



THE NOTIFICATION AND WARNING SYSTEM FOR SAN MATEO COUNTY

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San Mateo County

Office of Emergency Services

Bay Area Emergency Managers Conference 2017

Genentech Event Center, South San Francisco, CA



758,581- POPULATION

3 ACTIVE MILITARY BASE

57,910 ACRE FEET OF WATER CRYSTAL SPRINGS RESEVIOR

57.7 MILES COASTLINE

6 HOSPITALS

272,149 NUMBER OF HOUSING UNITS

36,037 SAMTRANS PASSENGERS DAILY

1 DEEP WATER PORT-REDWOOD CITY

20 INCORPERATED CITIES



2285 MILES OF PGE PIPELINE

292 WATERWAY SQUARE MILES

17 SKILLED NURSING FACILITIES

60,219 CALTRAIN PASSENGERS DAILY

\$164 BILLION ASSESSED VALUE OF TAXABLE PROPERTY

ELEVATION CHANGE FROM 0 ft. to 2,629ft

174,000 BRIDGE COMMUTERS DAILY

\$14.6 billion TAXABLE SALES ANNUALLY

455 LAND SQUARE MILES

3 AIRPORTS-1517 FLIGHTS DAILY

\$140 million AGRICULTURAL PRODUCTION ANNUALLY

125 ASSISTED LIVING FACILITIES

HOME TO INTERNET GIANTS ORACLE AND FACEBOOK

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The system at a glance

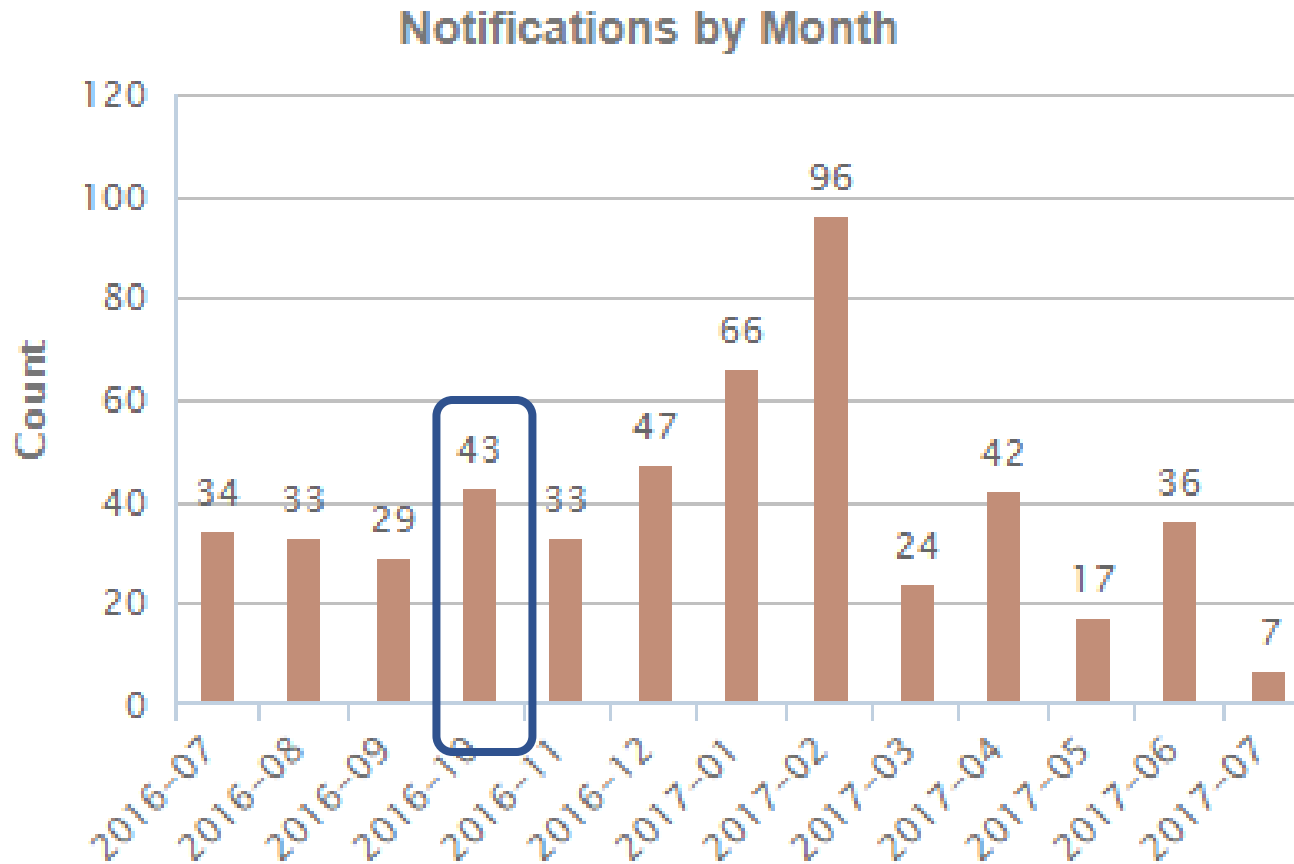
- 57,464 Public subscribers receiving messages
+10,245 Subscribers through quick sign-up
- 11,581 Law, fire and city employee subscribers
- 507 Public notifications in the last 12 months

Two systems in one

Serving two emergency functions



Alerts trend based on emergencies

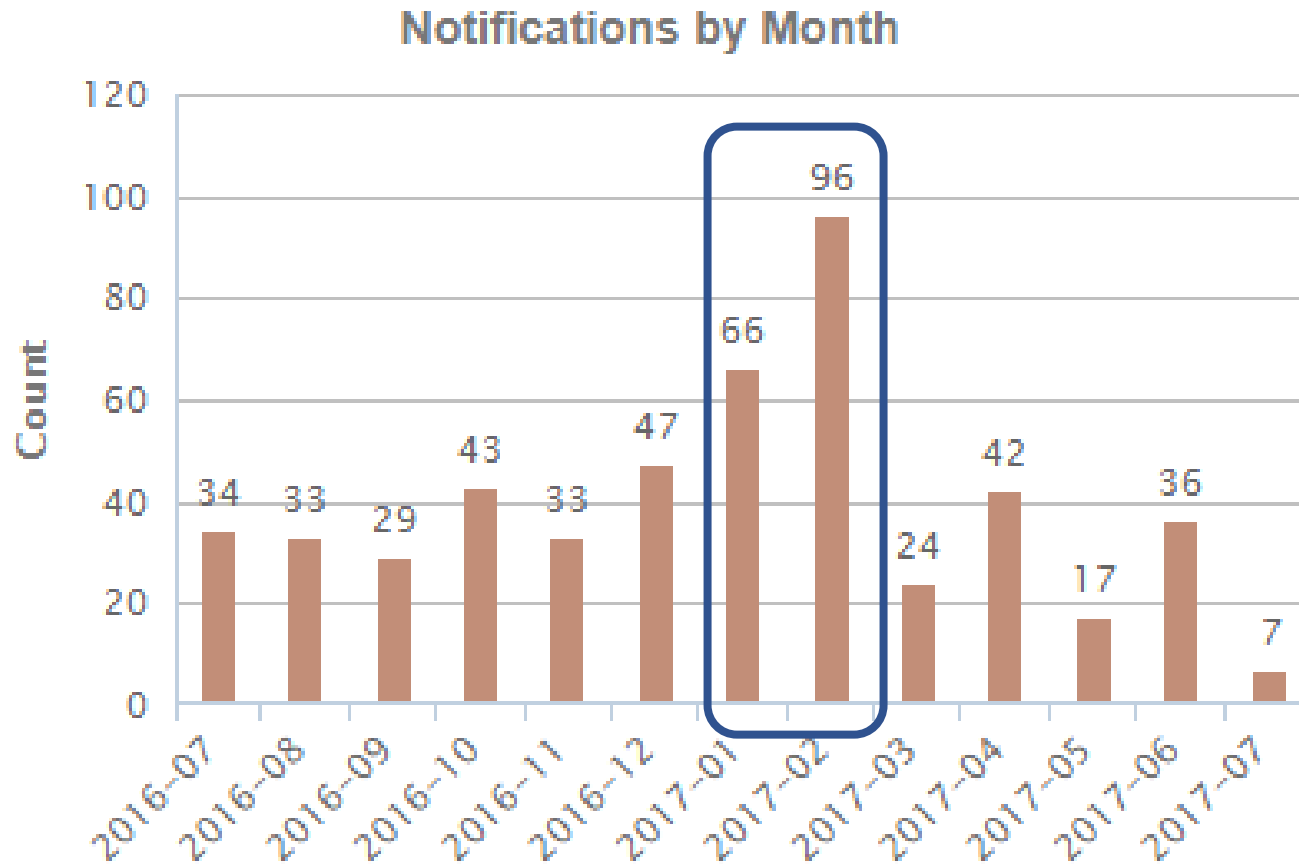


Incidents that Impacted the Entire County



October 20th, 2016 an RV catches fire shutting down US 101 in both directions. SMC Alerts are sent to all subscribers warning of the 3 hour shutdown at the peak of commute time.

Alerts trend based on emergencies



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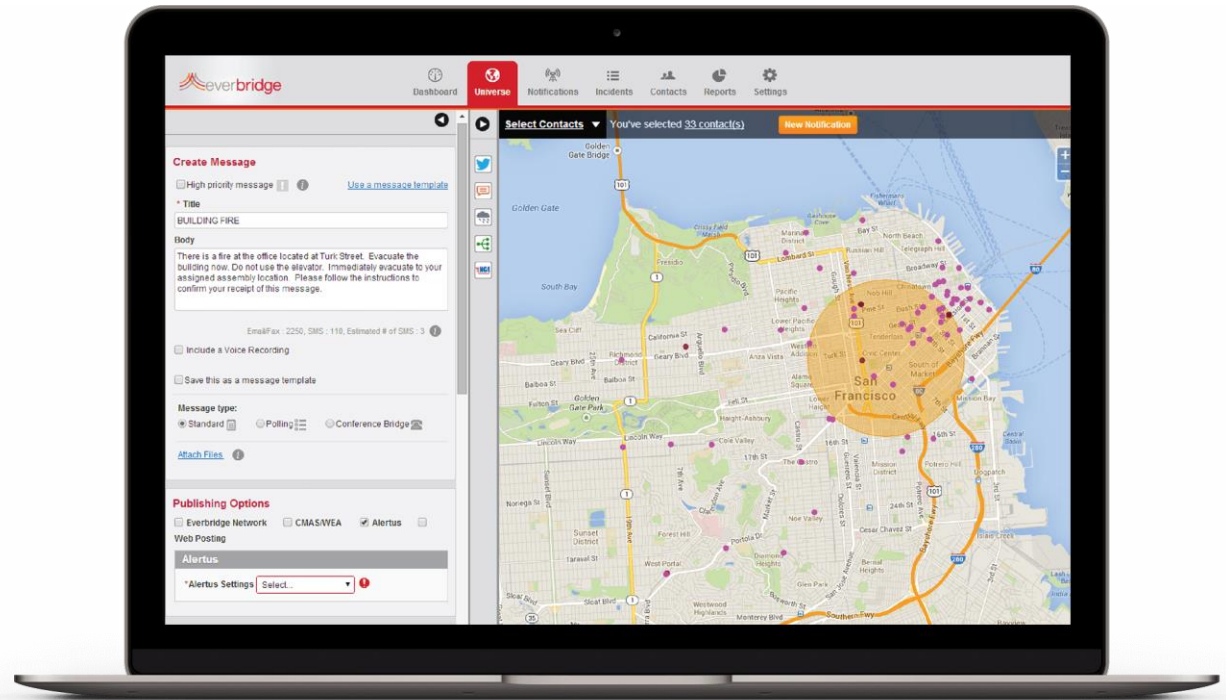
Incidents that Impacted the Entire County

January and February 2017
A series of very wet winter storms affected all cities in the county generating dozens of SMC Alerts warning of flooded intersections and roads closed by down trees and wires.



Rapid and Accurate are Key to Acceptance

The ability to send from mobile devices and to use map based interfaces speeds the process of getting information to the public.

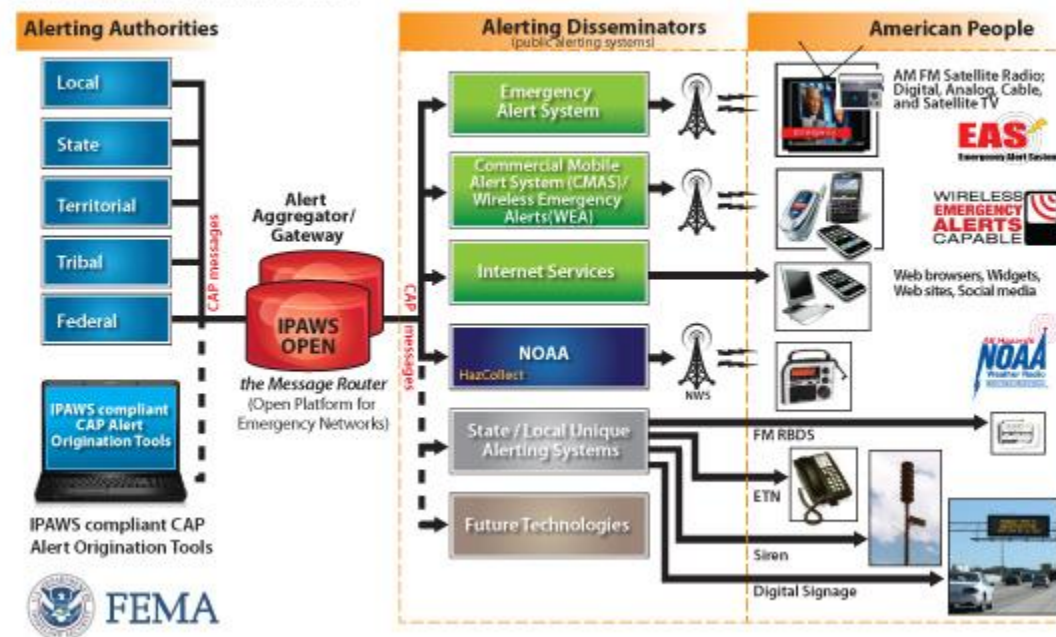


IPAWS / WEA

The integrated Public Alert And warning system is a collaborative effort between broadcasters, cellular carriers and FEMA to provide a channel to send public warnings via multiple methods in the hopes of reaching the most people. WEA is the wireless Emergency Alerts sub-system of the IPAWS.

IPAWS Architecture

Standards based alert message protocols, authenticated alert message senders, shared, trusted access & distribution networks, alerts delivered to more public interface devices



Public Private Partnerships

- Groups configured to share vital information
- Specific hazards shared with the surrounding community
- Incidents that may impact your company

The future of SMC Alert



- Community Outreach
 - Residents/Business
- Social Media
 - #smcalert
 - County channels
- Public television
 - Peninsula Television

Thank you!

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