



Maricopa County Department of Emergency Management

Robert Rowley – Director

Sara Latin – Administer

Bruce Monson – Operations Chief

Marcos Coria – Technology Chief



MCDEM History



MCDEM History

Established in 1953 as the Joint Maricopa County
Civil Defense and Disaster Organization

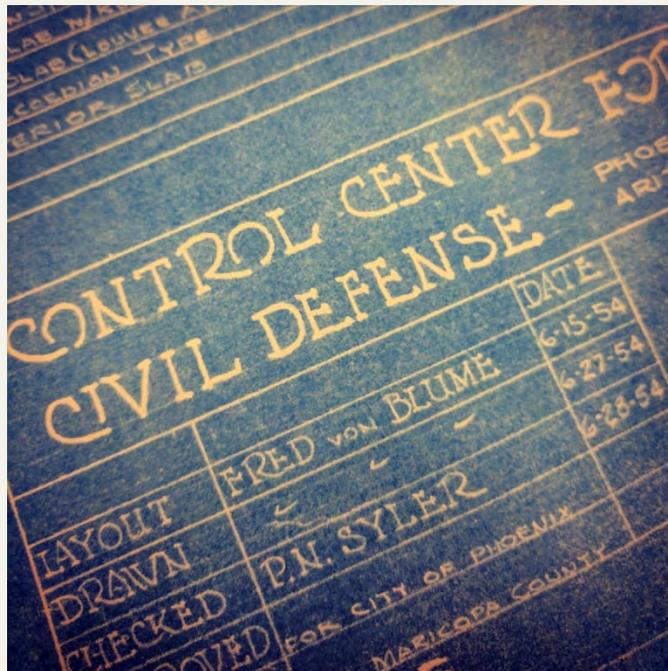


MCDEM History



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Facility site construction completed in 1956



A Look Inside MCDEM



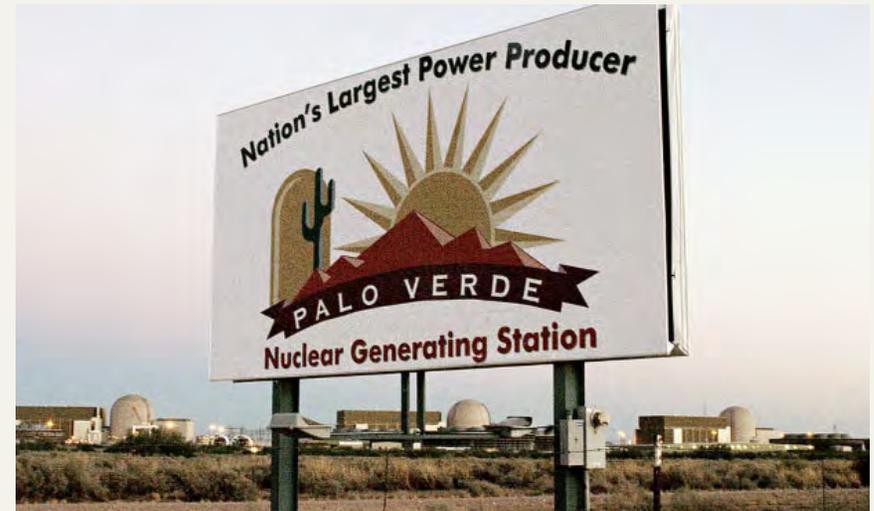
MCDEM History

By 1966, the cities of Chandler, Glendale, Scottsdale, Mesa, and Tempe join Maricopa County Civil Defense and Disaster Organization



MCDEM History

1976 Radiological Emergency Preparedness (REP) becomes a major planning function (1986 Unit 1 commissioned)



Primary Strategic Goals

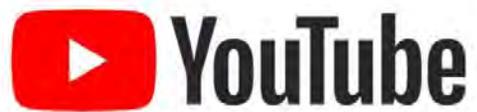
- Continuity of Operations Planning
- Emergency Operations Planning
 - Public Alert and Warning
- Training and Exercises
- REP Program

Intergovernmental Agreements

- 24 Cities and Towns
- Salt River Pima Maricopa Indian Community
- Arizona State University

Public Outreach

One method: Utilizing social media platforms to connect



Instagram



Nextdoor

Alert and Warning Methods

→ The different ways to relay critical information

- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)
- Weather Radio
- Opt-in Systems
- Door to Door
- Sirens
- County Website (Maricopa.gov)
- Social Media



Emergency Alert System

- Alerts you hear on the radio and television
- Audio and video only
- Extremely wide dissemination area
- Must be watching/listening to receive alert
- Will not work if watching streaming content
- Legacy system

Wireless Emergency Alerts

→ Same concept as an amber alert



- Geographically target alerts directly to mobile device
- Audible and vibration notification
- Primarily text, but evolving to allow for pictures, video, audio, links, etc.
- Message length currently limited to 90 or 360 characters
- Capabilities are not consistent across devices and cellular data providers
- Opt-out system

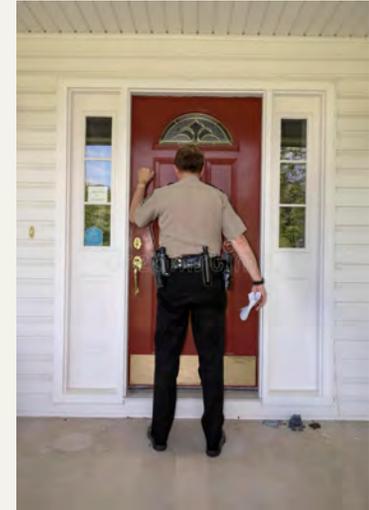
Weather Radio



- Operated by the National Weather Service
- Large notification area
- Radio must be on to receive
- Over-warning is a problem
- Alerts are primarily audio, but radios are available that are designed for the deaf and hard of hearing
- Not all areas in the U.S. have Weather Radio reception

Door to Door

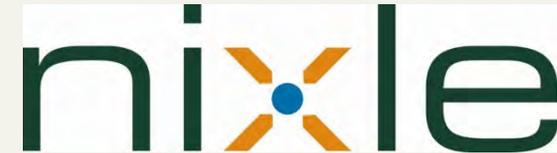
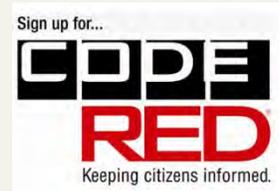
- Officers alert you by knocking on your door
- Usually a short or no-notice situation
- Low tech
- Often used in conjunction with another alerting method



Sirens

- Audio alert only
- Maricopa County Department of Emergency Management only operates sirens in the 10-mile Emergency Planning Zone around Palo Verde Generating Station
- Must be tested regularly
- The public must be trained what to do when sirens are activated





Opt-in Notification Systems

- You must opt-in, or sign up to receive alerts
- Can have a high degree of capability
- Not all cities/counties provide this option
- Usually only works within a single jurisdiction

County Website



- Secondary notification system
- Another platform where you can learn critical information
- Used in conjunction with other alerting systems
- A place you can go for more detailed information than you receive in a wireless emergency alert

Social Media



- Secondary notification system
- Used in conjunction with other primary alerting systems
- A fast way to connect with different audiences
- Multiple platforms (Facebook, Twitter, Nextdoor, etc.)

Video

Questions

