

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

INTERGRATED PUBLIC ALERT AND WARNING SYSTEM (IPAWS)

Thursday, March 19, 2014

1:00 p.m. – 3:00 p.m.

Chair: Ulie Seal

MEETING AGENDA

Call to order

Approval of Today's Agenda

Approval of Previous Meeting's Minutes

- January 2015

Reports of Standing Committees:

- Policy – du Bois / McDonald
- Infrastructure – Dooley
- Public Information – Anderson / Williams
 - COG Messaging Work Group – report on the meeting of March 25

Committee Items

Reports:

- Warning and Coordination Workshop –Planning Committee meeting overview

Old Business

New Business

Other Business:

- Outdoor Warning Sirens – Best Practices, approved by AMEM board
- Membership and Attendance

Announcements:

- Speaking engagements--

(Preview at this Meeting) March 23, 2015 Progress on the CPB Grant on Multilingual Alert and Warning: Webinar with FEMA IPAWS Program staff and regional coordinators – Presenters: Lillian McDonald, ECHO; Lucy Swift, TPT; Don Heppelmann, TPT; John Dooley – HSEM

Adjourn

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

INTEGRATED PUBLIC ALERT AND WARNING SYSTEM

JANUARY 15, 2015

MEETING MINUTES

ATTENDANCE

MEMBERS:

PRESENT, REPRESENTING

Chair: **Ulrie Seal**, MN Fire Chiefs Association
Vice Chair: **Michael Martin**, MN Cable Companies
John Dooley, Committee Coordinator/Angie Pommerening, HSEM
Janell Rasmussen/David Kravik, BCA
Dana Wahlberg/**Cathy Anderson**, DPS/ECN
Randy Willis, Minnesota Sheriffs Assn
vacant, MN State Patrol
Julie Anderson, DPS Office of Communications
Todd Krause/Joe Calderone, National Weather Service
William Schmidt, MN Dept. of Health
Jim duBois/Steve Woodbury, MN Broadcasters Assn
Bryan Green/Terry Stoltzman, AMEM
Amy Hass, Xcel Energy
Scott Williams, Metro Radio Region/Ramsey County
Vacant – Region 4
Scott Camps – NE Radio Region
Nancy Shafer/Vacant, NW Radio Region
Don Heppleman/Bill Hanley, Twin Cities Public Television
Lillian McDonald, ECHO Minnesota
Bryan Gorman – Region 5
Mike Bromberg – Southeast Radio Region
Denison Hanson – Minnesota Public Radio
Dan Anderson, HCEM
Susan Gonot—Charter
Jeff Bengtson – South Central Radio Region
Denny Hanson - MPR
Patrick Waletzko, Central MN RAC
Mike Ostlund - HCEM
Susan Ebnet -
Joel Glaser—AMPERS

*Members attending are marked with yellow highlight.

B.J. Kohlstedt, Lake County EM
Ace Bonnema, Kandiyohi County (for Sheriff Dan Hartog)

CALL TO ORDER

Chair Seal calls the meeting to order at 1:02 p.m.

AGENDA REVIEW

Chair asks for a motion to approve the Agenda.

Jim duBois moves to approve the Agenda as amended.

Lillian McDonald seconds.

Motion carries.

MINUTES

Chair asks for a motion to approve minutes from last meeting.

McDonald moves to approve the previous meeting's minutes.

Mike Bromberg seconds.

Motion carries.

SUBCOMMITTEE REPORTS

- ***POLICY (DUBOIS/MCDONALD)***

DuBois turns a portion of his report over to John Dooley. On December 5th, the Policy Committee scheduled a special required weekly test with Spanish language messaging with four different stations in various parts of Minnesota.

John Dooley says the test was to do an air check on the radio stations to see what would come up. There were some filtering issues; on one the clock was off. There was a re-test the following week and most of the problems had been corrected. Dooley says we have a little work to do on the filtering portion, especially for some of the smaller stations where it is just a plug and play device. Most stations are doing a good job but we may want to do a code test later on after most of the stations get the required codes put in.

Dubois said earlier in December we sent out a request to all of our radio and TV stations asking that they air the five codes that we discussed at the November meeting. We are in the process of following up now. The initial response has been encouraging. Of those we heard back from, all of the stations were willing to do this. The only exception was one station group, two FM stations, regarding AMBER. Those stations wanted to record that alert and insert it after the first break from music. The other four codes they would air instantaneously.

The sub sub team is meeting next month.

- ***INFRASTRUCTURE (DOOLEY)***

The highlights were covered under the testing report above.

- ***PUBLIC INFORMATION (ANDERSON/WILLIAMS)***

Julie Anderson reports on the Alert and Warning Communication and Outreach Plan, as presented in the meeting materials. She says the plan talks about what we've done and gives a bit of an outline on where we want to go but that portion needs more work. The money earmarked for our regions to buy the upgraded software is caught in congress right now so we are a little bit on hold moving forward. This piece summarizes all of the outreach efforts we have done and it will be kept updated. Anderson will send it to Commissioner Dunaski.

Anderson reports that there are some new recommendations regarding the 90 characters for WEA messages not being long enough and some new recommendations and guidelines on the ordering of messages.

She and Williams present information from the study, *Comprehensive Testing of Imminent Threat Public Messages for Mobile Devices, First Responders Group, October 2014, Homeland Security*. Dooley will send committee members a link to the report.

Scott Williams says the COG working group will need to have a really good discussion about this. A controlled study was done testing not only WEA but also longer scrolled messages to see what could be done to make them more effective. The study looked at 90 character messages and 140 character messages and the longer form messages. The most basic conclusion was that 90 characters are not enough to get people motivated and moving. There was some indication (statistically weak) that the most important information to put out at the front end of the message is who the alerting authority is. We've found it difficult to fit that into a 90 character message at all. This may help push the wireless carriers or the FCC to push the wireless carriers to give us more than 90 characters. Even with 140 character messages, people are still reluctant to react. The longer, 1350 character message, is the one it takes to get people motivated.

Even with the 140 character message, research shows people are still looking for additional information before they will act. The first (90 character warning) is the doorbell. We need additional confirmation, whether follow up from media, longer EAS crawl on the TV, or social media blasts. The short messages have limited ability to get people to act. It gets their attention but it takes more information to get people to act.

Williams says the finding is that it's not enough to say "duck!" People want to know why they have to duck; do I really have to duck; do you really mean me or do you mean the guy down the street. From prior research, we know that people need to have information from more than one source before they take action. But the good news is that IPAWS is built for that. Still, it is painfully long to watch the longer messages scrolling—it takes a long time to get back to the beginning where the most critical information is. So it's going to take some creativity to figure this out.

The Public Information Committee will give a presentation at the Governor's conference which will be more about the multi-language aspects of this. Williams will give a presentation at the end of March which will be a how-to for IPAWS in PSAPS.

Severe Weather Alerts

Todd Krause was on the conference call to answer any weather questions. There were none but he can be emailed with questions as they arise.

DuBois says the broadcasters are in the process of getting permission from the FCC again to use the Live Tornado Code for the tornado drill that will happen during Severe Weather Awareness Week. The drills will happen on Thursday, April 16th with backup date of April 17. The Tornado Watch will be issued at 1 p.m. and Tornado Warning at 1:45 and 6:55 p.m.

OLD BUSINESS

None.

NEW BUSINESS

Dooley reviews the 2015 meeting schedule, which will be the same, meeting on the third Thursday of the month from 1:00 -3:00 p.m., with the exception of November and December. Those months will be moved up one week because of the holidays and rescheduled SECB meetings. Carol Salmon will send a calendar request for the new meeting dates.

WARNING AND COORDINATION WORKSHOP

Chief Seal says we are looking for people who are interested in making this a reality. Anderson and Williams volunteer to help. Dooley will send out the goals for the workshop.

Discussion of some of the details. Thinking about a half day or two-thirds day workshop. The funds would be requested for meeting materials, maybe a facilitator, refreshments. Late spring. Maybe 30-40 people.

OTHER BUSINESS

Outdoor Warning Siren

Dan Anderson reports on the work that AMEM (Association of MN Emergency Managers) is doing to develop best practices for outdoor warning sirens. There is a representative from each AMEM region on the work group and also from each of the weather offices that serve Minnesota.

Anderson gives a power point presentation being developed on best practices for outdoor warning sirens. The presentation will go to the AMEM board for final approval on February 10th

Don Heppleman says getting the information out is a critical component and there should be a best practices on how to get the information out.

Williams says there is an opportunity in the spring during severe weather week to get the message out about what sirens are meant for (take shelter, then get information) and also about WEA messages.

Review of presentation at the CONCLAVE – John Dooley, Scott Williams, Denison Hanson, Todd Krause and Don Heppleman

They talked about IPAWS to the broadcasters and made a pitch about putting the codes out there. There were good questions.

ANNOUNCEMENTS

Speaking Engagements

Governors' Conference on Homeland Security and Emergency Management Alert and Warning – English and Beyond, February 11

Lillian McDonald, ECHO

Don Heppleman, TPT

Lucy Swift, TPT

Scott Williams, RRC

John Dooley, HSEM

G272 Warning Coordination, February 10-11, Todd Krause, NWS

ADJOURN

Meeting was adjourned at 1:54 pm.

SECB Integrated Public Alert and Warning System (IPAWS) Committee 2014 Attendance

	IPAWS Members and Alternates	Jan 16	Feb 20	Mar 20	Apr 17	May 15	Jun	Jul 17	Aug 21	Sep 18	Oct 16	Nov 13	Dec
9	Fire Chiefs: Ulie Seal (Chair)	X	X	X	X	X		X	X	X		X	
	Alternate: VACANT												
5	MN Cable Co: Michael Martin (Vice Chair)	X			X	X				X	X		
	Alternate: VACANT												
10	HSEM: John Dooley/Rick Luth	XX	X	X	X	X		X	X	X	X	X	
	Alternate: Angie Pommerening												
0	BCA: Janell Rasmussen												
	Alternate: David Kravik												
0	DPS/ECN: Dana Wahlberg												
7	Alternate: Cathy Anderson	X	X	X		X			X		X	X	
1	Sheriffs' Assn: Randy Willis	X											
	Alternate: VACANT												
6	State Patrol: Rich Juth (now vacant)		X	X		X					X	X	
	Alternate: VACANT												
8	DPS/Communication: Julie Anderson	X	X	X		X		X		X	X	X	
	Alternate: VACANT												
3	NWS: Todd Krause				X				X		X		
	Alternate: Joe Calderon												
1	Dept. of Health: Don Sheldrew/ William Schmidt											X	
	Alternate: VACANT												
9	Broadcasters Assn: Jim duBois	X	X	X	X	X		X	X	X	X		
4	Alternate: Steve Woodbury	X							X		X		

