

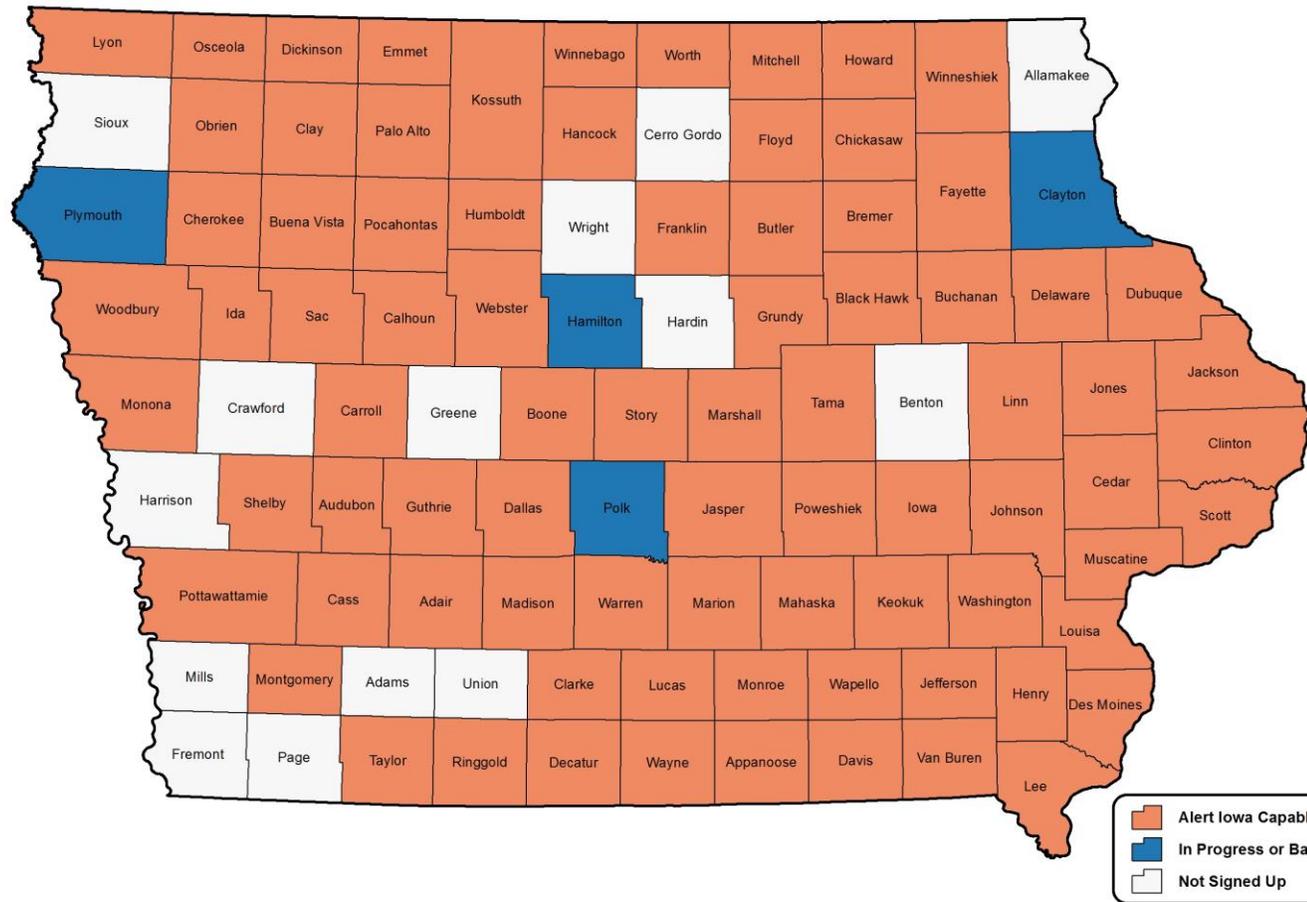


ALERT IOWA 2.0

Samantha Brear, Alert Iowa Program Manager



Alert Iowa County Coverage



➤ 85 counties

ALERT IOWA ACCOUNTS

➤ 8 State Agencies:

- Department of Public Defense, HSEMD, Office of Chief Information Officer, Department of Corrections, Department of Commerce, Workforce Development, Department of Public Safety

ALERT IOWA ACCOUNTS





- Alert Iowa has had a few glitches along the way
- Enhancements and upgrades have occurred
- Encourage optimal account set up to get the best utilization out of your account.

ALERT IOWA ACCOUNTS



- People are selective with how they would like to:
 - Medium and manner in which they receive or send information
 - Depending on the time of day, they can favor one method over another
 - Demographic of your county.
- County Coordinators: Run through your own opt in process from start to finish.
 - Evaluate the complexity and length of each step
 - Make Improvements

OPTIMAL ACCOUNT SET UP



- Landline data is trending downwards and will continue to do so, making it a less viable option.
- Encouraging people to sign up themselves will increase the 'signed up' resident database.
 - Reach more people through the contact paths they prefer.
 - Improve reactions and response of residents.

OPTIMAL ACCOUNT SET UP

Home Logout User Guide Account: State of Iowa Internal Page accessed at: 04:17:24 PM Current time: 03:17:28 PM

Groups

Add a Group Refresh

Title	Users		
*WENS Test	1	Add a Subgroup	Delete
Alert POCs	29	Add a Subgroup	Delete
All County Severe Weather Warnings	5	Add a Subgroup	Delete
County Coordinators	95	Add a Subgroup	Delete
Desktop Alerts	1	Add a Subgroup	Delete
DPD Staff	6	Add a Subgroup	Delete
HSEMD	65	Add a Subgroup	Delete
HSEMD Test Group	2	Add a Subgroup	Delete
IAHIMT Blue	11	Add a Subgroup	Delete
IAHIMT Probationary	1	Add a Subgroup	Delete
IAHIMT Red	10	Add a Subgroup	Delete
IAHIMT White	10	Add a Subgroup	Delete
IT DR Exercise POCs	10	Add a Subgroup	Delete
NWS Des Moines, IA	49	Add a Subgroup	Delete
NWS La Crosse, WI	11	Add a Subgroup	Delete
NWS Omaha, NE	10	Add a Subgroup	Delete
NWS Outages	0	Add a Subgroup	Delete
NWS Quad Cities	23	Add a Subgroup	Delete
NWS Sioux City, SD	13	Add a Subgroup	Delete
OCIO Test Group	1	Add a Subgroup	Delete
Prep Alert Group Placeholder	1	Add a Subgroup	Delete
REP Field Staff	5	Add a Subgroup	Delete
REP SEOC Activation	63	Add a Subgroup	Delete
RepEx Field Staff	7	Add a Subgroup	Delete
RepEx SEOC Activation	65	Add a Subgroup	Delete
SEOC Activation	59	Add a Subgroup	Delete



- ▶ Try not to use white page data
- ▶ Only use 911 data when initiating a message to a small population

OPTIMAL ACCOUNT SET UP: GROUPS

- There have been delays in members of the public receiving weather alerts when sent out to large groups (1000+)
- Most local telephone company switches cannot handle a substantial amount of phone calls at one time
- Inspiron does not have the capability of throttling back the number of calls sent at one time, so all the calls go out at once
- Encourage you to not send voice calls to your entire county and to use the mapping function instead so that you can target a specific population area
- SMS and email option



TELEPHONE SYSTEM



Default Medium: Voice SMS Email Pager Desktop IPAWS

Select which methods are selected by default when sending Single Alerts and creating new Prepared and NOAA Alerts.

Enable Voice Medium

The Voice medium will be available for Alerts.

Use Voice Intro Message

The introductory message asking the user to press any key to hear the message and can be replaced by an administrator's intro message. It is used to determine voice mail vs. human.
The default value is: *Press any button for an important message from State of Iowa Internal.*

[Enter a Custom Intro](#)

Voice Caller ID Number:

The Caller ID number voice messages will be coming from. Contact your account manager to change this number.

Administrator Email:

This email address will receive notifications when alerts are sent.

Message Originating Email:

Email alert messages will originate from this address.

- Utilize SMS more frequently for weather alerts
- Default medium SMS

OPTIMAL ACCOUNT SET UP: DEFAULT MEDIUM

Default Medium: Voice SMS Email Pager Desktop IPAWS

Select which methods are selected by default when sending Single Alerts and creating new Prepared and NOAA Alerts.

Enable Voice Medium

The Voice medium will be available for Alerts.

Use Voice Intro Message

The introductory message asking the user to press any key to hear the message and can be replaced by an administrator's intro message. It is used to determine voice mail vs. human.
The default value is: *Press any button for an important message from State of Iowa Internal.*

[Enter a Custom Intro](#)

Voice Caller ID Number:

The Caller ID number voice messages will be coming from. Contact your account manager to change this number.

Administrator Email:

This email address will receive notifications when alerts are sent.

Message Originating Email:

Email alert messages will originate from this address.



- Voice caller ID should be recognizable
- Email address should be recognizable
- Education on text aggregator 69310

OPTIMAL ACCOUNT SET UP:

Home Logout | User Guide

Add NOAA Alert

ArcGIS | Google maps

* Title:

Alert Description:

* Active: Yes No

* Regulate Time: Yes No

Alert can be triggered *during* this time only.

From: :

To: :

- One-Time Alert
- Send Single SMS
- Prepared Alerts
- NOAA Alerts
- Users & Groups
 - Users
 - Groups
- Alerts & Messages
 - Alert Log
 - SMS Replies
- Statistics
 - System Usage
 - Data Inventory
- System Settings
 - Account Settings
 - Administrators
 - Keywords
 - Login History



- Time restrictions on alerts
- Customize weather alerts. Which ones are most valuable - Tornado Warning and Flash Flood Warning?

OPTIMAL ACCOUNT SET UP: TIME RESTRICTIONS



IPAWS Integration Environment: Production (200077) Test (150067)

19153 - Polk

FIPS Code: Country:

- IPAWs production and test environment

OPTIMAL ACCOUNT SET UP: IPAWS

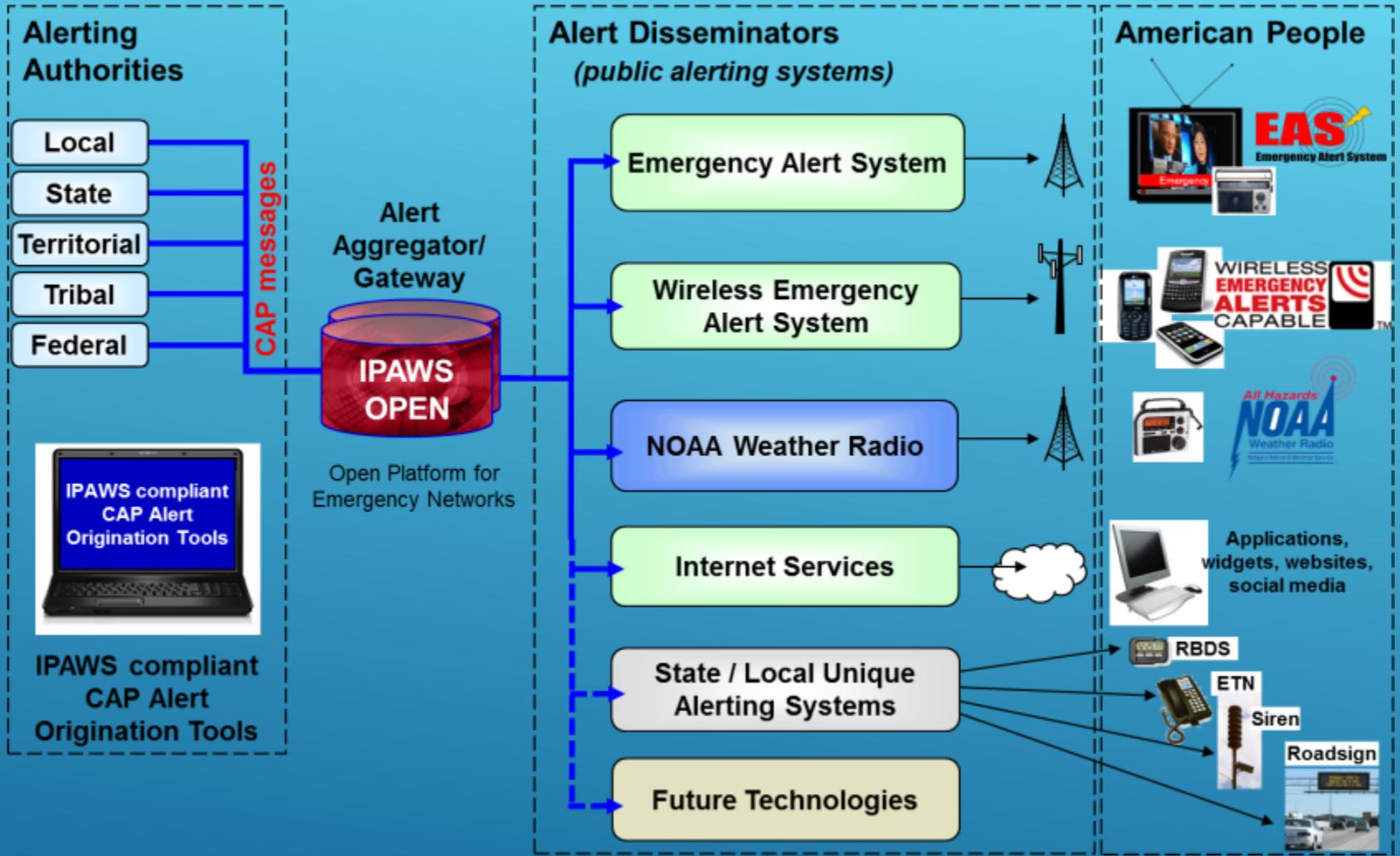


- ▶ Set up your account the preferred way you will reap the benefits

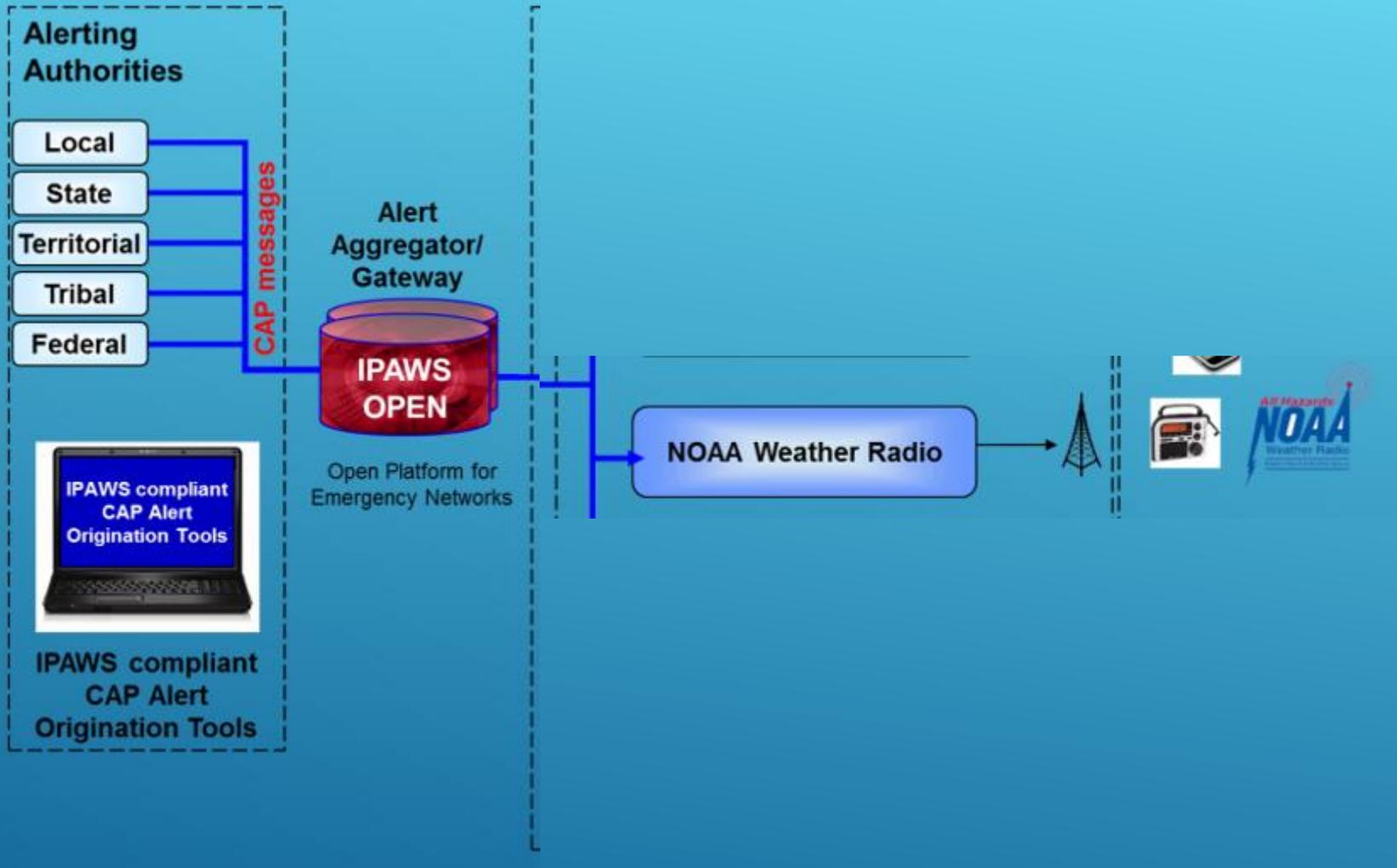
OPTIMAL ACCOUNT SET UP

INTEGRATED PUBLIC ALERT AND WARNING SYSTEM (IPAWS)

- What is IPAWS and how can it benefit you?

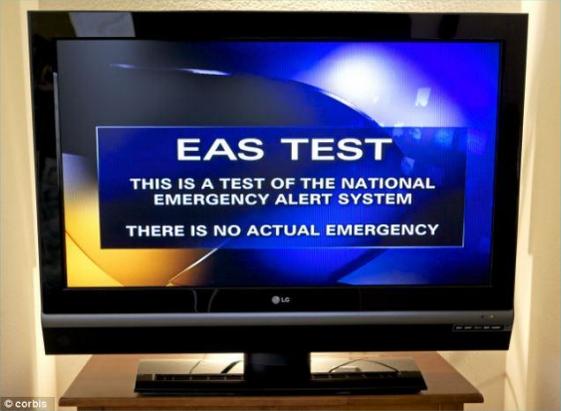
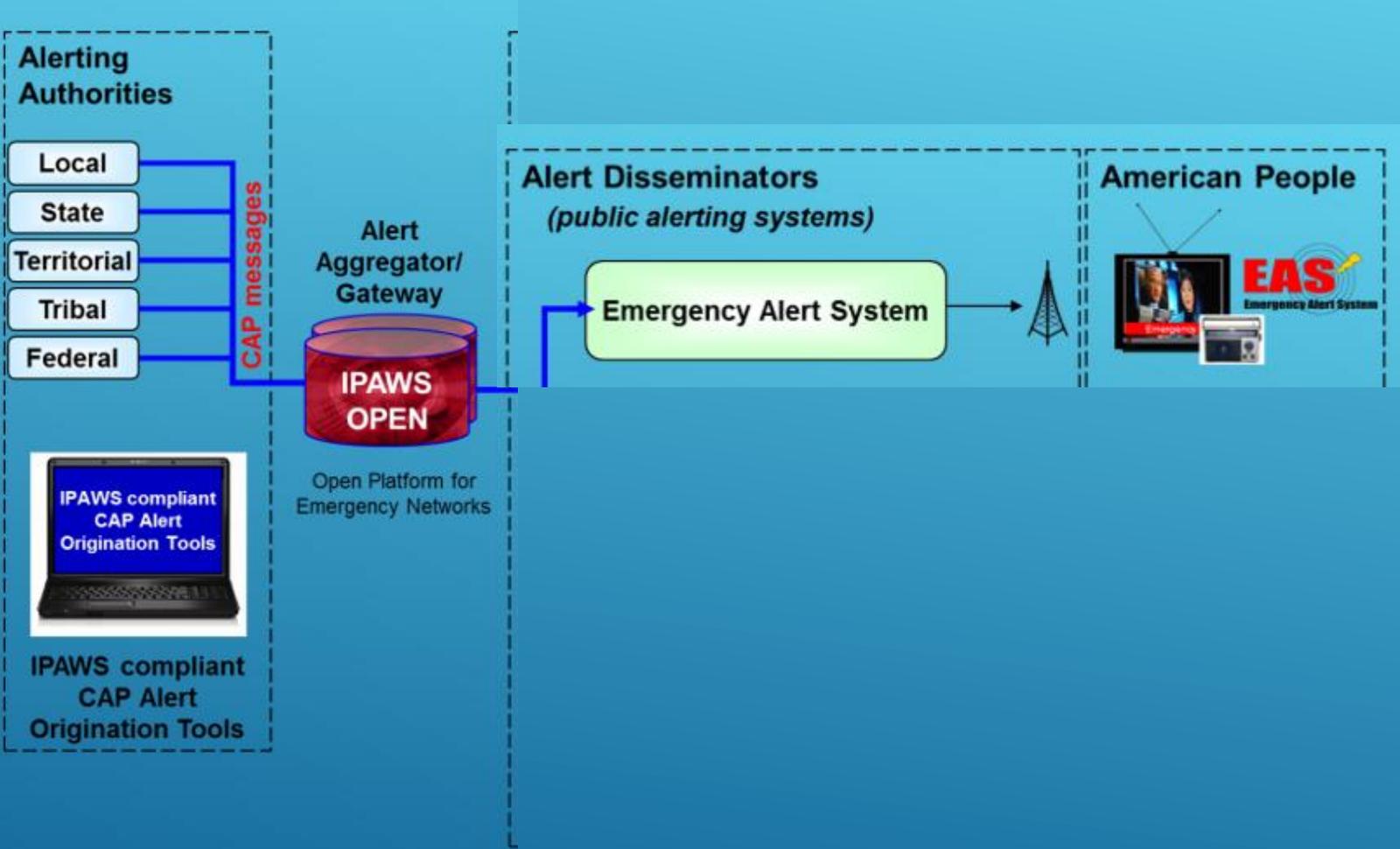


IPAWS ARCHITECTURE

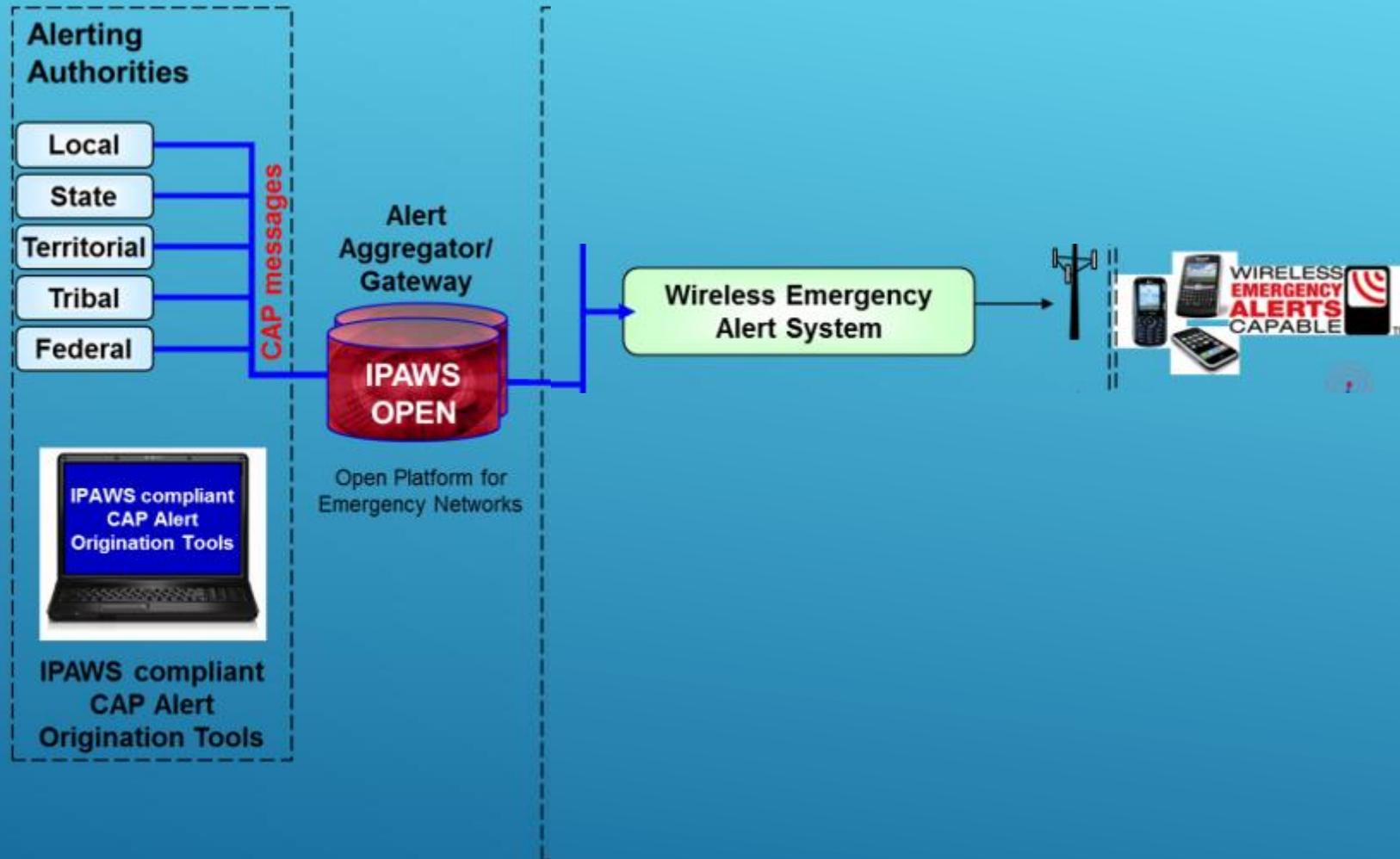


NOAA WEATHER RADIO

RADIO AND TELEVISION



EMERGENCY ALERT SYSTEM (EAS)



WIRELESS EMERGENCY ALERT (WEA)

- IPAWS is the only way emergency managers can send Wireless Emergency Alerts (WEA)
- Enables authorized public safety officials to send **90 character, geographically targeted, emergency alerts** to cellular phones in a danger zone
- Uses **“cell broadcast”** technology to avoid network congestion
- Cellular carrier participation voluntary
 - Most Commercial Mobile Service Providers (CMSP) have opted into WEA
- Citizens may opt-out of receiving alerts
 - New phones are delivered opted-in



WIRELESS EMERGENCY ALERT (WEA)



- Significantly different from SMS/email based alerting systems
 - **Not subscription based** -- true location based alerting
 - Sends alerts to phones in an area - not to a database of phone numbers
 - **For “Alerts” only**.... not for notification type messages
 - Only for emergencies categorized as:
 - **Imminent Threat (Severity, Urgency, Certainty)**
 - **AMBER / Child Abduction Emergency**
 - **Presidential (***) Cannot Opt-Out (***)**



WIRELESS EMERGENCY ALERT (WEA)



How much does it cost?

- IPAWS is FREE!

How long from "hit send" until "hit phone"?

- About 10 seconds

How many people will receive the alert?

- Probably about 30% ...compare with other alerting technologies
- Public opt out, § 10.510, incompatible phone, incompatible network



WEA COMMON QUESTIONS



2,096,839

- Alert messages processed by IPAWS

27,509

- Wireless Emergency Alerts (WEA) messages sent

6,788

- Emergency Alert System (EAS) messages sent

2

- Non-Weather Emergency Messages (NWEM) sent via NOAA Weather Radio

CURRENT USAGE AND STATISTICS

(AS OF SEPTEMBER 5, 2016)

1,419,003

- Alert messages processed by IPAWS

15,431

- Wireless Emergency Alerts (WEA) messages sent

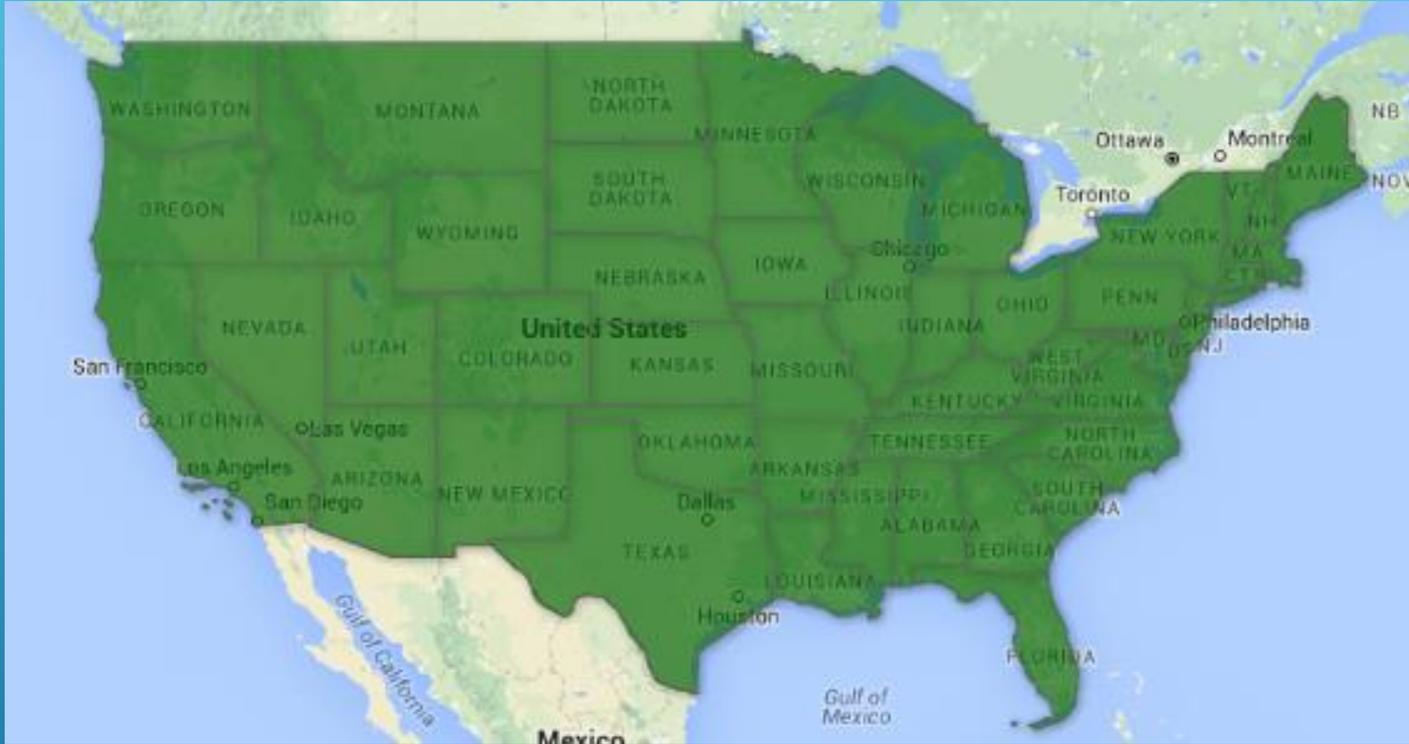
3,609

- Emergency Alert System (EAS) messages sent

2

- Non-Weather Emergency Messages (NWEM) sent via NOAA Weather Radio

CURRENT USAGE AND STATISTICS (AS OF APRIL 22, 2015)



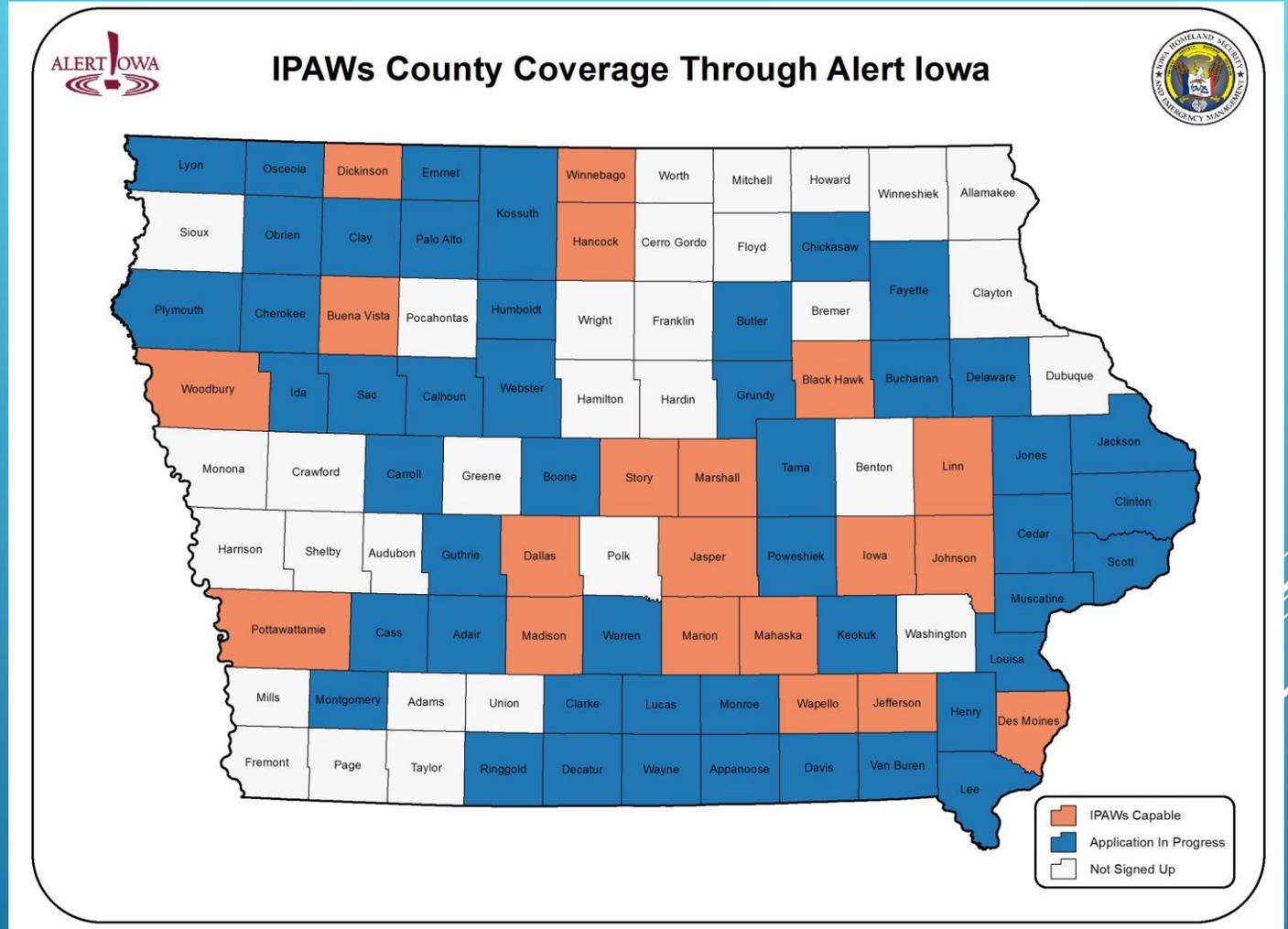
Complete	In Process
714 Local	282 Local
59 State-wide	2 State-wide
1 Tribal	1 Tribal
11 Federal	46 Federal
3 Territory	

WHO CAN ALERT TODAY (AS OF SEPTEMBER 5, 2016)

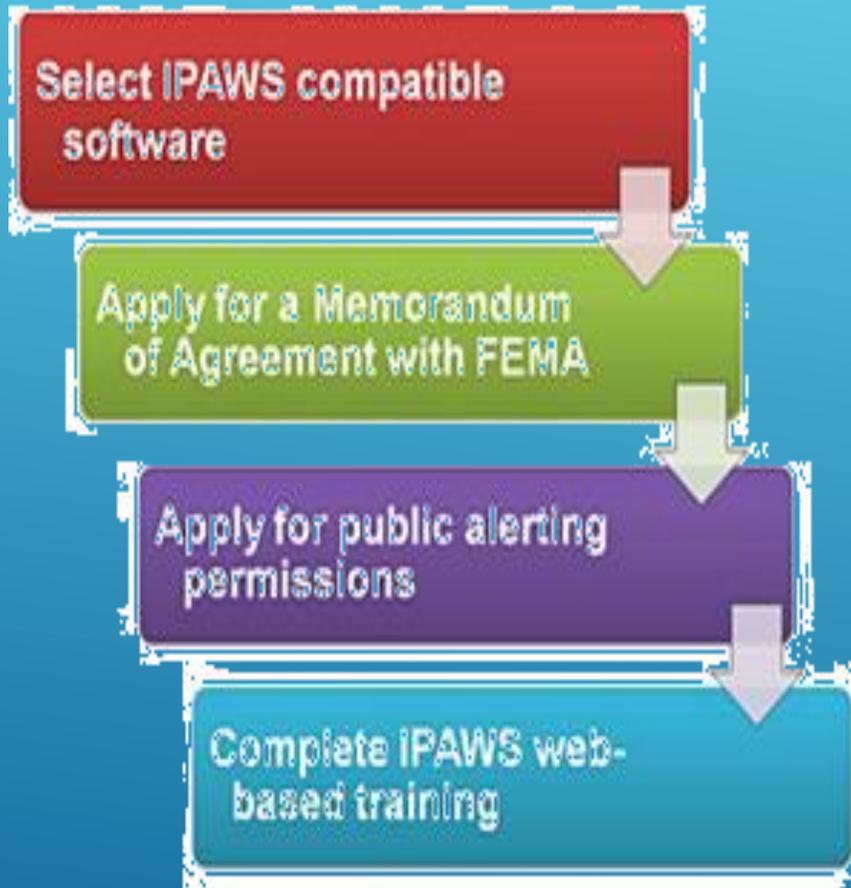
<http://www.fema.gov/integrated-public-alert-warning-system-authorities>

IOWA STATISTICS

- 21 counties have the IPAWs capability
- 48 counties are in the application process



Who Can Alert Today (as of September 5, 2016)



- Obtain an IPAWS-compatible alerting tool
- Complete a Memorandum of Agreement
 - Request MOA Application from IPAWS@FEMA.gov
 - FEMA will create an MOA for you to sign
 - With a signed MOA, FEMA will set up your COG and send your digital certificate (to be installed in your alerting tool)
- Complete the “Public Alerting Application”
 - Coordinate with the state and obtain signature
- Complete IPAWS web-based training
 - With a signed “Public Alerting Application” and training certificate, FEMA will enable your alerting permissions and you’re good to go

IPAWS PUBLIC ALERTING REQUIREMENTS

MOA Application

FEMA and Collaborative Operating Group (COG)
for Access to IPAWS-OPEN by Interoperable Software System(s)

Name of Sponsoring Eligible Organization:

Individual who will sign the MOA

Name:

Primary Point of Contact

Name:

Email:

Organization:

Mailing Address:

City:

Alternate Point of Contact

Name:

Email:

Organization:

Mailing Address:

City:

Technical Point of Contact

Name:

Email:

Organization:

Mailing Address:

City:

Memorandum of Agreement
MOA
between the
«Name of Sponsoring Eligible Organizations»
and the



Federal Emergency Management Agency
Integrated Public Alert
(IPAWS) Program Notice

Regarding the use of:
«Name of Sponsoring Eligible Organization»
Interoperable Software System(s)
an
IPAWS OPEN Platform for
(IPAWS-OPEN)

Version

WARNING: This document is FOR OFFICIAL USE ONLY (FOUO) public release under the President John F. Kennedy Act, 5 U.S.C. 552a, authorized, classified, and approved in accordance with the policies and procedures of the Department of Homeland Security. It is not to be released to the public or other personnel not authorized to receive it. If you are a contractor or subcontractor, you must ensure that this information is not disseminated to the public or other personnel not authorized to receive it.

Rules of Behavior

1.0 INTRODUCTION

The following rules of behavior apply to all persons with application access to «Name of Sponsoring Eligible Organization» Interoperable System(s) and/or who have been issued a COGID with associated credentials for IPAWS-OPEN. These individuals shall be held accountable for their actions related to the information resources provided to them and shall comply with the following rules or not using their access privileges. The Rules of Behavior apply to users on without regard to whether they are using primary workstations (e.g., Emergency Operations Center (EOC)) and all other alternative workstations (e.g., laptop/mobile phone, tablet or mobile personal digital assistants (PDA) or e.g. from IPAWS), cell phones, Web messaging systems (e.g., BlackBerry), and other mobile devices (e.g., tablet, smartphone, etc.) and all other mobile devices (e.g., COGID, etc.). IPAWS also encompasses IPAWS-OPEN and other IPAWS-OPEN related systems and services. These Rules of Behavior are consistent with existing IPAWS policies and IPAWS Information Technology (IT) Security directives and are intended to inform the accountability of users' responsibilities regarding accessing, using, receiving and/or transmitting information using IPAWS-OPEN.

2.0 APPLICATION RULES

2.1 Official Use

- IPAWS-OPEN is a Federal application to be used only in the performance of the user's official duties or support of public safety as intended in the National Incident Management System (NIMS).
- The use of the IPAWS-OPEN for unauthorized activities is prohibited and could result in revocation without warning, loss of access rights, and/or criminal or civil prosecution.
- By utilizing IPAWS-OPEN, the user of the interoperable system(s) consents to allow system monitoring to occur as necessary to support public safety in being operational.
- Users will be held accountable for safeguarding all configuration items and information used with IPAWS-OPEN. Users are prohibited from changing the information with supporting system, components and any other entities providing system support or that interface to systems. Users will be held accountable in the event of a security breach or disclosure of sensitive configuration information such as digital certificates. Such users understand that the use of digital signatures used on behalf of the COGID or issuing for the COGID and COGID will be held accountable accordingly. In the event sensitive information is reported, a breach of IPAWS-OPEN may be immediately resolved.
- If software interoperating with IPAWS-OPEN enables users to post target public alert messages by means of geospatial polygons or circles, then the user shall restrict any such geospatial boundaries to its territory within the geographic limits of their public safety authority to the best of their ability, as determined by applicable laws and/or state-authorized capabilities.

2.2 Access Security

- All email addresses provided in connection with interoperable system(s) user accounts must be associated to an approved email account assigned by the user's emergency management organization. The use of personal email accounts to receive emergency messages through IPAWS-OPEN is prohibited.
- Users approved for the MOA by FEMA, a COGID member with COGID and Digital Certificates will be provided and issued to the designated technical representative. All individuals with knowledge of these credentials must not share or offer these authorization mechanisms without explicit approval from IPAWS.
- Every IPAWS-OPEN system user is responsible to provide account security that is related to their use of IPAWS-OPEN and shall adhere to these Rules of Behavior.

➤ Memorandum of Agreement

- MOA Application identifies county organization name, POCs, alerting tools used
- MOA establishes the relationship between the county and FEMA, connection, communications, security
- Includes the Rules of Behavior defining official use, password rules, accountability

REQUIRED DOCUMENTATION

Name of Sponsoring Eligible Organization:

Individual who will sign the MOA on behalf of the Sponsoring Eligible Organization

Name: **Title:**

Primary Point of Contact

Name: **Title:**

Email: **Telephone:**

Organization:

Mailing Address:

City: **State:** **Zip Code:**

Alternate Point of Contact

Name: **Title:**

Email: **Telephone:**

Technical Point of Contact

Name: **Title:**

Email: **Telephone:**

Public Alerting Application

Form Name: _____ Date: _____

Dissemination Systems Requested:

Emergency Alert System (EAS)
 Commercial Mobile Alert System (CMAS)
 National Weather Service All Hazards Emergency Message Collection System (NasCollect)

Is this a statewide system?
Yes No

If no, please list the name(s) and FIPS Code(s) for your geographic area of responsibility:
(When additional pages are needed)

Name: _____ FIPS Code: _____

Event Codes: (Check all that apply)

<input type="checkbox"/> Aesthetic Warning (AW)	<input type="checkbox"/> Air Enforcement Warning (AEW)	<input type="checkbox"/> Administrative Message (ACM)
<input type="checkbox"/> Civil Danger Warning (CDW)	<input type="checkbox"/> Civil Area Emergency (CAE)	<input type="checkbox"/> Aesthetic Warning (AW)
<input type="checkbox"/> Civil Emergency Message (CEM)	<input type="checkbox"/> Nuclear Power Plant Warning (NPPW)	<input type="checkbox"/> Child Abduction Emergency (CAE)
<input type="checkbox"/> Earthquake Warning (EQW)	<input type="checkbox"/> Radiological Hazard Warning (RH-W)	<input type="checkbox"/> Telephone Outage Emergency (TOE)
<input type="checkbox"/> Evacuation Imminent (EVI)	<input type="checkbox"/> Shelter in Place Warning (SPW)	<input type="checkbox"/> Ice Codes
<input type="checkbox"/> Fire Warning (FW)	<input type="checkbox"/> Hazmat Warning (HW)	<input type="checkbox"/> Suspended Work: Two (SW2)
<input type="checkbox"/> Hazardous Materials Warning (HMW)		<input type="checkbox"/> Suspended Work: Ten (SW10)

The undersigned has reviewed this application and the public alerting authorities requested by the applicant are consistent with the state Emergency Alert System plan, FEMA's Alert System plan, or other operational public warning plans.

For the State of _____ Agency: _____
Signature: _____ Date: _____
Name: _____ Title: _____
Email: _____ Telephone: _____



- Public Alerting Application
 - Defines what areas you can alert, what event codes
- Training Certificate
 - High level training on IPAWS alerting concepts
 - Strongly recommend specific training for your alerting tool, follow best practices, coordinate with state and neighboring counties

REQUIRED DOCUMENTATION

Application for IPAWS Public Alerting Authority

COG Name: COG ID#:

Dissemination Systems Requested:

- Emergency Alert System (EAS)
- Commercial Mobile Alert System (CMAS)
- National Weather Service All Hazards Emergency Message Collection System (HazCollect)

Is this a statewide system?

Yes No

If no, please list the name(s) and FIPS Code(s) for your geographic area of responsibility:

[Attach additional pages as needed]

Name:

FIPS Code:

Event Codes: *[Check all that apply]*

EAS/CMAS/HazCollect

- Avalanche Warning (AVW)
- Civil Danger Warning (CDW)
- Civil Emergency Message (CEM)
- Earthquake Warning (EQW)
- Evacuation Immediate (EVI)
- Fire Warning (FRW)
- Hazardous Materials Warning (HMW)
- Law Enforcement Warning (LEW)
- Local Area Emergency (LAE)
- Nuclear Power Plant Warning (NUW)
- Radiological Hazard Warning (RHW)
- Shelter in Place Warning (SPW)
- Volcano Warning (VOW)

EAS/HazCollect Event Codes

- Administrative Message (ADR)
- Avalanche Watch (AVA)
- Child Abduction Emergency (CAE)
- Telephone Outage Emergency (TOE)

Test Codes

- Required Monthly Test (RMT)
- Required Weekly Test (RWT)

ALERTING AUTHORITY FORM

IPAWS Integration Environment: Production (200077) Test (150067)

19153 - Polk

Remove

FIPS Code:

Country:

Add

Submit Changes

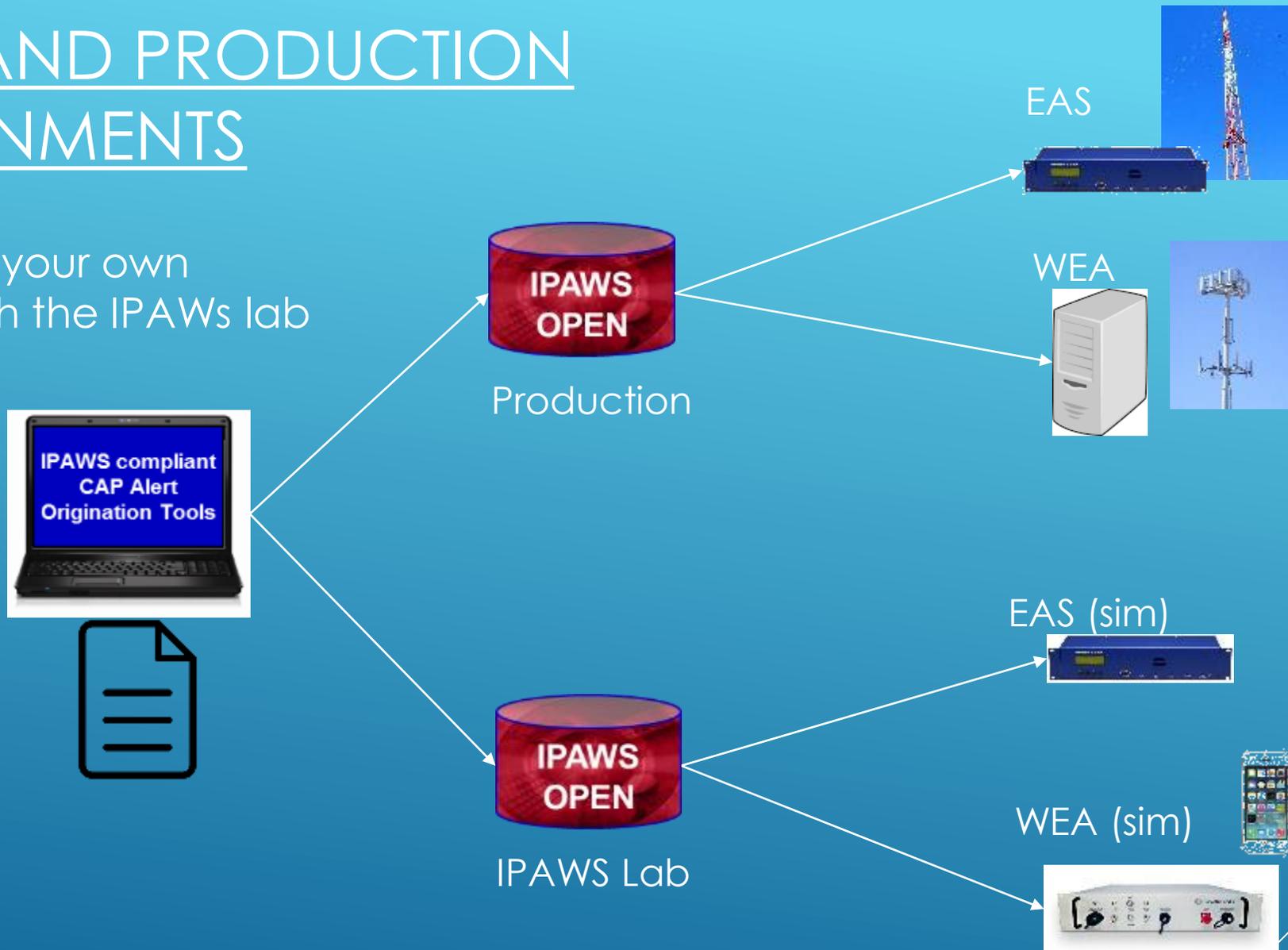
Cancel

DEMO AND PRODUCTION ENVIRONMENTS

- Highly encouraged to apply for both!

DEMO AND PRODUCTION ENVIRONMENTS

- Testing on your own
- Testing with the IPAWs lab



* Medium: Voice SMS Email Pager Desktop IPAWS

IPAWS Messaging Module Status (TEST-150067): ●●●

Methods: EAS Emergency Alert System
 WEA Wireless Emergency Alert
 NWEM Non-Weather Emergency Message

Full Message (EAS/NWEM):

Instructions:

Mobile Message (WEA):
0 of 90 characters. 90 Remain

IPAWS Messaging Module Status (TEST-150067): ●●●●

Methods: EAS Emergency Alert System
 WEA Wireless Emergency Alert
 NWEM Non-Weather Emergency Message

Response Type:

Status:

Message Type:

Urgency:

Severity:

Certainty:

COGS:

Insert GEO:

Audio/Video File: No file chosen

FIPS Code:

Full Message (EAS/NWEM):

Instructions:

ONE TIME ALERT

- Select 'IPAWS' as your medium
- Double check in your settings if 'demo' or 'production' is checked
- Make sure you save!!!

IPAWS Event Code Classifications

EAS

Avalanche Warning (AVW)
Civil Danger Warning (CDW)
Civil Emergency Message (CEM)
Earthquake Warning (EQW)
Evacuation Immediate (EVI)
Fire Warning (FRW)
Hazardous Materials Warning (HMW)
Law Enforcement Warning (LEW)
Local Area Emergency (LAE)
Nuclear Power Plant Warning (NUW)
Radiological Hazard Warning (RHW)
Shelter in Place Warning (SPW)
Volcano Warning (VOW)
Administrative Message (ADR)
Avalanche Watch (AVA)
Child Abduction Emergency (CAE)
Telephone Outage Emergency (TOE)
Required Monthly Test (RMT)
Required Weekly Test (RWT)

WEA

Avalanche Warning (AVW)
Civil Danger Warning (CDW)
Civil Emergency Message (CEM)
Earthquake Warning (EQW)
Evacuation Immediate (EVI)
Fire Warning (FRW)
Hazardous Materials Warning (HMW)
Law Enforcement Warning (LEW)
Local Area Emergency (LAE)
Nuclear Power Plant Warning (NUW)
Radiological Hazard Warning (RHW)
Shelter in Place Warning (SPW)
Volcano Warning (VOW)

EVENT CODE CLASSIFICATIONS

- You can only send the event codes that you requested through FEMA
- Some events codes do not work with WEA. This is the main reason why an alert wouldn't work

Home Logout User Guide Account: State of Iowa Internal Page accessed at: 12:44:34 PM Current time: 11:45:09 AM

One-Time Alert

10.00 Input Geometry Load Shapefile Upload Shapefile Load Selected Shapefile Start Over Cancel

Stored Shapefiles: Select subscribers: Show users Show IPAWS boundary
 Inside area Outside area

Map Enter a location
 Terrain

Map data ©2016 Google 5 km Terms of Use Report a map error

* Groups/Subgroups:
 *WENS Test Alert POCs
 All County Severe Weather Warnings County Coordinators

MAP

- Select an area on your map
- Make sure you are within your county boundary

Home Logout User Guide

One-Time Alert

One-Time Alert



FEMA

IPAWS Message Viewer

COGID 150067 User Type:

Message Identifier	Sent Date	Event Code	Headline
IPAWSOPEN_150067_2016-09-06T15:57:33201686155736	2016-09-06T19:57:36-00:00	WSA	TEST:
IPAWSOPEN_150067_2016-09-06T15:45:35201686154536	2016-09-06T19:45:36-00:00	WSA	TEST:

IPAWS MESSAGE VIEWER

https://www.wensnetwork.com/messages/single_stage.cfm

Account: State of Iowa Internal | Page accessed at: 03:57:46 PM

Home | Logout | User Guide

One-Time Alert

FEMA

Alert Information View

Message Identifier: IPAWSOPEN_150067_2016-09-06T15:57:33201686155736 | Sender: IPAWSOPEN_150067 | Sent Date: 2016-09-06T15:57:36-04:00

Headline: TEST



10:59
Monday, September 12

Emergency Alert
This is a test.

WEA TEXT
This is a test.



EAS TEXT
Not an EAS Message



NWEM TEXT
Not an NWEM Message



PUBLIC TEXT
This message was NOT posted to the All

Exchange COGs: NONE
Warning Area FIPS Codes: 019153
CHANNELNAME = CAPEXCH

ALERT INFORMATION VIEW

GAS EXPLOSIONS AND NEIGHBORHOOD EVACUATIONS



- Public safety officials in Murfreesboro, Tennessee issued a wireless emergency alert (WEA) to residents in near a gas leak and explosions to evacuate
- Officials were concerned the 500-gallon propane tank might explode
- AmeriGas was able to cap the tank's valves, and residents were allowed to return home by 1 a.m. Thursday

<http://www.wsmv.com/story/26621903/murfreesboro-fire-police-on-scene-of-propane-tank-leak> September 24, 2014

WIRELESS EMERGENCY ALERTS IN ACTION

ACTIVE SHOOTER IN LOS ANGELES



- The LAPD issued a wireless emergency alert (WEA) warning of “suspect shooting from balcony” and asking people to stay away
- Neighbors said they heard shots fired, and a witness said the man waived a gun at the witness’ children, according to Los Angeles Police Department Lt. John Jenal
- The unidentified man surrendered to police around 5:45 p.m. and was taken away in handcuffs

<http://kfla.com/2015/04/24/swat-team-responding-to-standoff-in-van-nuys-after-man-reporting-waiving-gun/> April 24, 2015

WIRELESS EMERGENCY ALERTS IN ACTION

AMBER ALERT: PASCO, WASHINGTON



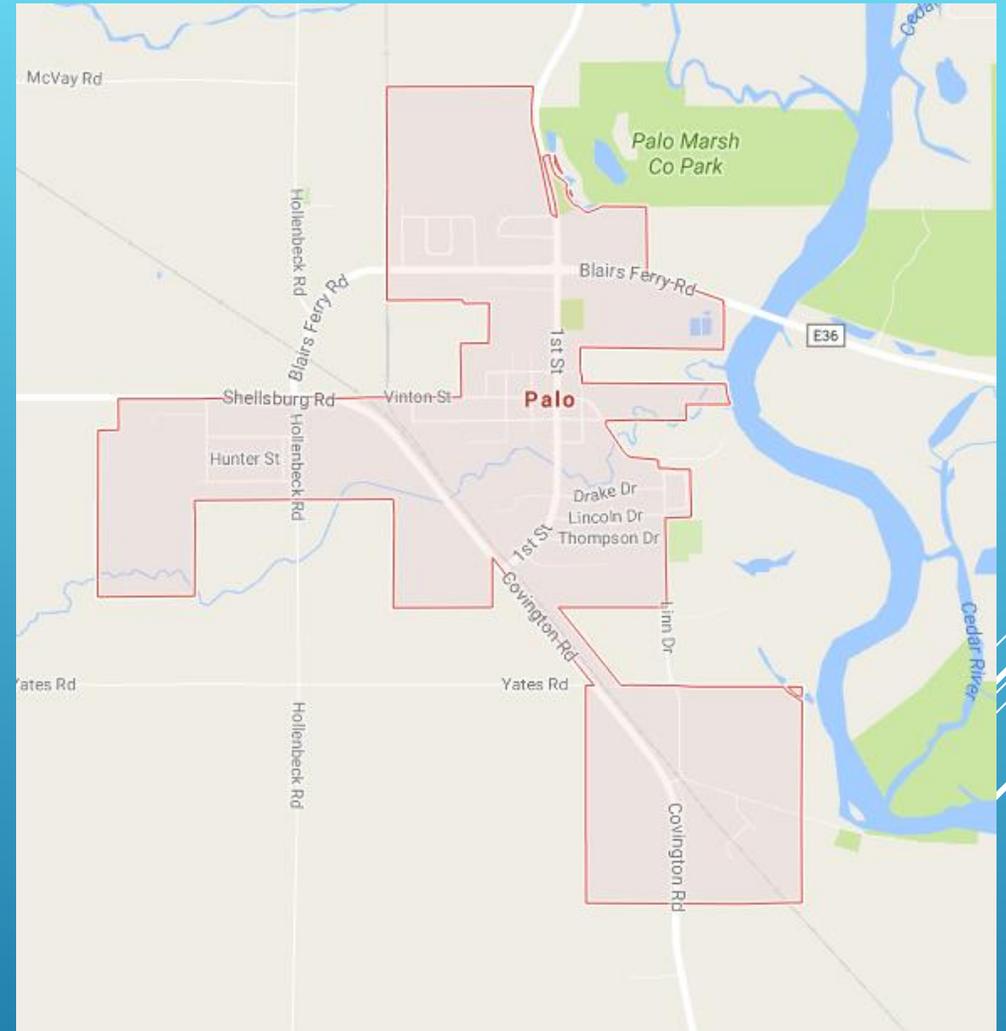
- A Pasco resident was pulling into a Wendy's parking lot when he received an AMBER alert on his phone
- He spotted the vehicle featured on the AMBER alert and called 911
- Two girls, who had been in the backseat of the stolen vehicle, were reunited with their families

<http://q13fox.com/2015/12/14/pasco-man-gets-amber-alert-on-his-phone-just-as-hes-parking-next-to-car-in-question/> (December 14, 2015)

WIRELESS EMERGENCY ALERTS IN ACTION

- ▶ First WEA alert sent out by HSEMD
- ▶ WEA Message to Palo, Iowa
- ▶ Population 1,026
- ▶ Notified them to not drink the water

WIRELESS EMERGENCY ALERTS IN ACTION



CIVIL EMERGENCY WARNING

WEA VS TEXT

<u>Wireless Emergency Alerts</u>	<u>Alert Iowa Text Messages</u>
While these alerts appear on a person's mobile device similar to a text message, Wireless Emergency Alerts are not text messages. WEA uses a different kind of technology to ensure they are delivered immediately and are not subjected to potential congestion (or delays) on wireless networks.	Alert Iowa messages are text messages and are initiated by only the Alert Iowa System. They are subjected to the wireless network but are usually sent in a timely manner.
WEA messages will be sent out to anyone who has a WEA capable cell phone, regardless of what they have signed up for.	Alert Iowa text messages can only be sent out to members of the public who have signed up for the Alert Iowa system within your county.
These messages can be sent out by authorized Federal, State and local public safety agencies.	The Alert Iowa text messages can only be sent out by authorized State and local public safety agencies who have Alert Iowa accounts.
The Wireless Emergency Alerts do not come from a specific number. They will appear on your screen as an 'Emergency Alert'.	The text message from Alert Iowa will come from 69310.
The unique sound and vibration (Common Audio Attention Signal and Vibration Pattern) you receive when a WEA message is broadcast are prescribed in part 10 of the Code of Federal Regulations for use in Alert messaging only.	Alert Iowa text messages will make the same noise as your regular text notification. However, you can save the Alert Iowa number and change the text sound so you can tell the difference.
WEA use a point-to-multipoint system, which means alert messages will be sent to those within a targeted area, unlike text messages which are not location aware. For example, if a Des Moines resident has a WEA-capable device, but happened to be in an area in Minnesota when a tornado warning was issued, the device would receive an "Imminent threat alert".	If you sign up for text messages through Alert Iowa you will only receive those messages if the address you registered with is within the warned area.

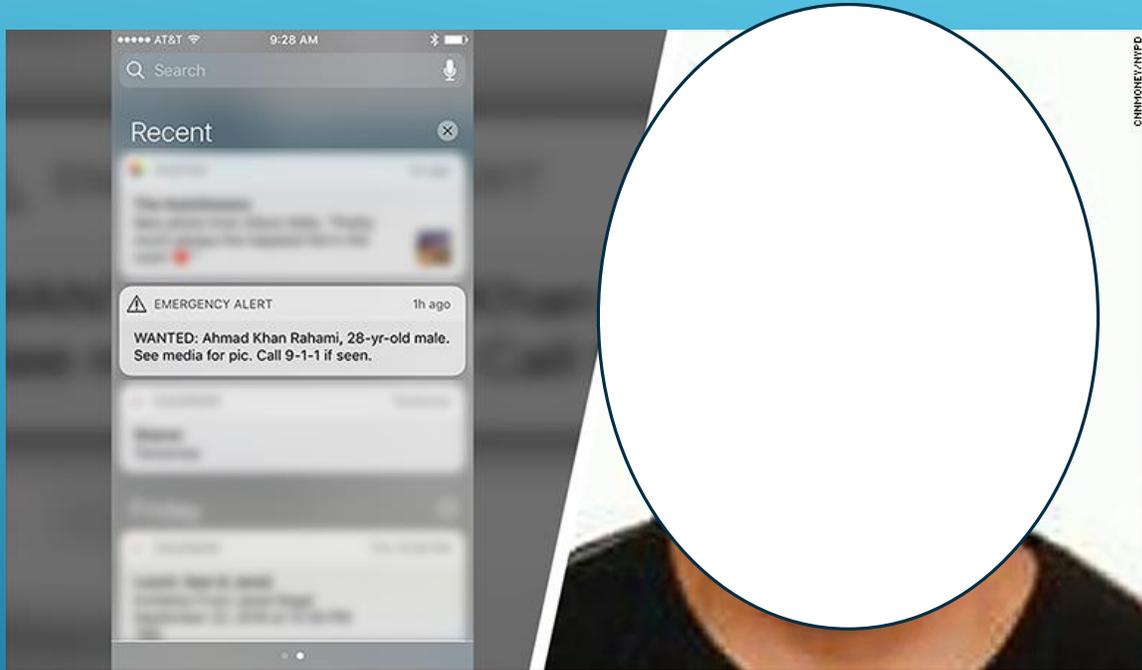
- Increasing the length of WEA messages from 90 characters to 360
- Including embedded phone numbers and URLs in the text of WEA messages
- Enabling WEA public safety advisories that include “boil water” recommendations and the locations of emergency shelters
- Requiring carriers to deliver targeted WEA messages to smaller geographic areas that are more directly impacted by the emergency situation at hand
- Multilingual and multimedia alerting

<http://www.lexology.com/library/detail.aspx?g=52bc2cb8-652f-46dc-997c-862124afaf09>

WEA IMPROVEMENTS FOR THE FUTURE

- Access and Functional Needs: 20 percent of the population
 - Deaf and hard of hearing: higher phone vibration for WEA messages, light strobe, message reads out loud.
 - NGWEA-ASL video and translation link.
 - IPAWS symbology plan-16 approved signs for illiterate individuals who cannot read or understand the language.

WEA IMPROVEMENTS FOR THE FUTURE



- The FCC voted Thursday to allow texts sent through the wireless emergency system to include links to pictures, maps and phone numbers
- The agency also voted to allow longer messages -- 360 characters, up from 90 -- and to require wireless providers to support Spanish-language alerts
- Wireless carriers will be allowed to support embedded links later this year. They'll be required to next year
- The system's limits were on display last week when millions of New Yorkers received a text alert seeking information on Ahmad Khan Rahami, suspected in bombings in New York and New Jersey. "See media for pic," the alert said
- <http://money.cnn.com/2016/09/29/technology/fcc-wireless-emergency-alerts/index.html>

WEA IMPROVEMENTS FOR THE FUTURE



Examples of Mass Communications Tools:

- Social Media
- Cell phones
- Face book
- Twitter
- SMS
- Email
- Television, Radio, Newspaper
- Land Mobile Radios
- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)
- National Oceanic and Atmospheric Administration (NOAA)
- Internet Services
- State / local Unique Alerting Systems

IPAWS - A POWERFUL TOOL!

SAMANTHA BREAR

Alert Iowa Program Manager

Iowa Homeland Security Emergency Management

Samantha.Brear@iowa.gov

Office: 515-725-3288



QUESTIONS?