergencies; Entering or remaining within area as misdemeanor; Exception as to newspaper representatives, etc.

Whenever a menace to the public health or safety is created by a calamity such as flood, storm, fire, earthquake, explosion, accident or other disaster, officers of the California Highway Patrol, California State Police, police departments or sheriff's office, any officer or employee of the Department of Forestry designated a peace officer by subdivision (f) of Section 830.3 and any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (l) of Section 830.3, may close the area where the menace exists for the duration thereof by means of ropes, markers or guards to any and all persons not authorized by such officer to enter or remain within the closed area. If such a calamity creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions which are set forth above in this section.

Officers of the California Highway Patrol, California State Police, police departments, or sheriff's office or officers of the Department of Forestry designated as peace officers by subdivision (f) of Section 830.3 may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating any calamity enumerated in this section or any riot or other civil disturbance to any and all unauthorized persons pursuant to the conditions which are set forth in this section whether or not such field command post or other command post is located near to the actual calamity or riot or other civil disturbance.

Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within such area after receiving notice to evacuate or leave shall be guilty of a misdemeanor.

Nothing in this section shall prevent a duly authorized representative of any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

ATTACHMENT D

Federal Aviation Regulations Subpart B – Flight Rules Section 91.137* Temporary Flight Restrictions

Whenever the Administrator determines it to be necessary in order to prevent an unsafe congestion of sight-seeing aircraft above an incident or event which may generate a high degree of public interest, or to provide a safe environment for the operation of disaster relief aircraft, a Notice to Airmen will be issued designating an area within which temporary flight restrictions apply.

When a Notice to Airmen has been issued under this section, no person may operate an aircraft within the designated area unless:

- That aircraft is participating in disaster relief activities and is being operated under the direction of the agency responsible for relief activities;
- That aircraft is being operated to or from an airport within the area and is operated so as not to hamper or endanger relief activities;
- That operation is specifically authorized under an IFR ATC clearance;
- VFR flight around or above the area is impracticable due to weather, terrain, or other considerations, prior notice is given to the Air Traffic Service facility specified in the Notice to Airmen, and en route operation through the area is conducted so as not to hamper or endanger relief activities; or,
- That aircraft is carrying properly accredited news representatives, or persons on official business concerning the incident or event which generated the issuance of the Notice to Airmen; the operation is conducted in accordance with 91.79 of this chapter; the operation is conducted above the altitudes being used by relief aircraft unless otherwise authorized by the agency responsible for relief activities; and further, in connection with this type of operation, prior to entering the area the operator has filed with the Air Traffic Service facility specified in the Notice to Airmen a flight plan that includes the following information:
 - Aircraft identification, type and color.
 - Radio communications frequencies to be used.
 - Proposed times of entry and exit of the designated area.
 - Name of news media or purpose of flight.
 - Any other information deemed necessary by ATC.

*** To activate Section 91.137, contact the
FAA Regional Operations Center @ (310) 725-3300.**

ATTACHMENT E

Emergency Public Information Priorities

Lifesaving/Health preservation instructions:

- What to do (and why).
- What not to do (and why).
- Information (for parents) on status and actions of schools (if in session).
- Hazardous/contaminated/congested areas to avoid.
- Curfews.
- Road, bridge, freeway overpass, and dam conditions, and alternate routes to take.
- Evacuation routes.
- Instructions (including what to do if vehicle breaks down).
- Arrangements for persons without transportation.
- Shelter Locations.
- Location of mass care/medical/coroner facilities, food, safe water.
- Status of hospitals.
- First aid information or health precautions (e.g., for those with respiratory problems).
- Pet/Animal shelter location
- Emphasize the use of 2-1-1 San Diego. 9-1-1 should only be used for life-threatening emergencies. Stress to out-of-area media that people should NOT make calls into the area to keep phone lines open for emergency calls.
- Instructions/precautions about utility use, sanitation, how to turn off utilities.
- Essential services available--hospitals, grocery stores, banks, pharmacies, etc.
- Weather hazards (if appropriate).

Emergency Status Information

Contact information for JIC staff will be provided at the initial activation and at shift changes. The information will be posted in WebEOC for agencies involved in the incident. For the media, it will be posted in incident updates and in advisories sent to the media at shift changes. In addition, JIC staff contact information will be made available to the OES reception desk, CCO reception desk and CCO/GCO staff at initial activation and shift changes.

The public will be directed to get information through the following:

- Call 2-1-1 San Diego for all inquiries other than life-threatening issues.
- Visit the San Diego County Emergency Homepage, www.sdcountyemergency.com, for comprehensive information about the incident
- Download the County Emergency App to receive push notifications with information about the incident.
- Follow County/Cities social media pages.
- In addition, a banner will be placed on the County home page and County News Center to direct the public to the County Emergency Site for information.

County employees will be provided information about the incident, such as whether to report to work, closed facilities, etc. on an employee page on the County emergency website as well as on InSite, the County's intranet site. By posting the information on both sites, employees can access the details even if they do not have access to the County network since InSite is only accessible through the network.

Information posted on these outlets will follow the protocol described in the previous section, emergency public information priorities.

Other Useful Information

Usually this type of information will be released in the Post-Emergency Period because of lack of time and other priorities during other phases:

- State/Federal assistance available.
- LACs (Local Assistance Centers) opening and closing dates/times/locations.
- Historical events of this nature.
- Charts/photographs/statistics from past events.
- Human interest stories.
- Acts of heroism.
- Historical value of property damaged/destroyed.

ATTACHMENT F

2-1-1 San Diego Emergency Services

Background

In July 2000, the Federal Communications Commission dedicated the 2-1-1 dial code to the exclusive use of community information and referral services (I&R). In February 2003, the California Public Utilities Commission (CPUC) issued rules for 2-1-1 services in each county in the State of California. INFO LINE of San Diego County has been designated as the regional provider for the county of San Diego, and introduced 2-1-1 services, effective January 1, 2005.

Accordingly, INFO LINE of San Diego County doing business as (dba) 2-1-1 San Diego, as the regional provider of information and referral services, has developed an emergency operations plan, which is based on the California Standardized Emergency Management System (SEMS), the National Incident Management System (NIMS), and is integrated into the emergency planning and response processes of the San Diego County OA.

The San Diego County Office of Emergency Services (OES) has overall disaster planning responsibility for the San Diego County Operational Area and is the lead agency for disaster preparedness and coordination. OES is also responsible for activating the OA Emergency Operations Center (EOC), which is the centralized control and coordination point for emergency operations and decision-making for the OA. Activating the OA EOC, and its corresponding functional responsibilities, are clearly described in the Basic Plan of the OA EOP and follow the guidelines of SEMS and NIMS.

Purpose

To recognize the respective roles and responsibilities of 2-1-1 San Diego and of OES in disaster preparedness, planning and operations for natural disaster, nuclear accidents, civil disorder, terrorism, or other emergencies;

To serve as the basis for mutual understanding and collaboration by which resources of 2-1-1 and OES can be most effectively deployed to assist the citizens of San Diego County in the event of a disaster

Role of 2-1-1 San Diego

In a disaster scenario, 2-1-1's primary role will be to maximize access to community resources by responding to non-life threatening requests for information, including but not limited to: disaster-related emergency public information, general assistance, referrals to shelters, local assistance center locations, lost and found, mental health resources, food banks, etc.

2-1-1 will serve as support to the EOC by providing Public Information, Rumor Control, and Trend Analysis (tracking of community unmet needs).

2-1-1 will also actively seek new and updated information, and disseminate such information to agencies, community-based organizations, the countywide disaster response and recovery network, and the general public in accordance with the public information guidelines within the EOC, and as outlined in Annex L – Emergency Public Information.

Scope of Agreement

Both agencies recognize the importance of obtaining and disseminating accurate information to all citizens in the OA. Further, it is recognized by OES that 2-1-1 has a telecommunications and information systems infrastructure that could be heavily inundated by calls and inquiries for help and assistance, once a disaster is in process. Therefore, 2-1-1 can serve as a major EOC resource for communicating information to callers, which can reduce duplication of effort and public anxiety, while also improving volunteer management, and the strategic deployment of resources to the areas most impacted by the event(s).

- Emergency Operations Center seat assignment;
- Integration of 2-1-1 into the operational area plan;
- Reimbursement of disaster-related expenses;
- Assignment of a County designated location for use as a “Virtual Call Center” for overflow calls into the 2-1-1 system;
- Assignment of county employees as surge staff; and
- Local Assistance Center (LAC) support

The County’s agreement with 2-1-1 San Diego can be accessed through the County’s Purchasing and Contracting Department.

County of San Diego County Communications Office Emergency Communications Plan

Introduction

The County Communications Office (CCO) Emergency Communications Plan is the roadmap for response during any County disaster or emergency. Because disasters are always unplanned and require a unique response, this plan must be flexible and quickly adaptable. Employees must be prepared for changes and use their best judgment when the plan doesn't make sense under the circumstances and/or their supervisors are unavailable.

Part of the mission of the CCO is to ensure that information moves quickly and accurately to the public, employees and news organizations. During an emergency, this quick and accurate flow of information becomes critical. Therefore, all employees of the CCO are considered essential personnel during an emergency.

What CCO staff should Do When an Emergency Occurs

Prepare to go to work immediately.

When an emergency situation occurs, all CCO staff should prepare to report to work immediately, unless your family or home is threatened. It is important that all CCO personnel have a family emergency plan so you can go to work knowing your family is safe.

Contact your supervisor.

During an emergency, communication with staff is crucial. After you have been assured that your family is safe, call your direct supervisor if you have not already been called. Do not wait to be called. A disaster may shut down some phone services, so be prepared to try more than one phone number. Keep your CCO phone list nearby at all times and also save CCO contacts in your mobile device, such as a smartphone. If phone service is overwhelmed, the use of text messages is an alternate means of communication. If you cannot reach your supervisor, try to call one of the other managers.

Your supervisor will assign your duties. CCO employees with County-issued cell phones are expected to have these items with them at all times. CCO employees should have their go-kits with items such as extra batteries and car chargers close, perhaps in your purse or car. During peak fire conditions or anticipated dangerous conditions, such as a large storm, selected staff will be assigned to have a laptop with them during non-business hours. Video staff will keep go-kits in their cars to provide video coverage in the field as needed.

Report to your designated location.

When you have an assignment from your supervisor, report for duty as soon as possible. If you cannot reach any supervisor, and you have a designated location or responsibility to assume, report there immediately.

If you can't get to work, let someone know as soon as possible. Coordinate working from home on your laptop if possible.

CCO Roles and Responsibilities

The primary job of CCO staff is to make emergency information available to the public as soon as possible.

EOC Activation

When the EOC is activated, the CCO Director will be notified by the Director of OES or the CAO. Depending on the severity of the incident, the CCO Director will contact the Assistant Director and CNC TV manager.

The Assistant Director will contact the Communications Manager and may also contact Communication Specialists, Group Communications Officers, website staff and the Multimedia Manager, taking into consideration the severity and expected duration of the emergency.

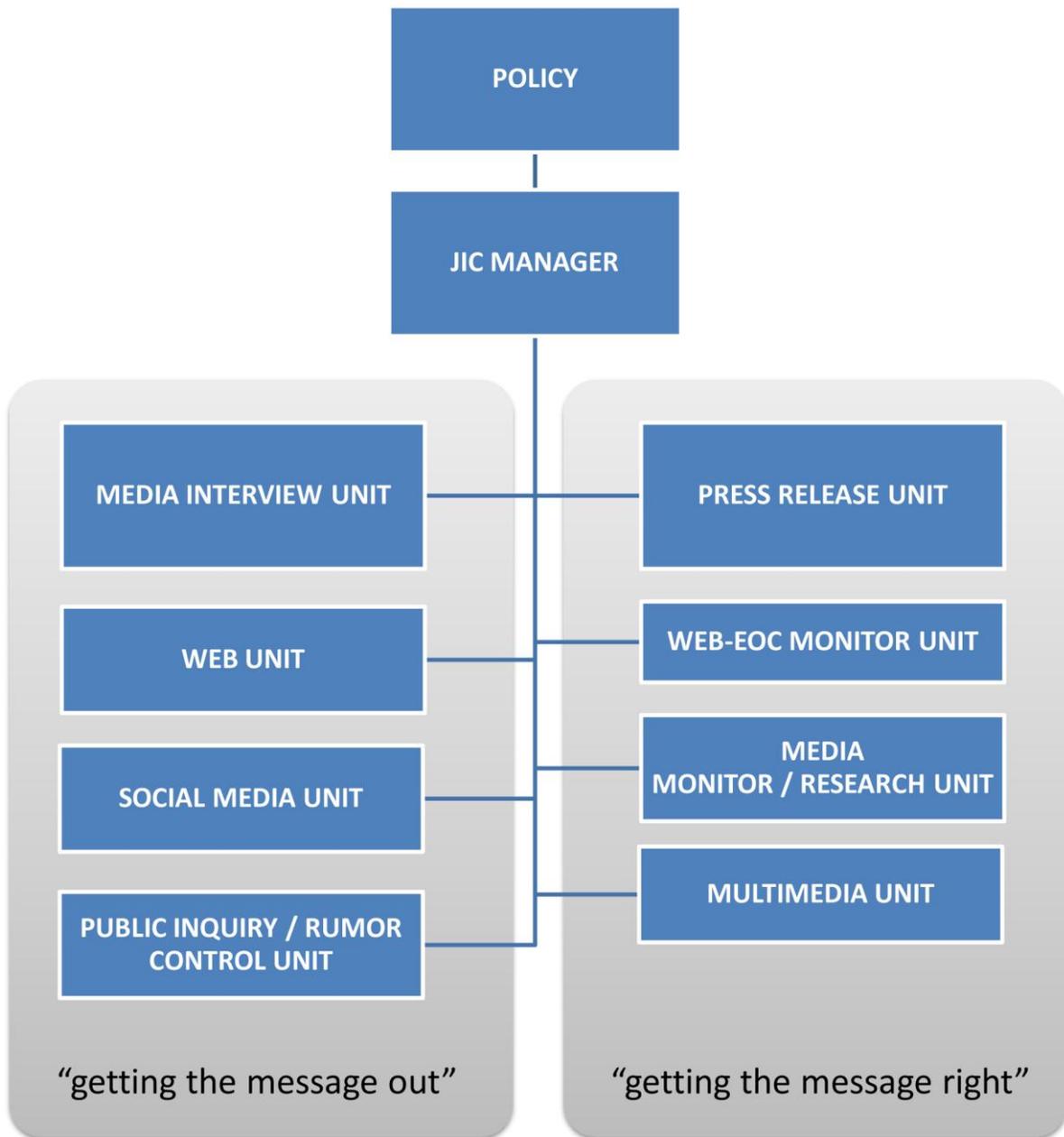
When the OES Director contacts the CCO Director to advise of EOC activation and need for media support, OES staff will contact County IT and the CTO's Office to provide to deploy 1 – 2 web support staff and a possible on-call CTO person. If the CCO Director and Assistant Director later decide that a web support person is not needed for the particular incident, they will call the designated CTO contact and advise that the web support person is not needed. CTO staff will contact the County IT provider to cancel the request for Web support. If for any reason County IT provider web staff has been deployed but does not report to the JIC, CCO should contact the designated CTO staff for assistance.

As the incident progresses, a work schedule will be created by the JIC Manager in coordination with the CCO Director, Communications Manager and Multimedia Manager to provide for coverage of 12-hour shifts.

JIC staff will take their go-kits to the EOC or in the field, depending on his/her assignment. The go-kit includes a laptop, cell phone with chargers, emergency flash drive and additional items. Desktop computers, phones and a fax machine in the EOC are also assigned for CCO use. Laptops are kept in the CCO during normal business hours or at home during non-business hours as assigned.

The following JIC diagram provides an outline of CCO roles during an emergency. These roles are described in more details below the diagram. This structure is scalable, with people filling more than one role or several people filling one role, depending on the size, magnitude and duration of a disaster.

County of San Diego Joint Information Center



Policy: The CCO Director is assigned to the Policy Group in the EOC and acts as a liaison between the Policy Group and JIC.

JIC Manager: Usually the Assistant Director or Communications Manager, this position will have ultimate responsibility for all Public Information-related duties. This person will direct and coordinate all aspects of the communication with the media and the public. Also, the JIC Manager will coordinate communications with other governmental agencies.

Media Interview: This position responds to local, national and international media requests for interviews and/or information. JIC staff may provide the interview or schedule an interview with a County expert, depending on the situation.

Web Unit: This position maintains the County Emergency website, which provides comprehensive information to the public during a disaster, including road closures, evacuation center locations and the latest developments. Duties may include: posting incident updates to the website and WebEOC, ensuring website updates are pushed to the SD County Emergency app and distributed to the County's automated email system, GovDelivery, and notifying the JIC Manager and web support staff of technical issues.

Social Media Unit: This position provides updates to the public through the County's social media sites. This may include information provided by the County of San Diego, as well as information from other partner agencies shared by the County. This position also monitors social media to keep abreast of messages and possible inquiries from other County departments, partner agencies, the media and the public.

Public Inquiry/Rumor Control Unit: This position is primarily filled by the 2-1-1 representative located in the JIC. The 2-1-1 liaison works with 2-1-1 volunteers who are answering public inquiries to find out which questions are most frequently asked. The liaison uses WebEOC, the emergency website, incident updates and JIC staff as references to provide the correct information to 2-1-1 operators and the public.

Press Release Unit: This position writes incident updates, which are brief news releases sent to the media and posted to the emergency website. The updates provide the latest details about the disaster. Updates will have the time and date and will be posted in the JIC in chronological order.

The information is verified by the appropriate agency representative(s) within or outside of the EOC and approved by the EOC Director prior to distribution.

WebEOC Monitor Unit: WebEOC is web-based emergency management software that serves as a virtual Emergency Operations Center, bringing together information from the County's EOC and other agencies involved in a disaster. The position monitors WebEOC for information that may be of value to the public so that it can be verified and shared with the media and public. JIC staff is responsible

for posting all incident updates in WebEOC to ensure the information is shared with partner agencies.

Media Monitor/Research Unit: This position monitors media coverage including websites, television, newspapers, radio, social media and any other pertinent information sources for trends and possible inaccurate information. Such information is verified through the EOC and partner agencies. If misinformation by the media is noted, it should be reported to the CCO Director or Assistant Director who will decide whether to seek a correction. If neither is available, notify the ranking representative of the CAO.

Multimedia Unit: Duties within this unit are outlined below and are filled as needed depending on the size, magnitude and duration of the disaster.

- Supervisor/Assignment Editor – manages overall responsibility for CNC TV and the County’s television station, which may include the live broadcast of County news conferences, InfoGuide stills and/or a crawl at the bottom of the screen with emergency information to provide emergency information to the public. The position may assign duties to multimedia unit staff.
- Engineer – responsible for all technical aspects of CNC TV’s operation and should report to the County Administration Center. Ensures CNC TV stays on the air for live or taped broadcasts and performs technical support. May handle directing or technical duties during emergency Board of Supervisors meetings if regular staff is not available.
- Video/Still Photojournalist – may shoot EOC news conferences, as well as video and still photographs of County disaster operations as assigned which can be shared with the public on the web, social media, CNC TV and other communications.
- Graphic Designer – responsible for CNC TV graphic elements as well as InfoGuide stills and graphics for the web and other disaster-related needs.

Additional Assignments during an Emergency

The following positions may be filled if needed.

Board and/or Elected Official Liaison: A CCO staff member may be assigned to facilitate information flow to all Board offices. This employee may also be called upon to handle other elected officials with business at the EOC or involved in the emergency. The BOS liaison will stay in contact with BOS staff from all five districts to ensure the Supervisors are aware of breaking news events. The liaison may also assist with the Chair’s speaking points in preparation for a news conference.

Field JIC/Off-Site Command Post: It may be necessary to assign a Communications Specialist or other staff supporting Communications to an outside incident command post managed by a lead agency, i.e. Gillespie Field CDF Command Center during the October 2003 fires. The designated staff would relay

the most recent information for use at the EOC. The Director or Assistant Director will determine the necessity for this position.

Communication within the EOC

JIC staff will receive up-to-date information from EOC briefings, interaction with EOC staff, situation status (“sit-stat”) reports and WebEOC. A JIC employee may be stationed in the EOC situation room during periods of rapidly changing events.

During a JIC shift change, the outgoing JIC manager or designated JIC employee will provide a briefing to incoming staff. Incident update hard copies are posted in the JIC in chronological order for reference. Releases can also be found on the County’s emergency website and WebEOC.

At the beginning of a shift, the JIC manager or designated JIC employee will keep notes of major developments, and these will be shared with staff during a shift change. Such developments could include: significant press inquiries, FAQ’s from rumor control, notations of who spoke during media briefings and their talking points, relevant phone numbers or other pertinent.

News Conferences and Press Releases

The CCO Director in coordination with JIC staff will advise the CAO and EOC Director on the frequency and content of media briefings/press conferences.

JIC staff will work with Board of Supervisors staff and those participating in the news conference to alert the media of the event, provide an outline for the news conference including the order of speakers and general topics to be covered. JIC staff will also research information for the event and provide speaking points as requested. JIC staff will arrange for a sign language interpreter to provide translation at each news conference hosted by the County and will ask the media to show the sign language interpreter in all video of the news conference to ensure her/his interpretation can be seen.

CCO staff will facilitate the taped and live broadcast of County news conferences. Three facilities in the proximity of the EOC have the capability of providing a live broadcast to CNC TV, which is also shown on the County’s website: OES (5580 Overland Avenue), the Medical Examiner and Forensic Center (5570 Overland Avenue), Campus Center Public Hearings Chamber (5520 Overland Avenue).

JIC staff is responsible for issuing incident updates, short press releases with details about the disaster, response and recovery. JIC staff will also edit and distribute news releases submitted by other County departments. All releases must be approved by the EOC Director.

Foreign-language Media

The CCO will coordinate with OES, County staff and community partners to provide disaster-related information in Spanish and other commonly spoken foreign languages in San Diego County. County employees who are fluent in another languages may be called upon to provide translation services.

Continuous Improvement

The CCO will participate in drills, both in conjunction with OES and on its own. The Department's performance will be evaluated following drills in order to continuously improve and hone its emergency communications plan.

Many new ways of communicating are developing rapidly, including using various social media sites, video and interactive maps. CCO intends to be flexible to utilize all methods and tools of communicating with the public and the media during an emergency.

The CCO will also work with public information representatives from other Cities and local agencies to build relationships, share best practices and ensure successful collaboration during disasters.

ATTACHMENT H

Social Media Policy for County Employees during an Emergency/Disaster

All County employees are required to get permission from the County Media Team at the JIC in the EOC before using social media (i.e. Facebook or Twitter) for any emergency message. The County must coordinate its message and speak with one voice to ensure consistency and credibility.

All County employees should use caution when using social media during an emergency to communicate with the public and/or media. Communicating with the public and/or media could have unintended consequences and/or liability which could interfere with the County Media Team's ability to ensure accurate and consistent information is received by the media and the public.

County Communications Office Organizational Chart

