Mass Notification Alerts

Keeping the Community Connected
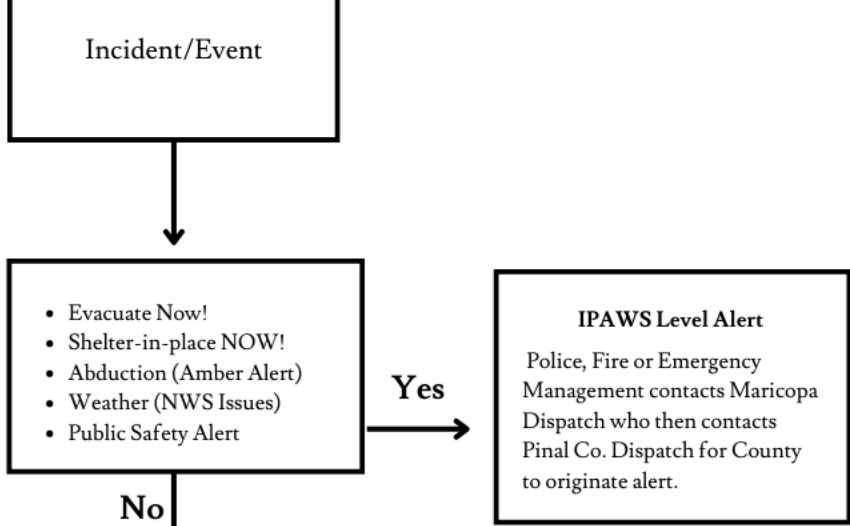
New System, New Possibilities

- There are two types of alerts: Integrated Public Alert and Warning System (IPAWS) and Mass Notification Alerts.

- IPAWS alerts are not issued locally.

- Key difference is the subscription or opt-in requirement. IPAWS does not require opt-in order to issue alerts. The local Mass Notifica[...] Alerts do require users to opt-in.

ALERTING AUTHORITIES

A public alert originates from **Federal, State, Territorial, Tribal**, and **Local** officials.

IPAWS-OPEN AGGREGATOR

Alerting Authorities send a Common Alerting Protocol (**CAP**) alert to the IPAWS-Open Platform for Emergency Networks (**IPAWS-OPEN**). It validates the alert format and the sender's permissions.

PRIVATE SECTOR PARTNER SYSTEMS

The alert is broadcast to the public via **Private Sector Partner Systems:**
Emergency Alert System
Wireless Emergency Alerts
NOAA Weather Radio
Internet-Connected Devices
Unique Systems
Future Tech

GENERAL PUBLIC

Alert reaches the public.

Incident/Event

- Evacuate Now!
- Shelter-in-place NOW!
- Abduction (Amber Alert)
- Weather (NWS Issues)
- Public Safety Alert

Yes →

IPAWS Level Alert

Police, Fire or Emergency Management contacts Maricopa Dispatch who then contacts Pinal Co. Dispatch for County to originate alert.
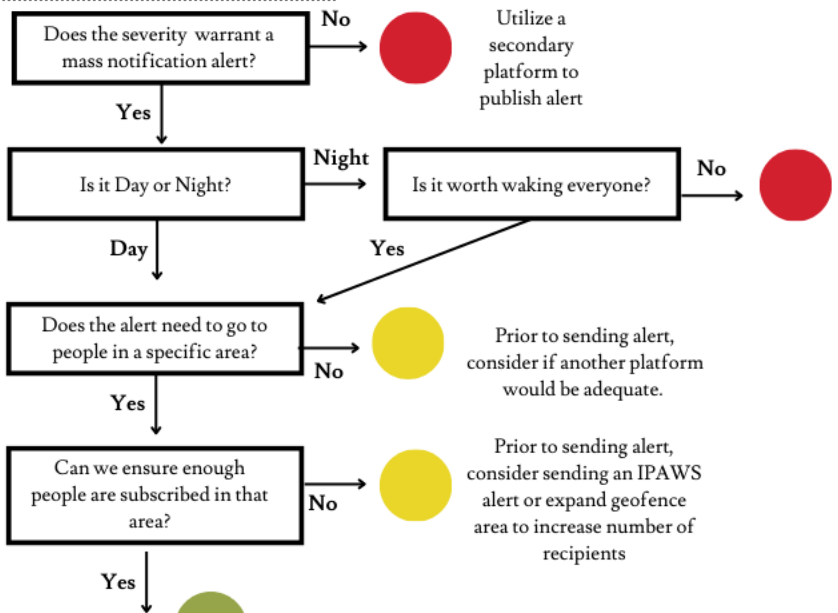
No ↓

Local Mass Notification System
Incident Commander contacts City Communications/PIO to orginate alert

Example Mass Notification Alert Incidents:
- Unscheduled Road Closures
- Police Activity
- Fires & Other High Visibility Incidents

Does the severity warrant a mass notification alert?

No → Utilize a secondary platform to publish alert

Yes ↓

Is it Day or Night?

Night → Is it worth waking everyone?

No → Utilize a secondary platform to publish alert

Day ↓

Yes ↓

Does the alert need to go to people in a specific area?

No → Prior to sending alert, consider if another platform would be adequate.

Yes ↓

Can we ensure enough people are subscribed in that area?

No → Prior to sending alert, consider sending an IPAWS alert or expand geofence area to increase number of recipients

Yes ↓

Proceed with sending Mass Notification Alert

Local Mass Notification Alerts

Mass notification alerts are an important tool for keeping people informed about important events and emergencies in their area. To ensure the effectiveness of mass notification alerts, the following policy should be followed:

Purpose: In the event an incident does not rise to the level of an IPAWS alert, the purpose of mass notification alerts is to inform community members about important events or emergencies that may affect their safety, health, or well-being.

Criteria for sending alerts: mass notifications alerts should only be sent when there is an incident of significant community impact. Examples include at-risk missing persons, unexpected road closures, police investigations, fires and other high visibility incidents.

Method of communication: apart from its various social media channels, the City of Maricopa utilizes the Genasys Emergency Management application to issue mass notifications alerts to ensure residents receive information. Examples of the communication channels provided by this platform include push alerts, text messages, emails, and phone calls. Users must subscribe to receive these notifications.

Content of alerts: Mass notifications alerts should provide clear and concise information about the incident, including the nature and location of the incident, any instructions or precautions that community member should take, and any updates, changes, or resolution to the situation.

Local Mass Notification Alerts

Frequency of alerts: Mass notification alerts should be sent only when necessary and should not be used for routine communications or non-emergency situations. However, community members should be reminded to sign up for local alerts and keep their contact information up-to-date.

Timeliness: Mass notification alerts shall be issued as soon as possible after the event occurs, with the goal of providing timely and accurate information to the public.

Management of alerts: The responsibility for managing mass notification alerts are the responsibility of the City's Communications team. Members of this team will be trained in the use of the alert system and have access to all necessary communications channels. Public safety departments retain responsibility for originating alerts that rise to the level of an IPAWS public safety alert.

Thank You

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MARICOPA CITIZEN
LEADERSHIP ACADEMY