The Integrated Public Alert and Warning System (IPAWS)

WEA Outreach Working Group

September 30, 2015

IPAWS PMO Outreach Initiatives & Partnerships

Guide to Implementing IPAWS
- 170+ page FEMA Technical Hazard's Division document that expands on the "IPAWS Toolkit for Alerting Authorities"
- Currently under internal review by the PMO, expected to be released by the end of the year

PSA Extension
PMO has requested an extension from the FCC to continue broadcasting the WEA public service announcement as part of FEMA's public education program

National Center for Missing and Exploited Children (NCMEC)
Collaborating to improve training and coordination with AMBER coordinators

Symbology
Phase 3 – 16 draft symbols (IPAWS event codes) pending final acceptance; will be publically released soon

America's PrepareAthon!
Provided educational materials at the U.S. Senate Office of the Sergeant at Arms 9th Annual National Preparedness Month Fair for both the House and Senate

NOAA/National Weather Service
WEA content incorporated into Weather-Ready Nation Seasonal Outreach Toolkit:
http://www.nws.noaa.gov/com/weatherreadynation/fall_safety.html

National Emergency Management Association (NEMA) Conference
- Staff members from the PMO are onsite and engaging with stakeholders
- Will brief NEMA's Preparedness Committee: IPAWS history (where we were), brief demo of sending an alert (where we are), and brief presentation about where we are headed with emerging technologies

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Recent Event Participation

FCC EAS Workshop

- FEMA partnered with the FCC for a workshop to promote the wider use and increased accessibility of the Emergency Alert System (EAS)
- The workshop consisted of two panels discussing:
    - 1) How to improve the usefulness of the EAS for emergency managers at the state and local levels
    - 2) How to improve the accessibility of alerts to people with disabilities

Tennessee Emergency Management Agency (TEMA) Briefing

- PMO briefed TEMA Leadership earlier this month; provided IPAWS overview and technical demonstration

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State Tests & Exercises

Rochester, Minnesota

- Assisted City of Rochester with sending multi-language messages over emergency notification tools (including WEA) during Roc-Air Ex 2015 – Rochester, MN
- September 10th full-scale exercise simulated airplane crash with mass injuries and fatalities
- Twin Cities Public Television/ECHO Minnesota officially tested multi-lingual warning and alert systems in the IPAWS Lab at JITC

Phase 2, Region 1 IPAWS State Supported Regional Test (ISSRT)

- On September 16th at 2:20 PM EDT, EAS capabilities were tested (on a voluntary basis) in the states of Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont
- The test message was originated at the FEMA IPAWS Lab at JITC, geo-targeted to participating states, validated through IPAWS-OPEN (Open Platform for Emergency Networks) and distributed via internet to radio, television broadcast stations and cable television systems
- Test message was received and appeared to be successful
- After Action Report will be made available by mid December
- IPAWS PMO will host an information webinar after the report has been released

Phase 2, IPAWS State Supported Regional Test (ISSRT)

- Arizona, Minnesota, New Mexico, Nevada, Utah, and Wisconsin will test November 18th at 4:20PM ET
- The test message will be originated from the IAEM Conference exhibit floor

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Upcoming Engagements

International Association of Emergency Managers (IAEM) Annual Conference

- November 16th-18th in Las Vegas, NV
- PMO staff members will be onsite and engaging with conference participants in the exhibit hall
- Demonstrations will include:
    - Testing with the IPAWS Lab at JITC
    - COG Message Viewer and other Testing Resources
    - FEMA App
    - Access and Functional Needs Tools and Technologies
- State or local emergency manager (with experience using IPAWS) will be invited to attend with the PMO to share best practices and provide solutions to common alerting issues experienced by peers in the emergency management field
- If interested in this opportunity, please contact Charles McCobb (Charles.McCobb@fema.dhs.gov) or Nicole Romanies (nicole.romanies@associates.fema.dhs.gov) for more information

IPAWS in Action
Cleveland, Missouri
September 2015

- Shortly before a Friday night football game, a tornado touched down at the Cass Midway School grounds in Cleveland, Mo., sending about 350 people inside to seek shelter.

- The school credited early warnings for its decision to shelter about 250 people 10 minutes before game kick-off.

http://www.kansascity.com/latest-news/article35820834.html

Opportunities for Collaboration

IAEM Think Tank

- "IPAWS Voices of Experience Think Tank" Wednesday, October 7th, 2015 from 12:30-2pm in New York City
- IAEM invited IPAWS to co-host a 90-minute Think Tank to engage in discussions about best practices and provide solutions to common public alert and warning challenges
- Panelists will include:
    - ECHO Minnesota/Twin Cities Public Television
    - Fairfax County Office of Emergency Management
    - New York City Office of Emergency Management
    - Tennessee Emergency Management Agency
- Discussion topics will include:
    - Testing, training, and implementation at the state and local levels
    - Governance
    - WEA and EAS – how these IPAWS alerting channels have been used across the country
    - Solutions to alert and warning challenges
- To participate in the event: http://www.iaem.com/page.cfm?p=events/IAEM-think-tanks

Alerting Best Practices Webinar Series
October – IPAWS Testing Resources
December – Effective Communication Between EAS Participants and Emergency Managers

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Use of WEA Notifications
Morton County, North Dakota

Tom Doering, Morton County Emergency Manager