ANNEX L

Emergency Public Information Plan

Operational Area Emergency Operations Plan
SEPTEMBER 2018

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

Annex L describes the responsibilities for emergency public information including all aspects of public notification, alert and warning. This includes the activation and operation of a Joint Information System (JIS) and Joint Information Center (JIC).

GENERAL

INTRODUCTION

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, social media followers, the public and regional public information partners to accomplish this task.

PURPOSE

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.

SCOPE

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

POLICIES AND GUIDELINES

Information is disseminated according to the following policies:

- 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, social media and regional public information partners play a key role in assisting OES to disseminate emergency or disaster-related information to the public.

The following guidelines are in effect:

- Operational Area (OA) disaster-related information is collected and disseminated through the Joint Information Center (JIC) of 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 website, the SD Emergency App, social media sites, and via speaking points at news conferences.**

  For urgent public safety information, it may also be sent out on AlertSanDiego, the region's emergency notification system for home, business or registered mobile phone, or the federal Wireless Emergency Alert system which broadcasts text like messages to mobile phones in an affected area.
- Spokespeople for each 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 JIC, field Public Information Officers (PIOs), 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. An American Sign Language (ASL) interpreter is featured close to the speaker during media briefings, and the County requests that media keep the interpreter in the video camera shot.
- Spanish speaking Public Information Officers will be available at disaster press briefings and Spanish social media will be utilized to distribute information.

- 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 the County Communications Office (CCO) Emergency Communications Plan, which is regularly updated and stored at CCO.
- Refer to Attachment F for County Social Media Policy for County Employees During an Emergency/Disaster.

WHOLE COMMUNITY APPROACH

The San Diego Operational Area is committed to achieving and fostering a whole community emergency management system that is fully inclusive of individuals with disabilities and others with access and functional needs. For further details on our whole community approach to emergency management, which includes the integration of inclusive emergency management practices, refer to the Basic Plan.

CONCEPT OF OPERATIONS

The County Media Team staffs the OA EOC JIC in response to disasters or emergencies when requested by the OES Director or Director of Emergency Services. 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 remotely and can also update web-based communications tools, such as social media.

In some situations, a County Media Team member will be sent to the Incident Command Post (ICP) to acquire up-to-date information for the OA EOC Operational Area Media Team. This team member is not authorized to speak to the media unless specifically directed to do so by the CCO Director or JIC Manager.

The need for accurate information to be disseminated quickly to the public is a common thread through all of the County's emergency plans: Fire ConOps, Evacuation ConOps, Tsunami ConOps, and the Terrorism Plan to name a few.

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

Photo by Walter Wallenborn

released and when. JIC staff then distributes this information through a wide variety of means,

including the San Diego County Emergency app and website, social media, County News Center website, an email subscription service, 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 as well as shelter or recovery information.

In addition, JIC staff monitors the latest developments with the disaster via OA EOC staff, WebEOC, coordination with other agencies, social media, media monitoring, and the calls and information coming in via 2-1-1 San Diego staff located in the JIC to verify new situations and anticipate public and media inquiries. The public can call 2-1-1 San Diego to verify disaster information or to ask about affected communities and required protective actions. 2-1-1 San Diego has the capability of connecting callers who do not speak English with multilingual staff or a translation service to ensure they understand emergency information.

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 branch to disseminate information about where the public can go for assistance, such as Local Assistance Centers (LACs), phone or website resources, 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 PIOs from additional agencies and organizations directly participating in the emergency is done virtually through WebEOC, a web-based emergency management software platform. A PIO from another agency may be based in the OA EOC JIC as warranted, or the JIC Manager may send a County liaison to another agency's EOC and/or JIC. The JIC Manager will coordinate and schedule conference calls with impacted jurisdiction Public Information Officers to promote message consistency and avoid conflicts in the timing of press briefings.

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.

AMERICAN SIGN LANGUAGE (ASL) INTERPRETATION

The County maintains a contract for American Sign Language (ASL) interpretation services. JIC personnel will arrange for certified interpreters to attend media briefings as needed. The JIC will work in coordination with the OA EOC to provide accessible information to all residents in San Diego County. This includes ASL interpreters being positioned immediately adjacent to the speaker for press conferences and an ASL video link being included in any emergency messaging posted on the San Diego County Emergency website and app. JIC staff will also ask broadcast media to keep the ASL interpreter in the video frame to provide that service to the deaf community. When possible, the County will utilize ASL interpreters who have been trained through the State of California Disaster Response Interpreter Program.

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MULTILINGUAL TRANSLATION

The JIC will translate emergency updates into Spanish for posting on the Spanish language San Diego County Emergency website and app as well as the ListoSanDiego Twitter feed. A team of County employees who speak Spanish will be called on for translation duty in the JIC, or to handle the duties remotely via email. JIC staff will rely on Spanish language media to convey information to the Spanish-speaking population as well as the Partner Relay Network to reach members of the community who speak other languages.

JIC staff can also work with County staff who are fluent in other commonly spoken languages in the region to assist with translation as needed. Translation and interpretation services can also be arranged through a countywide contract in coordination with the Department of Purchasing and Contracting. In 2015, the

Photo by Walter Wallenborn

County formed the Emergency County Translation Team as part of the Advanced Recovery Initiative (ARI). This team is comprised of bilingual (English and Spanish) County employee volunteers who have been tested and trained to provide written translation support in the JIC and remotely via email during emergency events. In addition, the public may also obtain

emergency information in other languages by calling 2-1-1 San Diego and utilizing their language line.

PARTNER RELAY

In a local emergency, serving the diverse language needs of the community can present a challenge, one that is faced by public health departments and local emergency managers throughout the country. To address this need, San Diego County is partnering with a broad network of trusted community organizations to share critical emergency messages.

THE COUNTY PROVIDES CRITICAL INFORMATION FOR THE PUBLIC THROUGH ITS TRUSTED COMMUNITY PARTNERS ON ITS PARTNER RELAY NETWORK.

The "invitation only" network is cloud-based and hosted by Slack, an online collaboration platform. Slack receives emergency updates posted on the San Diego County Emergency website via an RSS feed and requests Partner Relay Network members translate this information. Community agencies such as churches, nonprofit organizations and refugee resettlement organizations can access the information using the internet, their smartphone or desktop application and translate it for the people they serve and disseminate it to their subscribers. The organizations can also relay information back to the County.

The Partner Relay Network has members who help translate emergency information for people who speak languages including Tagalog, Chinese, Korean, Arabic, Vietnamese, Somali and Karen.

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. 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 during a JIC activation are detailed in Attachment E, which provides an organizational chart and a description of responsibilities for each role. In addition, the CCO maintains its own Emergency Communications Plan with more detailed descriptions of roles and duties, as well as the protocol for mobilization during an emergency.

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 practice 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

   a. 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 disseminate emergency 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, monitoring social media and the internet, and other means as appropriate. Specific details about emergency message development and prioritization is included in the CCO Emergency Communications Plan. **The goal is to share timely and easy-to-understand emergency information to keep the public safe and informed.** Messages should be consistent among agencies involved in the disaster.

In the event of a large-scale disaster, information will be disseminated to the public and media through many communication channels:

- The County News Center (CNC) TV, seen on Channel 24 on Cox Communications in South County and Channel 19 in North County, Channel 24 or 85 on Spectrum (formerly Time Warner Cable) and Channel 99 on AT&T U-verse, will air live news conferences with an ASL interpreter on video or other emergency programming. In between this content, the channel will show continuous Info Guide Pages of relevant emergency information which will include references to ListoSanDiego Twitter and the Spanish version of the San Diego County Emergency website as well as information directing people to call 2-1-1 San Diego for other languages, which will include the use of the 2-1-1 ten-digit phone number: 858-300-1211. Videos of news conferences and other emergency coverage may also be provided online through various websites and social media.

- Critical, life-saving direction and information will be immediately translated into Spanish and disseminated on ListoSanDiego Twitter as well as on the Partner Relay Network. References to ListoSanDiego Twitter and the Spanish version of the San Diego County Emergency website will be referenced in the Info Guide Pages.

- 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 website will provide important information about issues such as road closures, shelter locations, event chronology, news releases and links to other agencies throughout the region. Website updates are pushed to the County's SD Emergency app, an RSS feed, and to an email subscription service. The website will be an information source for the public, news media, 2-1-1 San Diego staff, and other jurisdictions. The website meets Web Content Accessibility Guidelines 2.0.

- 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 team will also share messages from other partners as appropriate.

- The County Media Team may also help write or edit special projects such as newspaper supplements, leaflets in regular and large print distributed by volunteers, or public safety megaphone 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. As referenced in the Concept of Operations section, additional interpretation and translation resources are available through countywide contracts.

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 region's EAS has the following capabilities:

- EAS radio equipment is located at the OA EOC.
- It provides a communication link to the primary EAS stations:
- KOGO AM 600 and KLSD AM 1360.
- 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. Public health and San Onofre Nuclear Generating Station advisories are included in the samples. Each message should instruct viewers or listeners to go to the San Diego County Emergency website 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 the OA EOC, and then broadcast over the EAS radio. The CCO Director or County Media Team may assist in writing messages as needed.

WIRELESS EMERGENCY ALERTS (WEA)

The Integrated Public Alert and Warning System (IPAWS) / Wireless Emergency Alerts (WEA) can be utilized to quickly disseminate emergency alerts to mobile devices.

WEA MESSAGES ARE INTENTIONALLY SHORT AND SHOULD DIRECT RESIDENTS TO TAKE A SPECIFIC ACTION: EVACUATE, SHELTER IN PLACE, MONITOR THE NEWS FOR ADDITIONAL INFORMATION, ETC.

Per the Federal Emergency Management Agency (FEMA) guidelines, the following criteria should be met to warrant a WEA message:

- **Urgency:** The event urgency must be classified as either immediate, requiring immediate responsive action, or expected, requiring responsive action within one hour.
- **Severity:** The severity of the event must be classified as either extreme, posing an extraordinary threat to life of property, or severe, posing a significant threat to life or property.

- **Certainty:** The certainty of the event must be classified as either observed (i.e., determined to have occurred or to be ongoing) or likely (i.e., determined to have a probability of occurrence of 50 percent or greater).

COMMUNITY EMERGENCY NOTIFICATION SYSTEM (CENS)

In 2006, the County of San Diego implemented the AlertSanDiego communications system. AlertSanDiego is currently available throughout the OA. All listed and unlisted landline phone numbers are already included in the AlertSanDiego database and residents can register their cell phone, VoIP phone number and email addresses.

AlertSanDiego enables emergency dispatchers to call residents, via a reverse 911 callout system, and alert them to emergency actions which may need to be taken. AlertSanDiego combines GIS mapping technologies with 9-1-1 calling data in an easy-to-use interface.

AlertSanDiego is also available in accessible formats. Accessible AlertSanDiego 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 AlertSanDiego 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 AlertSanDiego 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 the Sheriff's Communications Center can activate AlertSanDiego.

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. During an incident when the OA EOC is activated, the Regional Communications Protocol will be utilized to ensure a coordinated release of information. See Attachment G for full plan.

This is achieved through various methods: the use of WebEOC to monitor and share information among agencies, direct communication 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 within impacted regional organizations.

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

Before and after an emergency, the CCO maintains a regional PIO distribution list and schedules 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 Unified San Diego County Emergency Services 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 non-governmental 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, including functional needs support services (FNSS). 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 which will have a connection to the OA EOC via a business liaison.

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 (DSWs) during a disaster and serve in the response effort.

The DSW program outlines:

- "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 DSW volunteers.

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 San Diego County Emergency Services Organization are routinely stored at OES. 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 an activation of the OA EOC JIC, the Assistant Director fills the role of the JIC Manager and assigns 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 Emergency Operations Plan (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 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 the Attachments of 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 (PSG) 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
- California Government Code § 8593.3 (2016) – Accessibility to Emergency Information and Services
- Twenty-First Century Communications and Video Accessibility Act of 2010
- Telecommunications Act of 1996
- Web Content Accessibility Guidelines (WCAG) 2.0

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.

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 (I) 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.

FEDERAL AVIATION REGULATIONS

Subpart B – Flight Rules
Section 91.137* Temporary Flight and Civilian Drone 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,
  - o 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:
  - o Aircraft identification, type and color.
  - o Radio communications frequencies to be used.
  - o Proposed times of entry and exit of the designated area.
  - o Name of news media or purpose of flight.
  - o Any other information deemed necessary by ATC.

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

To preserve public safety, health, and welfare, the County Board of Supervisors added Chapter 16 to Title 3, Division 2 of the San Diego County Code of Regulatory Ordinances which restricts unmanned aircraft operation in or near fires and temporary area restrictions. The ordinance restricts the launching, landing and operation of civilian unmanned aerial systems, commonly called drones, within 3 miles of a fire or temporary area restriction or where it is interfering with, or could interfere with, emergency operations. Exceptions are generally given to news from this ordinance, unless there is a reasonable determination that it will interfere with emergency operations, and then media drones will also be restricted.

In the event that this is deemed necessary by fire officials, law enforcement or County officials, this will be communicated to the JIC which will notify media of both public restrictions and media restrictions if appropriate.

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 informing JIC staff of trends in public inquiries and disaster related misinformation (rumors). The contractual agreement between 2-1-1 and the County of San Diego includes:

- 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 JOINT INFORMATION CENTER

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                          │      Policy      │
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                          │   JIC Manager    │
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   ┌────────────────────┐          │          ┌────────────────────┐
   │ Media Interview Unit├─────────┼──────────┤  Press Release Unit │
   └────────────────────┘          │          └────────────────────┘

   ┌────────────────────┐          │          ┌────────────────────┐
   │      Web Unit      ├──────────┼──────────┤ Web-EOC Monitor Unit│
   └────────────────────┘          │          └────────────────────┘

   ┌────────────────────┐          │          ┌────────────────────┐
   │  Social Media Unit ├──────────┼──────────┤   Media Monitor /   │
   └────────────────────┘          │          │   Research Unit     │
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   ┌────────────────────┐          │          ┌────────────────────┐
   │ Public Inquiry /   ├──────────┼──────────┤ Video / Graphics Unit│
   │ Rumor Control Unit │          │          └────────────────────┘
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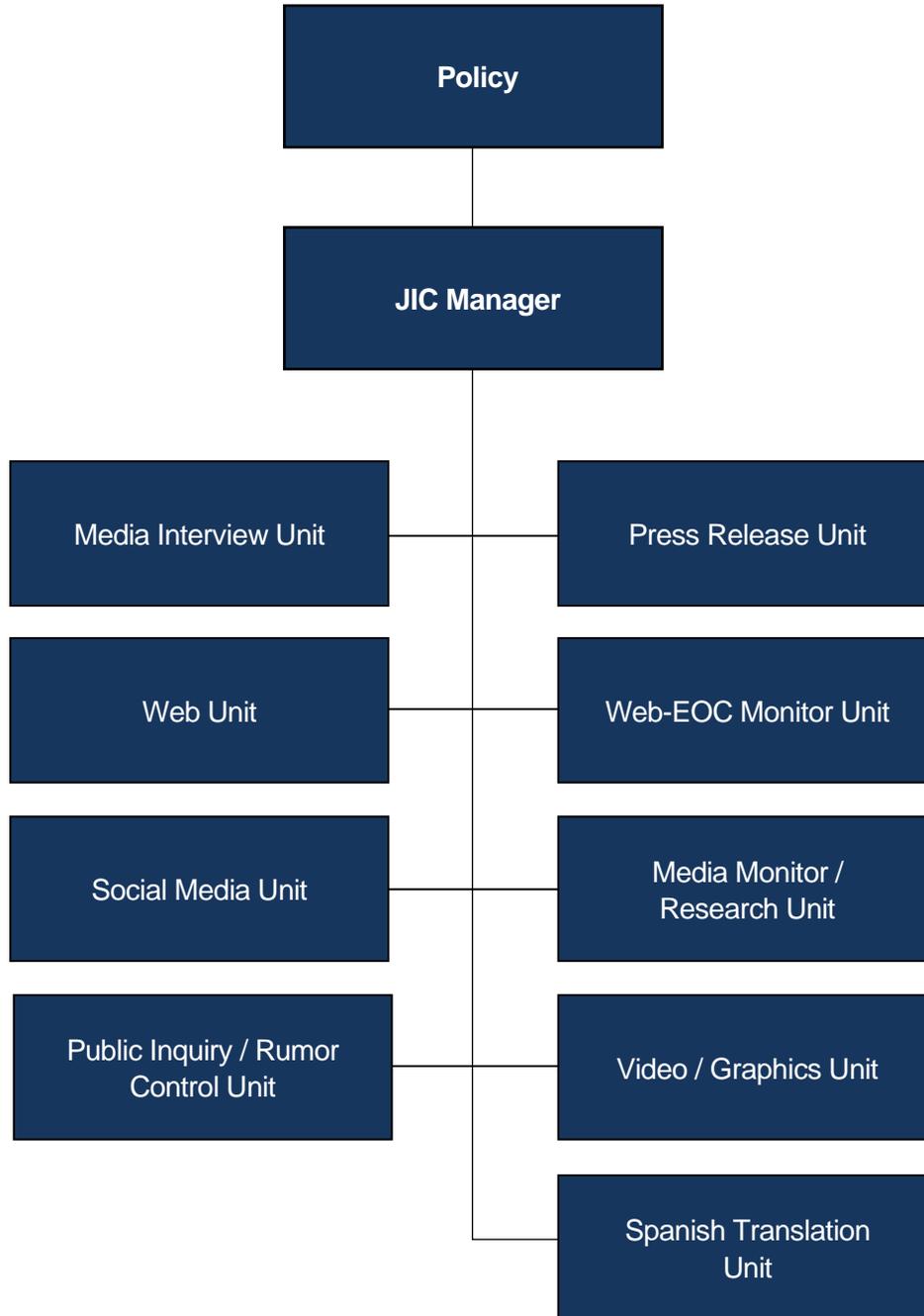
Policy: The CCO Director is assigned to the Policy Group in the EOC and acts as a liaison between the Policy Group and JIC.

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.

Spanish Translation Unit: This position translates and reviews JIC content into Spanish for web and social media distribution. The position will translate incident updates and other content as needed, primarily for the County's Spanish-language emergency website and Spanish-language preparedness/emergency account.

Video/Graphics 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, the County's television station, and video production, which may include the live broadcast of County news conferences on broadcast TV, the web and social media, 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 live or taped 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. This position ensures that the ASL interpreter is in the frame of news conferences.
- **Graphic Designer:** Responsible for CNC TV graphic elements as well as InfoGuide stills and graphics for the web and other disaster-related needs. Alt-text and closed captioning will be utilized to ensure messages are accessible.

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 may be posted in the JIC for reference and may 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 information.

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), and the 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

In addition to staffing the JIC Spanish Translation Unit, the CCO will coordinate with OES, County staff and community partners to provide disaster-related information in commonly spoken foreign languages in San Diego County. County employees who are fluent in foreign 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 the use of 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.

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, Twitter, etc.) 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.

REGIONAL COMMUNICATIONS PROTOCOL:
COORDINATED RELEASE OF PUBLIC INFORMATION DURING OA EOC ACTIVATION

When the Operational Area Emergency Operations Center (OA EOC) is activated, the OA EOC becomes the regional lead for: the gathering of information; facilitating the flow of information to, from and between the partner cities; ensuring common messaging; and coordinating dissemination of information to the public.

OA EOC AND JURISDICTIONAL PARTNER RESPONSIBILITIES DURING AN EVENT (JURISDICTIONAL PARTNERS MAY INCLUDE CITIES, FIRE AND LAW ENFORCEMENT AGENCIES.)

Incident Command Post/Incident Management Team: The Incident Command Post (ICP) or Incident Management Team (IMT) is responsible for approving incident-specific information as vetted for public release.

OA EOC and JIC: The OA EOC is charged with ensuring a focus on the "Big Picture" for all incidents. The OA EOC relies on the JIC to gather information from all ICPs, and will coordinate gathering of additional information for public release (e.g.: shelters, hospitals, grocery stores/pharmacies and banks open, weather, damage assessment, social media monitoring, status reports regarding transportation issues, potable water information, status of schools, donation management, status of declarations, etc.).

The OA EOC and JIC will coordinate with ICP/IMT and all other EOCs to gather and vet information, which may include the following:

- If the Incident Command Post is located within a city, the OA EOC will send a County employee trained to act as a liaison to the respective city's EOC and may provide representation at the ICP. The liaison will work with the city EOC and the OA EOC (including respective JICs) to facilitate the flow of information between agencies to provide both situational awareness and to vet information to be shared with the public.
- All EOC liaisons in the field MUST coordinate information for public dissemination with the city EOC or ICP where they are assigned to ensure messaging is consistent among all agencies.
- If affected cities are unable to send a liaison to the ICP, the OA EOC field liaison can assist the cities by serving as a conduit for information between the city and the ICP.
- Throughout the duration of an event, the JIC may schedule regular conference calls with all regional PIOs to share information and ensure a common operating picture.
- The JIC will coordinate with PIOs from other jurisdictions on the details and timing of release of information to the public after the information has been vetted through the JIC's chain of command
- The JIC will post all press releases to the JIC Board and Significant Regional Events Board in WebEOC to make all regional public information available in one place.

PIOs from Local Jurisdictions (cities, etc.): Jurisdictional PIOs sent to the ICP will coordinate information with the JIC for public dissemination.

Jurisdictional PIOs will post all press releases to the JIC Board in WebEOC to make all regional public information available in one place.

Throughout the duration of an event, Jurisdictional PIOs may participate in JIC-facilitated conference calls to share information and ensure common operating picture.

Jurisdictional PIOs will coordinate with the JIC on the details and timing of release of information to the public after the information has been vetted through the respective agency's chain of command.

OA EOC Policy Group: The OA Policy group will (via the JIC) notify all cities and partners of planned press conferences and invite appropriate representatives of incident stakeholders.