



District of Columbia Alerts Program

Overview of Internal & Public Notification Systems

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Overview

1. Background
2. Program Administration
3. Capabilities
4. Public Alerts
5. Internal Notifications
6. Best Practices



Objectives

After this session you will be able to...

- Identify capabilities used for operational communication and public alerts and warnings
- Understand best practices for managing an alert program
- Explain numerous use cases for public alerts and warnings, as well as for internal communication

Background

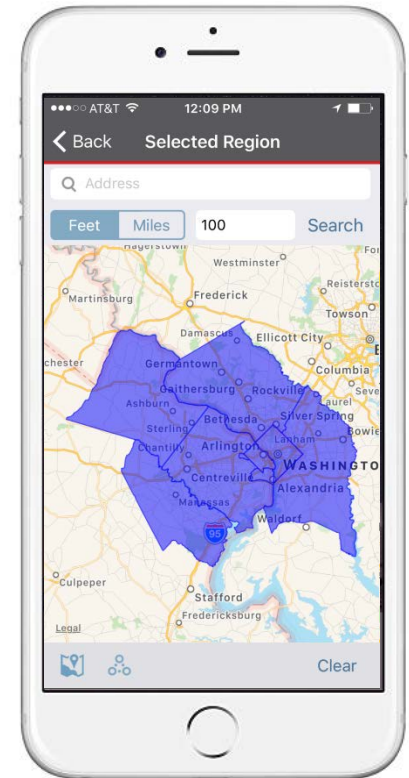
- Part of the NCR contract started in June 2014
- 500+ users
- 11 departments with 9 organizations/systems
- 2 million contacts/recipients
 - 65K internal
 - 1.95M public
- Approx. 205 notifications



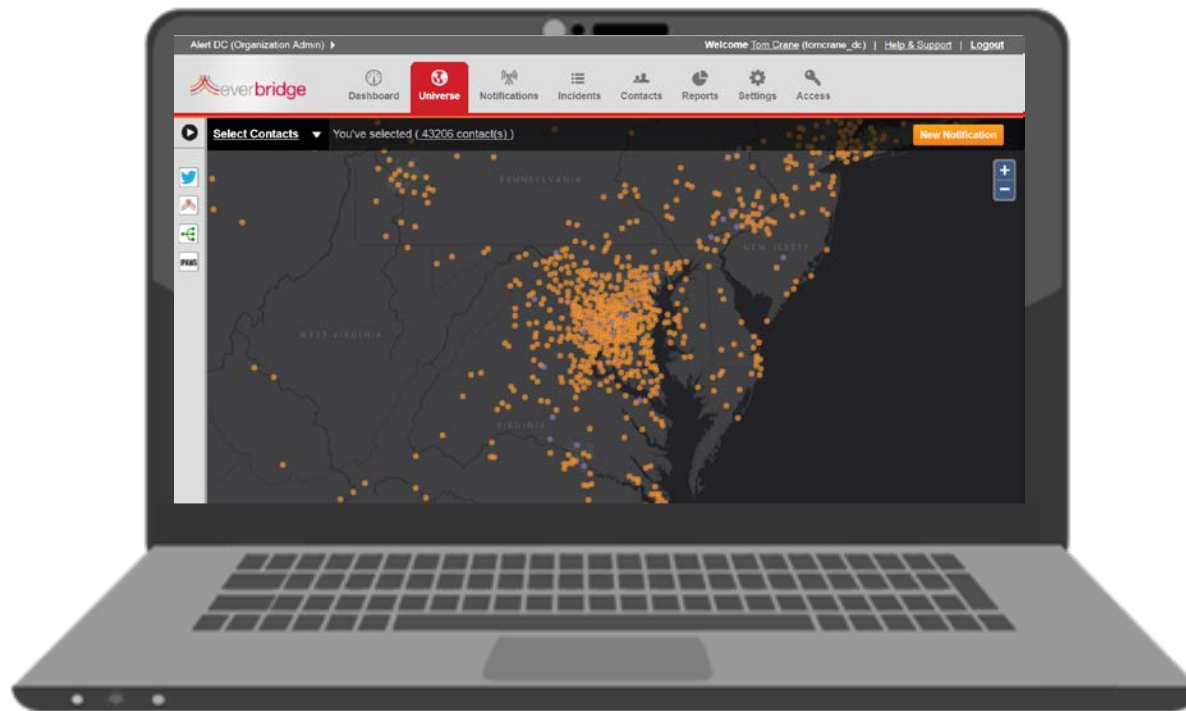
**How many notifications does
DC send per week?**

Background

- DC is uniquely a city/state and our nation's capital
- 61.05 square miles (land only)
- Daily Population Estimate: >1.2 million
 - Resident Population: 680k (2016 Census)
 - Daily Commuters: approximately 450k
 - Prince George's County - 150k
 - Montgomery County - 110k
 - Fairfax County - 96k
 - Arlington County - 49k
 - Prince William County - 22k
 - Loudoun County - 10k



Background



Program Administration

- Participates in Regional System Administrators Group
- DC administers 1 account with 9 distinct organizations
- Leadership involvement
- Policies and procedures
- User Training
 - Initial training
 - Quarterly training
- Routinely gathers feedback
- Routinely implements improvements



What types of capabilities do we use to communicate?

Capabilities

- Multi-modal Alerts
- Mobile and Desktop
- Contact Management
- IPAWS Wireless Emergency Alerts
- API & Dashboard Integration
- Polling for Scheduling and Status Updates
- Conference Calling
- Community Engagement



Capabilities

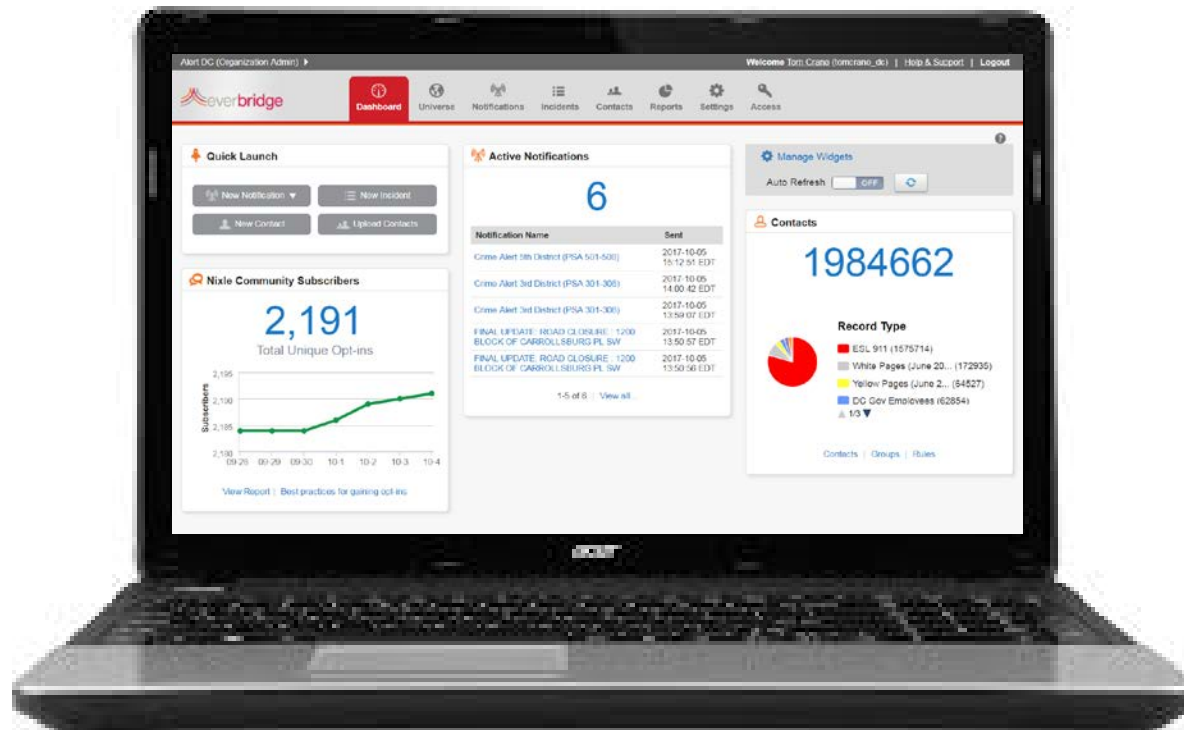
Community Engagement

- Used CE with U.S. Park Police
- USPP accessed the notification system via Nixle and HSEMA accessed it via Everbridge
- Sent 9 event-related notifications to 'INAUG' subscribers
- 17,371 people were reached with CE/Nixle

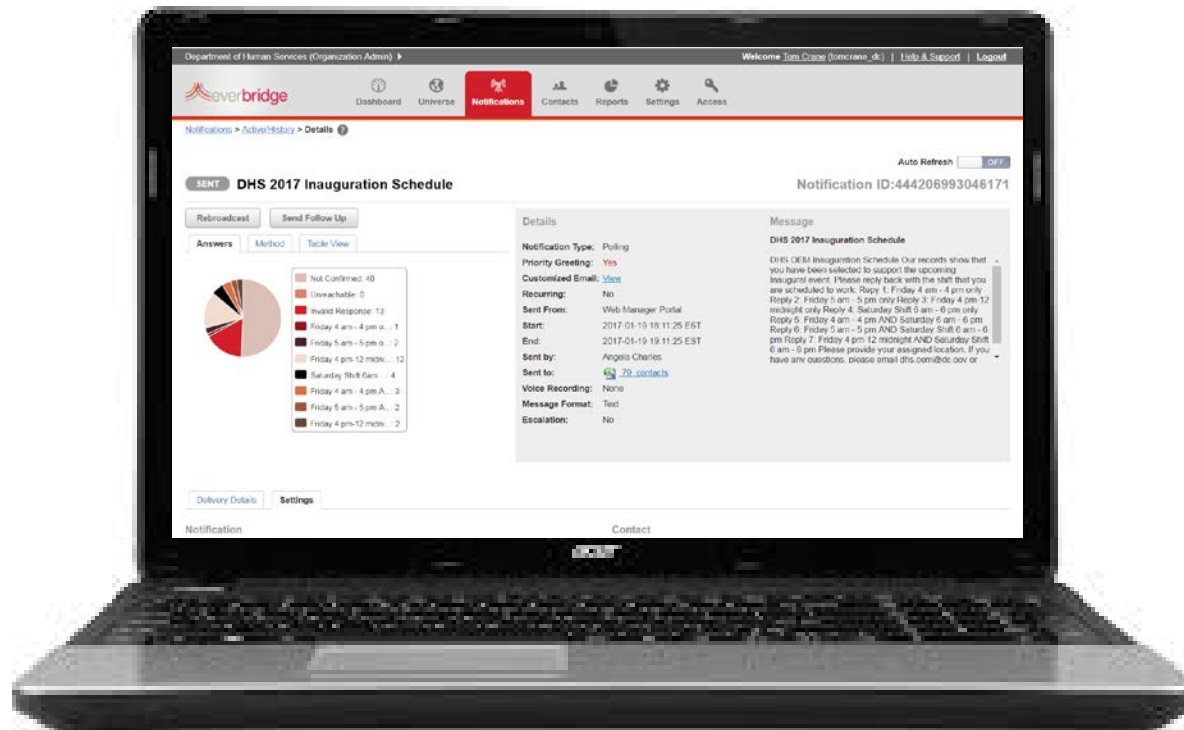


HSEMA's most popular tweet during Inauguration

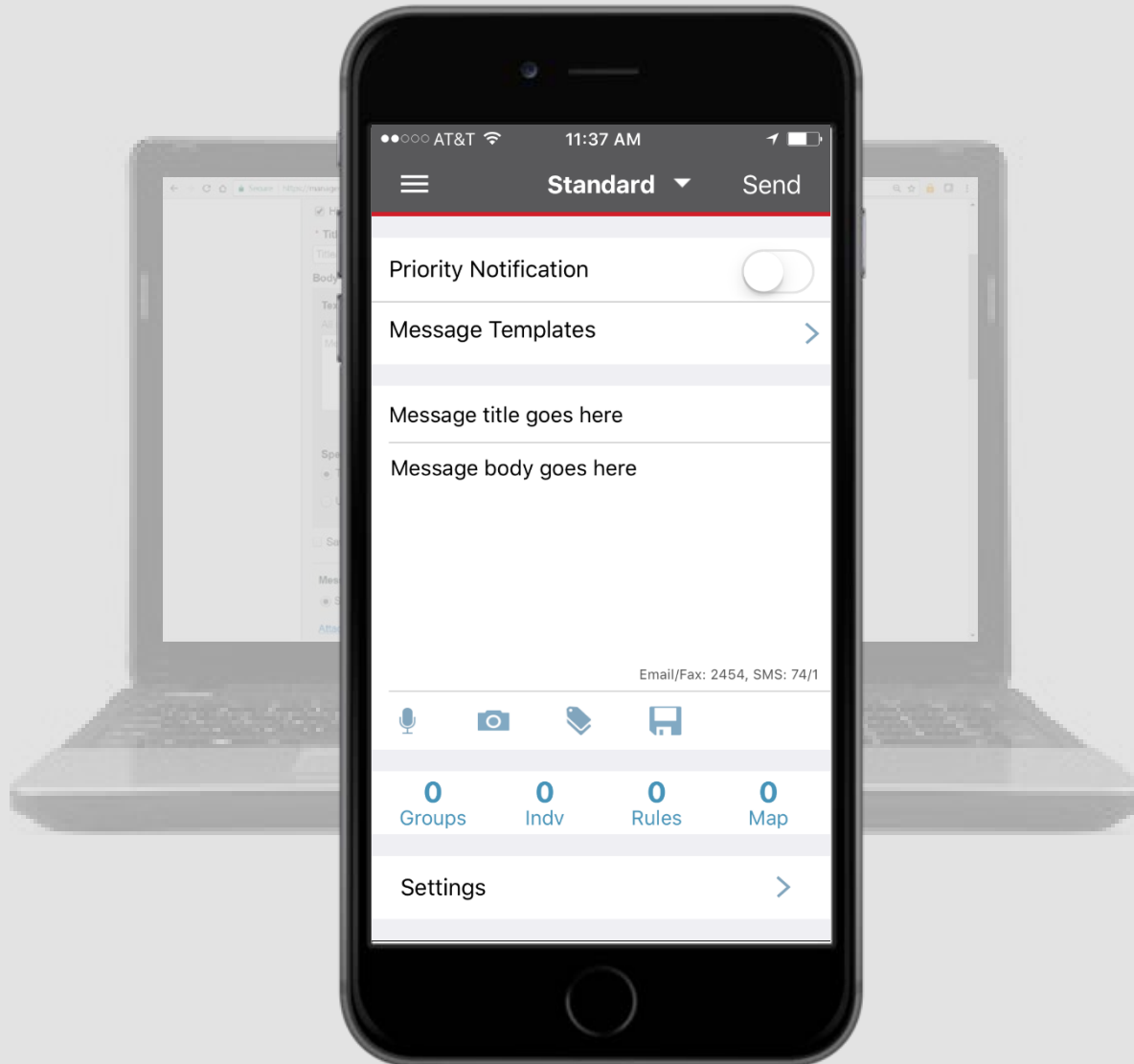
Capability Example - Everbridge Dashboard



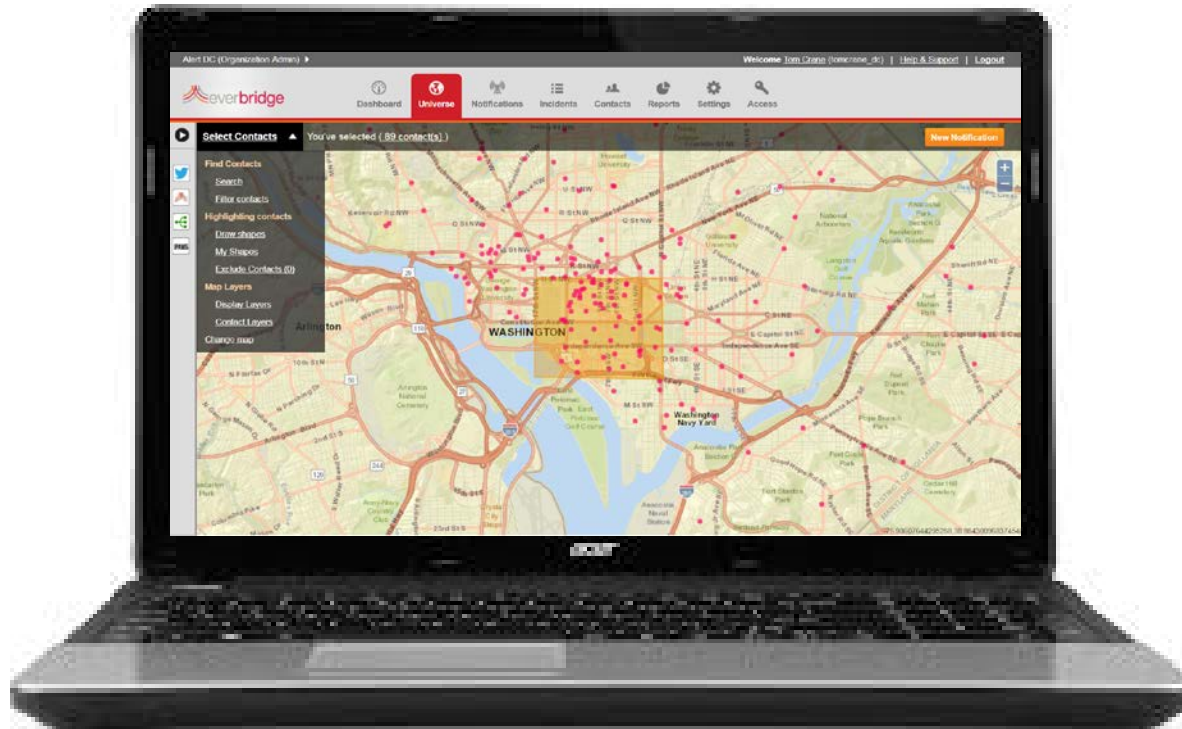
Capability Example - Polling



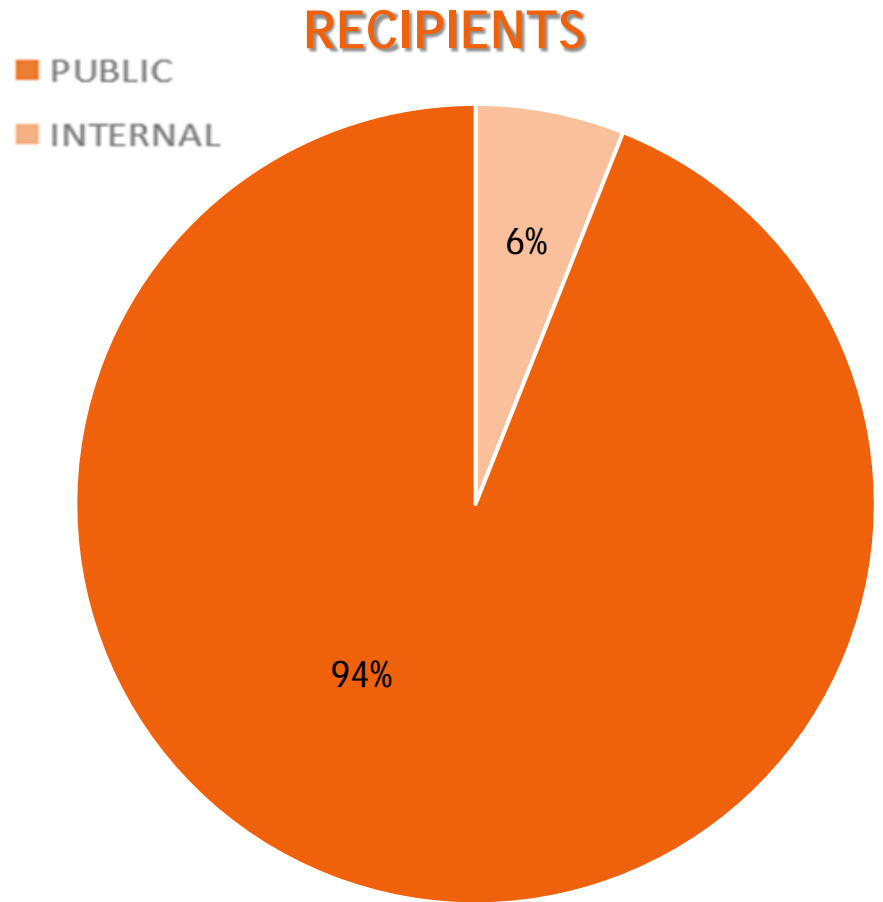
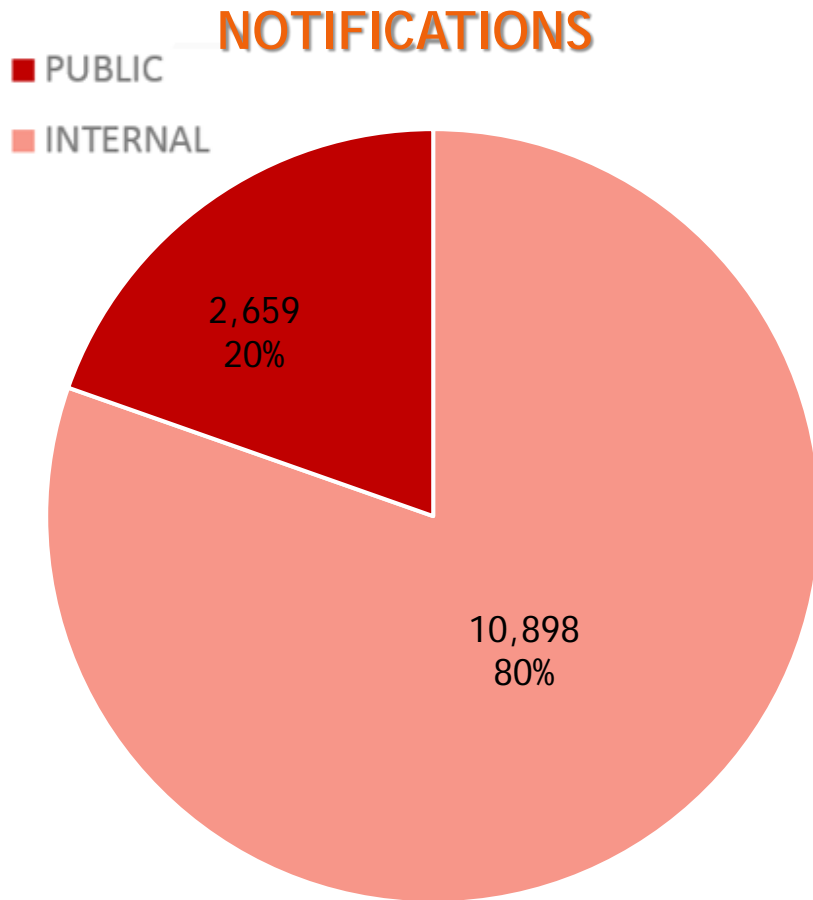
Capability Example - Desktop & Mobile



Capability Example - IPAWS

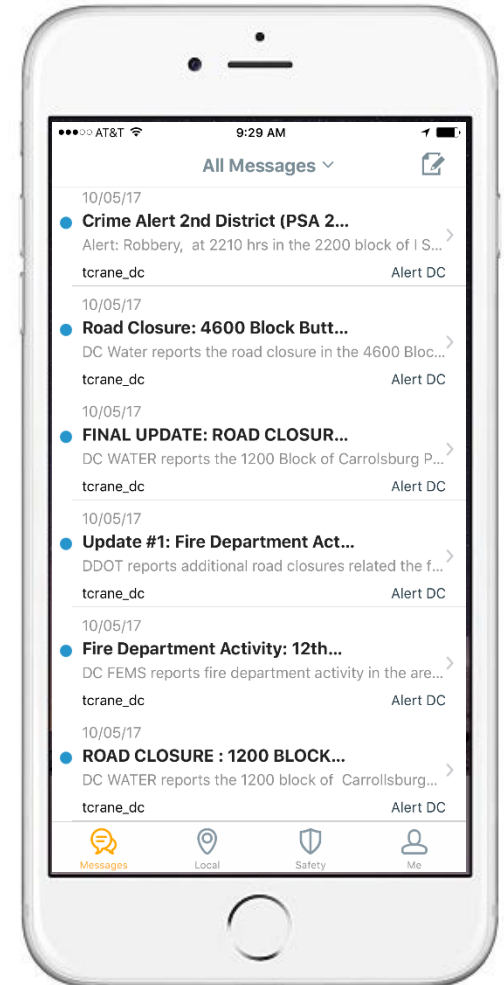


Overall Usage - Q2 2017 Snapshot

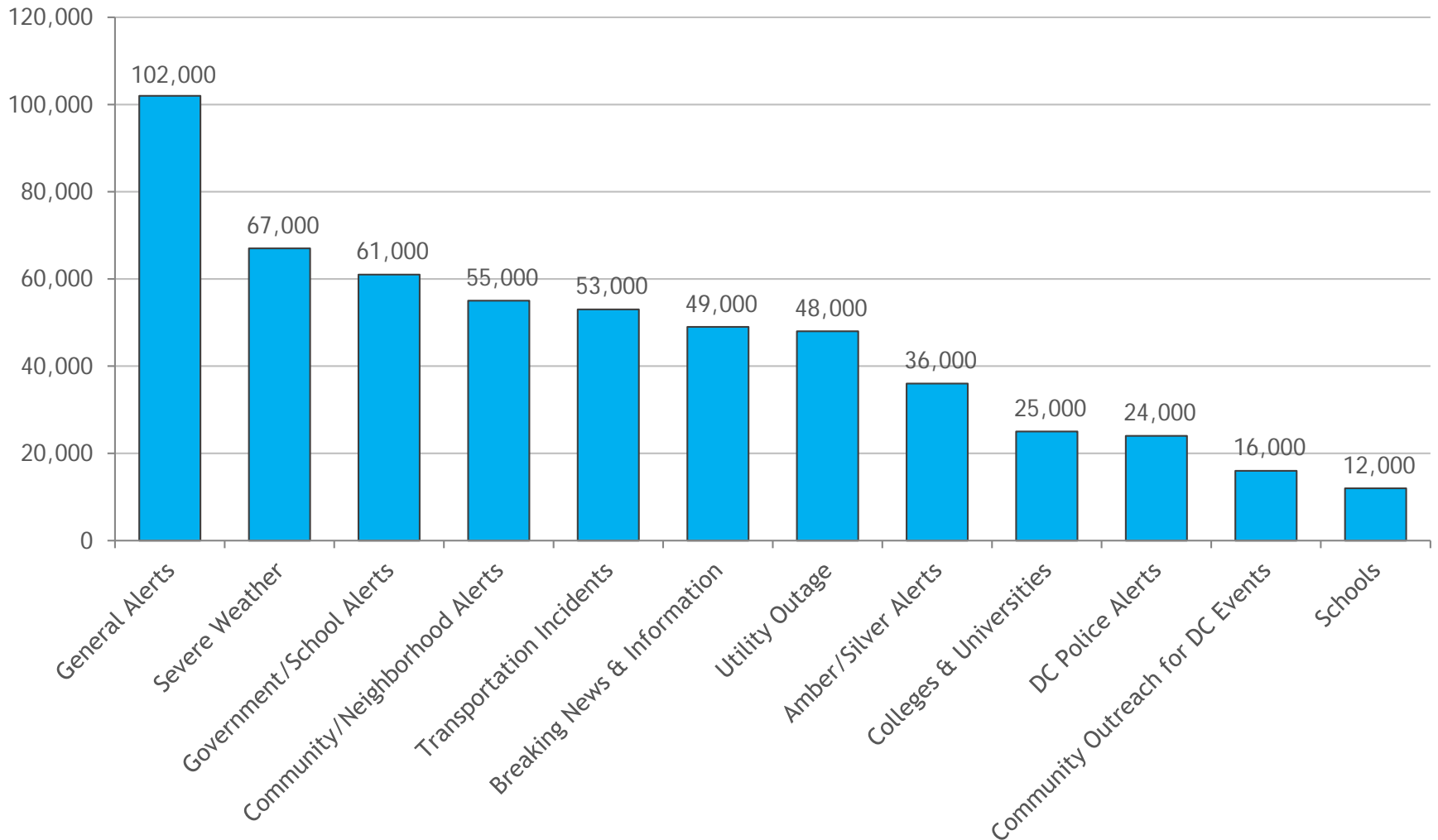


Public Notifications - AlertDC

- Public Contacts/Recipients
 - 100,000+ subscribers
 - 1.8M+ 9-1-1 ESL and White & Yellow Page contacts
- Subscription Totals
 - General Alerts - 102k+
 - Severe Weather - 67k+
 - Government/School Alerts - 61k+
 - Community/Neighborhood Alerts - 55k+
 - Transportation Incidents - 53k+
 - Breaking News & Information - 49k+
 - Utility Outage - 48k+
 - Amber/Silver Alerts - 36k+
 - Colleges and Universities - 25k+
 - DC Police Alerts - 24k+
 - Community Outreach for DC Events - 16k+
 - Schools - 12k+

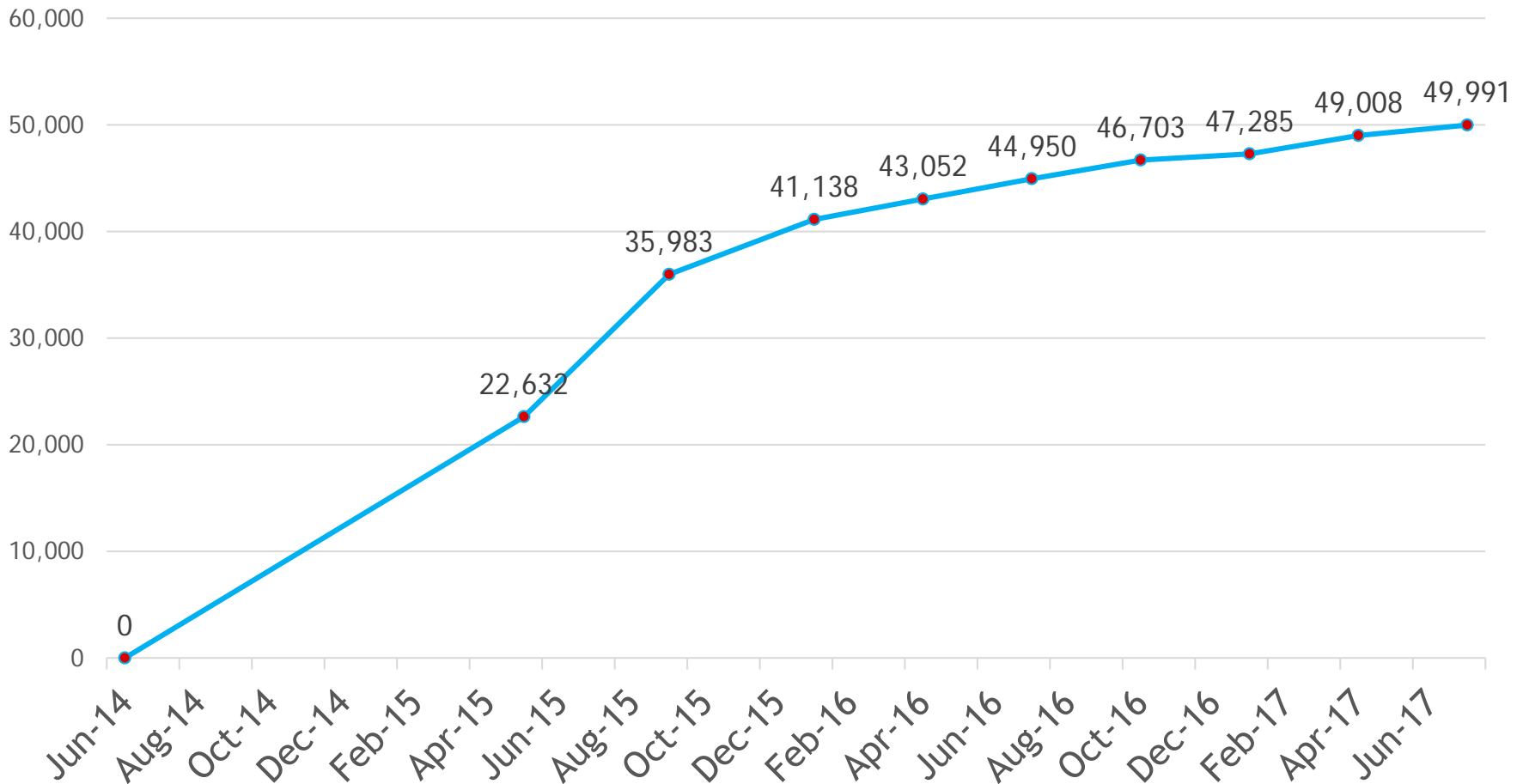


Public Alert Registrants by Subscription

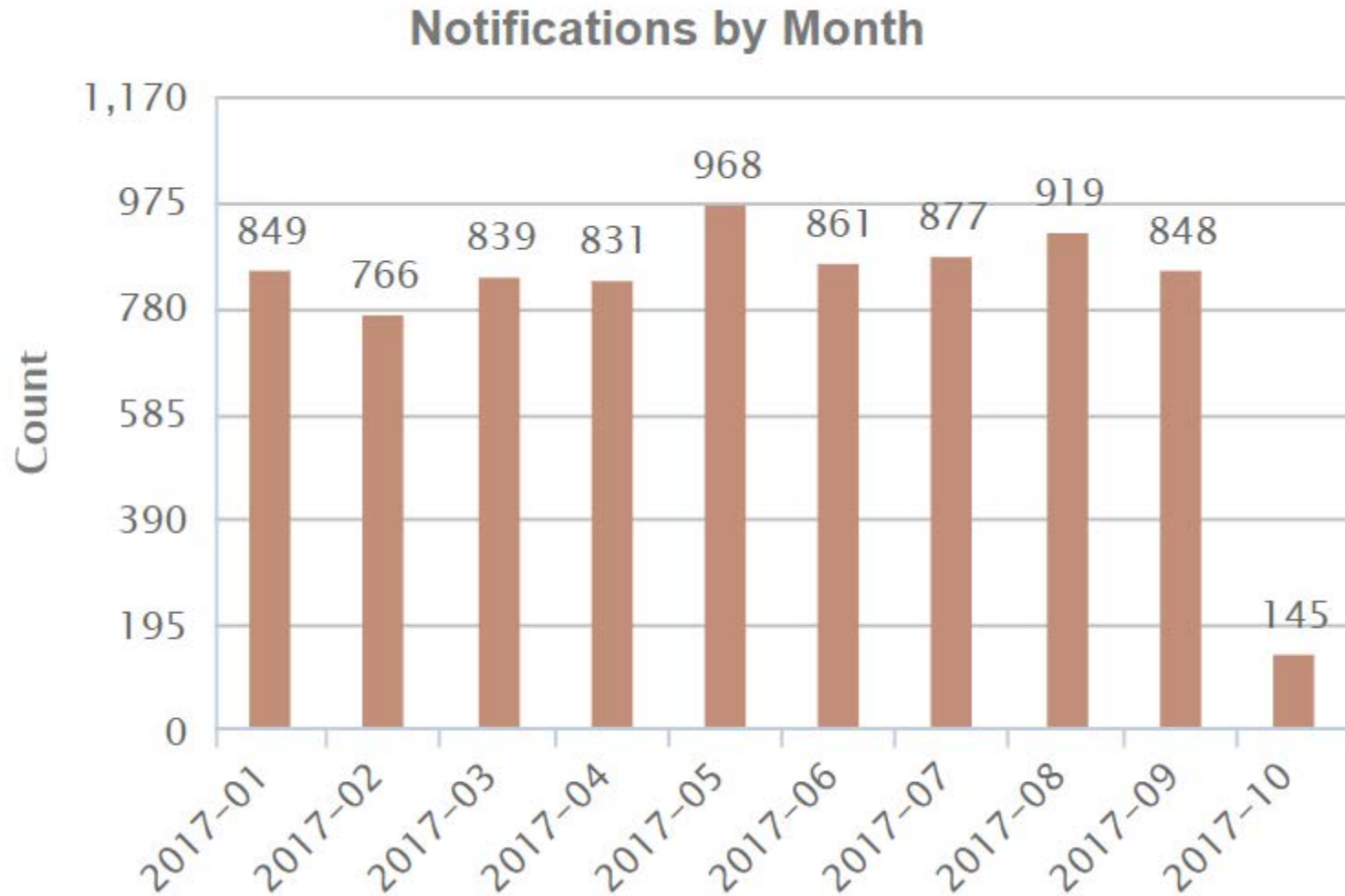


Public Alert Subscribers Since June 2014

AlertDC Web Registrants





AlertDC Notifications in 2017 (Jan 1 - Oct 6)



AlertDC Outreach Campaign


- Website
- Social Media
- Print Ads
- Events






 **DC Homeland Security** 
@DC_HSEMA Following

The easiest way to be aware of what's going on in your neighborhood is to stay informed! Sign up for AlertDC ---> alertdc.dc.gov

Want to know what's going on in your neighborhood? Sign up for AlertDC and have alerts sent to your devices.



 alertdc.dc.gov

hsema.dc.gov   MURIEL BOWSER, MAYOR

Example Utility Outage Alerts

Water Outage: 62nd St NE between Dix St & Clay St NE

DC Water reports a water outage on 62nd St NE between Dix St & Clay St NE. Approximately 8 (10) unit apt buildings, 30 homes and 1 hydrant affected. Estimated time of restoration is 6 to 8 hours.

Power Outage Reported (Brookland)

Pepco reports a power outage in the area around Brookland and University Heights neighborhoods. At this time 726 customers are affected. For more information please contact Pepco at 1-877-737-2662.

Example Severe Weather Alerts

Flash Flood Warning Until 2:15pm

The National Weather Service has issued a flash flood warning until 2:15pm for Northwest DC, Southeast Montgomery County, Northwest PG County, Northern Arlington County, and Northeast Fairfax County. There will be periods of heavy rain and flash floods possible in low lying areas.

FYI: Metro Service Operations for Winter Storm Stella

Metro reports trains will operate on regular weekday schedule on Monday evening. Metrobus service on Monday evening may be delayed or detoured due to road/weather conditions. On Tuesday, the rail system is expected to open at 5 a.m. with service above and below ground. All stations will be open. Trains will operate on a Saturday schedule (about every 12 minutes on each line). The Metrobus service however will start the day on a SEVERE snow service plan. Only selected routes will operate along major roadways. Use Metrorail as alternate if possible.

Example College/University Alerts

Howard University Road Closure

Howard University Police reports the 2500-2700 blocks of 5th Street NW, and the 2200-2400 blocks of 4th Street NW will be closed until 6pm today. Use alternate routes.

Road Closure (George Washington University)

DCFEMS reports H St NW between 21st and 22nd St is closed due to fire activity. Please use alternate route

Example Transportation Alerts

Street Closures: Gas Leak (3800 block of Georgia Ave NW)

Washington Gas reports a gas leak in which the 3800 block of Georgia Ave NW between Randolph St and Quincy St NW is closed at this time. Please use alternate route.

Directions For People Departing The Women's March

For those leaving the Women's March, the best way to get home is to go north or south on any numbered street to find a Metro station. If you are trying to get back to your bus at RFK, please consider walking.

Example Police Alerts

Critical Missing Person / Charles Avery Vincent

MPD has issued a silver alert for Mr. Charles Avery Vincent. Mr. Vincent was last seen Sunday, September 24, 2017 at the 100 block of Peabody St NE. For more information please visit the following link: <https://mpdc.dc.gov/release/critical-missing-person-charles-avery-vincent>

Police Activity (19th and E St. NW)

MPD reports demonstrators (Oromo Community Organization of DC) are marching southbound on 19th St. from E St. NW, towards the State Department at 2201 C St. NW. Please use an alternate route.

Example Neighborhood Alerts

DDOT Press Release: Emergency Parking Restrictions Begin Monday, June 6

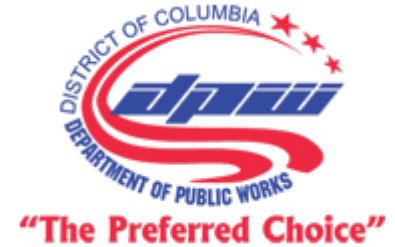
The District Department of Transportation (DDOT) today announced the first phase of emergency measures to mitigate the impact of SafeTrack will begin Monday, June 6. DDOT will extend morning and evening rush hours by 30 minutes Monday through Friday on certain bus priority corridors. On these corridors, morning rush will begin at 7

Cathedral Commons Event / Road Closure: 3700 Block of Newark St NW

MPD reports Newark St NW between Idaho and Wisconsin Ave NW is closed due to the Cathedral Commons Scheduled Event. Effective now until 10:30 pm.

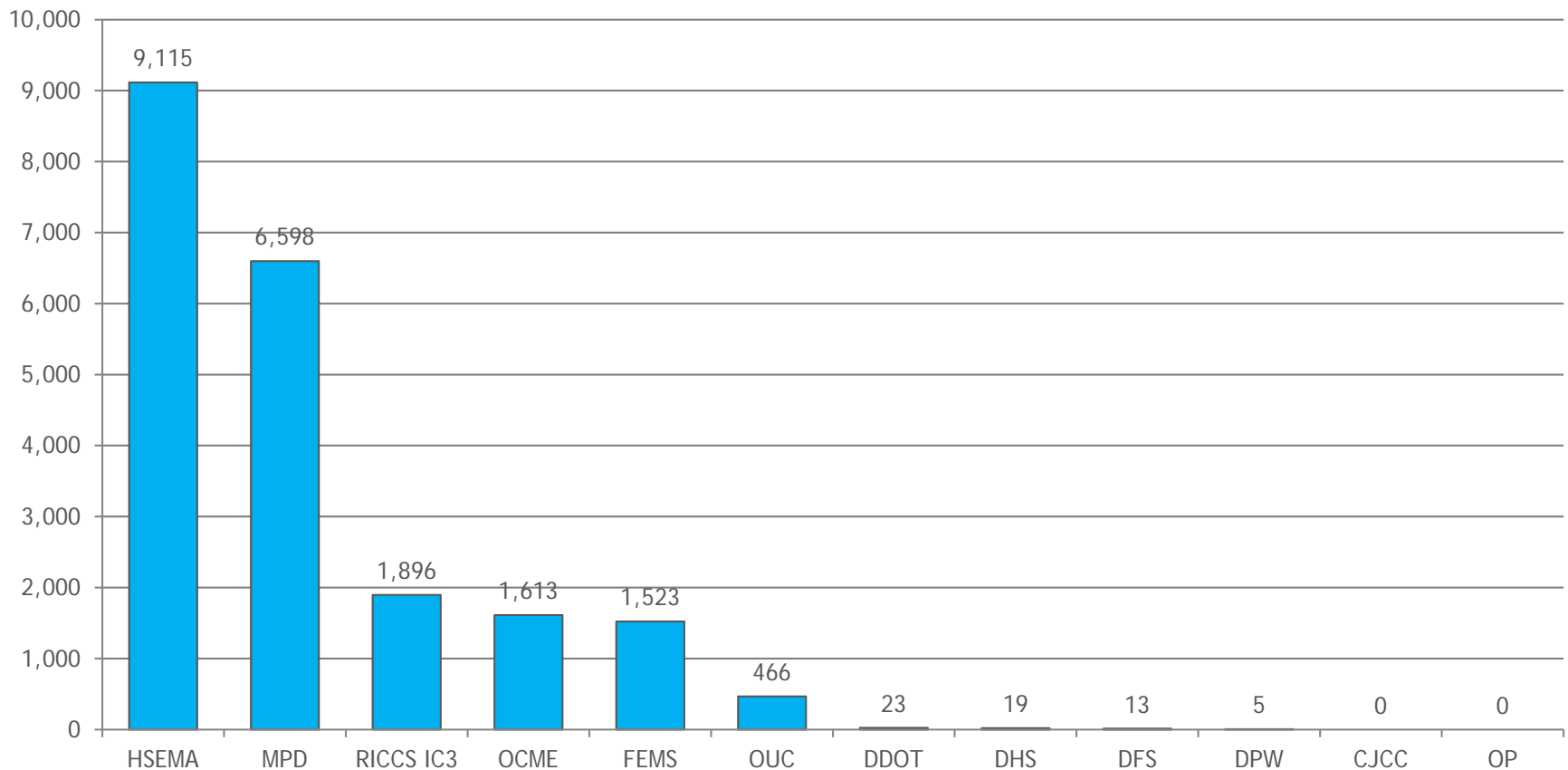
Internal Notifications - Overview

Departments Sending Internal Notifications



Internal Notifications - Overview

Total Notifications by Organization, 2017



HSEMA Usage

- 34 system users
- Sent 9,115 notifications so far in 2017
 - Internal triage before sending public alerts
 - COOP drills and notifications
 - Crisis Management Team (CMT) coordination
 - Building Closures/Alerts



Message

***EXERCISE EXERCISE EXERCISE* HSEMA Watch Center COOP**

EXERCISE EXERCISE EXERCISE The HSEMA Watch Center has implemented its COOP plan. The contact number for the COOP site is XXX.XXX.XXXX or XXX.XXX.XXXX This number will be used until further notice.

HSEMA Usage



Police Department Usage

- 173 system users
- Sent 6,598 notifications so far in 2017
- Purposes/Use Cases
 - Sends public alerts to Police Alerts subscribers
 - Sends internal alerts for...
 - Staffing callout/deployment
 - Overtime scheduling
 - Incident updates
 - Situational Awareness reports



Message

1D Overtime

1D has the following club overtime available: 1D has the following club overtime available Saturday, October 21, 2017 (2) spots at xxxxxx from 2400 to 0330 hours (2) spots at xxxxxx from 2300 to 0330 hours Please email xxxxxxxx@dc.gov if interested in working. Thank you Sent by: xxxx Sent to Metropolitan Police Dept.

Fire & Emergency Medical Services Usage

- 11 system users
- Sent 1,523 notifications so far in 2017
- Purposes/Use Cases
 - Significant incidents
 - Unit availability status updates
 - Injured firefighter notices



Message

Injured Crewmember XX

Injured crewmember on XX transported priority 3 to XX by .XX .

District Department of Transportation Usage

- 17 system users
- Sent 23 notifications so far in 2017
- Purposes/Use Cases
 - Contact information management
 - IT outages
 - COOP



ATTN: 55 M Street Only - Building Access Restricted

ATTN: 55 M Street Only - Good Morning Colleagues, Due to reports of a shooting in the area, the building access has been restricted to only those individuals with card access. We are coordinating with the building manager and with the Metropolitan Police Department and will update you with any changes. Thank you.

Office of the Chief Medical Examiner Usage

- 29 system users
- Sent 1,613 notifications so far in 2017
- Purposes/Use Cases
 - Scene response notifications
 - Specimen pickups
 - Hospital pickups



Message

OCME Notification: Scene Response

O C M EXX is responding to - XX East Capitol Street, SE Case number # XXXX
XX will be requested to respond.

Department of Human Services Usage

- 11 system users
- Sent 19 notifications so far in 2017
 - Staff scheduling (for Inauguration)
 - Building alerts (Water on 9/5/17)
 - AAR Meeting Notices
- Example
 - Water shutoff - building closed



DC | DEPARTMENT *of*
HUMAN SERVICES

Water Shut Off at 645 H Street

645 H Street will be shut down for the remainder of the day. Staff members are expected to return to work (645 H Street location) tomorrow at their regularly scheduled time. Matthew T. Aiken MS-ENDM, RN Chief, Emergency Management DC Department of Human Services Washington DC Get Ready; Stay Ready...

Department of Public Works Usage

- 5 system users
- Sent 5 notifications so far in 2017
- Purposes/Use Cases
 - Snow team communication



Closing Tips

- Get leadership buy-in
- Empower your users
- Offer regular user training
- Be consistent for public alert practices
- Don't over-notify (or under-notify)
- Allow for expanded use to assure max benefit
- Always seek to improve

Questions

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