OR–Alert. Overview and Status Report

Wildfire Recovery Committee

Jennifer Bjerke
William Chapman

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Agenda.

1. OR-Alert – Vision, Mission, Governance, and Approach

2. AWN Background

3. Project Approach

4. OR-Alert Capabilities

5. OR-Alert Implementation Status

6. Questions

Jennifer Bjerke
Deputy State CIO
OR-Alert Executive Sponsor

William Chapman
Statewide Interoperability Coordinator (SWIC)

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OR–Alert. *Vision and Mission*

OR-Alert Vision – *"Establish equitable access to a statewide system that enables state, county, local and tribal governments to issue timely, informative alerts, warnings, and notifications"*

OR-Alert Mission – *"To ensure access to timely and informative alerts, warnings, and notifications (AWNs) through implementation of a statewide system that enables state, county, city and tribal governments to issue AWNs—providing people in Oregon with meaningful opportunities to make life-saving decisions in the face of emergencies"*

PREPARE → **RESPOND** → **RECOVER**

OR–Alert. *Collaborative Governance*

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- A collaborative governance approach unique to Oregon
- A voluntary partnership between state, county, local, and tribal governments
- A state-of-the-art alerting platform
- An investment in interoperable communications

*The Governance Committee is a cross-disciplinary, collaborative group made up of state, county, tribal, and local emergency managers, public safety practitioners, PSAP representatives, PIOs, Telecommunications Providers, and others.

AWNs. *Alerts, Warnings, and Notifications*

PREPARE	RESPOND	RECOVER

	Timeframe	Purpose	Examples
Warnings	*Prior to Incidents*	*Distribute guidance to prepare for an anticipated incident.*	*Weather watches/warnings, fire warnings, volcano warnings, evacuation orders.*
Alerts	*At the beginning and during incidents with an ongoing, immediate threat.*	*Gain the attention of the public and draw their attention to a risk or hazard.*	*Active shooter and other civil dangers, HAZMAT concerns, 911 outages, AMBER alerts*
Notifications	*During and after immediate threats.*	*Instructs immediate protective actions and provides ongoing communications relevant to an event. Encourages public actions. Conveys time-sensitive information on response and recover-related services.*	*Evacuation routes and instructions, boil water advisories, public health instructions, return from evacuation notices, all clear notices.*

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OR–Alert. *Project Budget and Approach*

BUDGET	SCOPE	
- October 2020 Emergency Board - $1.4 Million	- 36 Counties	- Opt-in is voluntary
- 2021-2023 Governor's Recommended Budget, POP 089 - $2.7 Million	- 9 Tribes	- No custom integrations with non-Everbridge AWNs
	- 13 State Agencies	

Plan

- ✓ Charter project and assign project resources
- ✓ Determine project scope, timeline and budget
- ✓ Establish project governance and Executive Steering Council
- ✓ Develop foundational project management artifacts
- ✓ Obtain Stage Gate Approvals (1-3)

Procure

- ✓ Determine AWN system requirements
- ✓ Conduct interviews with other states and apply lessons learned
- ✓ Develop procurement and negotiation strategy
- ✓ Complete procurement process

Deploy

- ✓ Onboard Everbridge
- ✓ Develop vendor implementation plan and refine schedule
- ✓ Phase 1. Office of Emergency Management (OEM) - pilot
- ✓ Phase 2. Klamath County and Office of the Governor - pilot
- ☐ Phase 3. Jurisdictions with no AWN System or IPAWS capabilities
- ☐ Phase 4. Existing Everbridge Users
- ☐ Phase 5. Other AWN systems

Govern

- ☐ Establish OR-Alert Governance Committee
- ☐ Develop best practices and templates

OR–Alert Capabilities. *Powered by Everbridge*

everbridge®

9 state deployments

9 OF THE **10** largest U.S. cities

46 OF THE **50** busiest North American airports

4 OF THE **10** largest health insurers

Gartner

Leader in Gartner Magic Quadrant

Statewide and Large Regional Deployments

California - Population of 39MM

Florida - Population of 20.6M

New York State - Population of 19.75M

Massachusetts - Population of 6M

National Capital Region - Population of 6M

Connecticut - Population of 3.6M

Vermont - Population of 617K

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OR Alert Capabilities. *At a Glance...*

Mass Notification with Incident Communications. Enabling local and statewide alerts and warnings across 25+ channels (including IPAWS) using GIS-based message targeting and providing templates that automate recipients and content based on location, incident type and severity—reducing error and ensuring message integrity*

Community Engagement. Enabling anonymous opt-ins to state and local notifications using keywords or ZIP codes, and providing one-click publishing across all channels*

SMARTWeather. Specific, map-driven, targeted, rules-based and automated weather alerts from the National Weather Service*

Resident Connection. Extending the reach of OR-Alert through pre-loaded resident and business contact data (updated quarterly)—2.6 million contacts statewide

- **Everbridge Technical Account Manager (TAM).** A dedicated Oregon-based TAM focused on ensuring the success of OR-Alert and included entities through added services and support throughout the life of our partnership
- **Customizable and Accessible Opt-In Portals.** Each County and Tribal jurisdiction will also be provided with a customizable opt-in portal for residents to sign up for alerts in the language and delivery method of their choosing (including options for people with visual and hearing impairments; e.g., TTS and TDD)

For additional information see the Mass Notification Data Sheet, the Community Engagement Data Sheet for additional details, and the SMARTWeather Data Sheet for additional details on features and capabilities
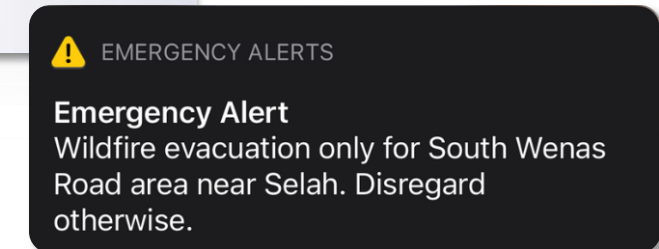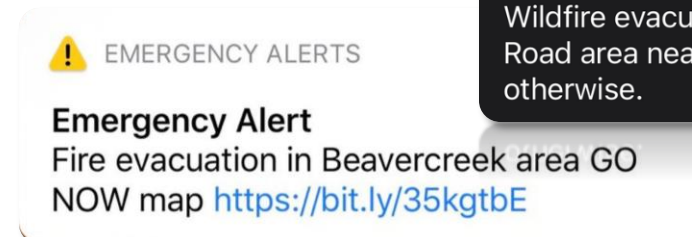*** Text-to-speech (TTS) and Telecommunications Device for the Deaf (TDD)*

OR–Alert Capabilities. *IPAWS*

The Integrated Public Alert & Warning System (IPAWS) is FEMA's national system for local alerting that provides authenticated emergency and life-saving information to the public through:

- Mobile phones using Wireless Emergency Alerts
- Radio and television via the Emergency Alert System
- National Oceanic and Atmospheric Administration's Weather Radio
- More: https://www.fema.gov/ipaws

OR-Alert enables FEMA-authorized jurisdictions to utilize IPAWS—a foundational alerting capability previously unavailable in a large portion of the state

Emergency Alert
Portland strongly urges all residents to stay indoors today & not travel due to ice

⚠ EMERGENCY ALERTS
Emergency Alert
Wildfire evacuation only for South Wenas Road area near Selah. Disregard otherwise.

⚠ EMERGENCY ALERTS
Emergency Alert
Fire evacuation in Beavercreek area GO NOW map https://bit.ly/35kgtbE

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OR–Alert Capabilities. *Statewide Alerting*

- **Statewide Capabilities.** The Office of Emergency Management (OEM) has the ability to notify residents in a county, multiple counties, or the entire state via IPAWS, and/or standard messaging to Resident Connect contacts, and County web registrant contacts*
- **Cross-jurisdictional Situational Awareness.** Organizations gain real-time visibility of messages sent anywhere across the state; ensuring no one is left behind
- **Continuity of Operations.** OEM and other Counties can provide mutual aid or act as "backup" for each other using a shared platform grounded in best practices
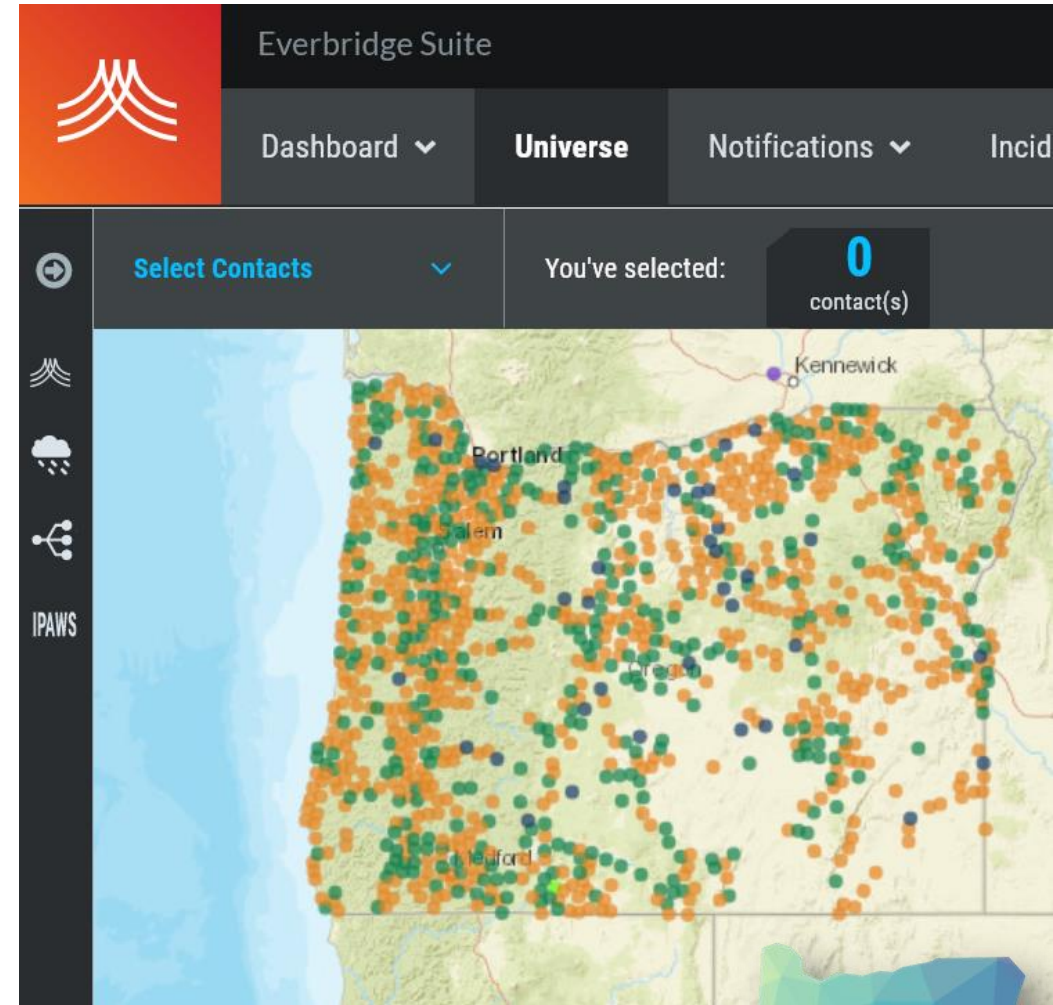

Web registrants in county systems "roll-up" into the state system upon completing the IGA with the state.
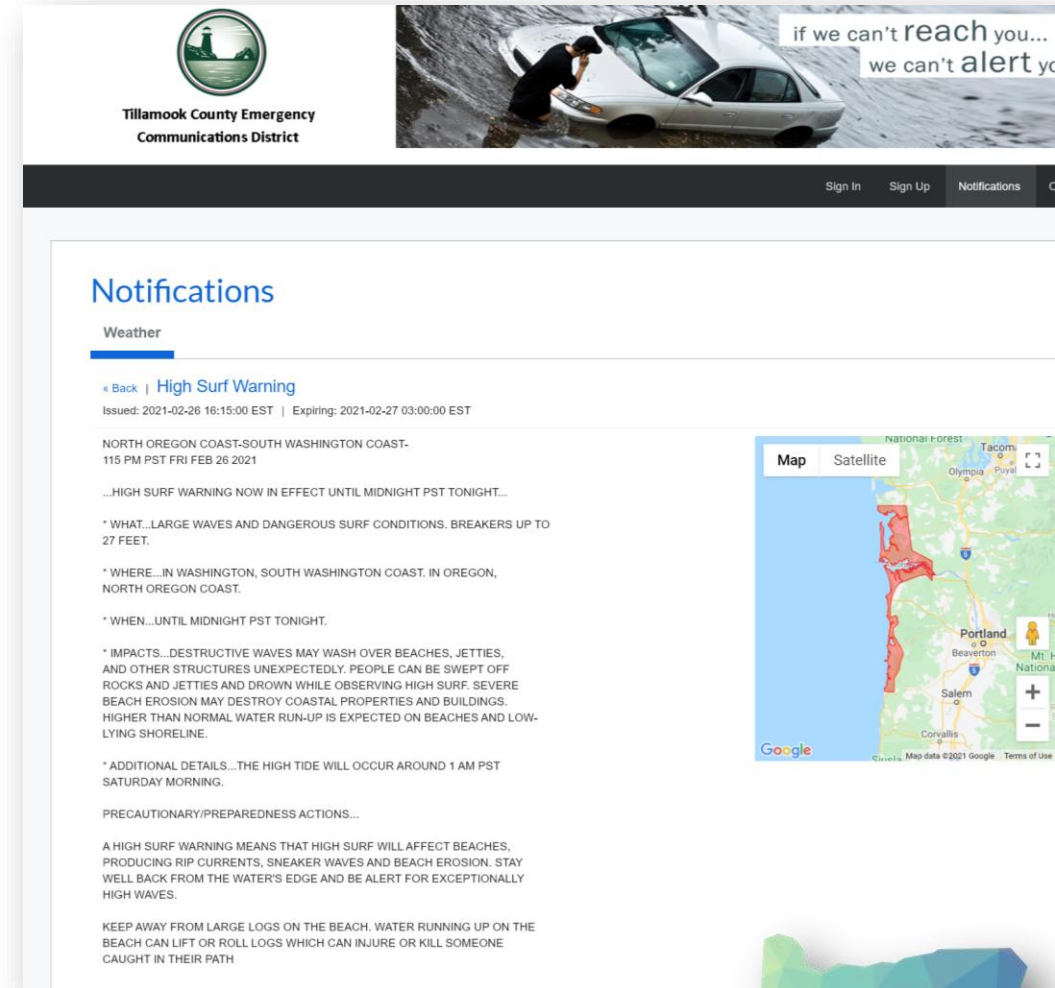
OR–Alert Capabilities. *Resident Connection*

- **Contacts.** Everbridge Resident Connection data includes verified Residential and Business landline, VoIP and mobile data to use for emergency notifications. Phone numbers and addresses are verified and available for list-based or GIS-based targeting.
- **Channels.** Available Residential Landline, Mobile and VoIP Phone Numbers w/ Verified Addresses and available Business Landline, Mobile and VoIP Phone Numbers w/ Verified Addresses.
- **Refresh.** Resident Connection data is updated quarterly by the Everbridge team
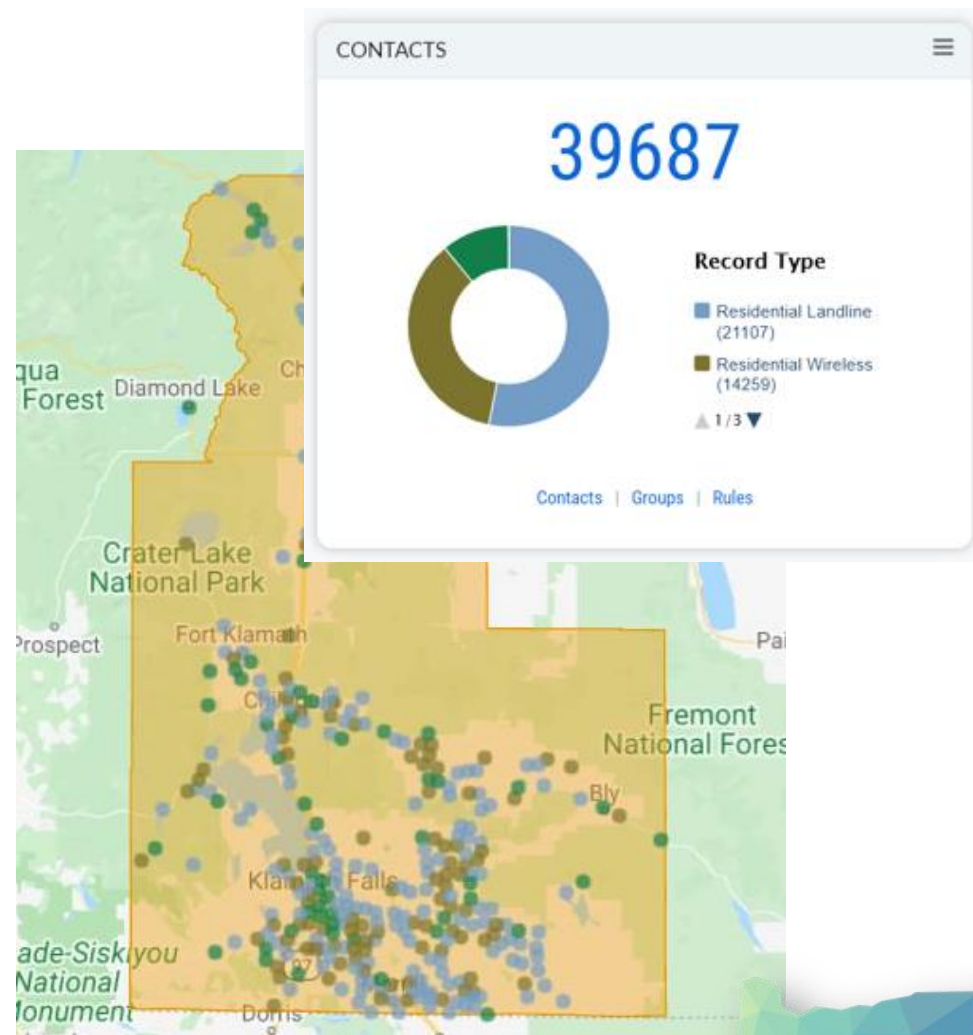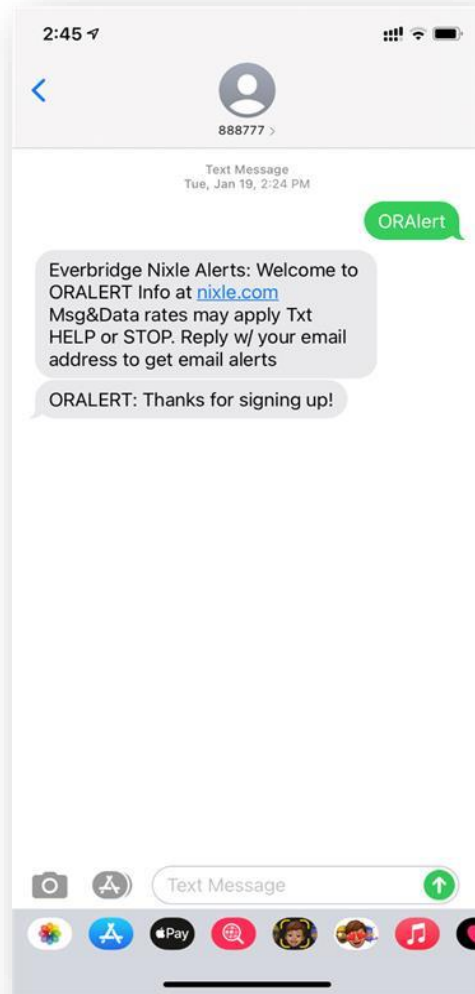
OR–Alert Capabilities. *SMARTWeather*

- SMARTWeather leverages Weather Decision Technologies' (WDT) to enhance and optimize over 150 National Weather Service (NWS) severe weather watches, advisories and warnings

- SMARTWeather alerts are:
  - **Specific**. Detailed alerts describe the event, actions, locations, and start/stop start times.
  - **Map-driven.** Contacts are selected based on the shape/polygon provided by NWS.
  - **Automated.** Delivers alerts to contacts and members automatically.
  - **Rules-based.** Use rules to determine when a message should be triggered.
  - **Targeted.** Deliver the right message to the right person based on subscriber preferences.

OR–Alert Capabilities. *Community Engagement*

Prescribed and Wildfire Fire Alerts

Thursday, April 11, 2019 12:00 AM - Saturday, April 11, 2020 12:00 AM PDT

LOCATION: http://www.centraloregonfire.org

Advisory — Deschutes NF WIldfire Alert
Wednesday, August 19, 2020 10:14 AM PDT   This message has expired

CO Fire Alert- Learn more about Green Ridge Fire near Camp Sherman & Lily Fire near the Pacific Crest Trail at: www.centraloregonfire.org

See more

Advisory — Deschutes NF WIldfire Alert
Tuesday, August 18, 2020 9:48 AM PDT   This message has expired

CO Fire Alert- Two wildfires are burning on the Deschutes National Forest, one near Camp Sherman. Visit: www.centraloregonfire.org

See more

Advisory — Deschutes NF WIldfire Alert: Rosland Road Fire
Sunday, July 19, 2020 10:24 AM PDT   This message has expired

Prescribed and Wildfire Fire Alerts

Sign up:
Prescribed and Wildfire Fire Alerts

Full Name

Mobile Number

Email Address

SIGN UP FOR THIS EVENT

OR

Text keyword (e.g., ORalert) or zip code to 888-777 to sign up for Alerts

OR–Alert Implementation. *Schedule and Phases*

Oct – 20	Nov – 20	Dec – 20	Jan – 21	Feb – 21	Mar – 21	Apr – 21	May – 21

Initiation

Project Planning

Phase 1-2. Pilot

Phase 3. No IPAWs

Phase 4. Existing

Phase 5. Other AWNs
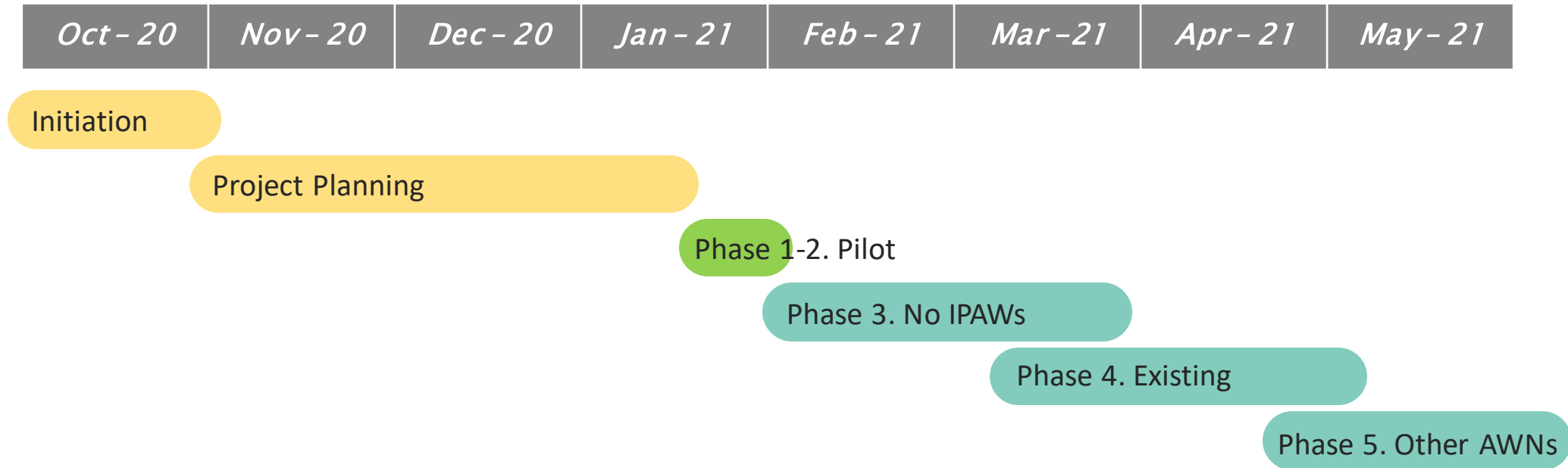
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OR–Alert Implementation. *Onboarding Process*

1. Kick-off Call (60 minutes)

- Discovery and Goals
- Resources
- Timeline
- System Access
- Demo
- Show how to give other users access to the system

2. Basic Config. Call (90 minutes)

- System settings
- Contact Management
- Messaging
- Reviewing results
- Next Steps

3. Consultation call (60 minutes)

- Geo-targeting contacts
- Member portal
- SmartWeather Alerts

4. Publishing Call (60 minutes)

- Social media
- IPAWS
- Community Engagement
- Incident Zone

5. TAM Trainings

- Template building
- Advanced Features
- End-user Training
- Additional Use Cases (internal systems)

OR–Alert Implementation. *Progress by County**

Completed	(blue)
In Progress	(bright green)
Committed	(dark green)
Opted Out	(purple)
Pending Commitment	(gray)
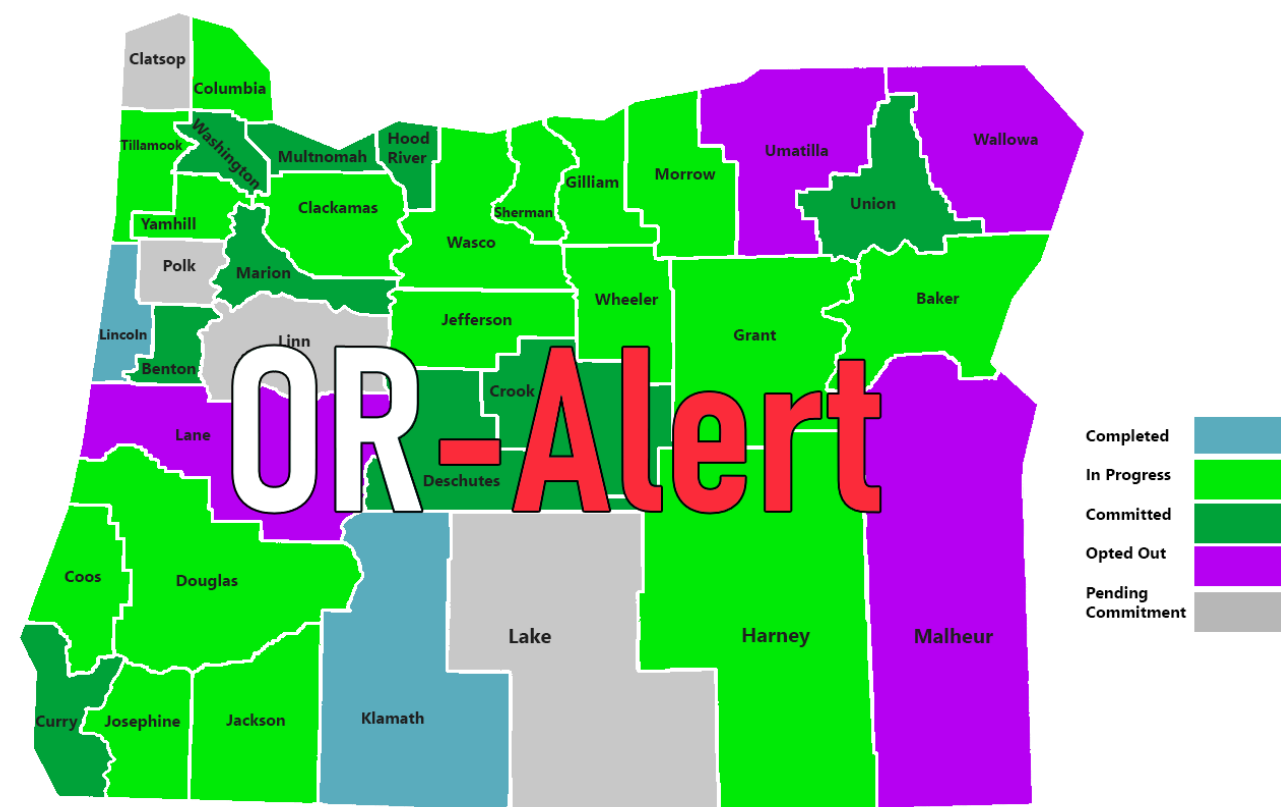
- Burns Paiute of Harney County
- Confederated Tribes of Grand Ronde
- Confederated Tribes of the Umatilla Reservation
- Coquille Indian Tribe
- Klamath Tribes
- Confederated Tribes of Coos, Lower Umpqua and Siusla Indians
- Confederated Tribes of the Siletz
- Confederated Tribes of Warm Springs
- Cow Creek Band of Umpqua Indians

As of March 4, 2021

Contact Information

Jennifer Bjerke
Deputy State CIO
OR-Alert Executive Sponsor
e: Jennifer.BJERKE@oregon.gov

William Chapman
Statewide Interoperability Coordinator
e: William.CHAPMAN@oregon.gov

Thank you.