



Bay Area UASI Management Team Public Information & Warning Work Group 2017 Work Plan

The Public Information & Warning Work Group is chaired by Corey Reynolds of the Bay Area UASI Management Team. The Chairperson is responsible for developing meeting agendas, scheduling and facilitating regular meetings, and distributing meeting summaries to workgroup members.

I. 2017 Project Oversight

Consistent with the ongoing purpose as stated in the Public Information & Warning Work Group Charter, the work group will oversee the following projects:

- Bay Area Joint Information System (JIS) Framework (with Emergency Management Work Group)
- Mass Notification Workshop Series (*pending funding approval and FY17 swap*)

II. Member Roles and Responsibilities

Members of the work group are expected to attend scheduled work group meetings in person or via teleconference if necessary for the purpose of:

- Providing subject matter expertise and jurisdictional perspectives to the oversight of applicable projects
- Offering input to the active subcommittees to ensure relevant and quality outcomes of all projects
- Participating in the review of draft and final project deliverables
- Engaging in current regional collaboration efforts and reporting updates to their Office of Emergency Services leadership.

The Public Information & Warning Work Group is scheduled to meet four times during 2017. Each meeting will last no more than 2 hours. Additional correspondence to work group members will be conducted via email from the Chairperson. Work group members are encouraged to participate in regional workshops, relevant trainings, and other events coordinated by this work group and its subcommittees. At a minimum, work group members should coordinate appropriate event participation by staff within their jurisdiction.

III. 2017 Active Subcommittees

Below are the current subcommittees which will report to the Public Information & Warning Work Group quarterly throughout 2017.

Bay Area JIS Subcommittee

This subcommittee is led by Corinne Bartshire and consists of members from local government, state agencies, non-profit agencies, and the private sector with public information and warning roles within the Bay Area UASI region. During 2017, this group will oversee the development of the Regional JIS Framework.



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Mass Notification Workshop Subcommittee

This subcommittee is led by Corey Reynolds and consists of members from local government, state agencies, and non-profit agencies with mass notification roles within the Bay Area UASI region. During 2017, this Subcommittee will oversee the development and execution of a mass notification workshop series (pending funding approval).

IV. Subcommittee Roles and Responsibilities

Each Public Information & Warning Work Group subcommittee will provide project guidance, oversight and stakeholder representation in the development of the subcommittee's assigned projects.

Subcommittee members are expected to:

- Attend scheduled subcommittee meetings and respond to subcommittee correspondence
- Confirm project goals add value for the majority of Bay Area UASI jurisdictions
- Confirm the documented scope of work meets the goals of each project
- Oversee the progress of the relevant project and provide status to the Public Information & Warning Workgroup, the Emergency Management Workgroup, the UASI Approval Authority, and other stakeholder groups as appropriate.
- Review draft project deliverables and provide input to ensure quality outcomes.
- Participate in planning workshops and other relevant project tasks by attending scheduled meetings and/or coordinating appropriate attendance from their jurisdiction.

V. Future Focus Areas / Project Ideas

The following are focus areas for the Public Information & Warning Work Group to consider approaching through regional coordination in future years:

- Develop coordinated marketing to promote signing up for mass notification systems (e.g., a regional landing page, coordinated media buys)
- Develop and share pre-scripted messages and standardized alerting template language
- Explore models or mechanisms for enabling sustainable funding for mass notification systems
- Identify a mechanism for sharing best practices, training, and end-user documentation
- Conduct outreach to Access and Functional Needs (AFN) and limited English proficiency populations