

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

Operational Area
Emergency Plan

ANNEX L

Emergency Public Information

October 2010

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Unified San Diego County Emergency Services Organization

ANNEX L

Emergency Public Information Plan

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Table of Contents

| | |
|--|---|
| I. GENERAL | 1 |
| II. OPERATIONAL AREA MEDIA TEAM..... | 2 |
| III. RESPONSIBILITIES OF THE OPERATIONAL AREA MEDIA TEAM | 3 |
| IV. OPERATION | 4 |
| V. DISSEMINATION OF INFORMATION..... | 5 |
| VI. RUMOR CONTROL..... | 6 |
| ATTACHMENTS | 7 |

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ANNEX L

EMERGENCY PUBLIC INFORMATION

I. General

Purpose and Scope

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. 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.

The procedures, as outlined, are used in the event of any type of emergency or disaster. Some examples are fire, earthquake, flooding, hazardous materials incident, and terrorism.

This Annex is used in an emergency situation at the San Onofre Nuclear Generating Station, 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 San Onofre Generating Station.

Policies and Guidelines

1. Information is disseminated according to the following policies:
 - A. The public has the right and need to know lifesaving and other important information related to emergencies or disasters as soon as it is available.
 - B. The news media plays a key role in assisting OES in disseminating emergency or disaster-related information to the public. Representatives of the news media are, therefore, treated with the respect warranted by that role.
2. The following guidelines are in effect:
 - A. Operational Area disaster-related information is collected and disseminated through the Operational Area Emergency Operations Center (EOC).
 - B. The Operational Area Media Team members process emergency information and decide what should be published in news releases and/or videos to be distributed via the San Diego County Emergency Homepage Web site, social media sites, or to create speaking points for news conferences. Spokespersons 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 EOC and field JICs (Joint Information Centers) and will

collaborate with outside agencies.

- C. 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 EOC. In addition, other agency's Web sites can be linked to the San Diego County Emergency Homepage Web site.
- D. 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.
- E. Only information verified by the appropriate EOC County Media Team or agency personnel is disseminated.
- F. For more detailed information, refer to a condensed version of the County Communications Office Emergency Communications Plan (Attachment H), which is regularly updated.
- G. Refer to Attachment I for County Social Media Policy for PIOs/County Employees During an Emergency/Disaster.

II. Operational Area Media Team

- A. The County Media Team is comprised of public information personnel, who assist with disseminating emergency public information during emergencies.
- B. The County Communications Office Director or Assistant Director serve as coordinators of the Team.
- C. PIOs from responding jurisdictions should be considered as members of the County Media Team at the discretion of the Director.
- D. The Media Team is activated at the request of the Chief Administrative Officer (CAO) or the Director of OES, and the discretion of the Director of the County Communications Office (CCO). Depending on the severity of the incident, the CCO Director will contact the Assistant Director and County Television Network manager.
- E. The Assistant Director will contact the County Media Team to staff the EOC, taking into consideration the severity and expected duration of the emergency. For a major incident, this will include SD County Emergency Website Editors, Board of Supervisors (BOS) liaison, and at least two or more County PIOs, in addition to the Director and Assistant Director.
- F. The primary role of the County Media Team is to compile and disseminate information to the public via the news media, through updates/news releases posted on the San Diego County Emergency Homepage Web site and official

County Web site, as well as various social media sites. The role also includes coordinating news conferences.

III. Responsibilities Of The Operational Area Media Team

- A. Schedule regular and frequent briefings for news media representatives in the Media Briefing Room of the EOC. Also, brief Board of Supervisors and their staff as well as other visiting officials or ensure that a County Chief Administrative Officer Staff Officer handle those duties.
- B. Respond to questions as Operational Area spokespersons and arrange for interviews with local and regional subject matter experts.
- C. Write and distribute press releases to the media. Runners at the EOC will distribute news releases to EOC personnel including 2-1-1 San Diego staff who will answer public inquiry phone lines.
- D. Refer the media to the appropriate spokesperson within an agency or jurisdiction for information regarding activity within that entity's area of responsibility.
- E. Monitor Web EOC, news reports (broadcast, print or online), also including social media sites and blogs and take action to correct any inaccurate information being reported. There are seven television sets in the JIC room, which will be used for monitoring purposes.
- F. When necessary, maintain liaison with the Cal EMA PIO, the San Onofre Nuclear Generating Station (SONGS) Emergency News Center, the Federal Emergency Management Agency (FEMA) PIO and/or any other public information operations that are activated.
- G. Notify the news media of any changes in the status of the EOC.
- H. Monitor media reports and information coming from 2-1-1 San Diego operators to indicate the degree to which the public is taking appropriate action and relay this information to the EOC. Send out corrections to the media when necessary. Staff from 2-1-1 San Diego will relay rumors and other information/questions to the County Media Team. The County Media Team will attempt to verify or answer these rumors, information or questions. The Team will then relay this information to the public via press release, news conference, interviews, SD County Emergency Homepage Web site, and to the 2-1-1 San Diego staff. Calls will be monitored for trends and passed to the Team for appropriate action.
- I. Each County Media Team shift will write a summary of the newest "facts and figures" to print and leave on the next shift's desk so they will immediately be up to speed upon arrival.

IV. Operation

The County Media Team staffs the Operational Area EOC or Joint Information Center (JIC) when necessary. Team members must be in contact with each other quickly to determine each person's mobility and ability to access the County Web network. It is possible that some team members will work from remote locations because they cannot get to the EOC. A few Media Team members have VPN access to update Web sites from home.

In some situations, a Team member will be sent to the incident command center to acquire up-to-date information for the 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 CCO Director or JIC Manager.

Joint Information Center (JIC)

A JIC is a physical location where public information staff representing all agencies and organizations involved in emergencies/disasters can coordinate and disseminate timely, accurate, easy-to-understand information to the public. For certain incidents the OA EOC will host the JIC in a side room connected to the EOC. The JIC can accommodate PIOs from additional agencies and organizations directly participating in the emergency in order to ensure multi-agency and multi-jurisdiction coordination of all messages to be provided to the public.

The CCO Director 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.

When necessary, Operational Area Media Team coverage of the EOC is set up on a basis of two 12-hour shifts per day. The members are divided into Team 1 (Shift 1) and Team 2 (Shift

The CCO Assistant Director will coordinate staffing.

The JIC Room, in the EOC, is headquarters for the Operational Area/County Media Team. The materials and supplies listed in Attachment A are stored at this location.

V. Dissemination Of Information

- A. The County Media Team and OES staff will use a variety of methods of disseminating emergency information. The Media Team will work to get news coverage utilizing news conferences, news releases, videos and social media Web sites. Web EOC is an internal tool for gathering information for dissemination to the public and media. It will also be used to keep copies of news releases.
- B. The County Television Network (CTN) will show continuous Info Guide Pages of relevant emergency information in between airing live news conferences or other

emergency programming. Videos and live news conferences will be provided online through various Web sites.

- C. 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.
- D. The San Diego County Emergency Homepage Web site will be a one-stop information source on issues such as road closures, evacuation center locations, event chronology, news releases and links to other agencies throughout the region. This Web site will be an information source for the news media, the public and the staff working the 2-1-1 San Diego. Social media sites as well as video uploads will also be available. Links on all social media sites, official County page and Emergency Web sites will all point back to each other.
- E. The County Media Team will also help write or edit special projects such as newspaper supplements, leaflets distributed by volunteers, or public safety bullhorn messages broadcast by emergency personnel.
- F. 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.
 - 1. The EAS radio equipment is located at the EOC.
 - 2. It provides a communication link to the primary EAS stations:
KOGO 600 kHz and KLSD 1360 kHz.
 - 3. It is operated by personnel at both local radio stations.
 - 4. The primary stations, in turn, relay the information to the other radio and television stations and, therefore, to the public.
 - 5. Sample EAS messages are kept by OES and on file in the 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.
 - 6. 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.
- G. Community Emergency Notification System (CENS):

In 2006, the County of San Diego implemented the AlertSanDiego (ASD) communications system. ASD is currently available throughout the San Diego Region. 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. The system, which is hosted by Twenty First Century Communications Inc., has the capability of making thousands of calls per hour by

using automated calling technology. The Office of Emergency Services, incorporated cities, or Sheriff's Communications Center are responsible for the activation of ASD.

AlertSanDiego has limitations which include:

1. Phone lines must be working for residents to receive calls and/or messages. If residents have registered their cell phone through AlertSanDiego, then it is still possible for them to receive messages.
 2. Cell phones are not in the database and those residents will not receive the call, unless they have registered their cell phones through AlertSanDiego.
 3. If residents are on a dial-up internet connection, currently using the phone, or subscribe to call blocking services, unless they are registered through AlertSanDiego, they will not receive the call.
- H. A list of County PIO's who speak Spanish is kept in the CCO Emergency Communication Plan.
- I. A list of bilingual County employees is kept at the EOC. These employees may be called upon during a disaster to assist with translating and interpreting services.

VI. Rumor Control

2-1-1 San Diego and the Office of Emergency Services have entered into a Memorandum of Understanding dated September 2009 (See Attachment G). In a disaster scenario, 2-1-1 San Diego's primary role will be to maximize access to community resources by responding via telephone and Internet to non-life threatening requests for information, including but not limited to: general assistance, referrals to shelters, local assistance center locations, mental health resources, food banks, etc. 2-1-1 San Diego has phone specialists who are bilingual in Spanish and have access to other languages through an interpreter service. 2-1-1 San Diego also has Telephone Text (TTY) capabilities for the hearing impaired.

Once the EOC is activated, 2-1-1 San Diego will serve as support to the EOC by providing Public Information and Rumor Control. 2-1-1 San Diego will actively seek new and updated information on the emergency/disaster, 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.

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 Operational Area EOC for news media representatives:

- A. Adequate working space in the PIO Room separate from that of EOC staff.
- B. Desk space, bulletin boards, etc.

REFERENCE MATERIALS

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

- A. County of San Diego office telephone directory.
- B. Telephone books, including the North County and suburban editions.
- C. List of emergency telephone numbers.
- D. List of referral numbers, comprised of officials in other jurisdictions.
- E. List of County officials with key roles in emergencies, description of those roles, titles, and phone numbers.
- F. Copies of the Operational Area Emergency Plan.
- G. List of translators.
- H. List of local news outlets and contact info.
- I. Web EOC Login info.

EQUIPMENT

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

- A. Computer and printers
- B. Adequate telephone lines, LAN drops and instruments
- C. Paper, note pads, pens
- D. Television monitors, computers and radio available for monitoring news reports
- E. Fax machines
- F. Copy machines

ATTACHMENT B

CALIFORNIA EMERGENCY PUBLIC INFORMATION SYSTEM

The California Emergency Public Information System includes city, Operational Area,,Cal EMA) 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 Operational Area/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 Red Cross, Salvation Army, and utility companies, so that mutual needs may be fulfilled during emergencies.

When the Cal EMA Emergency Public Information Organization at the State Operations Center (SOC) in Sacramento is activated, PIOs will be assigned to the affected Cal EMA Mutual Aid Region(s) to gather information from local jurisdictions and provide it to the Cal EMA 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 EMA PIO will summarize the disaster situation for the media and report on state agency response activities. The Cal EMA 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 EMA 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

Operational Area Emergency Operations Center



ATTACHMENT D

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.

- A. 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.
- B. 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.
- C. 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.
- D. 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 E

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

- A. (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.
- B. When a Notice to Airmen has been issued under this section, no person may operate an aircraft within the designated area unless:
1. That aircraft is participating in disaster relief activities and is being operated under the direction of the agency responsible for relief activities;
 2. 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;
 3. That operation is specifically authorized under an IFR ATC clearance;
 4. 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,
 5. 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:
 - i. Aircraft identification, type and color.
 - ii. Radio communications frequencies to be used.
 - iii. Proposed times of entry and exit of the designated area.
 - iv. Name of news media or purpose of flight.
 - v. Any other information deemed necessary by ATC.

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

ATTACHMENT F

EMERGENCY PUBLIC INFORMATION PRIORITIES

Lifesaving/Health Preservation Instructions

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

Emergency Status Information

- A. Media hotline numbers, which are various County PIO cell phones. Leaving voicemail message greeting to announce shift changes and correct number to call. Utilize 2-1-1 San Diego for all public phone calls.
- B. San Diego County Emergency Homepage: www.sdcountyemergency.com. Also, County Twitter and Facebook pages. Focus is still County Emergency Page for most info.

- C. Description of the emergency situation, including number of deaths and injuries, property damage, persons displaced.
- D. Description of government and private response efforts (mass care, medical, search and rescue, emergency repair, debris clearance, fire/flood fighting, etc.).
- E. List of priorities in summary form on a "nice to know" rather than "vital to know and act upon" basis.
- F. Status of Local Proclamation, Governor's Proclamation and Presidential Declaration.
- G. Where residents should report/call to volunteer.
- H. Internal component/County Employees: Also, information internally for County employees going to work.
- I. How people in other areas can obtain information about relatives/friends in the disaster area. Coordinate with Red Cross on release of this information. Refer public to 2-1-1 so they can contact Red Cross and/or post Red Cross phone number on various Web sites.

Other Useful Information

- A. Usually this type of information will be released in the Post-Emergency Period because of lack of time and other priorities during other phases.
- B. State/Federal assistance available.
- C. LACs (Local Assistance Centers) opening and closing dates/times/locations
- D. Historical events of this nature.
- E. Charts/photographs/statistics from past events.
- F. Human interest stories.
- G. Acts of heroism.
- H. Historical value of property damaged/destroyed.

ATTACHMENT G

MEMORANDUM OF UNDERSTANDING Between 2-1-1 San Diego and San Diego County Office of 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 Operational Area.

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 Emergency Operations Center (EOC), which is the centralized control and coordination point for emergency operations and decision-making for the operational area. Activating the EOC, and its corresponding functional responsibilities, are clearly described in the San Diego County Operational Area Emergency Plan and follow the guidelines of SEMS and NIMS.

PURPOSE:

- A. To recognize the respective roles and responsibilities of 2-1-1 San Diego and of the San Diego County Office of Emergency Services in disaster preparedness, planning and operations for natural disaster, nuclear accidents, civil disorder, terrorism, or other emergencies;
- B. 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 San Diego County Operational Area. 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).

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

1) Emergency Operations Center seat assignment:

- A. OES agrees to create a seat for 2-1-1 within the Emergency Public Information Section of the EOC, including a workstation and associated equipment and supplies required to fully execute the agency’s emergency operations functional responsibilities;
- B. OES agrees to notify the designated 2-1-1 representative once the EOC has been activated at a sufficient level to require the need for Rumor Control or Public Information, using the usual and customary communication pathways;
- C. OES agrees to provide advance copies of all media releases to 2-1-1 prior to release so that 2-1-1 telephone specialists can be prepared for the resulting increased public inquiries;
- D. 2-1-1 - agrees to assign one staff member, designated as the Disaster PIO or Liaison, who will be fully trained and available to perform the public information duties required in the EOC; if one cannot be assigned, OES will provide a Liaison to 2-1-1;
- E. OES will provide a Liaison to be positioned at the 2-1-1 facility;
- F. 2-1-1 will supply OES with the necessary contact information for the designee and will ensure that the contact information is current and up-to-date at all times;
- G. When OES requests 2-1-1 assistance and the designee is seated in the EOC,

the designee will maintain contact and liaison with 2-1-1 Emergency Management Team to receive updated information on the status of agencies, and to disseminate “EOC approved” information only; and

- H. 2-1-1 will also provide the EOC with information on developing trends in requests for information so that common concerns can be addressed by media releases.

2) Integration of 2-1-1 into OES’ San Diego County Operational Area Emergency Plan:

- A. OES agrees to include the roles and responsibilities of 2-1-1 into the operational area plan, including the seat assignment and functional responsibilities into Annex L, and a signed copy of this MOU as an attachment to the plan;
- B. OES agrees to include 2-1-1 or its designee in table top or other disaster preparation planning exercises; and
- C. Similarly, 2-1-1 agrees to integrate this MOU and the associated functional responsibilities into its EOP, including a signed copy of this MOU as an attachment to its plan.

3) Reimbursement of disaster-related expenses:

- A. **Disaster Preparedness Activities.** It is understood that OES contract #529660 is a disaster preparedness contract designed to reimburse 2-1-1 for allowable disaster preparedness activities that they conduct during the contract period.
- B. **Disaster Response Activities.** In addition to reimbursement under contract #529660 for preparedness activities, 2-1-1 may also be eligible for reimbursement during a federally declared emergency. Response-related expenditures need to be pre-approved and authorized by OES after the first 24 hours. Refer to Code of Federal Regulations 44 for cost documentation, audit and record retention requirements. Additional resource requests during a disaster response will need to be requested through the Logistics Chief and reviewed by an Operations Chief and approved by the Finance Officer on Duty per ICS and NIMS protocol. 2-1-1 agrees to collect and deliver to OES documentation as specified by OES to facilitate and assist OES in obtaining FEMA reimbursement for all allowable 2-1-1 costs associated with their response to a declared emergency.

4) Assignment of a County designated location for use as a “Virtual Call Center” for overflow calls into the 2-1-1 system:

- A. OES agrees to provide a County designated location for use as a “Virtual Call Center” for overflow calls into the 2-1-1 system; and
- B. OES agrees that management and staffing of the overflow center remains with 2-1-1 San Diego.

5) Assignment of county employees as surge staff:

- A. OES agrees to assign county employees to emergency duty with 2-1-1 as Disaster Service Worker (DSW) assignments;

- B. 2-1-1 agrees to provide disaster training to designated county employees and to maintain and provide to the county records of training, practice and duty as DSW in a manner specified by the county; and
- C. 2-1-1 agrees to provide suitable working space to county DSW assignees including workstations, computers and telephone equipment.

6) Local Assistance Center (LAC) support:

2-1-1 agrees to provide support for Local Assistance Centers following a disaster. Minimum support for LAC operations will be via a dedicated telephone or telephones located at each LAC that are connected to 2-1-1 San Diego's main inquiry queue.

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levels of support may be provided as negotiated between 2-1-1 San Diego and OES based on available resources and public need.

This agreement may be terminated upon mutual consent at any time. Additionally, either party may terminate this agreement following 6 months notice to the other party. This agreement is hereby executed by the following authorized signatories:

For 2-1-1 San Diego:

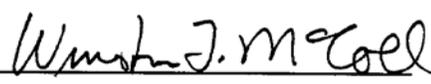


John Ohanian, Chief Executive Officer

9/25/09

Date

For County of San Diego – Purchasing and Contracting:



Winston McColl, Director

9/5/2009

Date

ATTACHMENT H

County of San Diego County Communications Office Emergency Communications Plan

Introduction

The County Communications Office (CCO) Emergency Communications Plan is our 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. Be prepared for changes, and use your best judgment when the plan doesn't make sense under the circumstances and/or your 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 to 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 that 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.

Your supervisor will assign your duties. CCO staff who have been issued cell phones are expected to have these items with them at all times. Keep an extra battery and charger close, perhaps in your purse or car.

If you cannot reach your supervisor, try to call one of the other managers.

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.

CTN – Roles and Responsibilities

During an emergency, the first priority for CTN is to air County news conferences and upload video to social media sites and the Emergency Web site. Secondly we will shoot full stories, known as packages. Some CTN staff have pre-assigned positions. Descriptions of the position duties are as follows:

Supervisor/Assignment Editor: This person handles overall responsibilities for CTN programming; acts as assignment editor to send crews into the field and maintains communication with them. The Supervisor will also be in charge of determining the content of the CTN crawl and making sure it is working and kept up to date. This person concentrates on “the big picture” and makes all programming decisions and acts as CTN’s liaison with the CCO Director or department’s management team. Lead Producer/Reporter or Assistant Director serves as back-ups for this position.

Lead Producer/Reporter: Under direction of the supervisor, the lead producer/reporter should report to the CAC and will be responsible for producing news conferences that will air live or are taped for later broadcast. This person may cover a news conference or start producing stories with a photographer.

Social Media Liaison: Uploads videos to Emergency Web site and social media sites and/or provides video in correct format to County Media team to disseminate.

Engineer: The Engineer will be responsible for all technical aspects of CTN’s operation and should report to the CAC. Under the direction of the CTN Supervisor, the Engineer will make sure CTN stays on the air for any live or taped broadcasts, and perform needed repairs and adjustments. The Engineer may also be called upon to handle directing or technical duties inside the control room during any emergency Board of Supervisors meetings in which regular staff is not available.

Photographer 1 & 2: These persons immediately head to any central command area – whether it is the EOC or other location. These photographers will shoot any news conferences at the command post, at an outlying incident command post, and/or may be called upon to go live/direct-to-cable.

Photographers 3, 4, 5: These photographers will contact their supervisor for their assignments. Unless needed elsewhere, they will take cameras and go into the field to gather images for CTN productions.

CAC Videographer: This person will perform duties as assigned and will likely be called upon to handle directing or technical duties inside the control room during any emergency Board of Supervisors meetings in which regular staff is not available. This person could also be called upon to direct or run technical elements for emergency Board of Supervisors in other locations if CAC facilities are somehow incapacitated.

Editors 1, 2: Editors handle all editing duties for incoming video. They may assemble packages, VO-SOT’s or produce stills for InfoGuide.

Graphic Designer: This person is responsible for all CTN graphic elements. This person must quickly assemble InfoGuide stills and assemble all relevant graphics for programming.

Communications – Roles and Responsibilities

The primary job of the Communication Specialists (CS) and other Public Information Officers (PIO) 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 the Office of Emergency Services or the CAO. Depending on the severity of the incident, the CCO Director will contact the Assistant Director and CTN manager.

The Assistant Director will contact the Communication Manager and/or Communication Specialists to staff the EOC, taking into consideration the severity and expected duration of the emergency. For a major incident, this will include the CCO Emergency Web Site Editors, Board of Supervisor (BOS) liaison, and at least two or more CSs in addition to the Director and Assistant Director, depending on the severity and size of the incident.

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 people and a possible on-call CTO person. If the CCO Director and Assistant Director later decide that a web person is not needed for the particular incident, they will call the designated CTO contact and advise that the Web 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 have been deployed but do not show up, CCO should contact the designated CTO staff for assistance.

As the incident progresses, a work schedule will be created by the Director or Assistant Director. This EOC staffing schedule may also include those who can provide support functions, such as administrative, clerical or graphic assistance.

The CS team will take their assigned laptop computers to the EOC. A desktop computer, phones and a fax machine in the EOC are assigned for CCO use. Laptops are kept in car or at home for emergency use.

Assignments During an Emergency

Board and/or Elected Official Liaison

One CCO staff member or County PIO 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 or OES PIO may also assist with the Chair's speaking points in preparation for a news conference.

Lead PIO

Usually the Director or Assistant Director will have ultimate responsibility for all PIO-related duties. This person will direct and coordinate all aspects of the communication with the media and the public. Also, the lead PIO will coordinate communications with other governmental agencies.

Field JIC/Off-Site Command Post

It may be necessary to assign a PIO to an outside incident command center managed by a lead agency, i.e. Gillespie Field CDF Command Center during the October 2003 fires. This PIO would relay the most recent information for use at the EOC. This assignment may be staffed 24/7.

Field PIO

During some emergencies, it may be necessary to assign a PIO to an incident command center in the field. The Director or Assistant Director will determine the necessity for one or more Field PIOs.

Web Content Editor

This PIO is charged with creating and maintaining the County Emergency Homepage Web site, which will be a one-stop information source on issues such as road closures, evacuation center locations, event chronology and will be an information source for 2-1-1 San Diego. This PIO may also assist/coordinate social media site content.

New Release PIO/Writers

This PIO will be assigned to the EOC to gather and confirm information, and to write news releases and scripts for news conferences. There may be two or more people in this position.

Communication within the EOC

CSs will receive up-to-date information from EOC briefings, situation status ("sit-stat") reports, and situation boards. One PIO will be stationed in the EOC situation room during periods of rapidly changing events. This PIO would have access to up-to-the-minute information via Web EOC software. Additional PIO staff will work in the staff area directly behind the situation room.

While on duty at the EOC, all CCO personnel and PIO staff will complete activity logs per OES policy.

Before leaving the EOC at the end of shift, hard-copy notes of the shift's events that are not included on the Web site chronology should be printed and attached to a designated clipboard. The notes should contain significant press inquiries, FAQ's from rumor control, notations of who spoke during media briefings and their talking points, any issues of particular import for the speakers, relevant phone numbers or any information that will be helpful in bringing the relief PIO up to speed. These notes should be made contemporaneously during the shift.

Copies of any press releases issued are to be kept on the JIC Board posted in chronological order and each release is numbered. Releases can also be found on the Emergency Web site and Web EOC.

Press Releases and News Conferences

CCO will advise the CAO and EOC Director on the frequency and content of media briefings/press conferences.

The PIO will ensure that notes for all speakers at a news conference are comprehensive and non-duplicative, and may have to coordinate elected officials' talking points too. Speaking notes will be approved by the Director or Assistant Director.

Speaking points for non-elected County executive staff may be prepared by the subject-matter expert staff, such as the Public Health Officer, the Medical Examiner, or managers from the Departments of Environmental Health, Animal Services, Air Quality, or others. Sometimes it will fall to the PIO on duty or OES PIO at the EOC to prepare these bullets.

PIO staff will coordinate with the Chair's staff on speaking points when he or she is participating in an EOC news conference.

PIO's at the EOC will edit and distribute news releases written by County subject matter experts and help keep the County executive staff, CCO Director and Assistant Director current on breaking news.

During an emergency, many press releases can be issued in one day. Releases during an emergency should bear the date and time of the release.

Releases must be approved by Director or Assistant Director. In the absence of the CCO Director or Assistant Director approval should be sought by the ranking CAO staff (CAO, ACAO, DCAO, CAO Chief of Staff, etc.)

Media Monitoring

CCO staff will monitor local media including websites, television, newspapers, radio news shows, blogs and social media sites and 2-1-1 San Diego.

Rumor Control

If misinformation is noted in media broadcast, print or Web, it should be reported to the Director or Assistant Director who will decide whether to seek a correction. If neither is available, the PIO will seek input from the ranking representative of the CAO.

Web site

Web support technicians from the County IT provider are dispatched automatically to the EOC when the EOC is activated. The technician reports to the Director or Assistant Director upon arrival. An on-call CTO person may be required as well.

The CCO Emergency Web Editor will put updated information onto the emergency website, including news releases, and will work with County IT provider to ensure that the emergency page can be linked from the County homepage. The Editor will also check to make sure links to other agencies are working correctly.

The Emergency Web Editors will also manage the chronological log of events for the Web site.

He or she will keep track of significant events and get the information posted on the site.

The Emergency Web Editor will get approval for information/news releases from the CCO team before posting to the site.

Public Inquiry

CCO and PIO staff will not handle calls from the general public, but will help provide information to 2-1-1 San Diego. Much of what the 2-1-1 San Diego will need, however should be posted on the Web site.

The 2-1-1 liaison who is assigned to work in the JIC with the CCO team, will work with the volunteers who are answering the County hotline to find out which questions are most frequently asked and attempt to get those answers on the Emergency Web site. The volunteers who answer the County hotline will use the Emergency Web site as a reference, as will the media and public. (Marisa – what is the County hotline? Is it something at 211? I don't know of any other County hotline like this.)

Spanish-language Media

CCO recognizes that it is desirable to provide on-camera interviews to the Spanish-language media in Spanish and will recruit Spanish-speaking PIOs when necessary.

Continuous Improvement

The CCO will participate in drills, both in conjunction with the County's Office of Emergency Services 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.

ATTACHMENT I

County of San Diego County Communications Office Social Media Policy for PIOs/County Employees During an Emergency/Disaster

Social Media Policy for County PIOs/County Employees during an emergency/disaster upon activation of EOC

All County PIOs are required to get permission from someone with the County Media Team at the JIC, (located in the EOC) before using all 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 all 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.