



Public Alerting Work Group

August 29, 2023

Time: 10 - 11 a.m.

Location: Microsoft Teams

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 Work Group (from SCIP)
 - Increase the number of alerting authorities with access to IPAWS.
 1. 77 total AA, 67 out of 83 counties (81%) – Iron County is new in the last quarter.
 - Increase the number of PA 390 programs with IPAWS messaging incorporated into EOP.
 1. Eaton Co prepared generic template that is now available on the Public Alerting WG webpage.
 - Augment public alerting education for alerting authorities.
 1. Advanced Alert & Warning Workshop – October 2 (10-2:30 Ingham Co EOC)
 - Promote SECC/LECC meeting participation.
 - Update State and Local EAS Plans
 1. Working on creating an updated template for local EAS plans, then will schedule LECC meetings.

- State and Federal Updates
 - Regional Emergency Communications Coordination Working Group (RECCWG)
 1. Plenary meeting August 22-23 in IL.
 2. FEMA Region 5 priority to get all counties with access to IPAWS.
 3. Michigan \$1.5M allocated in state budget for a redundant EAS Network (GSS satellite delivery network) and some generators for LP stations.
 - Association of Broadcasters/ State Emergency Communications Committee
 1. Work to troubleshoot issues with RMTs.
 2. Follow up with FCC regarding accidental test/exercise message issued as a live EAS/WEA.
 - National Weather Service – No update
 - FEMA IPAWS Office
 1. IPAWS Advisory – [Alerting is a Local Decision](#)
 2. Updated Message Viewer - <https://messageviewer.demo.apps.fema.gov/index.html>
 - Takes 10 seconds to load – be patient
 - You will enter you test COG ID to filter for your alerts.
 - Can choose a date range to review past test alerts.
 3. FEMA Alert and Warning Community of Practice Webinar – 8/30/23 (see email attachment)
 - FCC Updates on Proposed Rulemaking related to Wireless Emergency Alerts (WEA)
 - National Weather Service Updates and Migration to NWSSChat 2.0
 - IPAWS WEA Updates
 4. Apple iOS 17 Update for IPAWS Alerting Authorities Webinar - 8/31/23
 - Additional details available when you tap on a WEA. Details are derived from the Instructions field of the Common Alerting Protocol (CAP) message used to generate the WEA.
 5. [IPAWS Users Conference](#) – 9/27/23
 - Learn about the new Alerting on Behalf and Alert Escalation Process.

- Prepare for the coming National Periodic Test (WEA & EAS).
- See how the Message Design Dashboard helps you compose better alerts.
- Learn to use the IPAWS User Portal - your online IPAWS data record.
- Find out about future certifications of Alerting Authorities and Alerting Software Vendors.
- 6. [National EAS & WEA Test – 10/4/23](#)
- 7. Message Design Dashboard (MDD) – Beta Training Plan (4 hours) –
 - [2023 IAEM Pre-Conference Training](#)– first in person training session
 - Next year full roll out of training for MDD.
- Region Updates – Primary Region Representative
 - D1 –
 1. MEMA conference – Ryan Wilkinson will be doing a short exercise on alert message design.
 2. Shiawassee – during tornado in Perry, realized need to add Shiawassee to the MOU with Ingham Co. Massive influx of traffic in area.
 - D2 - No Update
 - D3 – 4 of the 5 counties signed the cross-border alerting MOU – Arenac, Ogemaw, Oscoda, Alcona, Iosco
 1. Iosco – regular meetings and trainings between Ems and 911 directors on alerting
 - D5 – No update
 - D6 – Planning board meeting yesterday, discussed exercise in Newaygo Co – glitches with AWN
 1. Focus on simplicity in sending out messages – training is difficult with a lot of turn over
 2. Area of Clare Co - Little cell coverage, not much NOAA WR coverage, 2 sirens in the area. Need another NOAA weather station in northern Michigan (Houghton Lake). If you have the opportunity to bend NOAA's ear, please share the concerns with them.
 3. Whenever you send a test message – just send TEST – do not send real life info.
 4. In the middle of the message drop in “TEST” so if someone misses the first part of the message, they will still see that it is a test.
 - D7 – Working with counties that do not yet have IPAWS access.
 - D8 – 12 of 15 EMs on IPAWS, did not hear back from 2 of them. 4 under new MOA or are new users.
- Other Business – Message Improvement Suggestions
 - Trying to provide feedback to alerts that are issued on how to make them better for the next time.
 - WEA Tests – must use the RWT code to go to only those that have Test Alerts turned on
 - Be sure to cancel WEA messages in a timely manner when the threat is no longer an issue, otherwise it persists for anyone new that enters the WEA area.
 - Use geographic boundaries when issuing a WEA message – don't send county-wide if it doesn't pertain to the entire county.
 - Practice sending your message to the test server before sending it out live – to make sure it looks as you expect.
 - <https://thewarnroom.com/> - shows WHY a message could be improved
 - Watch [PBS Warn](#) at what others are sending – learn how they can be improved.
 - If you see opportunities where WEA could have been used, ask what the thought process was to not use WEA.
 - Create separate 360 and 90 character messages – don't just copy the 90 character one to both fields.
- Upcoming Meeting Schedule –
 - 3rd(ish) Tuesday of the month quarterly (Feb, May, Aug, Nov)
 - Next Meeting – November 28, 2023, 10 a.m.
- Identify Next Steps/Action Items –
 - Develop a basic Alert & Warning Presentation
 - Work to get all counties as Alerting Authorities