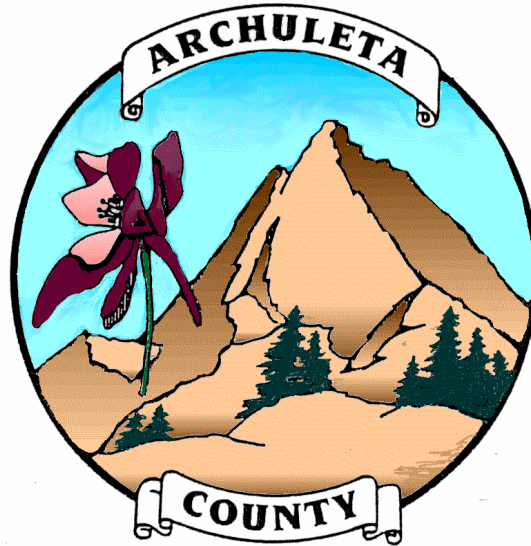


Archuleta County



Emergency Alert & Notification Plan



2021

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Record of Changes

All changes are to be annotated on the master copy of the Emergency Alert & Warning Plan. Should the change be significant in nature, update shall be made with the applicable plan holders. If not, changes will be reviewed and incorporated into Emergency Alert & Warning Plan at a scheduled update.

DATE POSTED	CHANGE	PAGE / PARAGRAPH / SUBJECT HEADER	RECOMMENDING AGENCY / INDIVIDUAL
04/29/2021	Added approval process and defined designated IPAWS users	Integrated Public Alert and Warning System (IPAWS)	ACSO – Emergency Manager (Mike Le Roux)
04/29/2021	San Juan Basin Health to San Juan Basin Public Health	San Juan Basin Public Health	ACSO – Emergency Manager (Mike Le Roux)
04/29/2021	Added Archuleta County Combined Dispatch	Archuleta County Combined Dispatch	ACSO – Emergency Manager (Mike Le Roux)
04/29/2021	Changed Annual to Monthly	Public Alert and Notification Plan and systems Maintenance	ACSO – Emergency Manager (Mike Le Roux)

Introduction

The following guide provides an overview of external public notification dissemination and warning as well as internal key official and responder notification in the event of a large scale emergency or disaster in Archuleta County.

Rapid dissemination of warning and emergency information about an imminent or occurring emergency is critical to protecting life, safety, and health during an emergency. The County will use a coordinated emergency alert system to distribute emergency information, warnings, and instructions for the duration of the emergency.

The information provided before, during, and after a disaster/emergency shall provide clear, concise, and accurate information on the existing situation, actions being taken by authorities, and actions to be taken by the general public. Every effort shall be made to minimize and counter rumors, hearsay, and half-truth information.

Citizens have the responsibility to prepare themselves and their families to cope with emergencies and to manage their affairs in way that will aid the County in managing emergencies. The County will assist residents in carrying out these responsibilities by providing public information and instruction before, during, and after emergencies.

Purpose

The purpose of this plan is to set forth the warning procedures and capabilities to be employed in the event of a large-scale emergency in Archuleta County. This plan is developed as an integral part of the Archuleta County Emergency Operations Plan; however, it is also designed to stand alone as Archuleta County's Emergency Alert and Notification Plan.

Situation and Assumptions

There are numerous emergency situations that require alerting to the general public to impending emergencies or disaster situations. These situations are outlined in the county hazard analysis. Examples most common to Archuleta County would be wildfire, floods, weather events, or human caused events.

Only a portion of the general public will receive and understand official information. Demographics, changing technologies and different means of communication also provide challenges. Due to these factors numerous warning systems will usually need to be implemented.

Archuleta County warning capabilities consist of:

- (1) Everbridge Nixle 360
- (2) Integrated Public Alert and Warning System (IPAWS)
- (3) Emergency Alert System (EAS)
- (4) Social Media
- (5) Local Government Websites
- (6) Mobile and Fixed Electronic Signs
- (7) Door to Door Notifications

Concept of Operations

External and Internal Activation

Named Archuleta County Personnel, by position, have the authority and are responsible for providing warnings and notifications based on established procedures depending on the jurisdiction of the impact.

Warning Mechanisms

Everbridge Nixle 360

Archuleta County uses Everbridge Nixle 360 for public notifications. This reverse 911 system has the ability to send text, email, and voice notifications to citizens who have registered. The system also has options, when selected, to post directly to Facebook and Twitter feeds. Nixle has three levels of alerts, Community, Advisory, and Alert. They should be used in accordance with the following examples:

Community: is the lowest level of alert. When a community alert is sent the receiver will only receive an email message. Examples of use are safety tips, community meetings, or other general notifications.

Advisory: alerts will be received by both email and text alerts. Examples of use are extreme weather notifications, significant road closures, pre-evacuation notices, etc.

Alert: is the highest warning in the Nixle Program and receivers are alerted by text message, email and phone call. Examples of use are for missing person notifications, BOLO's, evacuation notices, etc.

Integrated Public Alert and Warning System (IPAWS)

Archuleta County, in collaboration with the Federal Emergency Management Agency (FEMA), has been granted access to the Integrated Public Alert Warning System. The system allows access to area cell towers to deliver emergency text notifications to all cell phones accessing those towers. This greatly enhances the ability to notify residents who have not signed up for Nixle alerts and the tourist/visitors to Archuleta County. IPAWS should only be used in life safety incidents. The Emergency Manager and Emergency Communications Director have the authority and ability to utilize the IPAWS functionality. The Archuleta County Sheriff and / or Undersheriff will provide the final approval to utilize IPAWS in the event of a life safety incident or disaster.

Social Media

Social Media has become very popular and can significantly increase the amount of citizens contacted. Multiple Facebook, Twitter and other forms of social media accounts are operated by the local jurisdictions/agencies within Archuleta County. The jurisdiction where the incident begins will normally start the social media posts. If the incident is in multiple jurisdictions the messaging should be coordinated through the Archuleta County PIO Group / Joint Information System for consistent messaging.

Local Government Websites

Many residents within Archuleta County look for up-to-date information on local jurisdictions and agency websites. The jurisdiction the incident begins in will normally start the website posts. If the incident is in multiple jurisdictions the messaging should be coordinated through the Archuleta County PIO Group / Joint Information System for consistent messaging.

Mobile and Fixed Electronic Signs

The use of mobile and fixed electronic signs can alert citizens to dangerous hazards or events taking place within Archuleta County. Archuleta County, local and state jurisdictions/agencies have the ability to move many of these mobile signs to the area most affected. Fixed signs are also located within Archuleta County and can be used as well.

Door to Door Notifications

Even with today's various forms of technology and communication life safety is the primary goal during an emergency or disaster. Door to Door Notifications when warranted and safe to do so by first responders or trained volunteers is required to ensure public safety.

Responsibilities

The responsibilities listed herein are not intended to be departmental checklists. Each agency/jurisdiction will develop internal policies and procedures. At the discretion of the lead agency or incident commander, and based on the incident, not all of the functions may be performed.

Primary Agencies

Archuleta County Sheriff's Office / Law Enforcement:

1. Disseminate warning and emergency public information to affected areas as needed in coordination with the Office of Emergency Management, County Joint Information System (PIO's), Archuleta County Combined Dispatch, and corresponding fire districts.
2. Supplement warning activities by door-to-door notifications, mobile loud speakers, or other available means as necessary and safe to do so.
3. Address citizen warnings received through the emergency 911 system.

Fire Protection Districts:

1. Disseminate warning and emergency public information to affected areas in coordination with the corresponding County Sheriff, Pagosa Springs Chief of Police, the Office of Emergency Management, County Joint Information System (PIO's), and Archuleta County Combined Dispatch.
2. Supplement warning activities by door-to-door notifications, mobile loud speakers, or other available means as necessary and safe to do so.

Archuleta County Office of Emergency Management

1. Assist law enforcement and fire incident commanders in the field in disseminating warning and emergency public information to affected areas.

2. Coordinate and/or assist implementing and maintaining the County Joint Information System (PIO's).
3. Assist/coordinate a call center for longer events.

Archuleta County Combined Dispatch

1. Disseminate warning and emergency public information to affected areas as needed in coordination with the Office of Emergency Management.
2. Address citizen warnings received through the emergency 911 system.

San Juan Basin Public Health

1. Issue general public health alert and warnings as necessary.
2. Coordinate with the County EOC / County Joint Information System.

Archuleta County Information Technology

1. Place emergency alerts and information on County and Sheriff's Office websites.
2. Support EOC operations.

Board of County Commissioners / E-911 Board

1. Provide funding and authority to operate and maintain warning systems.

Public Alert and Notification Plan and Systems Maintenance

The Archuleta County Emergency Manager is responsible for working with local jurisdictions and agencies specified for the maintenance and improvement of the Archuleta County Emergency Alert and Notification Plan and systems to include:

1. Monthly test of systems.
2. Analysis of current and future funding requirements.
3. Collaborating with local jurisdictions and agencies for maintaining Authorized Users of alert and warning systems.
4. Training of authorized users in the various systems.
5. Updating the Archuleta County Emergency Alert and Warning System as necessary but at least every three years to coincide with the update of the Archuleta County Emergency Operations Plan.