



City of Beverly Hills

Community Guide to Public Alert and Warning Fact Sheet

PURPOSE

The purpose of the *Community Guide to Public Alert and Warning* is to outline and describe the various public alert and warning processes the City of Beverly Hills may employ to provide residents, including those with disabilities and access and functional needs with accessible and effective communications.

WHAT DO I TAKE WITH ME?

In the event an alert or warning is issued informing you of an evacuation, the following are some recommended items to take with you:

- Food
- Water
- Clothing
- Medication
- Personal Hygiene Items
- Emergency supplies
- Pets and pet supplies
- Copies of Important Documents
- Purse/wallet/keys
- Photographs and other sentimental items

BACKGROUND

What is Public Alert & Public Warning? A **public alert** is a communication intended to attract public attention to an unusual situation and motivate individual awareness. A **public warning** is a communication intended to persuade members of the public to take one or more protective actions in order to reduce losses or harm.

CITY OF BEVERLY HILLS ALERTING AND WARNING PLATFORMS

- 1. Integrated Public Alert and Warning System (IPAWS)** – Internet based
 - Emergency Alert System (EAS) – via cable TV, satellite systems, and radio
 - Wireless Emergency Alerts (WEA) – via mobile phone carriers (no need to register for this alert)
 - National Oceanographic and Atmospheric Administration (NOAA) Weather Radio
- 2. Emergency Notification System** – via voice messages, SMS/text messages and emails (must register to receive alerts. Self-register at: www.beverlyhills.org/emergencynotification)
- 3. Nixle** – City uses Nixle for more day-to-day information, but may also be used during emergencies. Self-register at Nixle by texting BEVHILLS or BEVHILLSPD to 888-777.
- 4. Public Address (PA) System and Vehicle Siren** –The Police Department may issue warnings through the use of loud speakers and vehicle sirens. This method will be used in addition to other mass notification systems to assist the hearing impaired receive warnings in other ways.
- 5. City Sirens** – The City is currently installing sirens throughout the City to assist with issuing evacuation orders, shelter-in-place warnings, etc. These sirens will incorporate voice directions as well.
- 6. ShakeAlert Earthquake Early Warning (City of Beverly Hills)** - ShakeAlert alerts users up to tens of seconds of advance warning to take appropriate protective actions before the earthquake strikes in their location. (The alert time depends entirely on the distance from the point of origin. Further away from the “epicenter” the more advance warning you may receive.) The City is installing ShakeAlert software in City facilities. The system will announce a countdown when an earthquake is detected and will alert those in the vicinity to take protection actions (Drop, Cover and Hold On).
- 7. MyShake App**- Individuals may download the free MyShake mobile app to receive MyShake warnings. The early warning function is configured to work throughout California. Residents are instructed to download the app to receive alerts from MyShake on their smart phone.
- 8. Door to Door Notifications / Neighborhood Fliers** - In the event normal communications are impacted, staff may go door-to-door issuing notices to residents. Fliers may also be left at each residence with instructions to follow and numbers to contact for more information. In an active disaster, the Beverly Hills Disaster Hotline would be staffed [(310) 550 – 4680)].



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CITY OF BEVERLY HILLS EMERGENCY INFORMATION

Following the initial emergency notification, the City uses the following public alert and warning systems to relay important information to you:

1. Nixle
2. Social Media (Twitter, Facebook, Instagram)
3. Media Releases and E-Blasts
4. City Website (www.beverlyhills.org)
5. Beverly Hills TV (10 and 35)
6. AM 1500 Radio Station
7. Electronic Changeable Message Signs (CMS)
8. City Hotline - 310-550-4680
9. LRAD Mobile Siren System
10. Wireless Emergency Alerts (WEA)

WHERE WILL I GO IF AN EVACUATION IS ORDERED?

Residents are reminded that if they can stay at home, they should stay at home. Unless their home / living situation has been compromised, residents should stay where they are in a safe space rather than congregating at a central location in town.

The City may set up shelters or comfort stations for residents at one or more of the pre-determined location:

- | | |
|-----------------------------|-----------------|
| • Roxbury Park | • Hawthorne |
| • La Cienega Park | • Beverly Vista |
| • Beverly Hills High School | • Horace Mann |

*Actual location will be determined upon incident.

Monitor City communication sources and follow the direction of Public Officials.

GLOSSARY OF TERMS

Mandatory Evacuation Area— Area in which all residents and businesses must leave for the time stated by public officials. Mandatory evacuations are employed by authorities as a protective action to save lives and protect property in emergencies.

Take important documents, possessions and supplies.

Emergency Alert System (EAS) —The Emergency Alert System (EAS) is a national public warning system that requires broadcasters, cable television systems, wireless cable systems, satellite digital audio radio service providers, and direct broadcast satellite providers to provide the communications capability for the President to address the American public during a national emergency. The system also may be used by state and local authorities to deliver important emergency information, such as AMBER alerts, SILVER Alerts, and weather information targeted to specific areas.

Lockdown— A temporary sheltering technique used to limit exposure of building occupants to an imminent hazard or threat. When "locking down," building occupants will shelter inside a room and prevent access from the outside.

National Weather Services (NWS) — Federal government agencies charged with weather related reporting and projections.

NOAA Weather Radio — "The voice of the National Weather Service" - NOAA Weather Radio broadcasts National Weather Service warnings, watches, forecasts and other hazard information 24 hours a day. It is provided as a public service by NOAA. The NOAA Weather Radio network has more than 480 stations in the 50 states and near adjacent coastal waters, Puerto Rico, the U.S. Virgin Islands and U.S. Pacific Territories.

Shelter-in-place — Take immediate shelter where you are—at home, work, school, or wherever you can take protective cover. It may also mean "seal the room;" in other words, take steps to prevent outside air from coming in.

Warning — Refers to any text, voice, video, or other information provided by an authorized official to provide direction to the public about an ongoing emergency that requires immediate actions to protect life, health, and property.

Watch — Meets the classification of a warning but either the onset time, probability of occurrence, or location is uncertain.

Wireless Emergency Alert (WEA) — Alerting authorities can broadcast WEAs to cellular carrier customers with compatible mobile devices located in the geographic vicinity of cellular towers serving an affected area.

READY! SET! GO!

MAKE A PLAN! GATHER SUPPLIES! BE INFORMED!

For more information call the City's Office of Emergency Management at 310-285-1014