

# Bay Area UASI

## Mass Notification Seminar Close Out

*Approval Authority Meeting*

*Agenda Item 8*

*July 11, 2019*





# Seminar at a Glance

- Dates: May 2 - 3, 2019
- Location: Mission Bay Conference Center at UCSF
- Time: 9:00 AM – 5:00 PM (plus a reception after Day 1)
- Participants: 198 Attendees
  - NYC, Philadelphia, Nevada, Washington D.C., Houston, Virginia and other jurisdictions beyond the Bay Area
  - Cal OES, FEMA, NWS, USGS, colleges and universities



# Key Topics

## Key Topics Included

Mass Notification Lessons Learned From Recent Disasters

Updates to Alerting Technology and Infrastructure

Reaching Traditionally Hard to Reach Populations with Alerts

Building a Brand and Integrating Social Media

Techniques for Designing Effective Emergency Alert Messages



# High-Level Takeaways

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- No “Silver Bullet”
- Building Trust by Educating the Public
- Adopting Best Practices
- Working with Community-Based Organizations



# Participant Feedback

## Feedback Form Questions

### **Most Valuable Takeaways**

Alert Updates, Lessons Learned, Behavioral Science Research, Social Media, Hard to Reach Populations

### **Future Topics/Format**

Workshop Style Sessions, Opportunity to Apply and Practice Concepts, Share and Develop Plans

### **Speaker Suggestions**

Social Media Companies, Disney, Authors, FCC, VOADs

### **Top Challenges**

AFN Alerting, Translations, Changing Technologies, Staff Training

### **Additional Comments**

Great Venue/Food/Space, Expensive Location, Please Keep this Going



# Seminar Materials

Seminar materials (e.g., presentations, handouts, summary report) available via:

<https://drive.google.com/drive/folders/1v2WQOrGyErTbxY-HT9wMXt8AiLcXgw6-?usp=sharing>

We were trending: #BAMNS19



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