

LANE

PREPAREDNESS

COALITION



# Communications During Disasters

August 9, 2017

# AGENDA

- Call to order, LPC Chair Ken Vogeney
- Emergency Communication Panel
- Emergency Communication Planning Round Table

# EMERGENCY COMMUNICATION PANEL

- 911: The future of emergency communications, Rob Poirier
- 211: This is not an emergency, Aimee Olin
- Getting the word out – Social Media, Melinda McLaughlin
- Getting the word out – CENS/AlertSense & HAM Radio, Ken Vogene



Photo Courtesy of Dr. Geoff Simmons

# 911: THE FUTURE OF EMERGENCY COMMUNICATIONS

- What is next generation 9-1-1?
  - More than just text messages
  - Statewide connectivity to access 9-1-1 personnel with special skills
  - Added flexibility when developing backup plans
  - Includes MMS (audio, video)



# Why migrate to NextGen 9-1-1?

- Current POTS system is due for replacement
- Operate in an IP environment
- Replace outdated equipment such as TDD used by the Deaf and hard of hearing community
- Prepare 9-1-1 Centers for new technologies in the public safety sector (e.g. FirstNet)

# Replacement of POTS system...

- What is POTS?
- Copper wireline systems are aging, becoming less reliable and more expensive



# Operating in an IP Environment

- Allows for SMS (text) and MMS (audio, video, pictures)
- Highly redundant (fiber cuts won't bring down 9-1-1 Centers)
- Private “cloud” environment can add a layer of security
- Provides greater connectivity between 9-1-1 Centers and their resources
- Provide better opportunities for “virtual” 9-1-1 Center Consolidation

# Provide Updated Services to Special Needs Communities

- TDD is outdated – Tell your teenager to use a payphone!





# Prepare for Future Technology

- Telematics
- Radio/Telephony interoperability
- Provide first responders with better situational awareness
- Who knows???

# So, when?

- Initial work has started with the first major task of moving the system off the frame relay to an Ethernet network (12/2016)
- State is in the process of gathering and standardizing geo-special data that will be necessary to make the NextGen system work
- A project team is nearly assembled and the RFP process is in progress
- Most likely this process will take 3 – 5 years to complete

# So what about now?

- Text to 911 Interim Solution
- Scheduled to launch county-wide this summer
- Limited to SMS (texts only)
- Browser based solution paid for by 9-1-1 telephone tax

# 911:101



If you have an  
emergency, always

**CALL**

**9-1-1**



# Central Lane Communications - 911

- One of three primary public safety answering points (PSAP) in Lane County
- Serve a population of about 327,232 or about 90% of Lane County
- Provide Dispatch Services for Eugene Police Department and 14 Fire Agencies

# Funding

- City of Eugene General Fund (\$3.5 million)
- Fire Agency Dispatch Contracts (\$3 million)
- 9-1-1 Telephone Tax (\$1.6 million)

# Committed to Excellence



- One of only three 9-1-1 Centers in Oregon to achieve accreditation

# All in a Day's Work

*What do we do at 9-1-1?*



# Manage Life and Death Situations



# Provide Information and Resources



- So, when will my power be back on?



# Tell Cops & Firefighters Where to Go!



# Thank You!

Questions?

# 211: THIS IS NOT AN EMERGENCY



**Aimee Olin**

**Community Engagement Manager**

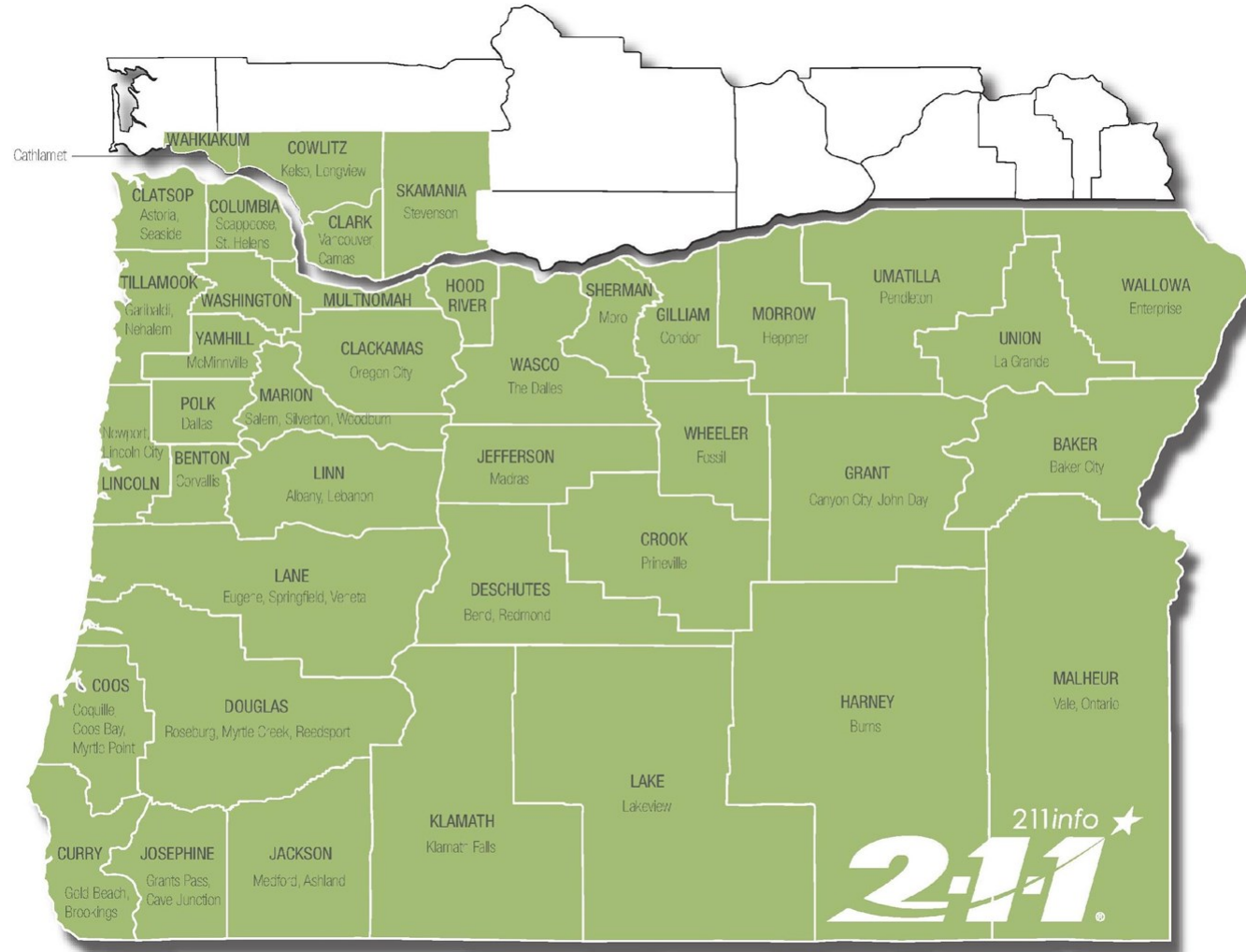
**[aimee.olin@211info.org](mailto:aimee.olin@211info.org)**



# Quick Dial Numbers

- **211 – Health and Social Services**
- **311 – Government and Non-Emergency**
- **411 – Directory Assistance**
- **511 – Traffic & Weather**
- **611 – Telephone Customer Support**
- **711 – Telecommunication Relay Service**
- **811 – Call Before You Dig**
- **911 – Emergency Services**

# Coverage Map



# Resources at your fingertips

*Free, live and confidential*



**DIAL**  
211



**TEXT**  
zip code to  
898211

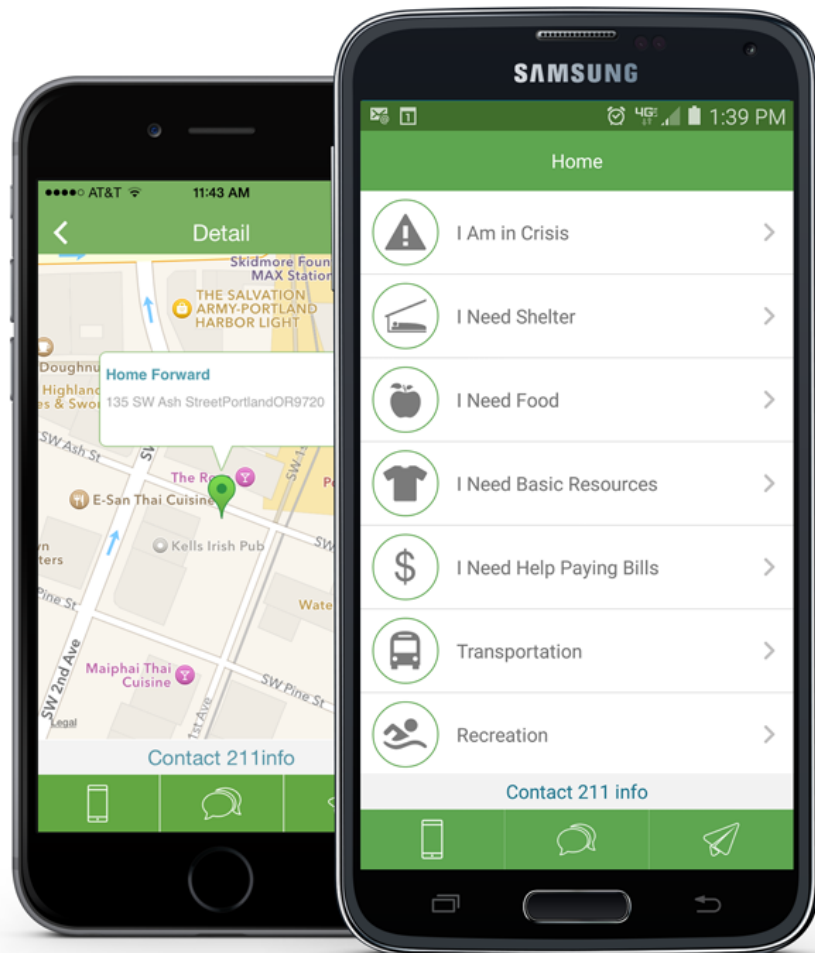


**SEARCH**  
211info.org  
**EMAIL**  
help@211info.org



# 211info goes mobile

*Free app for iPhone and Android smartphones*



## KEY FEATURES

- Free and easy to use
- Hundreds of health and community services listed
- View maps of resources near you
- One-touch connection to call, text or email friendly 211info staff

**Search  
"211info"**



# 211info by the numbers

Fiscal Year July 2016 - June 2017



**126,000**  
Calls Received



**538,000**  
Web Visits

*Main Page Visits: 286K  
Database searches: 144K  
Oregon Helps: 108K*

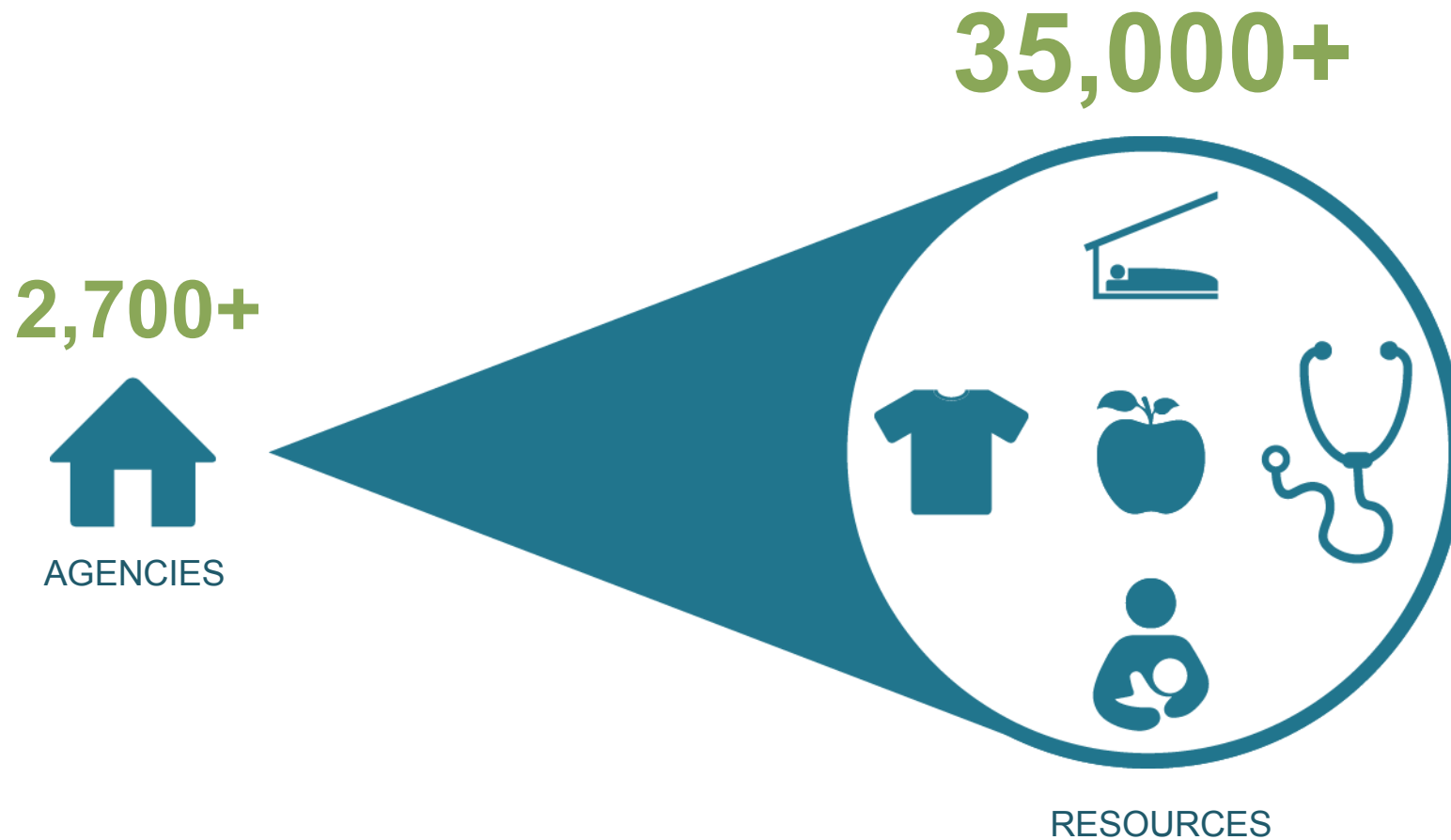


**34,000**  
Mobile App  
Searches



**709,000**  
**TOTAL CONTACTS**

# How robust?



# Robust and accurate database

*Real-time updates to resource listings*

## BABY BLUES CONNECTION

Portland, OR 97292

<http://www.babybluesconnection.org>  
[info@babybluesconnection.org](mailto:info@babybluesconnection.org)

[view map](#)

Multnomah County  
3 miles from you

[\(Show Details\)](#)

### PREGNANCY AND POSTPARTUM SUPPORT RESOURCES

[angie@babybluesconnection.org](mailto:angie@babybluesconnection.org)

(800) 557-8375 Toll free

[hide details](#)

[print service details](#)

[send to phone or email](#)

[view parent agency](#)

**Service description:** Provides support and information to women and men experiencing any kind of perinatal mood disorder, their families, and professionals serving this population. Services include phone support, parent-parent support groups in multiple locations, support groups for mothers and fathers experiencing postpartum depression and anxiety, partner support, and resource packets emailed/mailed at no cost.

**Intake procedure:** Call or visit website for more information

**Fees:** None

**Eligibility:** Women, men, and non-biological parents experiencing any kind of perinatal mood disorder(s), their family members, and professionals who serve this population.

**Service hours:** No standard hours. Message line: 24 hours per day / 7 days per week. See website for support group meeting times and locations.

**Languages:** English, Spanish

**Area served:** Clackamas, Clark, Multnomah, and Washington Counties

**Services:** Parent Support Groups, Parent Support Groups for Perinatal/Postpartum Depression, Perinatal/Postpartum Depression Counseling, Specialized Information and Referral for Perinatal/Postpartum Depression, Talklines/Warmlines for Perinatal/Postpartum Depression

[hide](#)

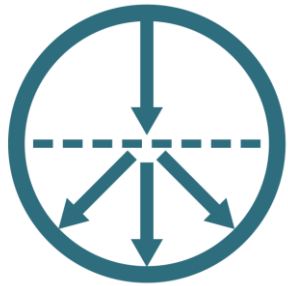
[print](#)

[send to phone or email](#)

[view parent agency](#)

***To request changes or report errors: [support@211info.org](mailto:support@211info.org)***

# Oregonians need a central source of information on topics including:



- **Donations & Volunteering**
- **Emergency transportation**
  - **Evacuation routes**
  - **Food & fresh water**
    - **Medical help**
- **Replacing vital documents**
  - **Sandbags**
- **Shelter locations and hours**
- **Shelter for pets and livestock**
  - **Transportation**

# Ramp up capabilities

- **24/7 operations**
- **Cloud based infrastructure**
- **Nationwide partnerships**
- **Online presence:**
  - Web
  - Social Media
  - Blog
  - App



# Current/Past Partnerships

- **Statewide Severe Weather** – shelter placement
- **Multnomah County** - WebEOC, transportation coordination
- **Statewide** - flooding - sandbag sites, evacuation routes, closures, emergency shelter
- **Lane County** -vulnerable population screening
- **Southern, Central Oregon fires** - disseminating information to callers
- **Central Coast storm/power outage** – fresh water

\*\*non-emergency calls direct to 211 not to 911

# Oregon State Partnerships

## **Public Health/OHA**

- Ebola, Radon, Metal Emissions, Flu, boil water, breathing masks, meningitis and more

## **Oregon State Parks**

- Tsunami Debris hotline

## **Department of Agriculture**

- Pesticide hotline



# Callers in Crisis

*I&R staff provide empathy and compassion*



- **Reliable and trusted sources**
- **Clear direction**
- **Creative problem solving**
- **Service escalation when necessary**
- **Accredited staff: Alliance of Information and Referral Systems**

# Next Steps

- Build a MOU
- Prevention planning
- Remember **211** in times of need

## Questions?

Contact:

Emily Berndt

211info Director of Partnerships

[emilyb@211info.org](mailto:emilyb@211info.org)

# Find us online!

[www.211info.org](http://www.211info.org)

[Facebook.com/211info](https://www.facebook.com/211info)

[twitter.com/211info](https://twitter.com/211info)



# GETTING THE WORD OUT - SOCIAL MEDIA



- Miyako City in Iwate Prefecture, Japan, March 11, 2011

# Social Media

- 86 percent use Internet via cell phone, tablet or other mobile device at least occasionally. (Pew Research, 2016)
- One in five survivors of disasters contact emergency responders via social media, websites, emails (Columbia University)
- 80 percent of Americans expect emergency response agencies to monitor and respond to social media platforms.

# Social Media



Prior to emergency (pre-event messaging)

During the crisis

After the incident –recovery

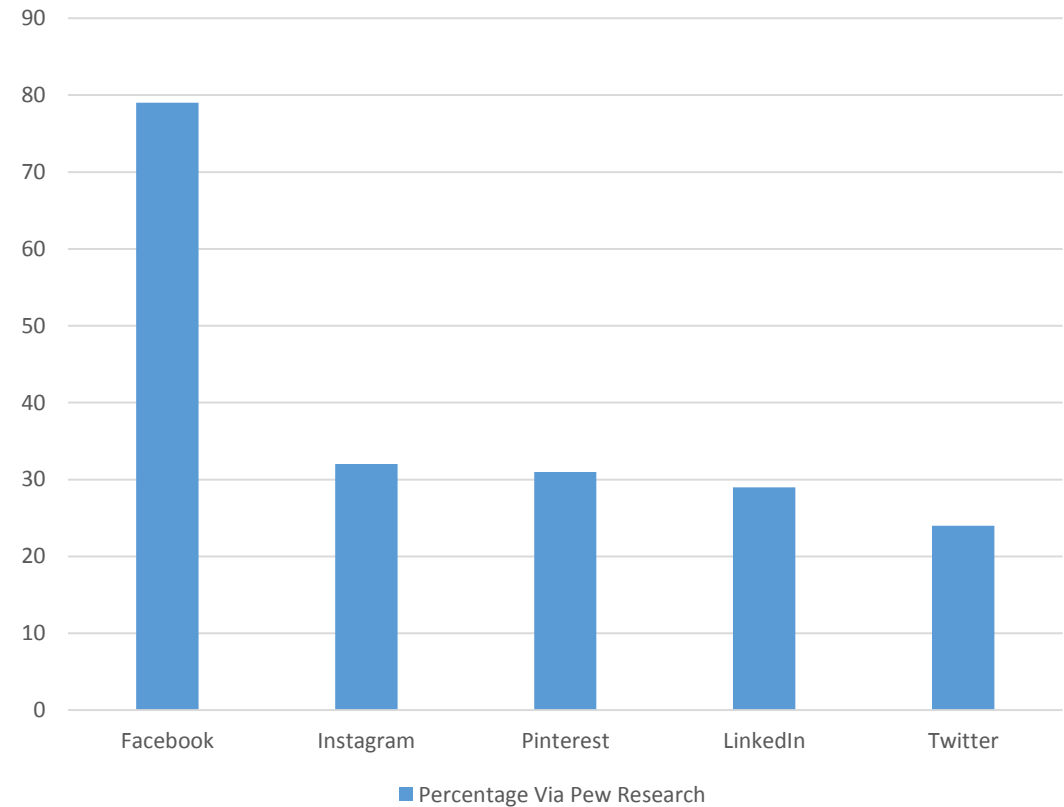
**Throughout – monitoring, communicating**

# Social Media

**Pick your social site(s)  
(action plan)**

**Watch the trends...**

Percentage Via Pew Research 2016



# Social Media

**Establish your presence ahead of time and maintain it.**

## Considerations

- Time/Staff
- Policies – sites, topics, timing, labor
- Public Records Retention
- Monitoring appropriately
- Disclaimers
- Budget – Paid social media



# GETTING THE WORD OUT - CENS/ALERTME! & HAM RADIO

- What is CENS?
  - Community Emergency Notification System
  - Local government Emergency Alerts to your phone
    - Lane County Sheriff
    - City Cottage Grove Police
    - City of Eugene, 9-1-1 Center/Police
    - City of Florence Police
    - City of Springfield Police
    - Eugene Water & Electric Board (EWEB)
    - Siuslaw Valley Fire & Rescue
    - Western Lane Ambulance District

# CENS/AlertMe!

- What kinds of Alerts?

## Alerts I Want To Receive

### Emergency Alerts from Lane County

- Receive alerts from public safety agencies, providing advanced warning of life threatening events and emergencies, such as:
- Crime/Imminent Danger
  - Evacuation Alert
  - Hazardous Materials
  - Local Area Emergency
  - Missing Persons/Amber Alert

### Severe Weather Alerts

*Receive advanced warning of severe weather with targeted alerts, if you or one of your locations is in the direct path of the storm.*

- Select All Severe Weather Alerts**
- Air Stagnation/Smog
  - Avalanche
  - Blizzards
  - Coastal
  - Dust Storm
  - Earthquakes
  - Fire Warning
  - Floods
  - Fog
  - Frost
  - High Winds
  - Severe Thunderstorm
  - Tsunami
  - Volcanos
  - Winter Storm

# CENS/AlertMe!

- Sign-up for AlertMe!
  - Traditional land lines already included
  - Cell phone and VoIP/internet phones must register

Go to:

[www.lanecounty.org/prepare](http://www.lanecounty.org/prepare), &  
click AlertMe! [Sign-up now](#)

LANE COUNTY

Home Residents Business Government How Do I

Custom Search

Lane County / Government / County Departments / Sheriff's Office / Emergency Management

EMERGENCY MANAGEMENT

- Civil Disasters
- Health-Related Disasters
- Natural Disasters
- Technological Disasters
- Fire Departments and Fire Districts
- Hospitals
- My Law and Fire Providers
- Police Departments
- Utilities
- 8 Easy Steps To GET Ready for Anything
- Sign Up for Emergency Notifications
- Search and Rescue
- Know Your Hazards
- Know the Weather
- Employee Preparedness

EMERGENCY MANAGEMENT

AlertMe! [Sign up now](#) to receive emergency notifications to your cell phone or VoIP phone

Be Prepared and Informed

Plans

Public Alerting System (AlertSense)

Emergency Alert System (EAS)

QUICK LINKS

- Federal Emergency Management Agency (FEMA)
- Oregon Department of Transportation (ODOT)
- Oregon Office of Emergency Management (OEM)
- Pet Poison Helpline

# CENS/AlertMe!

There's a free app for that!  
AlertSense My Alerts



## Description

With the My Alerts app from AlertSense, you can receive life-saving emergency alerts from public safety agencies, advanced warning of severe weather and community notifications that impact you and your family.



# HAM RADIO

- Does anyone use HAM radio anymore?
- YES! – Over 1,660 licensed HAMs in Lane County alone



**South Lane Amateur Radio Association**

When all else fails.....Ham Radio WORKS!

- Local Clubs and Groups:

- Central Oregon Coast Amateur Radio Club
- Emerald Amateur Radio Society
- Lane County Sheriff's Amateur Radio Operators
- South Lane Amateur Radio Association
- Valley Radio Club of Oregon
- Lane County Packet Interest Group

Valley Radio Club  
W7PXL

We may not have it all together,  
but together we have it all!

# HAM Radio

- Lane County ARES/RACES
  - ARES = Amateur Radio Emergency Service (ARRL)
  - RACES = Radio Amateur Civil Emergency Service (FEMA)



# HAM Radio

- Interested in HAM Radio?
  - Join a local club
  - Study for the licensing exam
    - Self-study resources at [www.arrl.org](http://www.arrl.org)
    - Classroom at Valley Radio Club (registration for winter classes open now!)
  - Take the licensing exam
    - Emerald Amateur Radio Society: last Saturday of each month @ SUB Board Room, 223 A Street, Suite F, Springfield – exam fee is \$15

# TABLE SHARING

- Introduce yourselves, assign a note taker
- Share about emergency communication planning within your organization
- Did you learn anything today that might prompt changes in your plan?
- Please take notes to be added (anonymously) to the slide show when posted to the website





# SPEAKER APPRECIATION

- A round of applause for our speakers today
- Thank you for making time to participate today
- This slideshow will be soon be posted on the website



Photo courtesy of Jill Hoyenga

# 2017 COALITION TRAININGS

**TOPIC:** Annual Winter Weather Briefing & Flu Forecast

**DATE & TIME:** November 8, 2017 2:30 p.m. to 4 p.m.

**LOCATION:** Springfield Justice Center, 230 B Street