



Public Alerting Work Group

September 8, 2022

Time: 10 - 11 a.m.

Vision Statement: To ensure Michigan emergency management programs and broadcast partners are prepared to alert the public effectively and efficiently during crisis situations.

Mission Statement: To provide, promote, and coordinate public alerting awareness and education in support of local and state government agencies in conjunction with broadcast partners.

Meeting Notes

- Strategic Priorities of the Workgroup
 - Update on CodeRED Implementation – still working through the ATO process. Have had a few more jurisdictions express interest in coming on board.
 - [Statewide Communications Interoperability Plan \(SCIP\)](#) Update – Fall 2022
 1. Interop board will be starting a SCIP update in October with a Technical Assistance Workshop with CISA.
 2. Used our WG strategic plan to provide preliminary information (see additional document)
 3. Also took into account the CISA Interoperability Markers shown below.
 - CISA Interoperability Markers – gain understanding of interoperability gaps

12 **Alerts & Warnings.** A&W capabilities display the following set of characteristics:

- (1) Effective documentation process to inform and control message origination and distribution
- (2) Coordination of alerting plans and procedures with neighboring jurisdictions
- (3) Operators and alert originators receive periodic training
- (4) Message origination, distribution, and correction procedures in place

- <49% AA w/all four items
- >50% < 74% AA w/all four items
- >75% w/all four items

10:05

50 minutes

- WG Strategic Goals –Updates/Retooling to align (see attached document for suggestions)
 1. All Public Act 390 programs become Integrated Public Alert and Warning System (IPAWS) alerting authorities by December 31, 2022.
 - Poll conducted by Regional Reps
 2. All Public Act 390 programs incorporate IPAWS messaging into their Emergency Operations Plan (EOP) or as a standalone annex to the EOP.
 3. Augment public alerting education for local emergency managers.
 - Re-organize website content
 - Local EM Webinar
 4. Promote State and Local Emergency Communications Committees (LECC)/Emergency Alert System (EAS) Area meeting participation.
 5. Develop and implement a process and procedure to review and update the Area and State EAS/IPAWS plans on a regular basis.

- Messaging Best Practices – Message Template - <https://tinyurl.com/r1ipaws>
 - Reminders – what to include in a message and character counter. Inspired by Dr Mileti's research. <https://www.fema.gov/blog/preptalks-dr-dennis-mileti-modernizing-public-warning-messaging>
 - Shows where text to speech might have problems
- National WEA Test Update – Berrien and Calhoun Counties in MI – Sept 12, 2022
 - Jurisdiction needs to coordinate volunteers to monitor for the test, MOU signed by legal team.
 - 1.5 mile diameter alert zone
 - Calhoun County – City of Marshall: <https://www.facebook.com/CalhounCo911/posts/pfbid045TgwEEzxDA72K23SjKdMj2Uhj6XNDwPdkNrDLjzanb2EfPwCWzg5pXcLhrGjA6XI>
 - Berrien Co – Saint Joseph/Benton Harbor - <https://berriencounty.org/1861/09122022-WEA-Test>
- University of Albany Alerting Study - <https://www.albany.edu/cehc/research/erc-lab#tab-about>
 - Want to help emergency managers and dispatchers construct better messaging
 - Over the summer, asked to watch Rob Dale write an alert message. Provided 4 different scenarios. He had to type out the message real time.
 - Researchers monitored him through a screen share.
 - Goal by end of this year to have a flow chart and develop some training to assist alerting authorities with better message composition.
 - Would like to develop course with FEMA to practice message writing.
 - Also use research on how public receives the messages
 - Future plans to test how well the public understands and interprets the messages being sent out.
 - Question – have they considered coming up with some sample messages/templates?
 1. Answer: Yes plan to provide some real world good messages and templates. Emphasized using plain language
 - Question – Have they considered looking at impacts that some may face from their policy group and how that can slow things down and impact messaging in a timely manner? Also the difficulties getting accurate information from the command post in a timely fashion.
 1. Answer: They didn't speak directly to these issues, but Rob will share back with the Albany team.
 - Question - Any verbiage that they have seen used that is not easy for the public to understand?
 1. Answer: Some of the law enforcement lingo may not be as familiar to the public. Also, could make it more difficult if English is not their first language
- State and Federal Updates
 - Regional Emergency Communications Coordination Working Group (RECCWG)
 1. Operation High Water 7/27 & 7/28 functional exercise. Tested regional and state PACE Communications plans (Primary, Alternate, Contingency, Emergency)
 - Michigan Association of Broadcasters
 1. State EAS Plan Update – FCC Plan and also MI State Operational Plan
 2. FCC plan submitted 6/22/22. 8/8/22 received first round of feedback from FCC. 3 issues (2 minor and 1 larger). Main issue was the FCC wanted to be sure each LP had a second source of receiving national alerts. MAB completed single point of failure analysis – would need to provide at least 23 with Sirius XM radios. MAB willing to provide, need Board of Directors approval. Submitted solution to FCC a few weeks ago, waiting on formal feedback if this would solve the problem and then would approach BoD.
 3. Started work on MI Operational EAS Plan - Cut back on redundancies in plan. Once updated, will have some SECC members review. Once review is complete will hold SECC meeting to approve plan in person.
 - State Emergency Communications Committee
 1. Next Meeting – TBD to review updated EAS Plan
 - National Weather Service – no report
 - FEMA IPAWS Office

	<ol style="list-style-type: none"> 1. IPAWS User Conference Recap <ul style="list-style-type: none"> • Recordings still not up • Presentations on Value in testing, Cross-jurisdictional messaging • Rob Dale – presented about Live Testing, What a RWT involves, using the word TEST a lot within the message. Received a lot of great feedback. https://drive.google.com/file/d/1JSShIXM8TJJVibmfkAIPUEJv-DA6e6Xj/view?usp=sharing 2. IPAWS Outage – 8/5/22 <ul style="list-style-type: none"> • No timely notification to all alerting authorities about the issue. • Berrien Co had conversations with NRC and IPAWS office and is still dealing with repercussions. Originally, when reported there was an issue to the IPAWS office it was not thoroughly investigated 3. Certificate Updates – Many Test certificates are expiring and need to be updated. Be mindful of your expiration dates. Reach out to FEMA IPAWS office regarding when they will be renewed. 4. Alert and Warning Community of Practice Webinar – 10/25/22 https://www.eventbrite.com/e/fema-alert-and-warning-community-of-practice-webinar-series-tickets-400322454237 5. When Minutes Matter: Alert and Warning Communications Technical Assistance – 10/19 & 10/20 https://www.eventbrite.com/e/alert-and-warning-technical-assistance-workshop-nationwide-delivery-tickets-400300829557 <ul style="list-style-type: none"> • Region Updates – Primary Region Representative <ul style="list-style-type: none"> ○ Region 1 – MOA between Delta Twp and Eaton County to cover public alerting for the twp (example provided) ○ Region 2 – In 2N helped out Dan Kelly/MAB find generator fuel for a radio/tv station that had no power in SE Michigan. <ol style="list-style-type: none"> 1. AUXCOMM volunteers helping with Fermi exercise – very involved and appreciated by emergency management program. ○ Region 3 – 5 counties using RAVE, 3 currently using CodeRED. 3 counties in the process of getting a solution in place. <ol style="list-style-type: none"> 1. Question from a local EM on why the NAWAS is still regularly tested – it is a contingency form of alert and warning from the Federal Government and at this point will remain so. ○ Region 5 – Conducting a region-wide exercise. Full scale exercise in Battle Creek. This week communications functional exercise to support full scale. Learned a lot about auxiliary systems. How to get communications out to responders, other EOCs, and SEOC and how to get word out to the public? How to get 911 calls from the public when standard communication pathways are disrupted? ○ Region 6 – no updates ○ Region 7 – no updates ○ Region 8 – Lt. Derusha will discuss status of IPAWS projects across the region next month • Upcoming Meeting Schedule – Jaclyn Barcroft <ul style="list-style-type: none"> ○ 3rd Tuesday of the month quarterly (Feb, May, Aug, Nov) ○ Next Meeting – November 15, 2022, 10 a.m. – Date OK? 	
10:55	Final Review and Comments	5 minutes