

**Tri-County Alerting System Exercise**  
**After Action Report**  
**Improvement Plan**

**Regional Mass**  
**Notification Exercise**



**12/12/2023**

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## **EXECUTIVE SUMMARY**

The counties of Sacramento and Yolo participated in a region-wide exercise of the Tri-County Alerting Systems. Placer County did not participate in this year's exercise. These systems are the local public notification system for, and financially supported by, all three counties. At 10:19 a.m. on Thursday, October 19th, 2023 the counties conducted an exercise of the alert systems, contacting residents whom opted-in, as well as reverse 9-1-1.

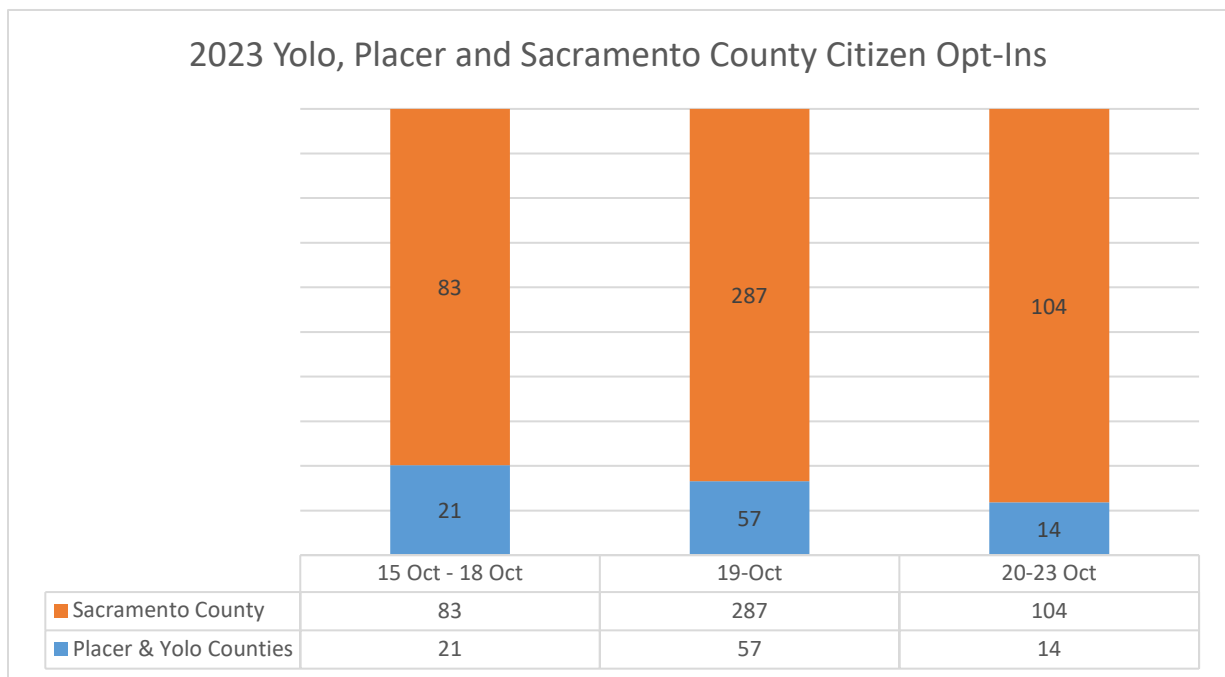
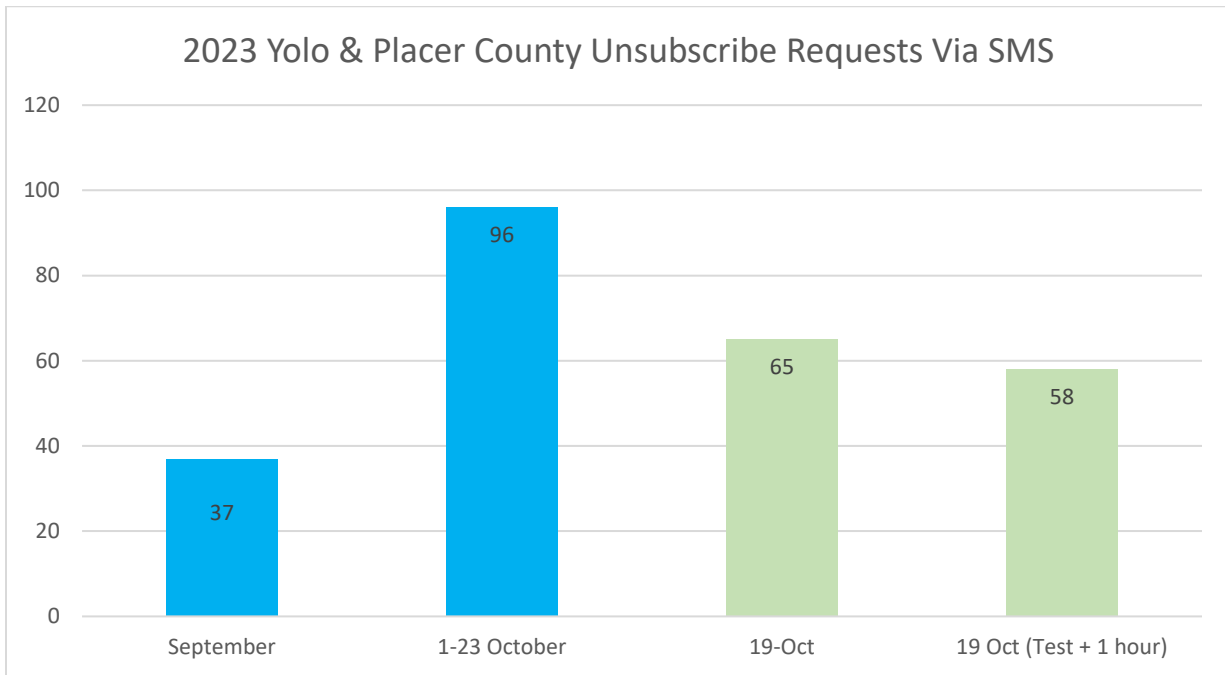
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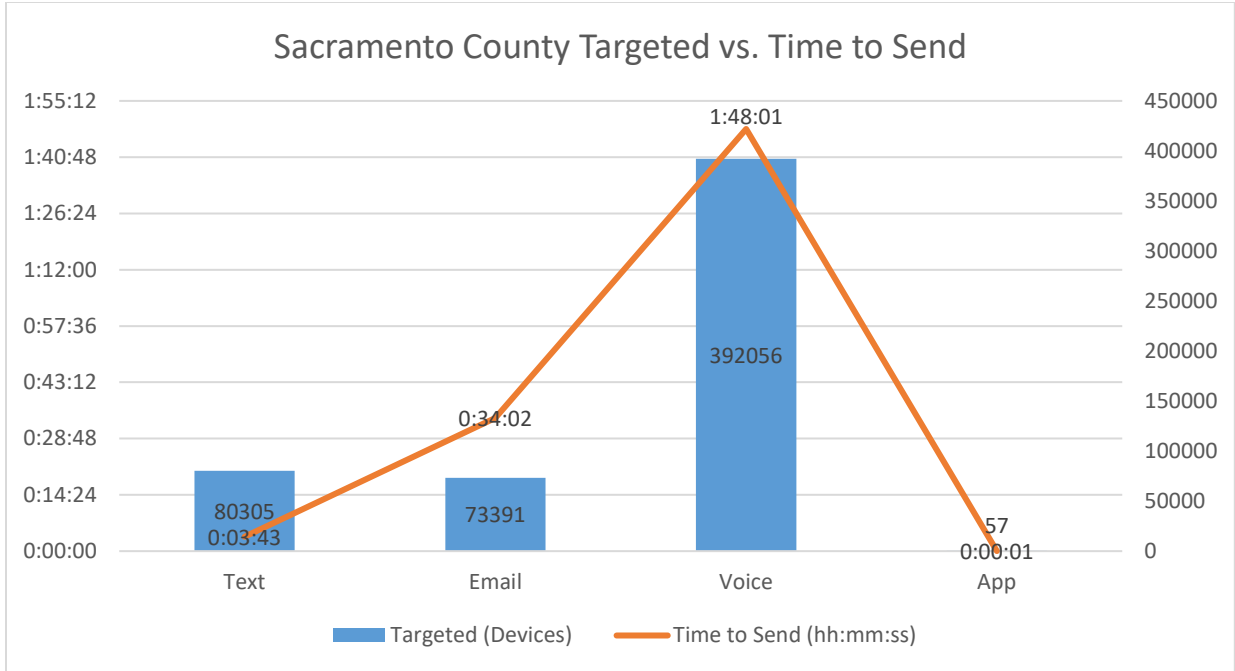
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## EXERCISE OVERVIEW

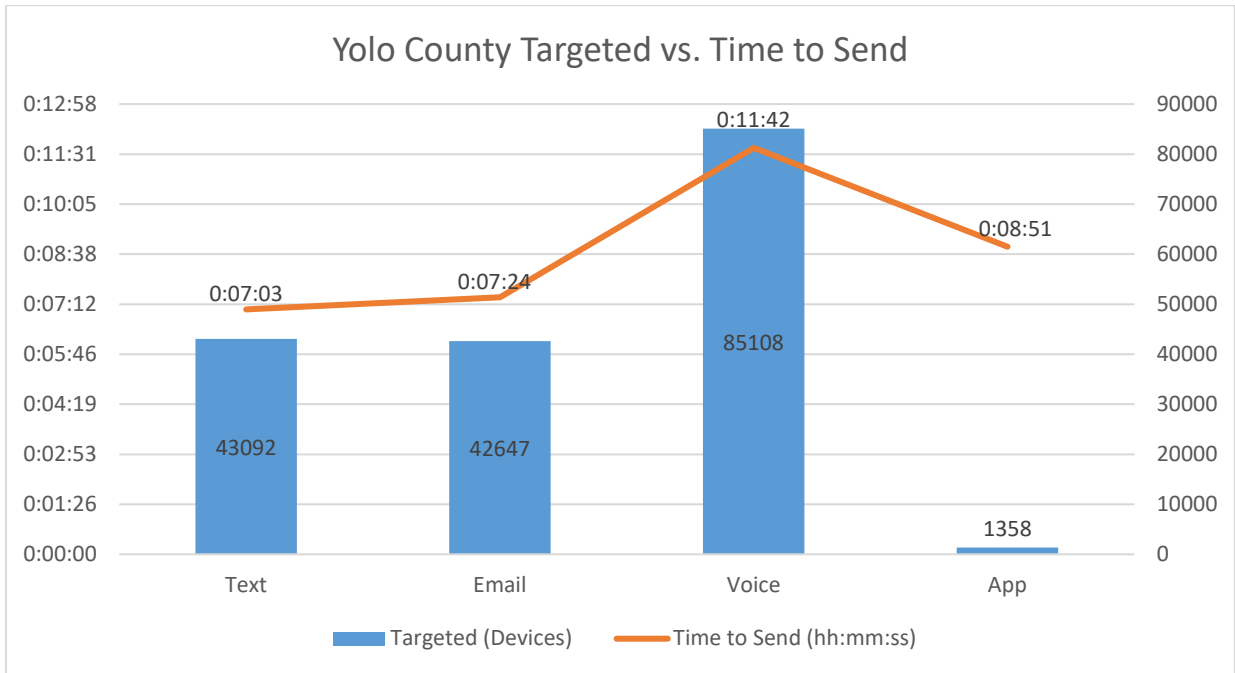
<b>Exercise Name</b>	Tri-County Alerting Exercise
<b>Exercise Dates</b>	October 19th, 2023, 10:19 a.m.
<b>Scope</b>	This is a full-scale, real-world exercise of the Tri-County Alerting Systems within the counties of Sacramento and Yolo.
<b>Mission Area(s)</b>	Mitigation, Response and Recovery
<b>Core Capabilities</b>	Public Information and Warning
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To ensure successful operation of a large-scale launch of the Tri-County Alerting Systems</li> <li>To exercise the ability of agencies to create an alert specific to their jurisdiction's boundaries</li> <li>To work with local media and promote the test so the public has ample warning regarding the alert notification</li> </ul>
<b>Threat / Hazard</b>	Any
<b>Scenario</b>	Real-world tri-county exercise of the Tri-County Alerting Systems
<b>Sponsor</b>	Sacramento County Office of Emergency Services
<b>Funding</b>	General Fund
<b>Participating Organizations</b>	Sacramento County Office of Emergency Services Yolo County Office of Emergency Services
<b>Point of Contact</b>	Jason R. D'Alessio Sacramento County Office of Emergency Services dalessioj@saccounty.gov (916) 874-7043 office; (503) 877-8792 cell

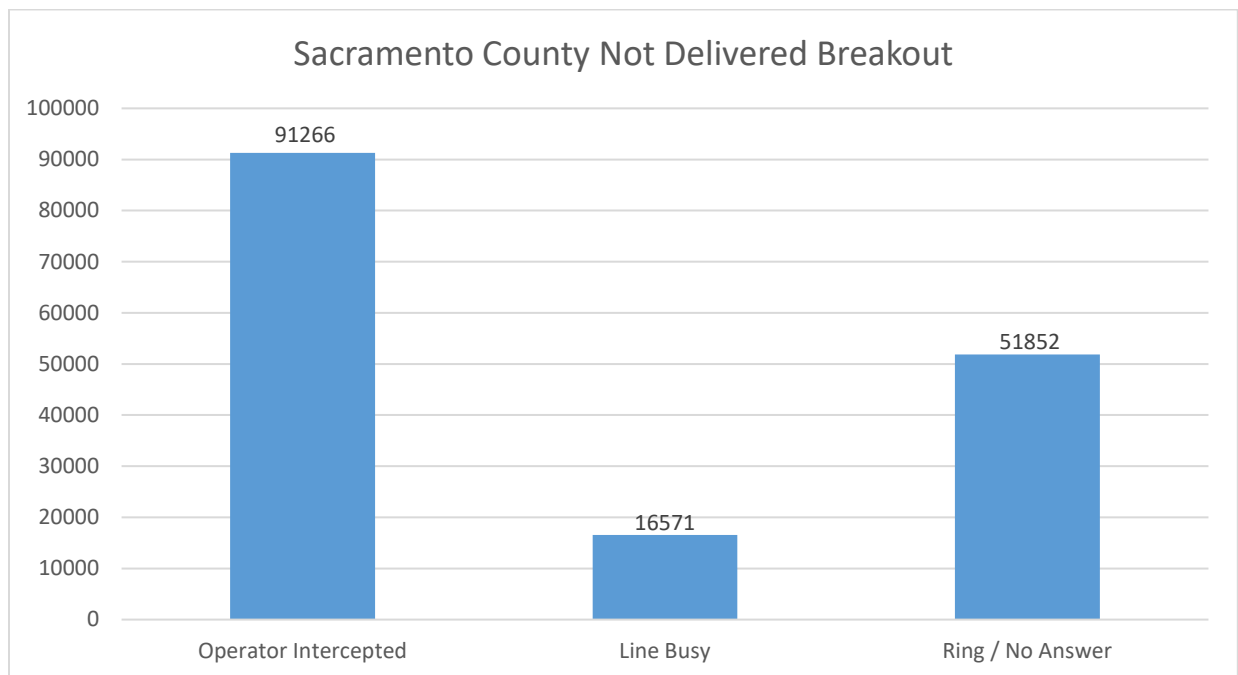
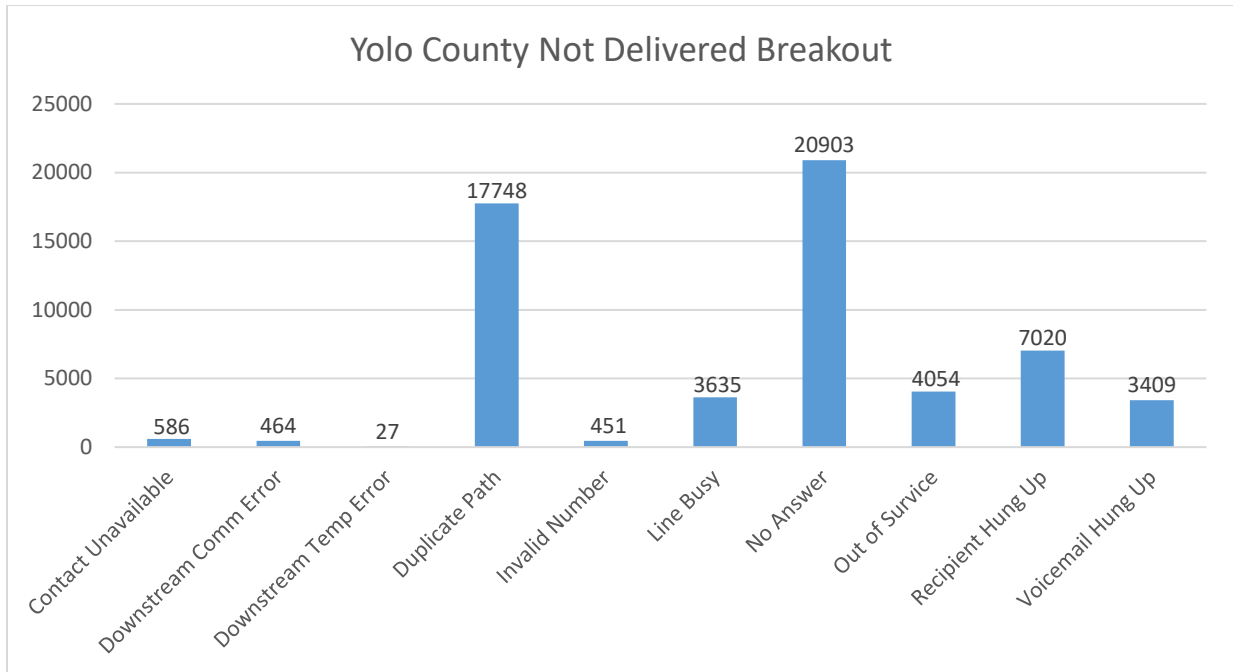
## DATA ANALYSIS





Sacramento County App (Guardian) is solely used by County employees. The Smart911 app uses an active zone while the alert is active. Residents in or entering the zone will be notified of active alert.

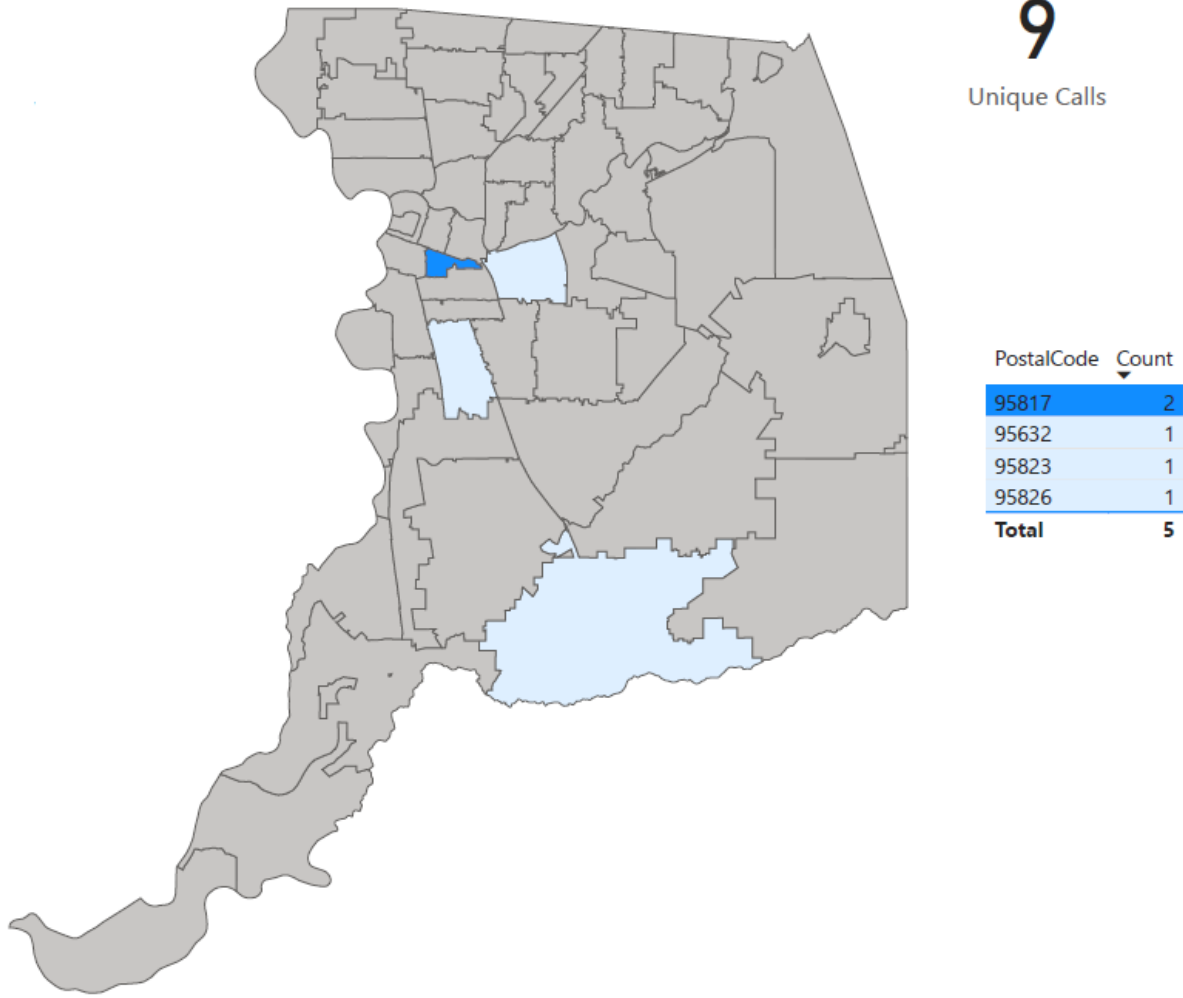




Operator Intercept are calls which received a network generated error such as "phone disconnected" or "all circuits busy" etc.



## CALLS TO 2-1-1 BY ZIP CODE REGARDING EXERCISE



### **Tri-County Messaging**

On October 19th, 2023 the Sacramento and Yolo Operational Areas launched the Tri-County Alerting Systems to Opt-In and 9-1-1 residential and business databases. Sacramento County sent the alert in nine total languages (including English).

#### **Phone, Email, Rave Guardian, Rave Smart911:**

[JURISDICTION’S NAME] is conducting an exercise of the Regional Mass Notification System.

This exercise tests our ability to deliver emergency notifications to residents during a disaster. During an actual emergency, important information will be sent to you through this system. If you do not receive a message today on one of your phones or email accounts and would like to, sign up at [www.smart911.com; www.yolo-alert.org; www.placer-alert.org] or download the [Everbridge; Smart911] app on your smartphone.

We encourage you to share this information with your friends and family members living within Sacramento, Yolo, and Placer Counties.

Direct questions about the Mass Notification System to your County Office of Emergency Services. You may also call 2-1-1 for more information. [City jurisdictions should publicize their hotline for local calls and questions].

This concludes today’s exercise of the Mass Notification system.

Thank you.

[JURISDICTION’S NAME]

#### **SMS Text:**

[Urgent SacAlert; PCSO; YOLO] - [JURISDICTION’S NAME] is conducting an exercise of the Regional Mass Notification System. THIS IS ONLY A TEST. No action required.

### Strengths

The following strengths were identified:

- Sent exercise verbiage in nine different languages
- Used new system to send county-wide alerts by all means (except IPAWS)
- The send process began immediately

### Area for Improvement 1: Rave Email “From Address”

Currently, the “From Address” in Rave for email alerts is “sacoes@getrave.com” and some residents have mentioned that it looks like spam.

#### **Recommendation:**

We are currently working with County Department of Technology and Rave to update the “From Address” to “sacalert@sacounty.gov.”

### Area for Improvement 2: Post Exercise Survey

As of November 16<sup>th</sup>, 4,724 people responded to the survey out of the hundreds of thousands of contacts the alert went to. Part of the reason for lower-than-expected respondents was because the survey was sent as a separate alert after the exercise, and not as part of the exercise message.

#### **Recommendation:**

Include survey link and description in the body of the exercise message.

### Area for Improvement 3: Public Awareness of Exercise

Many survey responses indicated an unawareness of the upcoming exercise. Not having awareness of the exercise, and then receiving alerts, tends to confuse, and frustrate residents. A larger, earlier effort to inform residents is essential.

#### **Recommendation:**

Work closely with Public Information Officers to periodically advertise the SacAlert system, how to sign up, and benefits of signing up. Advertise exercise early and often via all media and social media avenues.

## OUTREACH ANALYSIS

OES posted on Facebook and Twitter the Monday prior and the morning of the exercise. Due to a **real** earthquake that morning, our reminder post included information about that earthquake informing our community that this was different than the exercise. That post's engagement was much higher in engagement.

### October 16 (Shared post)

- <https://www.facebook.com/SacramentoOES/posts/pfbid0dGC77WxUHv6edGAPRX7q9kog49KuYbGsf8m5W9mUo3SnUXfxpp6i5uBwipbPrzCSl>
  - \*Post reach – 504
  - \*Post Impression – N/A
  - Post engagements - 15
    - Reactions - 5
    - shares - 2
    - comments - 0
    - clicks - 8
- <https://twitter.com/Readygov/status/1713997809840427299>
  - \*Due to retweet analytics are not available.

### October 18

- <https://www.facebook.com/SacramentoOES/posts/pfbid027Gh8LCe3ne9g1y4VCio2J4XMQBB48kjVsKaWDaubBMYiNqkybMcY8Epn2Tkx3RYFl>
  - \*Post reach – 7,034
  - \*Post Impression – 7,159
  - Post engagements – 1,070
    - Reactions - 121
    - shares - 32
    - comments - 46
    - clicks - 871
- <https://twitter.com/SacramentoOES/status/1714709736975986781>
  - Post Impressions – 666
    - Post engagements - 36
    - Retweets - 2
    - Likes - 3
    - Link clicks - 4
    - Replies - 1
    - Engagement Rates – 5.4%
    -
- <https://www.facebook.com/SacramentoCounty/posts/pfbid0upUc7aLmSrTKXH2Ljc1SuolLhX56Rt15knPQpPyCs4NswKTJNehf9qn6iQA2LWuf8l>
  - \*Post reach – 15,244
  - \*Post Impression – 15,267
  - Post engagements – 3,107

- Reactions - 227
  - shares - 66
  - comments - 140
  - clicks – 2,674
- <https://twitter.com/SacCountyCA/status/1714684131622494691>
    - Post Impressions – 2,045
      - Post engagements - 127
      - Retweets - 6
      - Likes - 7
      - Link clicks – 25
      - Hashtag clicks - 9
      - Engagement Rates – 6.2 %

## ANALYSIS OF CORE CAPABILITIES

Aligning exercise objectives and core capabilities provides a consistent taxonomy for evaluation that transcends individual exercises to support preparedness reporting and trend analysis. Table 1 includes the exercise objectives, aligned core capabilities, and performance ratings for each core capability as observed during the exercise and determined by the evaluation team.

Objective	Core Capability	Performance
To ensure successful operation of a large-scale launch of the Tri-County Alerting Systems	Public Information / Warning	P
To exercise the ability of agencies to create an alert specific to their jurisdiction’s boundaries	Public Information / Warning	P
To work with local media and promote the test so the public has ample warning regarding the alert notification	Public Information / Warning	P
<p>Ratings Definitions:</p> <ul style="list-style-type: none"> <li> <b>Performed without Challenges (P):</b> The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws.         </li> <li> <b>Performed with Some Challenges (S):</b> The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws; however, opportunities to enhance effectiveness and/or efficiency were identified.         </li> <li> <b>Performed with Major Challenges (M):</b> The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s), but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks for the public or for emergency workers; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws.         </li> <li> <b>Unable to be Performed (U)</b> The targets and critical tasks associated with the core capability were not performed in a manner that achieved the objective(s).         </li> </ul>		

**Table 1. Summary of Core Capability Performance**

## APPENDIX A: CITIZEN SURVEY

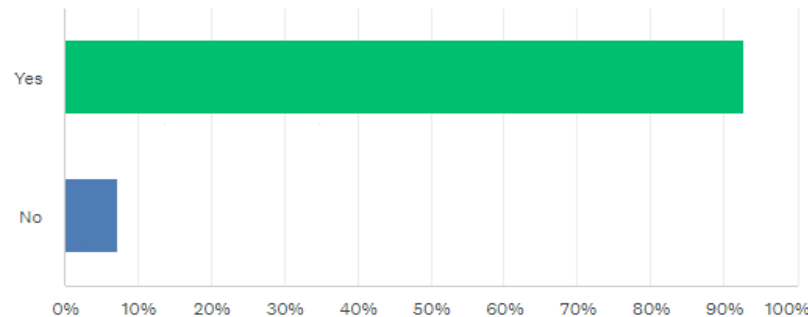
A survey was sent to citizens via email, Guardian and Smart911 app on October 26<sup>th</sup>, 2023 at 1:45pm. Link to survey: <https://www.surveymonkey.com/r/KZXZWWT>. Citizens were asked a series of questions regarding the receipt exercise messages. 4,746 citizens participated in the survey.

### Survey Questions

1. Did you receive the SacAlert on Thursday October 19th, 2023?
2. Did you know about the alert prior to October 19th?
3. If so, how did you learn about the October 19th alert exercise?
4. How did you receive the alert? (check all that apply)
5. In which language did you receive the alert?
6. Are you a resident or visitor of Sacramento County?
7. If you are a resident, what is your zip code?

Did you receive the SacAlert on Thursday October 19th, 2023?

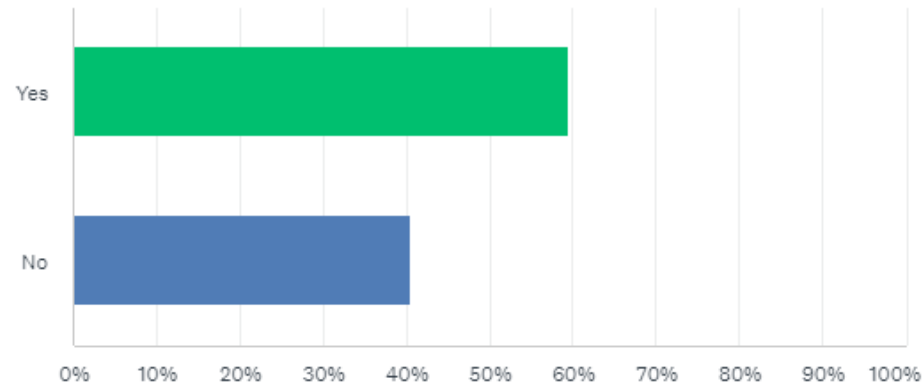
Answered: 4,709 Skipped: 37



ANSWER CHOICES	RESPONSES	
Yes	92.84%	4,372
No	7.16%	337
<b>TOTAL</b>		<b>4,709</b>

## Did you know about the alert prior to October 19th?

Answered: 4,722 Skipped: 24

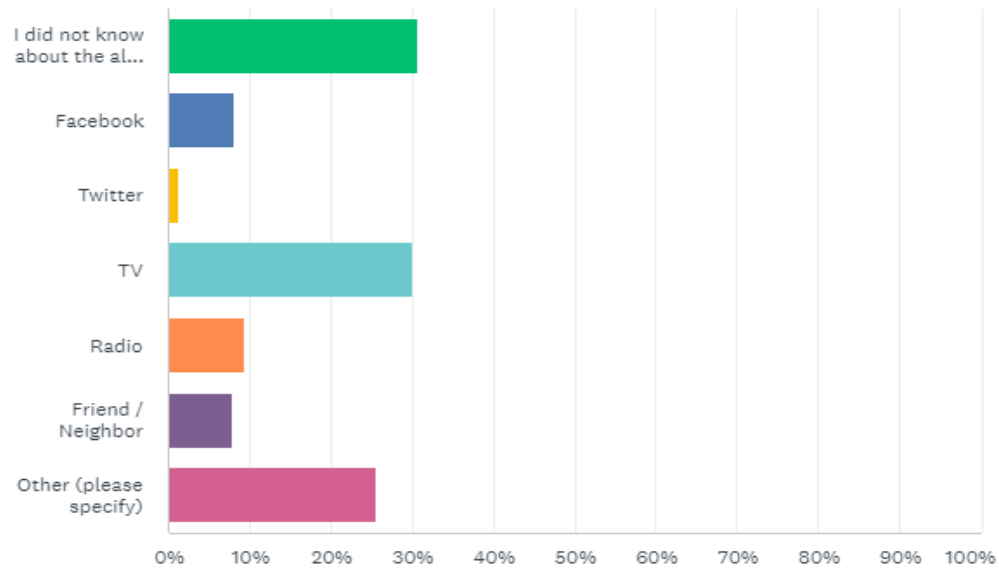


ANSWER CHOICES	RESPONSES
Yes	59.45% 2,807
No	40.55% 1,915
<b>TOTAL</b>	<b>4,722</b>



### If so, how did you learn about the October 19th alert exercise?

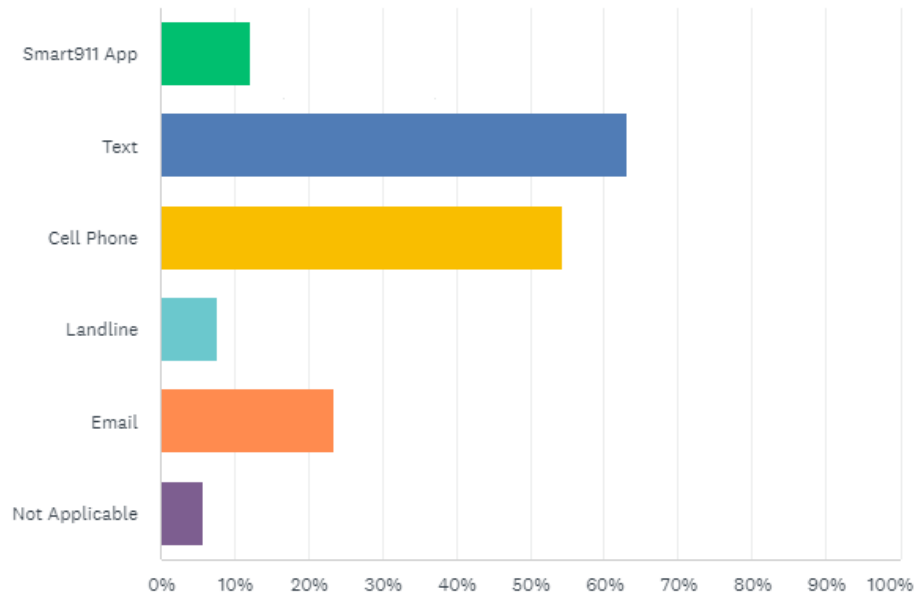
Answered: 4,182 Skipped: 564



ANSWER CHOICES	RESPONSES
I did not know about the alert exercise	30.73% 1,285
Facebook	8.20% 343
Twitter	1.29% 54
TV	30.11% 1,259
Radio	9.30% 389
Friend / Neighbor	7.89% 330
Other (please specify)	<a href="#">Responses</a> 25.49% 1,066
<b>Total Respondents: 4,182</b>	

### How did you receive the alert? (check all that apply)

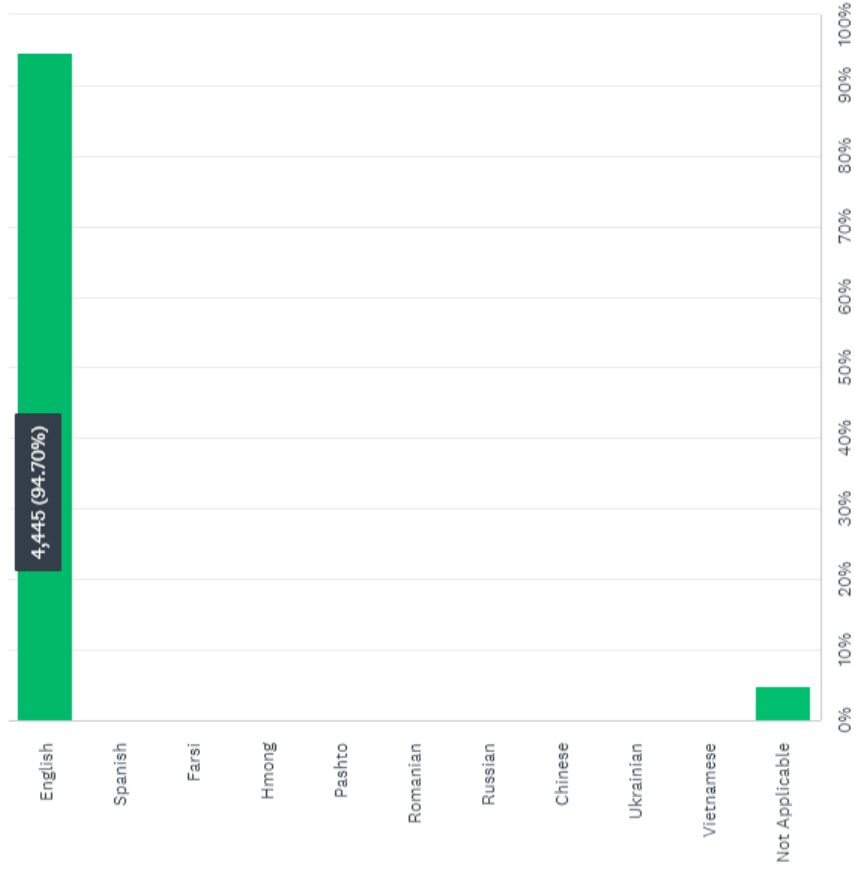
Answered: 4,693 Skipped: 53



ANSWER CHOICES	RESPONSES
Smart911 App	12.21% 573
Text	63.18% 2,965
Cell Phone	54.36% 2,551
Landline	7.61% 357
Email	23.48% 1,102
Not Applicable	5.80% 272
<b>Total Respondents: 4,693</b>	

In which language did you receive the alert?

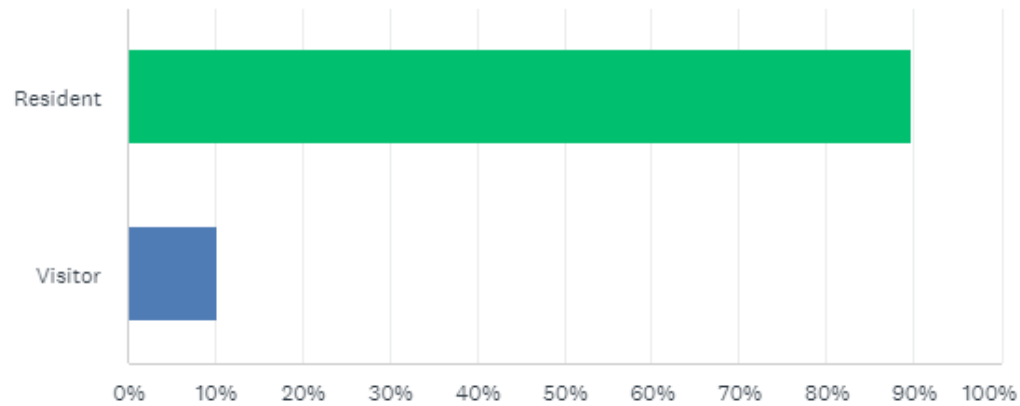
Answered: 4,694 Skipped: 52



ANSWER CHOICES	RESPONSES
English	4,445 94.70%
Spanish	11 0.23%
Farsi	2 0.04%
Hmong	0 0.00%
Pashto	1 0.02%
Romanian	2 0.04%
Russian	2 0.04%
Chinese	1 0.02%
Ukrainian	1 0.02%
Vietnamese	0 0.00%
Not Applicable	229 4.88%
<b>TOTAL</b>	<b>4,694</b>

## Are you a resident or visitor of Sacramento County?

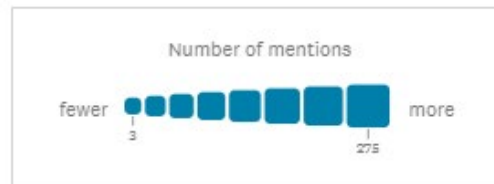
Answered: 4,659 Skipped: 87



ANSWER CHOICES	RESPONSES	
▼ Resident	89.87%	4,187
▼ Visitor	10.13%	472
<b>TOTAL</b>		<b>4,659</b>

# If you are a resident, what is your zip code?

Answered: 4,280 Skipped: 466



## APPENDIX A: IMPROVEMENT PLAN

This IP has been developed specifically for Sacramento, Yolo and Placer Counties as a result of the Tri-County Alerting Systems Exercise. Capability Elements are: Planning, Organization, Equipment, Training, or Exercise

Core Capability	Issue/Area for Improvement	Corrective Action	Capability Element	Primary Responsible Organization	Organization POC	Start Date	Completion Date
1: Public Information and Warning	1: Rave Email "From Address"	We are currently working with County Department of Technology and Rave to update the "From Address" to "sacalert@saccounty.gov."	Equipment & Systems	Sacramento County OES	Jason D'Alessio	Oct 2023	Alert Test 2024
	2: Post Exercise Survey	Include survey link and description in the body of the exercise message.	Training	Sacramento County OES	Jason D'Alessio	Oct 2023	Alert Test 2024
	3: Public Awareness of Exercise	Work closely with Public Information Officers to periodically advertise the SacAlert system, how to sign up, and benefits of signing up. Advertise exercise early and often via all media and social media avenues.	Planning	Sacramento County OES	Jason D'Alessio	Oct 2023	Alert Test 2024