

**National Oceanic and Atmospheric Administration
Emergency Notification System
Standard Operation Procedures Manual**

DRAFT – May 14, 2013

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Foreword

National Oceanic and Atmospheric Administration (NOAA) is committed to emergency preparedness, including communicating with NOAA staff prior to, during, and after emergency events. NOAA's Emergency Notification System (ENS) is a commercial web based application by which NOAA leadership may quickly broadcast emergency alerts to all or any location based subset of NOAA staff via multiple communication pathways. It provides NOAA staff with consistent event specific information and direction, and to account for staff in the aftermath thereof.

This Standard Operating Procedures (SOP) Manual provides detailed instructions for the uniform implementation of the ENS across NOAA. This manual applies to all organizational entities within NOAA, regardless of geographic location.

This manual is a living document, and all ENS procedures will be evaluated annually, or when adjustments are necessary.

The primary Point of Contact for questions regarding this manual is:

Heather Gilbert
NOAA Homeland Security Program Office
301.628.5651
heather.gilbert@noaa.gov

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1.0 Approval

The NOAA ENS Standard Operating Procedures was prepared in accordance with NOAA, and the Department of Commerce.

Deputy Under Secretary for Operations

Director, NOAA Homeland Security Program Office

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2.0 ENS Operational Responsibilities

Successful operation of the ENS is dependent on coordinated action by numerous groups with specific ENS responsibilities. NOAA staff should maintain their emergency contact information and be attentive to alerts received through the ENS. General responsibilities are outlined below.

All NOAA Staff

- Maintain emergency contact information by consistently updating and validating the NSD.
- Be attentive to each ENS alert received and take appropriate action, including confirming your receipt of specific alerts.
- When directed in an ENS alert to contact your supervisor to verify your safety and well-being, contact your supervisor (or other NOAA Phone Tree contact) as quickly as possible via email, text, or voice.

All NOAA Federal Supervisors

- Ensure emergency contact information for all direct reports is consistently updated and validated in the NSD.
- When executing the NOAA Phone Tree, account for the safety of all of your staff as quickly as possible.

NOAA ENS Program Manager

- Consult with the NOAA ENS Working Group members to maintain the NOAA ENS SOP. Serve as the NOAA point of contact for the SOP.
- Consult with the NOAA Line/Staff Office DAA's/Directors to designate the NOAA ENS user group.
- Ensure regular drills of the ENS.
- Serve as an ENS Super user and system administrator.
- Maintain the ENS Outreach Program portion of the ENS Standard Operating Procedures Manual.
- Coordinate with NOAA Communications to execute outreach tactics.

ENS Technical Administrator

- Maintain the ENS Standard Operating Procedures Manual, and keep the most recent version posted on the NOAA ENS working group google site.
- Serve as technical coordinator for the use of the Everbridge product suite at NOAA, and periodically test ENS functionality to identify and resolve issues.
- Work directly with the NOAA Office of the Chief Information Officer to: (1) maintain the Everbridge contract; (2) maintain the status of the Everbridge Assessment and Authorization.
- Administer system access for designated NOAA ENS users.

- Develop and conduct initial training for all NOAA ENS users. Conduct annual refresher training for all NOAA ENS users.
- Maintain comprehensive contact information for the Super Users and distribute updates.
- Maintain comprehensive contact information for the Local Message Senders and distribute updates.
- As NOAA staff change jobs and locations, maintain list of facility groups used by the Everbridge system. Communicate changes in these groups to ENS users.
- Maintain the NOAA ENS Geographic Information System (GIS) Locator Tool.

ENS Users (Notifiers, Message Senders and Super Users)

- Be trained and available to deliver emergency alerts through appropriate Everbridge tools. (Message Senders and Super Users)
- Coordinate with designated backup(s) to ensure 24/7 coverage to deliver emergency alerts.
- Attempt to get approval from appropriate NOAA Leadership prior to sending out an emergency alert.
- “Copy” the NOAA Homeland Security Senior Management Team (noaa.hssmt@noaa.gov) which includes the NOAA Homeland Program Office, and any other appropriate ENS users on each emergency alert delivered through the ENS.
- When available, compile and report emergency alert receipt confirmation to appropriate supervisors as quickly as possible.

NOAA Homeland Security Senior Management Team:

- Serve as the Line Office/Staff Office (LO/SO) liaison to the NOAA Homeland Security Program Office.
- Maintain their LO/SO list of Notifiers/Message Senders/Super Users

NOAA Leadership (at NOAA Headquarters and in all regions)

- Direct ENS users to deliver appropriate emergency alerts.
- Approve emergency alerts prepared by ENS users, as quickly as possible.

NOAA Office of the Chief Information Officer

- Maintain and renew the contract with the third party ENS service provider (currently Everbridge), and ensure vendor compliance
- Maintain the Everbridge Assessment and Authorizations (A&A)
- Ensure the NOAA Staff Directory (NSD) provides an effective database of emergency contact information for all NOAA staff for use by the ENS.

3.0 ENS Overview

3.1 Emergency Notification and NOAA Staff Accountability Requirements

NOAA, like all Federal agencies, is required to communicate critical information to and account for the safety of its staff prior to, during, and after emergency events. These requirements are outlined in the Federal Continuity Directive 1 (FCD 1), Federal Executive Branch Continuity Program (October 2012). This directive also requires NOAA test its notification and accountability systems periodically. How, to what extent, or through what tools is left to the discretion of the agency.

The requirement for effective emergency communication is part of a more all-encompassing Federal order that requires agencies to ensure that critical functions can be performed during a wide range of emergencies. This ability is referred to as “Continuity of Operations,” or COOP, an emergency response environment. The NOAA COOP (and Line Office COOPs) provides guidance for, and facilitates the preparation of site- or activity-specific plans and procedures that help ensure the safety of NOAA personnel, and allow NOAA organizational elements to continue critical operations in the event of an emergency or threat of an emergency.

As part of NOAA’s accountability system, NOAA has available an emergency check-in system for employees and contractors to verify their safety, where staff call 1-888-NOAA-911 or check-in via the Internet at <http://www.homelandsecurity.noaa.gov>.

During an emergency or COOP event, many groups are responsible for ensuring the safety of NOAA staff and that NOAA can carry out its critical functions and will be notified by an ENS alert to either report to a COOP site or engage virtually by means of a conference call. Those responsible for COOP in their LO/SO should refer to their office’s individual COOP plans

3.2 General Capabilities of the ENS

Since 2008, NOAA has contracted with the vendor Everbridge to provide varying levels of ENS services. NOAA’s ENS capability has existed at a developmental level, being periodically tested with different groups of NOAA staff. Through the development of this Standard Operating Procedures Manual, NOAA seeks to implement an operational ENS, with (1) trained users that can broadcast emergency alerts to all or any subset of NOAA

staff, and (2) staff that is aware of and takes appropriate action directed by emergency alerts received through the ENS.

ENS capabilities complement face-to-face communication, all hands emails, Line and Staff Office Phone Trees, media contact, and other mechanisms used to deliver emergency information to staff and to account for their safety. Here is an example of the ENS in action.

In the event of a tsunami in the Pacific basin, the ENS will be used to quickly alert NOAA staff about the tsunami threat, and to request that they get to high ground and be aware of their local situation through normal emergency information outlets. Even with this automated emergency alert initiated, NOAA managers may still choose to email, call, and/or text their staff through established NOAA Phone Tree pathways with similar information.

In the aftermath of the tsunami striking land, the ENS could be used to deliver a second alert to NOAA staff in affected areas with instructions to contact their supervisor (or other appropriate NOAA Phone Tree contact) to account for their safety and well-being, by initiating the NOAA Phone Tree from the bottom-up. Given that this alert will be delivered to affected staff via multiple communication pathways (work email, business cell phone, desk phone, personal cell phone, personal email, text, etc.), it is expected that this reverse Phone Tree would be executed in an accelerated manner.

3.3 Limitations of the ENS

While an ENS can be an extremely effective tool, there are inherent limitations, including (but not limited to):

- The ENS is only as useful as the information it uses to contact staff. This information resides in the NSD. Therefore, NOAA staff must keep contact information current and complete at all times.
- The NSD offers the ability to provide both professional and personal contact information. Use of personal contact information greatly enhances the success and speed of the ENS notification. Providing personal contact information is currently voluntary.
- Cell phones have proven to be the best pathway to contact staff prior to, during, and after emergency events, using both cellular phone calls and SMS text messaging. Few NOAA issued business cell phones, and the lack of personal cell phone contact information in NSD limits this effective contact pathway.
- Office phone systems that use extensions cause delays in delivering emergency alerts. Similarly, NOAA's continued reliance on central phone bank numbers answered by a secretary make delivering emergency information via office desk phone difficult. NOAA

staff need to be attentive to each ENS alert received and take appropriate action, including confirming receipt of specific alerts.

- Too many emergency alerts can create “alert fatigue” among staff.
- The Everbridge product suite has the capability to compile receipt confirmations for each staff member receiving an emergency alert. However, this feature does not currently have the ability to quickly translate the geographic delivery of alerts (e.g., all NOAA staff in Hawaii) into lists of confirmations along organizational lines (e.g., by NOAA Program Office) required by the NOAA supervisory chain.

3.4 Accounting for NOAA Staff Safety: Coordinating the NOAA ENS and the NOAA Phone Tree

In accounting for the safety and well-being of NOAA staff during or after an emergency event, NOAA will rely on the NOAA Phone Tree (and other supplemental NOAA Program Office specific protocols, like web-based check-in systems). The incremental benefit gained from the ENS will be an emergency alert that instructs staff to begin executing the NOAA Phone Tree from the bottom up (i.e., a “reverse” Phone Tree), where, staff proactively contact their supervisors (or other appropriate Phone Tree contact) and confirm that they are safe. Given that this alert will be delivered to affected staff via multiple communication pathways (work email, business cell phone, desk phone, personal cell phone, personal email, etc.), NOAA expects the reverse Phone Tree will be executed in an accelerated manner when compared to the traditional top-down Phone Tree. Other than the addition of the emergency alert initiating the bottom up approach, the Phone Tree will be executed according to NOAA Standard Operating Procedure, and results will be compiled by the NOAA LO/SO and delivered to the NOAA Homeland Security Program Office.

3.5 Current Everbridge Product and Tools

NOAA’s current contract with Everbridge provides access to four ENS tools. Each of these tools can be accessed via both the Internet and telephone to deliver emergency alerts.

QuickLaunch

With minimal training, this tool can be used to quickly draft and send emergency alerts to any combination of pre-defined groups of staff. The interface does not have the ability to customize communication pathways to use for the alert. QuickLaunch has the ability to request receipt confirmations, which can be dynamically tracked at a desk computer, Internet-connected laptop, or on a mobile smart phone.

Refer to Appendix A for a How to Guide to use the Everbridge QuickLaunch tool.

Aware

This comprehensive ENS interface requires more in-depth training, and allows users to draft and send emergency alerts to any combination of pre-defined groups of staff. The interface has the ability to customize communication pathways to use for the alert. Aware also has a comprehensive reporting interface for alert deliveries and confirmation receipts. However, just like with QuickLaunch, this reporting feature does not currently have the ability to quickly translate the geographic delivery of alerts (e.g., all NOAA staff in Hawaii) into lists of confirmations or answers along organizational lines (e.g., by NOAA Program Office).

The Everbridge Aware tool also offers a “polling” feature, which creates an emergency alert that allows the user to ask a question and have the recipient provide an answer by selecting a response from one or more choices.

Refer to Appendix B for a How to Guide to use the Everbridge Aware tool.

Mobile Aware App

Built as a mobile application, Everbridge Mobile Aware works reliably under low-bandwidth, adverse network conditions, helping to ensure your message gets through in almost any situation. Whether you are on-site responding to an incident in real-time, or just away from your desk, Everbridge Mobile Aware provides you the power to communicate – anytime, anywhere.

Refer to Appendix C for a How to Guide to use the Everbridge Mobile Aware app.

Everbridge Operator-Assisted Messaging Service

When a computer or smartphone is not readily available for sending an emergency alert using QuickLaunch or Aware, Everbridge provides a toll-free number that connects to a live operator to draft and deliver the alert. The user must know their Everbridge login information, and be able to work with the operator to identify the NOAA groups that need to receive the alert; the user does not need to know the exact group name (e.g. “fac_1305 East West Highway, SSMC4”), but rather be able to tell the operator that a message needs to be sent to “the group with SSMC4 in it”.

Refer to Appendix D for a How to Guide to use the Everbridge Operator-Assisted Messaging Service.

NOAA has created one additional tool for NOAA ENS users. Since NOAA has staff in over 644 separate locations, it can be time consuming to identify appropriate ENS facilities codes to use to deliver an emergency alert to local and regional groups of facilities. The ENS GIS Group Locator tool provides a map-based Web application to quickly search and find appropriate facility codes to enter into Everbridge Aware.

Refer to Appendix E for a How to Guide to use the ENS GIS Group Locator tool.

3.6 Assessment and Authorization

Using the Everbridge ENS is contingent on an approved IT Security Certification and Accreditation (C&A), as a C&A is required for contractor IT systems as well as Federally-owned systems. The NOAA Office of the Chief Information Office (NOAA OCIO) approved the Everbridge C&A on September 24, 2011, and it remains in effects through September 19, 2014. NOAA OCIO is required to perform annual testing, manage Plan of Action and Milestones (POA&Ms), conduct quarterly vulnerability scans, annually test the contingency plan, annually test a portion of the controls identified in the C&A package, and several other tasks.

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4.0 Emergency Contact Information: NOAA Staff Directory

The ENS is only as useful as the information it uses to contact staff. This information resides in the NOAA Staff Directory (NSD). Refer to Appendix E for a How To Guide for accessing, editing, and validating NSD information.

4.1 ENS Definition of NOAA Staff

For the purposes of this Standard Operating Procedures Manual, a “NOAA employee” has an active noaa.gov email address, and is actively engaged with NOAA as a:

- Federal employee;
 - a. NOAA Civilian employees;
 - b. NOAA Corps personnel assigned to NOAA;
 - c. Employee of other Federal agencies (e.g., U.S. Public Health Service personnel) assigned to NOAA;
- NOAA Affiliates, ;
 - a. NOAA contractor whose normal duty station is at a NOAA facility; and
 - b. NOAA fellow or intern whose normal duty station is at a NOAA facility;
 - c. Sea Grant and Cooperative Institute faculty, staff and students whose normal duty station is at a NOAA facility; and
 - d. Longer-term volunteer that regularly works in a NOAA facility.

NOAA realizes that this definition may leave out a very small number of partners regularly sitting in NOAA facilities (e.g., Hollings Marine Lab).

4.2 NOAA Staff Directory Instructions for NOAA Staff

- Update every change in your work-related contact information in NSD as soon as you become aware of it. Complete all fields in the NSD interface.
- Cell phones have proven to be the best pathway to contact staff prior to, during, and after emergency events, using both cellular phone calls and SMS text messaging. Please include your business and personal cell phone numbers in NSD.
- When assigned to a detail, add new contact information for your temporary duty station in the self-expiring temporary contact information section within NSD.
- Use the following definitions when designating your “Employment Type” within NSD:
 - Federal Employee (NOAA) – An FTE.

- Commissioned Officer (COMM) – A NOAA Corps Officer.
 - Contractor (CONT) – A contractor.
 - Associate (ASSOC) – An employee associated with NOAA in ways such as Grant Review Panels, Coordinators, Interns, Policy Advisers, Laborers, Attorneys, Investigators, Sea Grant Fellows, and AAAS Fellows.
 - Associate/University (ASSU) – An employee from a university such as a student volunteer or security specialist working with NOAA through a university research project.
- Regardless of your employment type, ensure that you have a NOAA Federal Supervisor listed as your “Federal Manager” in NSD. This person should be the NOAA Federal Supervisor with which you have the most day-to-day technical contact and direction. For contractors, you should not list your Federal COTR or onsite contractor company manager as your Federal Manager in NSD. Likewise, interns should not have a NOAA internship program coordinator as their Federal Manager in NSD, but rather a Federal Supervisor that is involved in the intern’s work activities.
 - The NSD includes a NOAA ENS Personal Contact Information (PCI) section to include personal cell phone numbers, home phone numbers, and email addresses, etc. We strongly encourage you to complete the PCI section to ensure that NOAA can contact you in an emergency. Please know that your PCI information will only be used by NOAA during emergencies or emergency drills, and that your PCI information is only visible to you, and NSD system administrators (not the general public or your co-workers).

4.3 NOAA Staff Directory Instructions for NOAA Supervisors

Refer to Appendix F for a How to Guide regarding NSD Capabilities available to Supervisors.

- Cell phones have proven to be the best pathway to contact staff prior to, during, and after emergency events, using both cellular phone calls and SMS text messaging. Encourage each of your direct reports to include both business and personal cell phone numbers in NSD, and other personal contact information in the (PCI) section of NSD.
- Ensure that new staff have correct and complete NSD entries within their first few weeks of employment.
- Ensure that staff transferring have their NSD records transferred to their new NOAA Federal Manager.
- Ensure that you are listed as “Federal Manager” in NSD for all of your direct reports, inclusive of FTEs, NOAA Corps Officers, and NOAA Affiliates (contractors, and associates).

- Ensure that departing staff have their NSD records expunged within one week of their departure.
- Note that you can designate an alternate within NSD to verify and maintain your staff's NSD records.
- Note that if you make an organizational change or leave NOAA/Federal Service, the NSD records of all of your direct reports need to be adjusted accordingly.

4.4 Recommended Process Adjustments for NOAA

- Include language to the Statement of Work (SOW) for all new contract vehicles that supply contract labor to NOAA that requires maintenance of current NSD records for contractor staff whose normal duty station is in a NOAA facility.

5.0 ENS User Group

5.1 NOAA ENS Working Group Strategy

Guiding principles used to develop the NOAA ENS strategy include:

- Identify person at location with 20 or more staff to send out alerts.
- Identify those to be either Message Senders or Notifiers.
 - Message Sender
 - Notifier
- Facilitate local situational awareness in emergency notification. *Using the ENS at the local and large facility level allows for the rapid dissemination of local situational awareness, and creates a more solid connection between field and Headquarters-level emergency notification processes.*
- **The spatial distribution of NOAA locations requires ENS “Super Users”.** *NOAA staff are in large, small, and single-person locations from the East Coast to the western Pacific, so it is not feasible that a facility-based strategy will cover all NOAA locations. At the same time, there will be needs to deliver regional and national level emergency alerts. Therefore, “Super Users” should be established that have the extra training and availability to send emergency alerts to all or any subset of NOAA locations. The extended spatial distribution of NOAA staff across many time zones argues for Super Users located in Silver Spring, other East Coast locations, the West Coast, and Hawaii.*
- The spatial distribution of NOAA locations requires ENS “Super Users”.
- Establish a single number for all ENS message senders to call

5.2 NOAA Super User Locations and Local Message Sender Delineations

Considering the guiding principles presented in the previous section, the NOAA ENS user group should be a relatively small group of highly-coordinated Super Users and Local Notifiers and Local Message Senders.

To maximize coverage during normal business hours across the time zones, and to support the full spatial extent of NOAA staff, Super Users will be designated in the following locations:

- tbd

5.3 ENS Super User Requirements and Training Certification

- Super User locations are sites with positions of 24/7 availability.
- Super User locations serve as backups to one another.
- Super Users will be trained in the use of the full suite of Everbridge emergency messaging products, specifically QuickLaunch, Aware, Mobile App and the Everbridge Operator-Assisted Messaging Service. These products will allow them to send emergency alerts to all or any subset of all NOAA locations. Initial training will be followed by annual recertification training.
- Super Users will also be trained in the NOAA ENS Group Locator GIS. Initial training will be followed by annual recertification training.
- Super Users will know the locations of the other Super Users

5.4 ENS Message Senders Requirements and Training Certification

- Message Senders (MS) will have:
 - Designated Responsible Official and/or Emergency Management Team experience
 - Authority to convey operating status decisions about the NOAA installation
 - Situational Awareness/Emergency Minded
 - Knowledge about the local area and NOAA installation
- Each Message Sender should have a designed backup, and should coordinate scheduled leave plans with this backup. If both the primary and backup are unavailable they will notify NOAA.ENS.Superuser@noaa.gov that they are unavailable.
- Message Senders, and their backups, will be trained in the use of the full suite of Everbridge emergency messaging products, specifically QuickLaunch, Aware, Mobile App and the Everbridge Operator-Assisted Messaging Service. These products will allow them to send emergency alerts to all or any subset of all NOAA locations. Initial training will be followed by annual recertification training.
- Message Senders and their backups will know where the ENS Super Users locations are, and should carry contact information.

- Message Senders and their backups will be aware of and keep up with changes to the NOAA staff within their Local Area. They will know who appropriate NOAA Leadership is for all of the organizations represented in their Local Area, and will always carry work and personal contact information for these individuals to coordinate messaging.
- Message Senders should subscribe to local and appropriate regional emergency notification services in order to increase local situational awareness.

5.5 ENS Notifiers Requirements and Training Certification

- Notifiers will have:
 - Designated Responsible Official and/or Emergency Management Team experience
 - Authority to convey operating status decisions about the NOAA installation
 - Situational Awareness/Emergency Minded
 - Knowledge about the local area and NOAA installation
- Each Notifier will have a designed backup, and Notifiers will coordinate scheduled leave plans with this backup. If both the primary and backup Notifiers are unavailable, the Notifier will designate a Super User as the backup, and notify NOAA Leadership in the Local Area appropriately.
- Notifiers, and their backups, will be trained in how Everbridge works, when to send an alert and how to compose an alert message for a SuperUser to send. This approach will allow the Notifier to send emergency alerts to their NOAA location by way of the SuperUser. Initial training will be followed by annual recertification training.
- Notifiers and their backups will know who the ENS Super Users are, and will always carry work and personal contact information for these individuals.
- Notifiers and their backups will be aware of and keep up with changes to the NOAA staff within their Local Area. They will know who appropriate NOAA Leadership is for all of the organizations represented in their Local Area, and will always carry work and personal contact information for these individuals to coordinate messaging.
- Notifiers should subscribe to local and appropriate regional emergency notification services in order to increase local situational awareness.

Figure X. Map Showing NOAA Super User Locations

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Table X. NOAA Local Zones and Currently-Designated Local Zone Messengers, Local Zone Messenger Backups, Super Users, and ENS Administrators

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6.0 Triggers for Using the ENS

The ENS will be used in the event of an emergency or threat-of-emergency where there is or might be an impact to NOAA personnel, mission, or infrastructure (PMI). The scope of PMI is generally considered:

1. The health, safety, or welfare of all NOAA staff, inclusive of FTEs, NOAA Corps, and NOAA Affiliates;
2. NOAA mission critical functions, and operations that support mission critical functions; and
3. NOAA facilities and other assets.

More specific guidelines for when to use and when not to use the ENS are provided below. However, NOAA Leadership will use their discretion in using the ENS based on specific circumstances of an event. This discretion should consider: (1) access to other sources of emergency information; (2) the timeliness of the ENS alert for the event (e.g. could NOAA issue a timely ENS alert for a tornado warning near a NOAA facility?); and (3) the development of “ENS emergency alert fatigue” by using the ENS to contact NOAA staff no more than absolutely necessary.

Generally, the ENS will be used for:

1. **Rapid Emergency Notification**

The ENS will be used to notify staff about situations where there are not well-established existing emergency forecast and notification mechanisms in place, and/or a rapid alert is required.

Examples may include:

- Notify about a chemical spill outside of a NOAA facility, and issue an order to Shelter-in-Place
- Notify about a tsunami warning in the Pacific region, and request that staff move to high ground
- Notify about an active shooter in or in close proximity to a NOAA facility, and request to take appropriate action
- Notify about an imminent strike of a catastrophic Category 4 or 5 hurricane at a NOAA facility
- Notify about an official Continuity of Operations (COOP) notice to staff

2. **Post-Emergency Notification**

The ENS will be used to notify staff about post-emergency situations as it relates to their health and safety, mission critical functions, or NOAA facilities.

Examples may include:

- Notify that a NOAA facility is now open for staff to return to work

3. **Initiating a Reverse NOAA Phone Tree**

The ENS will be used to instruct NOAA staff to contact their supervisor (or other appropriate NOAA Phone Tree contact) to account for their safety and well-being.

Examples may include:

- After the derailment of Metro train, request that staff check in as safe or as requiring assistance
- After a hurricane strike on a group of NOAA facilities, request that staff check in as safe or as requiring assistance
- After a strong earthquake near a NOAA facility, request that staff check in as safe or as requiring assistance

4. **ENS Drills/Phone Tree Drills/COOP Exercises**

Generally, the ENS will *not* be used for:

1. **General Emergency Announcements**

The ENS will not be used to reiterate general forecasts and emergency announcements where there are well-established existing emergency notification mechanisms in place. This is key to not creating “emergency alert fatigue.”

Examples may include:

- Threat of Tropical Storm hitting a NOAA facility
- The presence of wildfires near a NOAA facility

2. **Building Evacuation Drills**

3. **Shelter-in-Place Drills**

4. **Administrative Announcements**

7.0 Procedures for Delivering Emergency Alerts

7.1 Contacting an ENS User

Once a real or potential emergency situation is identified, and the need for an emergency alert to go to affected NOAA staff is determined, an ENS user must be contacted to create and send the alert.

In addition, NOAA will investigate establishing a single 1-800 contact number for the Super User group.

For events specific to a Local Area, the ENS Administrator will provide an updated list of comprehensive Message Senders contact information to:

- NOAA Leadership in the Local Area; and
- NOAA staff that have safety or emergency response responsibilities in the Local Area.

7.2 Initiating an ENS Alert and Coordinating ENS Messaging With Leadership and Within the NOAA User Group

Refer to Figure X.

Step 1: Understand the Scope and Severity of the Event

- Message Senders and Notifiers will do their best to quickly confirm emergency situations, and understand the scope and severity of the event.
- If a Message Sender or Notifier first encounters an emergency situation that is or might become regional or national in nature, they are urged to contact the NOAA HSPO Director to deliver a broader emergency alert instead of an alert to the local area.

Step 2: Attempt to Coordinate Proposed Emergency Alert with NOAA Leadership

- For emergency alerts at the national or regional scale (including ENS drills), or for emergency alerts outside of a local areas, Message Senders and Notifiers will attempt to get concurrence on the proposed alert message from NOAA Leadership in advance of sending the alert. In the event that no timely response is received from

local NOAA Leadership, they are granted discretion in crafting and sending the emergency alert.

- For emergency alerts within local areas (including ENS drills), Message Senders and Notifiers will attempt to get concurrence on the proposed alert message from local NOAA Leadership in advance of sending the alert. In the event that no timely response is received from NOAA Leadership, they are granted discretion in crafting and sending the emergency alert.
 - Message Senders and Notifiers will have established ENS relationships with appropriate local NOAA Leadership at local facilities, and have shared all business and personal contact information.
- For emergency alerts at the local or facility scale that come directly to a Super User (either by chance or because the message sender is unavailable), Super Users attempt to get concurrence on the proposed alert message from local NOAA Leadership in advance of sending the alert. In the event that no timely response is received from local NOAA Leadership, the Super User is granted discretion in crafting and sending the emergency alert.
 - Super Users will have established ENS relationships with appropriate local NOAA Leadership at local facilities, and have shared all business and personal contact information.

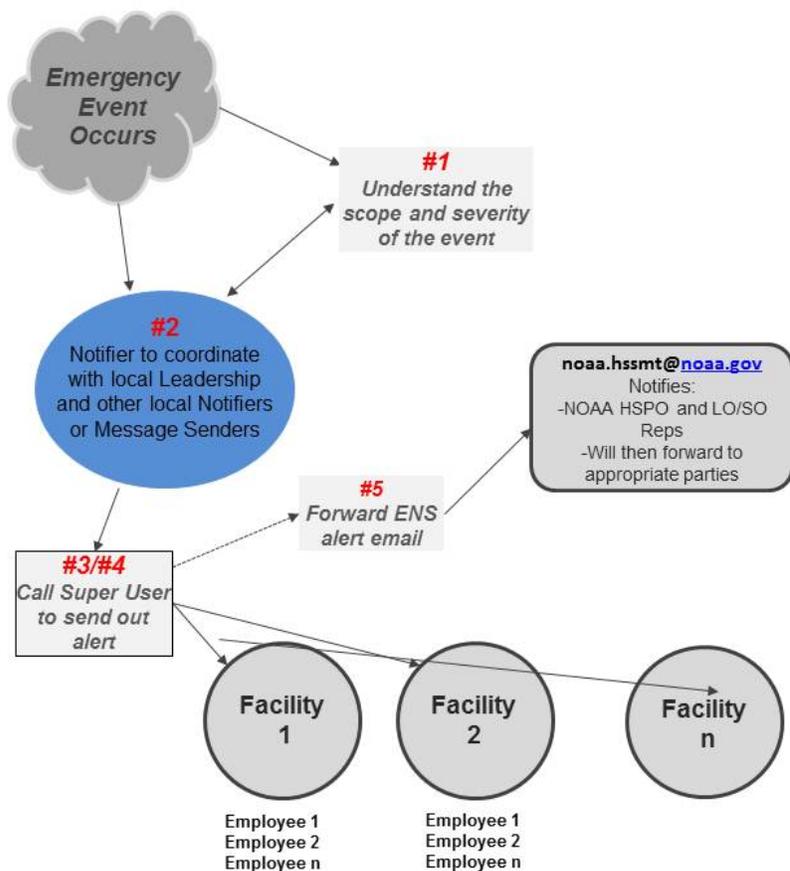
Step 3: Ensure Receipt Confirmation Feature is Enabled

- All emergency alerts sent through either the Everbridge Aware or QuickLaunch tool should have the receipt confirmation feature enabled. Once receipt confirmation is provided by the recipient, Everbridge will halt any further attempts to contact the recipient, which will lessen the annoyance of multiple calls and emails with the same alert. Accordingly, all alerts delivered through the Everbridge ENS will conclude with, "Press 1 to confirm receipt of this message."

Step 4: Email Relevant Parties

- All emergency alerts will be forwarded to the following groups. The same guidance applies for national and regional ENS drills.
 - NOAA Homeland Security Senior Management Team, which includes the NOAA Homeland Security Program Office

Figure X. Coordination for Sending an ENS Emergency Alert



7.3 Guidelines for Drafting Emergency Alerts

Developing clear, concise, and relevant alerts are critical to effective emergency communication. This section presents guidelines for developing emergency alerts, and provides a general emergency alert template. Appendix H provides more detailed emergency alert templates and examples, for a wide variety of emergency events. To increase the effectiveness of emergency alerts, and the speed with which alerts can be developed during an emergency event, each NOAA User should become very familiar with the guidelines and all templates and examples in this manual.

When drafting emergency alerts:

- Alerts should be written in simple language, because reading ability and comprehension drops significantly during times of stress.
- Alerts should consist of short sentences that convey simple, key points in 30 words or less.

In addition, there is specific guidance for creating emergency alerts for use in the current Everbridge products:

- Acronyms should not be used, as the Everbridge text-to-voice translator often will not interpret acronyms into understandable words. If acronyms must be used, place a period after each letter in the acronym, and the text-to-voice translator will spell out each letter (e.g., N.O.A.A.).
- Alert subjects must be created to support delivery through email, for example, “Chemical Spill – Please Shelter-In-Place.”
- When possible, use pre-recorded emergency alerts, as this approach will reduce the chance that alerts are hard to understand, and reduce the chance of distortion in the Everbridge text-to-voice translator.
- All emergency alerts sent through either the Everbridge Aware or QuickLaunch tool should have the receipt confirmation feature enabled.

A general emergency alert template includes:

Template

[Brief Subject Line]

[Description of event] is [indicate status of event, and relevant time element]. Please [request action and timeline, as appropriate (including contacting your Supervisor to account for you safety)].

Example

Hurricane Jackie is Approaching Florida Keys

Hurricane Jackie will make landfall in the Florida Keys within twenty four hours. Please evacuate immediately.

Appendix H provides more detailed emergency alert templates and examples. Given the potential range of emergency situations, this list should not be considered exhaustive. These templates / examples are organized by two different approaches. First, they are organized by the type of emergency, in the following categories:

1. Natural Disasters

- Geological Disasters, for example Avalanche, Earthquake, Landslide, Volcanic Eruption
 - Hydrological Disasters, for example, Flood, Limnic Eruption, Tsunami
 - Meteorological Disasters, for example, Blizzard, Hailstorm, Tropical Depressions/Storm, Hurricane, Tornado
2. Fire
 3. Space Disasters, for example, Impact Event, Solar flare, Gamma Ray Burst
 4. Health Emergencies, for example, Epidemic, Pandemic
 5. Terrorism and Random Acts of Violence, for example, Biological Threat, Bomb Threat, Chemical Threat, Radiological Threat, Hostage Taker, Shooter
 6. Hazards, for example, Chemical spill, Infrastructure Failure, Accidents, Fire
 7. Drills and Tests, for example, COOP Drills, Agency Drills, ENS tests

Second, the alert templates / examples are organized by the kind of action you would like the recipient to take, in the following categories:

1. Evacuate a specific geographic area
2. Evacuate the building
3. Shelter in Place
4. Active Shooter in the building
5. Do not enter the building
6. Stay at home
7. Contact your supervisor to verify your safety
8. NOAA is performing a drill; contact your supervisor to verify your safety
9. No immediate action required; providing information

8.0 ENS Assist to the NOAA Phone Tree in Accounting for the Safety of NOAA Staff

In accounting for the safety and well-being of NOAA staff during or after an emergency event, NOAA will rely on the NOAA Phone Tree (and other supplemental NOAA Program Office specific protocols). The ENS emergency alert will instruct staff to begin executing the NOAA Phone Tree from the bottom up (i.e., a “reverse” Phone Tree). NOAA staff will proactively contact their supervisors (or other appropriate Phone Tree contact) and confirm they are safe.

Given that this alert will be delivered to affected staff via multiple communication pathways (work email, business cell phone, desk phone, personal cell phone, personal email, etc.), NOAA expects the reverse Phone Tree to be executed in an accelerated manner when compared to the traditional top-down Phone Tree. Other than the addition of the emergency alert initiating the bottom up approach, the Phone Tree will be executed according to the NOAA Standard Operating Procedure, and results will be compiled by the NOAA Deputies and delivered to the NOAA Chief of Staff.

8.1 NOAA Phone Tree Guidelines

1. The general criterion for including staff in the NOAA Phone Tree is if that person has an active noaa.gov email address. Execute the Phone Tree for all NOAA staff, including (1) Federal employees; and (2) all NOAA associates.
2. Accounting for safety and well-being of an staff means communicating with them either (1) in person, (2) by voice (e.g., directly through an office phone or cell phone, or getting a voicemail back from the staff), or (3) by some form of digital communication (e.g., email, text).
3. The NOAA Supervisor is responsible for accounting for staff on detail to another organization.
4. Accounting for staff on official government travel requires verbal or digital communication with the staff.
5. Be cognizant of staff on official government travel who might be traveling to or temporarily located in the area directly affected by the emergency event.
6. Accounting for staff on Annual Leave and Sick Leave requires either verbal or digital communication with the staff.

7. NOAA has staff at duty stations across a wide variety of time zones. If there is an actual emergency event, attempt to contact the staff without regard to time. If the Phone Tree is initiated for the purposes of a drill or other exercise, use discretion in contacting staff during non-work hours.

8.2 NOAA Phone Tree Standard Operating Procedure

Refer to Figure X.

Step 1: Understand the Scope and Severity of the Emergency

- NOAA Leadership at Headquarters and in the field will do their best to quickly confirm emergency situations, and understand the scope and severity of the emergency.

Step 2: Define the Appropriate Geographic Area for Affected Staff

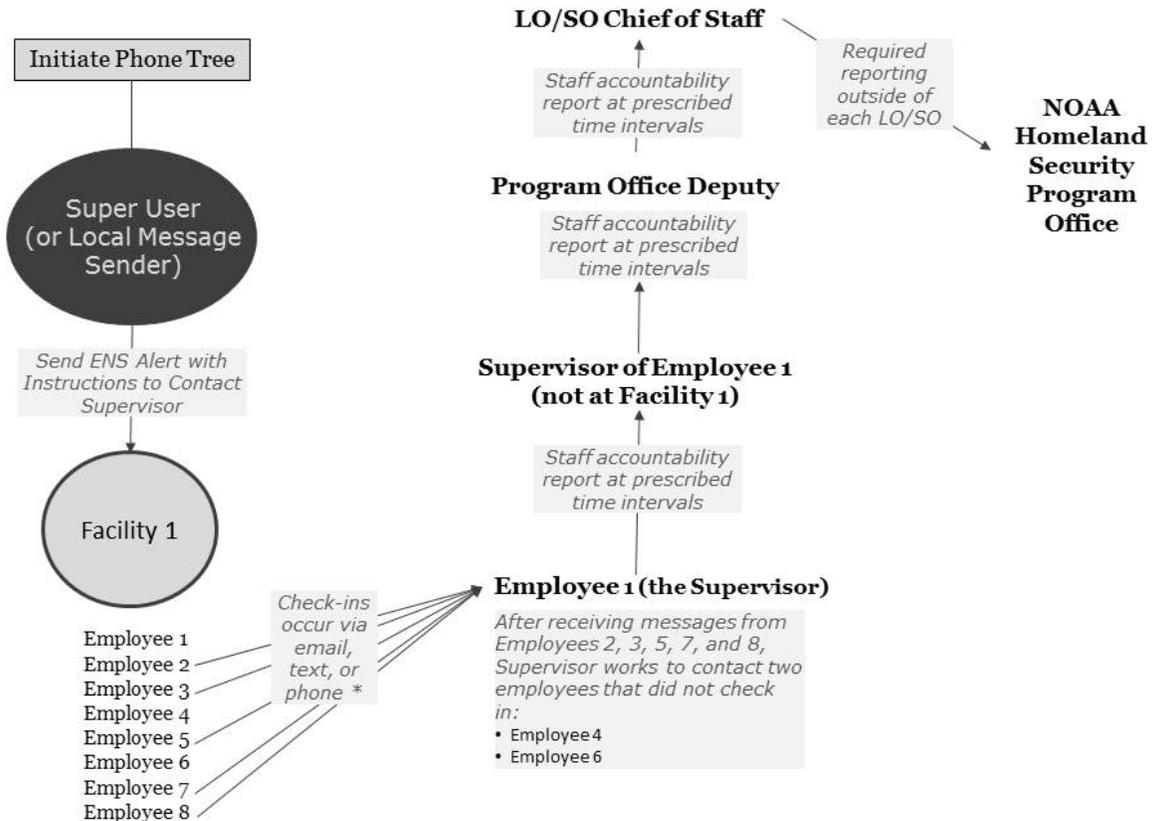
- When defining the appropriate geographic area, consider that the ENS can readily contact NOAA staff by:
 1. A single facility;
 2. A group of specific facilities;
 3. All facilities that fall in one or more ZIP Codes;
 4. All facilities that fall in one or more counties; and
 5. All facilities that fall in one or more states.

Step 3: Initiate the Phone Tree and Send an ENS Emergency Alert to Affected Staff

- NOAA Leadership at the appropriate level initiates the Phone Tree by contacting all NOAA Deputies (and their appropriate backups).
- NOAA Leadership at the appropriate level will work directly with ENS User to deliver an emergency alert instructing affected staff to begin executing the Phone Tree from the bottom up (a reverse Phone Tree). This alert should direct affected staff to “contact your supervisor (or other NOAA Phone Tree contact) as quickly as possible via email, text, or voice.”

Figure X. Coordination of an ENS Emergency Alert Instruction NOAA Staff to “Reverse” the NOAA Phone Tree.

Flow of the Reverse Phone Tree



Step 4: Supervisors (or Appropriate NOAA Phone Tree Contact) Initially Focus on Accounting for Staff on Government Travel, Annual Leave, and Sick Leave

- While affected staff are receiving the ENS emergency alert and begin contacting their Supervisors (or appropriate NOAA Phone Tree contact) from the bottom up.
- Use this time to consider staff on official government travel who might be traveling to or temporarily located in the area directly affected by the emergency event.

Step 5: Supervisors (or Appropriate NOAA Phone Tree Contact) Regularly Report to Their Direct Report on Accountability Status

- *Where no other guidance is provided based on the emergency event*, Supervisors (or appropriate NOAA Phone Tree contact) report up the chain with staff accountability status reports at the following minimal intervals after NOAA Phone Tree initiation, until all affected staff are accounted for:
 - 3 hours

- 8 hours
 - At the end of each business day EDT until 100 percent of staff are accounted for; and
 - At whatever time 100 percent of staff are accounted for.
- Each report should include the following information, always presenting **cumulative results**. For the purposes of these reports, “Federal employees” includes NOAA Federal employees and NOAA Corps Officers, and “NOAA affiliates” include contractors and associates
 - Total number of Federal employees (this number should not change)
 - Number of Federal employees currently accounted for
 - Total number of NOAA affiliates (this number should not change)
 - Number of NOAA affiliates currently accounted for
 - Text that describes unique issues that prohibit accounting for staff at that time

8.3 Option to Use Emergency Alert Receipt Confirmations

For local areas with smaller numbers of staff and minimal organization complexity, the simple-to-use Everbridge QuickLaunch tool will allow the Message Sender and Notifier to dynamically track receipt confirmations at a desk computer, Internet-connected laptop, or on a mobile smart phone. Again, since the confirmations are presented in a simple list without respective organizational information, this feature will work best when the Local Zone has minimal organizational complexity.

8.4 NOAA Phone Tree Drills

The NOAA Phone Tree SOP should be drilled at least four times per year, for at least a portion of the organization, such that each NOAA staff has participated in at least one drill annually. Each Phone Tree Drill should incorporate the following message:

- “NOAA is currently conducting a drill of the Phone Tree to ensure that supervisors have accurate contact information and staff are aware of this important accountability process. The Phone Tree is used in emergencies to account for the safety and well-being of NOAA staff.”

9.0 ENS Outreach Program

Objectives, audiences, and messages are identified for communications on three topics – the NOAA Staff Directory, the Emergency Notification System, and Emergency Notification System User Groups. Communication tactics for achieving all objectives can be found in Table X.

9.1 Outreach on NOAA Staff Directory

This section of the plan outlines efforts to educate staff about the NOAA Staff Directory (NSD).

Objectives

As a result of NSD communication activities, NOAA staff will:

- Update and validate NSD entries
- Enter personal contact information (cell phone number and email address)

Audiences

Target audiences for NSD communication activities include:

- All NOAA employees, contractors, and associates
- NOAA supervisors

Messages

Key messages for NSD communications include:

- NSD is a key component of NOAA's Emergency Notification System
- To be informed of emergencies and have safety accounted for, NSD information must be kept updated
- Entry of personal contact information is highly encouraged, and will only be used for emergency purposes.

Supporting Points

The following supporting points will help enforce the NSD communication messages:

- Personal contact information will only be used for emergency purposes and occasional drills; this information is not available to anyone except the staff member, authorized NOAA management officials, and NSD and ENS system administrators
- Help resources are available on the NSD website

9.2 Outreach on NOAA Emergency Notification System

This section of the plan outlines efforts to educate staff about the NOAA Emergency Notification System (ENS).

Objectives

As a result of ENS communication activities, NOAA staff will:

- Understand the purpose of the ENS and that the system is important to their safety
- Take appropriate action when an ENS notification is received, including when directed to contact your supervisor and verify your safety
- Understand the ENS connection to staff NSD entries

Audiences

Target audiences for ENS communication activities include:

- All NOAA employees, contractors, and associates

Messages

Key messages for ENS communications include:

- ENS allows NOAA to quickly communicate with staff in an emergency
- Upon receiving an ENS message, staff should listen carefully and follow directions to respond appropriately, even if multiple messages are received to the same phone number or email address
- Pressing 1 to confirm message receipt will stop the ENS from trying to contact you again
- NSD entries must be kept up to date, as this is the source of contact information for the ENS

Supporting Points

The following supporting points will help enforce the ENS communication messages:

- The ENS provides an “assist” to the NOAA Phone Tree by directing staff to contact their supervisors and verify their safety. Note that staff may still get a phone call from supervisors.
- If an ENS message asks whether assistance is needed, a positive response will result in attempted contact from a supervisor; an ENS-based request for assistance does not replace usual requests for emergency services (e.g., calling 911)
- During an emergency, staff are encouraged to monitor for additional messages from supervisors and/or those posted online at <http://www.homelandsecurity.noaa.gov>

9.3 Outreach on ENS User Group

This section of the plan outlines efforts to educate leadership and safety officials about use of the ENS.

Objectives

As a result of ENS User Group communication activities, targeted staff will:

- Understand the capabilities/limitations of the ENS

- Understand that the ENS can be used to initiate a “reverse” Phone Tree
- Know who to contact to send messages using ENS

Audiences

Target audiences for ENS User Group communication activities include:

- NOAA leadership (HQ, Directors, Deputies)
- NOAA safety officials
- NOAA Designated Responsible Officials

Messages

Key messages for ENS User Group communications include:

- The ENS is available to quickly communicate with staff in a national, regional, local, or facility-based emergency
- To use the ENS, contact one of a limited number of NOAA staff trained to use the ENS who will distribute the message for you

Supporting Points

The following supporting points will help enforce the ENS User Group communication messages:

- The ENS provides an “assist” to the NOAA Phone Tree by directing staff to contact their supervisors and verify their safety.
- Contact the appropriate ENS user depending on the need for a national/regional (Super Users) message or a local/facility-based message (Local Zone Messengers)

9.4 Communication Tactics Summary

Table X presents integrated communication tactics designed to achieve all outreach objectives outlined in Sections 9.1 through 9.3.

Table X. NOAA ENS Communication Tactics

Tactic	Topic/ Objective	Implementer	Frequency	Priority
NOAA all hands email from NOAA leadership	NSD, ENS	CED writes, ENS team reviews	Twice a year (January/July)	High
Due date for NSD validation in conjunction with CAPS end-of-year performance reviews; two weeks prior to due date, SPO provides PO directors with list of staff who have not validated entries; offer 59 minutes (or other award) to first office with 100% validation	NSD	SPO	Once a year (August)	High
Information about NSD and ENS in annual online safety training	NSD, ENS	CED writes language and works with Jean Durosoko and SECO to have language integrated into training	Once a year (Hold for NOAA Training)	Low
Email from Program Office directors to all staff	NSD, ENS	CED writes, ENS team reviews	Twice a year (April/August)	High
Briefings regarding NSD and ENS communication plan for Program Office staff	NSD, ENS	CED	Upon request	Low
Email reminders from leadership connected to timely events	NSD, ENS	CED writes	As appropriate (following events such as storms)	High
Package of slides explaining NSD and ENS for use by Program Office supervisors (e.g., deputies, division chiefs, branch chiefs)	NSD, ENS	CED develops, ENS team reviews	Once, with twice yearly reminders of use (January)	High
Posters reminding staff to update NSD	NSD	CED	Four times a year (December)	High
One pager and FAQs on ENS for distribution and posting online	ENS	CED writes, ENS team reviews	Once a year (January)	High
Field packet with posters, fact sheets, etc.	NSD, ENS, ENS Users	CED assembles and sends to all NOAA field sites	Once a year (January)	High
All materials on NOAA For Employees website (materials used to brief new employees during orientation)	NSD, ENS, ENS User Groups	CED	As needed	High
Video about ENS and NSD	NSD, ENS	??		Low
Small focus groups to provide feedback on ENS delivery and use	ENS	CED	Twice a year (after drills)	Medium
Survey following ENS drill to collect feedback	ENS	CED	Once a year	Medium
One pager that lists contact information for all staff trained to use ENS	ENS User Groups	SPO writes, ENS team reviews	Once and then as needed with changes (January)	High

DRAFT

10.0 ENS Administrator Roles and Responsibilities

Administration of the NOAA ENS is shared by the NOAA Special Projects Division and the NOAA Communication and Education Division, the former being responsible for technical program coordination, and the latter being responsible for outreach program coordination.

10.1 ENS Technical Coordination

- The Technical Coordinator will coordinate scheduled leave plans with their backup. The Super User group will be notified of this temporary backup designation.
- The Technical Coordinator will work directly with the NOAA Office of the Chief Information Officer to: (1) keep abreast of all Everbridge contract issues, and notify NOAA Leadership of key issues of interest to NOAA; (2) keep abreast of the status of the Everbridge Certification and Accreditation, and notify NOAA Leadership of related issues; (3) coordinate with the NOAA CIO NOAA Staff Directory staff, such that NSD provides an effective database of emergency contact information for all NOAA staff for use by the ENS, offers an easy-to-use interface for staff to update and validate both their professional and personal contact information; and (4) ensure, as best as possible, that all NOAA-level procedures are scalable to a NOAA-level ENS implementation.
- The Technical Coordinator will maintain the ENS Standard Operating Procedures Manual, and keep the most recent version posted on the NOAA For Employees Only Web site and the NOAA COOP SharePoint site. Maintenance will be closely coordinated with the NOAA COOP Coordinator whose responsibility it is to ensure consistency with all NOAA and DOC COOP and Incident Coordination Committee (ICC) requirements. The entire NOAA user group will be notified about changes to the manual.
- The Technical Coordinator will maintain a relationship with appropriate technical experts at Everbridge, and keep up with changes and enhancements to Everbridge products used by NOAA. The Technical Coordinator will periodically test existing and new product functionality to identify and resolve issues, and update the ENS Standard Operating Procedures Manual accordingly.
- The Technical Coordinator will administer system access for designated NOAA ENS users.
- The Technical Coordinator will develop and conduct initial training for all NOAA ENS users, and will develop and conduct annual refresher training for all NOAA ENS users.
- The Technical Coordinator will maintain comprehensive contact information for the Super Users and distribute updates to:
 - NOAA Program Office Directors and Deputies;

- Regional NOAA Leadership; and
- NOAA staff that have national, local, or facility-based safety or emergency response responsibilities.
- The Technical Coordinator will maintain comprehensive contact information for each Message Sender/Notifier/Super User and distribute updates to:
 - NOAA Leadership in the Local Zone; and
 - NOAA staff that have safety or emergency response responsibilities in the Local Zone.
- As NOAA employees and associates staff change the nature of their relationships (contractor, federal employee, etc.), positions, and locations, the Technical Coordinator will maintain the list of facility groups used by the Everbridge system, and will communicate changes in these groups to the Super Users and appropriate Local Zone Messengers.
- The Technical Coordinator will Maintain the NOAA ENS GIS Group Locator Tool.

10.2 ENS Outreach Program Coordination

- The Outreach Program Coordinator will maintain the outreach program portion of the ENS Standard Operating Procedures Manual, including the outreach tactics table.
- The Outreach Program Coordinator will execute all actions in the outreach tactics table, such that (1) NOAA staff is aware of and take appropriate action for updating the NOAA Staff Directory and responding to messages from the Emergency Notification System, and (2) the NOAA Leadership and safety officials are aware of and have contact information for the ENS user groups.

Appendix A

How-To Guide: Using the Everbridge QuickLaunch Tool

Quick Info:

- 1) In a browser go to <http://quicklaunch.everbridge.net> and log in using your ENS credentials
- 2) Choose the groups you wish to receive a message
- 3) Enter the Subject line and your brief message
 - some options may be changed with the “view delivery options” button
- 4) Press the “send message” button

1) Log into QuickLaunch by entering your NOAA ENS credentials (numeric login/password or alias username/password) into <http://quicklaunch.everbridge.net>.

everbridge QuickLaunch

▶ LOGIN

please enter your member ID and password to continue

Member ID : test_nos1

Password : ●●●●●●●●

go

Contact Client Care Privacy Terms of Use © 2009 Everbridge

2) Choose groups you wish to send a message to by clicking on the box to the left of the name. A check will appear in the box.

- Make sure that in addition to the facilities being contacted, that both the ENS Superusers (SIG_ENS_SuperUsers) and the NOAA Deputies (SIG_ENS_Deputies) are included. Do not include the Deputies for drills. Do not include the Deputies or Superusers for drills or tests.

everbridge QuickLaunch

HOME LOG OUT

TEST_NOS, TEST_NOS
(Group Leader)
NOAA_NOS
61479005

send notification

Select Group

- fac_217 Fort Johnson Road, MRRI
- fac_219 Ft Johnson Road
- fac_331 Fort Johnson Road, HML
- SIG_ENS_Deputies
- SIG_ENS_SuperUsers

Create Message

Select Notification Type: Emergency Notification

Select a Pre-Recorded Message

Create New Message

Message Title:

Type your message:

Characters remaining Email/Fax 2500 SMS 120

Estimated # of SMS messages: 1

Language: English(US)

view delivery options send message

3) Enter the Subject line and your brief message

- Refer to Appendix I for full information on message Best Practices.
- Pay attention to your message length. A character count is included in the window and the number of SMS messages needed to relay the message is shown. If possible, keep your message to 1 SMS text length (120 characters including the subject line)
- Some options may be changed with the “view delivery options” button
- Your message body will automatically be converted from text to speech for the phone paths (desk phone, cell phones).

Modifying delivery options

The “**view delivery options**” button next to the “**send message**” button brings up an additional panel that allows for a few high-level message changes.

- **Confirm:** Default and recommendation is on (checked). This option prompts the recipient to tell the ENS that they've received the message. Through phone paths, the user is prompted to "press 1 to confirm receipt". In email/SMS messages there is a link saying "click here to confirm receipt of this message". In addition to collecting who has and who hasn't received the message, once a user has confirmed receipt, subsequent contact attempts by the ENS will cease.

- **Escalate:** This option is not used or recommended by NOAA. Keep this unchecked.
- **Voice Mail Preference:** Recommendation is to keep the choice as "Message Only".
- **Delivery Methods:** Default and recommendation is "All Paths".
 - All Voice Paths: this will send the message to each phone path the user has. This includes desk phone and cell phones/other phones
 - All Text Paths: this will send the message to all email and SMS paths that are populated in the database.
 - All Paths (default). This sends the message to all text **and** all phone paths.
- Two minutes separate each path attempt

4) Once all settings are OK, press the "send message" button to initiate the broadcast

Viewing Broadcast Status Results through QuickLaunch

Once a broadcast is initiated, a status board similar to the one below will be displayed with the information about the current broadcast.

The “confirmed” number shows the number of people who have pressed 1 on their phone, or clicked on a text link to verify receipt of the message.

The “not confirmed” number shows the number of people who have yet to respond to the system that they have received the message.

Clicking on any of these linked numbers brings up a list of users who have or have not confirmed receipt of the broadcast message.

Message Title Status of SSMC Buildings

Message Text Preliminary inspections of the SSMC buildings indicate no issues which would impede re-occupancy tomorrow. Please consult www.OPM.GOV for additional information which will

Initiated By: Griffith, James E	start date: 08/23/2011 06:14:00 PM	finish date: 08/23/2011 08:14:00 PM
Elapsed Time: 1h 59m 52s	response rate: 15.9%	
sender caller ID: 301-713-3000	sender e-mail addr: NOAA.ENS@noaa.gov	
voice message: Text Only	voice file:	
Language: English (US)	Broadcast Duration: 2	
confirm required: Y	quota required: None	
escalated: N	polling: N	
call-in: N	PIN required: N	
Email Results: N	Fax Results: N	
attachment:	attachment sent via:	

Voice Mail Preference: Message Only

confirmed: 738	confirmed late: 880	not confirmed: 2992	unreachable: 20
--	---	---	---

message delivery options:

• Requested Cycles

NSD email	NSD Other Phone	VECI email 2
NSD Cell Phone	VECI email 1	

[BACK](#) [PRINT](#) [RE-BROADCAST](#)

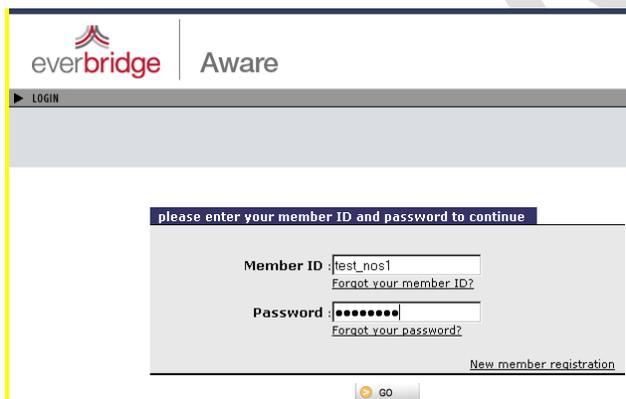
Appendix B

How-To Guide: Using the Everbridge Aware Tool

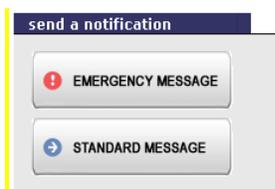
Steps Summary:

- 1) In a browser go to <http://everbridge.net> and log in using your ENS credentials
- 2) Click on Emergency Message
- 3) Add the groups and/or people/filters who will receive the message
- 4) Enter the Subject line and your brief message, then Next
- 5) Enter the sender email and Caller ID number that will appear
- 6) Check the Delivery Methods that the message will be sent to
- 7) Press the “SEND MESSAGE” button

1) In a browser go to <http://everbridge.net> and log in using your ENS credentials



2) Click on Emergency Message



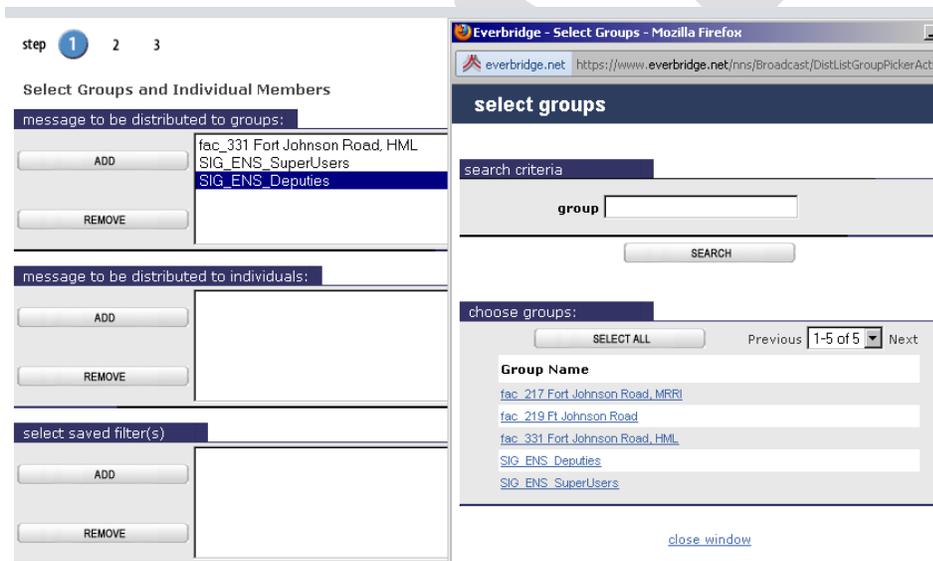
Emergency Messages are the recommended message type for sending out an ENS message during a real emergency. Emergency Messages are given a higher priority in Everbridge’s phone and email banks. Use Emergency Messages only for true emergencies

Standard Messages are recommended for all testing and drills. These messages yield to Emergency Messages on Everbridge's servers so that those in need of getting a message out quickly can do so reliably with their emergency message.

3) Add the groups and/or people/filters who will receive the message

Click on the 'Add' button to add in a group.

- The facility group (named according to the address of the facility), or a zip code group (e.g. zip_20912), or a county group (e.g. cnty_MD Montgomery).
- The selected groups are added to the primary window. Press close when you are finished, then press "next" to continue to the message screen.
- You can use the wildcard % to filter the groups listed: e.g. %ssmc% will list:
 - fac_1305 East West Hwy, SSMC4
 - fac_1315 East West Hwy, SSMC3
 - fac_1325 East West Hwy, SSMC2



step 1 2 3

Create Message

record a message:

Message Title *

Message selection:
 Select previously recorded message [Advanced search](#)

Record message via:
 Enter a text message telephone upload message

Type your message Language

Evacuate HML immediately. A fire is spreading rapidly from Building 1.

Characters remaining Email/Fax 2396 SMS 16
⚠ Estimated # of SMS messages: 1

File Attachment
File 1:

[Attach More Files](#) (You may attach up to five files. Each file must be 2MB or less and the total attachment size must be 5MB or less.)

Fields marked with * are mandatory.

4) Enter the Subject line and your brief message

- “message title” will be the subject for emails. The subject line is not used with phone calls.
- The default way that a message is relayed to the receiver is by typing your message into the message box. With this delivery type, the text entered in the “type your message” field is sent along in the body of the email. For phone contacts, this text is automatically converted from text to voice using a computer-generated voice.
- Pay attention to your message length. A character count is included in the window and the number of SMS messages needed to relay the message is shown. If possible, keep your message to 1 SMS text length (120 characters including the subject line)
- For phone recipients, the clearest message will come from a human-read voice. Recording your own custom message through Aware is simple and removes the errors that can occur with the text to speech conversion. To record your own message, press the “telephone” radio button and follow the directions in the popup window.
- Messages with both a typed message and a phone-recorded message will receive two different messages – one on their emails and one on their phones. It is important that the two versions provide similar information to reduce confusion.



- You have the option of adding an email attachment to your message. This may be useful if you have on-hand information (pdf/Excel/etc) that can aid the recipients.
- Once you have completed your message (title, message (text and/or phone), press the “next” button to go to the third state of the message creation process.

5) Enter the Caller ID number that will appear

Each broadcast sends along identifying information.

- Phone calls have a CallerID value. Set this to a number your staff may recognize, or set it to that of NOAA’s Employee call-in line: 888-662-2911 (1-888-NOAA-911).
- Email will have a ‘sender’ associated with it. Add in the email address of an email the recipients will recognize, or use the NOAA ENS account, NOAA.ENS@noaa.gov

6) Set the Broadcast Duration / Cycles / Interval Timings

Aware let broadcasters set a number of timings that affect how quickly users receive messages. Each of the items below should be reviewed. Aside from the broadcast duration, the cycles and intervals should be thought about together to reduce ENS fatigue and maximize user’s ability to retrieve a message.

Broadcast Duration (recommended 4 hours): this parameter gives an artificial ‘end’ of the broadcast. Reporting of who has/has not confirmed revolve around this number. People who confirm after the duration simply show up as “confirmed late”. It is recommended that this be set to 4 or 6 hours to encompass lags in people responding via email.

Contact Cycles (recommended for events and drills: 1): The number of times the broadcast will be cycled through all of the contact paths. For drills, it is recommended not to introduce ENS fatigue and only use one cycle. For actual emergencies – it is up to the broadcaster’s judgment – but just one cycle is recommended.

Interval Between Delivery Methods (recommended 1 minute): this parameter gives the delay between the attempt of each contact path. Example: ENS send an email to

the NOAA email address, then pauses for this interval, then calls the cell phone, then pauses for this interval, etc. If at any point during this chain the user confirms receipt, the chain will stop and the further deliveries will stop.

Interval Between Cycles (recommended 5 minutes – currently the default): This parameter pauses for the specified time **after** Aware has finished sending a message to the last (currently VECI SMS) contact path. The pause is between the last contact path and the contacting the first contact path for the 2nd time. This parameter is only used if the **Contact Cycles** parameter is more than 1.

step 1 2 3

Delivery Method

Fields marked with * are mandatory

Sender Identification

Sender E-Mail Address* robbkwright@gmail.com

Sender Caller ID* 301-713-3000

message delivery options:

- Confirm
- Broadcast Duration* 2 hrs
- Interval Between Delivery Methods 0 mins
- Escalate
- Contact Cycles* 2
- Interval Between Cycles 00 mins

• Voice Mail Preference: No Message Message Only Message with Confirmation Info

[Learn More...](#)

• Send Attachment(s) to E-Mail and Fax

Delivery Methods

<input checked="" type="checkbox"/> 1 NSD email	<input type="checkbox"/> 7 VECI Alt Phone 3
<input checked="" type="checkbox"/> 2 NSD Cell Phone	<input checked="" type="checkbox"/> 8 SIG Phone 1
<input checked="" type="checkbox"/> 3 NSD Other Phone	<input type="checkbox"/> 9 SIG Phone 2
<input checked="" type="checkbox"/> 4 NSD Business Phone	<input checked="" type="checkbox"/> 10 VECI email 1
<input checked="" type="checkbox"/> 5 VECI Alt Phone 1	<input type="checkbox"/> 11 VECI email 2
<input type="checkbox"/> 6 VECI Alt Phone 2	<input type="checkbox"/> 12 VECI SMS

broadcast results delivery method:

On-Line Results E-mail Fax

E-mail NOAA.ENS@noaa.gov Fax

BACK SEND MESSAGE

7) Check the Delivery Methods for the message

Aware allows messages to be highly customized to desired contact paths. If a recorded phone message is used, all phone paths are automatically checked. If only text is entered for the message on the previous screen, then only the text device contact paths are checked by default. Any combination of contact paths may be selected however. Refer to Table 3 in this SOP Manual for a list of the contact paths and their meaning.

8) Press the “SEND MESSAGE” button

Pressing the “send message” button initiates the process within Everbridge to call all members selected during the initial broadcast section.

Message Broadcast Viewing and Reporting

Once a broadcast has begun a status screen is shown within the window. This status screen shows all of the metrics used for the broadcast such as the title and message, and whether or not confirmation was required. Also shown is a quick view of the number of people who have and have not yet confirmed, along with the percent response rate.

The numbers shown below the “confirmed:” box and the “not confirmed:” box show how many people have confirmed receipt of the message and how many people have not yet confirmed. This screen is updated once per minute. For larger broadcasts, the initial refreshes may not total the proper number of staff contacted. This is due to the Everbridge system preparing the numbers and pushing the staff into the phone system queues. Usually by the 2nd screen refresh all number correspond to the total number required for the broadcast. The “unreachable:” shows how many people did not have a valid phone number or email for the contact paths selected. These people should be noted and sent to the ENS Administrator for review.

Clicking on the numbers below each of the boxes brings up a list of the people who corresponded with the confirmation type. This report lists 10 people at a time, and pressing the ‘next’ link will show additional names.

As more people confirm, the “confirmed:” tally will increase, with the display updating every minute.

The Broadcast ID in this example is shown at the top of the picture below: 15926691 and is a critical number to keep track of for future Everbridge reports.

Broadcast Results - 15926691
(Standard Notification)

STOP BROADCAST

Message Title TEST for nos_test

Message Text TEST for nos_test message

Initiated By: TEST_NOS, TEST_NOS
start date: 12/30/2011 11:05:00 AM
Elapsed Time: 14s
sender caller ID: 3017133000
voice message: Text Only
Language: English (US)
confirm required: Y
escalated: N
call-in: N
Email Results: N
attachment:

finish date:
response rate: 0.0%
sender e-mail addr: robbkwright@gmail.com
voice file:
Broadcast Duration 1
quota required: None
polling: N
PIN required: N
Fax Results: N
attachment sent via:

Voice Mail Preference: Message Only

confirmed:	not confirmed:	unreachable:
0	1	0

message delivery options:

Requested Cycles

NSD Cell Phone

VECI Alt Phone 1

BACK PRINT RE-BROADCAST

Not Confirmed - Mozilla Firefox
everbridge.net https://www.everbridge.net/nns/Broadcast/NonRespondents.c

Not Confirmed

Member

Previous 1-1 of 1 Next

Member	Group/Filter
Wright, Robb K	

[close window](#) [print](#)

Ending a Broadcast

If a broadcast is sent in error or the desired message to staff has changed mid-stream, press the "STOP BROADCAST" to end the current attempts to contact staff. The broadcast system will likely have a number of phone numbers in its queue that can't be stopped, but no additional number will be added to the queue.

Basic Broadcast Reporting

Several reports are available through Aware to inform administrators of who and who has not been contacted and/or confirmed the message.

- The most basic report shows the same screen as above, with the basic broadcast metrics and simple numbers of how many people have or have not confirmed. To bring up this report, click "Manage Broadcasts", then "View Broadcast History", the click on the ID number link for the broadcast.
- If a broadcast is still 'active', you can also click on "Track Active Broadcasts" and choose the ID of the broadcast.

- ▶ [Send Notification](#)
- ▶ [Manage Broadcasts](#)
- ▶ [Track Active Broadcasts](#)
- ▶ [Manage Messages](#)
- ▶ [View Broadcast History](#)
- ▶ [Groups and Filters](#)
- ▶ [Reports](#)
- ▶ [Admin](#)

List Broadcasts

list broadcasts:

Previous 1-1 of 1 Next

ID	Message Title	Initiated By	Start Date	Attachment	Confirmation
15926691	TEST for nos_test	TEST_NOS, TEST_NOS	12/30/2011 11:05:00 AM	None	Y

Advanced Broadcast Reporting

Advanced reports of an individual broadcast are available from the “Reports” / “Broadcast Reports”, then click on the ID of a broadcast. Below is a view of that report. This view shows the same basic metrics of a broadcast, but has two important differences:

- 1) Each contact attempt for each member is listed. If five members are in the contact group and each member has 4 contacts paths (cell, work email, desk phone, personal email), the message was set for two cycles of the paths, and nobody received the message when it was sent out, there will be 40 records listed in this report (5 people x 4 contact paths x 2 cycles).
 - a. If somebody confirms receipt of the message on the 1st attempt (NOAA email), then they will only have that one record in the list
 - b. The attempt time is shown in the table, along with whether or not a confirmation occurred with that attempt/path. A link in the “path type” column shows the path – and clicking on the link will give the actual phone number or email address contacted.
- 2) Next to “Total Members”, “Total Confirm” and “Total Non Confirm” are “Download list” links. This option will download a list of users with their confirmation status in a comma-separated file (.csv) which can be read directly in Microsoft Excel. The “Total Members” report shows who has and has not confirmed in one single combined list. Sorting or filtering in Excel can quickly give you a full report of staff names and their ENS broadcast status.

- ▶ Send Notification
- ▶ Manage Broadcasts
- ▶ Groups and Filters
- ▶ Reports
- Broadcast Reports
- Ad Hoc Reports
- ▶ Admin

Broadcast Report

Message Title: TEST for nos_test
 Message Text: TEST for nos_test message

Initiated By: TEST_NOS, TEST_NOS
 Start Date: 12/30/2011 11:05:33 AM
 End Date:
 Notification Type: Standard
 Broadcast ID: 15926691
 Duration: 1
 Contact Cycles: 1
 Sender Caller ID: 3017133000
 Sender E-Mail Address: robbkwright@gmail.com
 Voice Message: Text Only
 Voice File:
 Confirm Requested: Yes
 Quota Required: None
 Escalated: No
 Polling: No
 Call-In: No
 PIN Required: No
 Email Results: No
 Fax Results: No
 Attachment: None
 Attachment Sent via:
 Voice Mail Preference: Message Only

Total Members: 1 [Download list](#)
 Total Confirm: 1 [Download list](#)
 Total Late Confirm: 0
 Total Non Confirm: 0
 Total Non-Contact (N/C): 0
 Language: English (US)
 %Confirm: 100%
 %Late Confirm: 0%
 %Non Confirm: 0%
 %Non-Contact (N/C): 0%

First Name: Last Name:
 Confirm Confirm After Non-Confirmed Unreachable
 Previous 1-1 of 1 Next

Contact Name	Con- firmed	Attempt	Attempt Time	Path Type	Call Result	Group/Filter
Wright, Robb K	Y	1	12/30/2011 11:06:25 AM	NSD Cell Phone	12/30/2011 11:06:59 AM	

Ad Hoc Broadcast Reporting

In Aware, the Ad Hoc reporting option allows for extensive customization and control over the fields reported. Broadcast Ad Hoc reporting is available from the “Reports” / “Ad Hoc Reports” / “Broadcast Reports”

broadcast reports

step 1 2

You may load a previously saved report or create a new report

report selection

load a previously saved report

create a new report

report title :

description :

Report parameters can be named and saved. You can pick one that matches you needs to create one from scratch. To create one from scratch, enter a title and, optionally a description.

Many options exist for creating ad-hoc reports. It is suggested that different options are tested to understand the fields and display options. At a minimum, broadcast reports include Recipient first/last/middle names, confirm date, and personID – but reports can be used in many ways and so may require different fields to be reported. The example below will create a broadcast report that shows who has confirmed

The ‘broadcast ID’ field comes from ID of the broadcast given during the initial broadcast. This number is used throughout the Everbridge system and is the unique code for the broadcast. If you don’t know the ID number, you can also ask the report to give all results where date equals the broadcast date.

Filtering of database fields is available, as is sorting of the results. Report output can be viewed online using the default “HTML” output (see example below), or a formatted PDF, or raw data in a .csv. The .csv is useful if the report is to go into Excel for further analysis.

Clicking “save report settings” will save the current report settings using the name provided when you entered the screen. Unfortunately there is no “save as” option to modify an existing report as a new name.

The screenshot displays the report configuration interface with the following sections:

- select fields to be displayed**: Includes a "learn more" link and two columns: "database fields" (Group/Filter Name, Call Result, Member Pin, Sender Email Address, Sender Caller ID, Attachment, Attachment Sent To) and "fields to display" (Broadcast Id, Recipient First Name, Recipient Last Name, Recipient Middle Initial, Confirm Date, Contact Path, Contact Type). Buttons for ADD, REMOVE, ADD ALL, and REMOVE ALL are present.
- filter criteria**: Includes a "learn more" link and a table for defining filters.

where	database field	condition	value
	Broadcast Id	equals	15927481
and	select		

 A "RESET FILTER CRITERIA" button is located below the table.
- sorting**: Includes a "learn more" link and a table for defining sort order.

available fields	ascending	descending
Confirm Date	<input checked="" type="radio"/>	<input type="radio"/>
Recipient Last Name	<input checked="" type="radio"/>	<input type="radio"/>
select	<input checked="" type="radio"/>	<input type="radio"/>
select	<input checked="" type="radio"/>	<input type="radio"/>

 A "RESET SORT CRITERIA" button is located below the table.
- report output**: Includes a "select the format in which you wish to output the report" section with radio buttons for HTML (Online display), PDF file (Online display/Download), and CSV File (Download for import into Excel, Access, etc.). The HTML option is selected. There are checkboxes for "Include Broadcast Summary" and "Page Orientation" (portrait selected, landscape unselected). A "Cover:" field with a "Browse..." button and an "UPLOAD" button is present. A "RESET SORT CRITERIA" button is also visible at the bottom of this section.
- Navigation**: Buttons for BACK, GENERATE REPORT, SAVE REPORT SETTINGS, and RESET are located at the bottom of the interface.

Below is an example of the HTML-formatted report. This shows that the report was sent to two members, and that only one confirmed receipt – shown as a value in the “confirm date” column. The “contact type” field shows which Everbridge contact path was used, and the “contact path” column gives the actual value (i.e. phone number) of that contact type.

This report shows a ‘not-confirmed’ status for **any** contact path where the member didn’t confirm. An attempt for Robb Wright occurred three times, with one of those three being confirmed. Unfortunately at this point in time, there is no simple way to show in a report the people who did not confirm via any contact path. The ENS administrative staff will provide updates on this issue in the future.

Broadcast Id					
15927481					
Person ID	Recipient First Name	Recipient Last Name	Confirm Date	Contact Path	Contact Type
271846	Robb	Wright	12/30/2011 11:45:24 AM	robb.wright@noaa.gov	NSD email
999999	TEST_NOS	TEST_NOS		robbkwright@gmail.com	NSD email
999999	TEST_NOS	TEST_NOS		12403535108	NSD Cell Phone
271846	Robb	Wright		12403535108	NSD Cell Phone
271846	Robb	Wright		robbkwright@gmail.com	VECI email 1
Total Results : 5					

Appendix C

How-To Guide: Using the Mobile Aware Smartphone App

Mobile Aware is a native app for smartphones that does many of the tasks of its desktop relative, Aware. Its primary benefits are:

- Customized to work on smartphone screens
- Provides the easiest to use of all voice message recording methods
- Provides control over cycle and contact path timings

Android: <https://play.google.com/store/apps/details?id=com.everbridge.everywhere>

iOS: <http://itunes.apple.com/us/app/everbridge-mobile-aware/id496679379?mt=8>

BlackBerry: <http://appworld.blackberry.com/webstore/content/90346/>

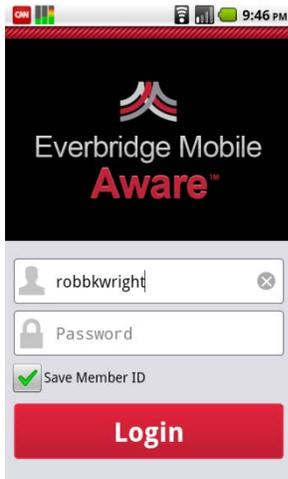
The process flow to send a message with Mobile Aware is similar to the other Everbridge tools:

- 1) Log in using your Everbridge credentials (e.g. alias username and password)
- 2) Enter text for the email/SMS subject line
- 3) Enter the core message. If no voice message is records (#4 below) this text will be automatically converted from text to speech with a computer voice.
- 4) Optional: record your own voice version of the message for phone contact paths (recommended for message clarity)
- 5) Select recipients through ENS groups
- 6) Optional: Default broadcast settings should be good, but may be changed
- 7) Send message

Recommended settings (critical in bold):

- **Real-world emergency: emergency message**
- **Drill/testing: standard message**
- **Delivery Methods: All (all text and all voice)**
- Sender information: NOAA.ENS@noaa.gov or your own email
- **Confirm: On (checked)**
- **Voice Mail Preference: Message Only**
- Email results: your own email
- Broadcast Duration: 4 hours
- **Interval Between Delivery Methods: 1 minute**
- **Contact Cycles: 1**
- **Interval Between Cycles: 5**

Login screen



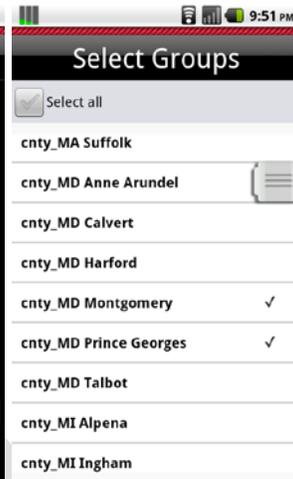
Record voice message



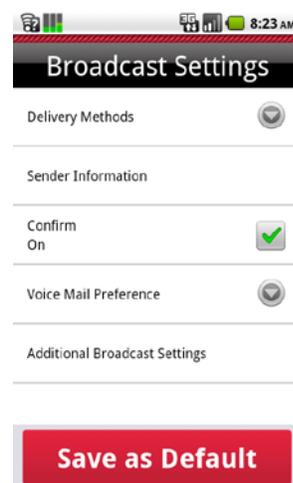
Select Groups



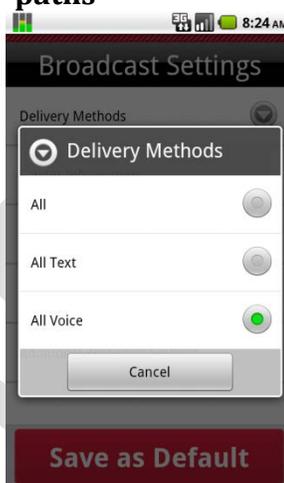
Select Groups



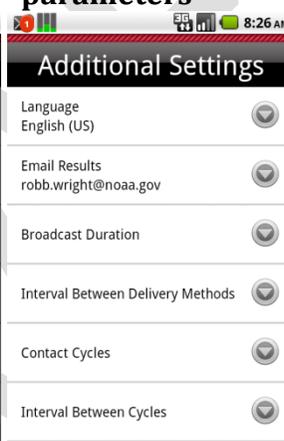
Broadcast settings



Choose contact paths



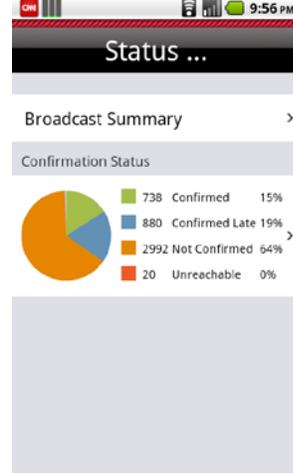
Broadcast parameters



Sender Information



Confirmation response



Confirmation Reports



Appendix D

How-To Guide: Using the Everbridge Operator-Assisted Messaging Service

Three Primary Steps:

- 1) Call 877-220-4911
- 2) Our organization is “NOAA”
- 3) Agent will ask you a number of questions to draft and send alert

DRAFT



Initiating a notification via Live Everbridge Operator

Listed are the steps Live Everbridge Agent will follow to initiate your notification

Call "Live Everbridge Operator" United States (877) 220-4911 – Canada (877) 220-4911 – International 00-1818-230-9797
Everbridge Live Operator calls, on average, take 10 minutes; less if the outgoing message is created in advance.

1. Everbridge Organization name? **Not knowing your Everbridge Org's exact name could cause a significant delay.**

2. The agent will ask for your first and last name, or member id

3. For authentication purposes, the agent will ask you your Hint Question – To be granted access to send notifications, you must provide the correct Hint question *ANSWER

(Note: You will never be asked for your password. The hint question is the same as the password reminder that you created at the time of registration. *Your hint question and answer can be accessed and updated via the Aware Web site, menu-pick "My Everbridge profile", via the "change my password link".

4. The agent will ask: "How may I help you today?"

Via The Live Everbridge Agent you can initiate the following notification types:

- Emergency and Standard Notifications
- Polling Notification
- Conference Notification
- & if part of your contract plan: Call-In Notification, Geo Notification, and send a Scenario
- You can also check the status of a broadcast, manage scheduled and unscheduled messages, and cancel an active broadcast.

5. The agent will ask for the names of the groups and/or individual members you will be sending the message to.

6. The agent will ask you questions to determine how you would like to create your message.

- Would you like to select a previously created message, or will you be creating a new message?
- The agent will ask if you would like to record a voice message, voice and text, or have text entered for conversion to speech.
- When recording your own message the agent will ask you for the last word of your message, so the agent will know when to stop recording. The agent will play back the message for your confirmation.
- When creating a text message that can be converted to speech and sent via voice devices, the agent will ask you to dictate your message and then the agent will read the message back to you for confirmation of accuracy.
(If your message is recorded and/or typed in another language other than English, the agent will confirm and select the language used from the drop down, this is used for pronunciation and message prompts, not translation)
- The agent will ask you for the title of your message.

7. The agent will ask you the time zone you are calling from

8. When scheduling a standard message, or conference, the agent will ask you to identify the date, hour, minute, am/ or pm for your message. For a message with recurrence, you will be asked to identify the: day, week, month, and ending date for your message recurrence. You can also create a message to be scheduled later.

9. The agent will ask if you would like your members to confirm receipt of the message. (You have the option to have your message delivered to devices without request for confirmation)

10. The agent will ask if you would you like to send your broadcast with Escalation. (You have the option to send your broadcast with Escalation to additional members as defined in the chosen member's profile.

11. The agent will ask if you require a PIN number to hear the message – You can send a message that requires the member to input their PIN # to hear the message. (PIN is defined by the organization leader at the member level)

12. The agent will ask you to identify the duration for the broadcast - Member can choose duration for the broadcast. (Standard broadcast defaults to 4 hours and an Emergency broadcast defaults to 30 minutes)

13. The agent will ask you how many times you would like the message to cycle. (The message will cycle through all the delivery methods until the message has been confirmed by all members, all cycles have been exhausted, or the Duration time ends)

14. The agent will identify the message delivery methods you have available (home phone, cell phone, email etc.) and ask you to confirm which delivery methods you would like to include.

15. The agent will ask you if you would like the Broadcast results delivered via E-mail and/or fax. (You have the option to send the broadcast results to any E-mail and/or fax #. Note: Broadcast results via fax will show a summary of the broadcast)

16. The agent will confirm that you would like to send or schedule the notification and provide you with the message broadcast id number for tracking purposes.

Note: As a security precaution, the Live Everbridge Operator Agent does not have access to passwords, personal member information and setup specifications for your organization. The Live Everbridge Operator Agent can only initiate, cancel and check the status of a broadcasts.

Appendix E

How-To Guide: Using the ENS Facility Locator Tool

Web Location (use your LDAP/email login info):

<https://www.homelandsecurity.noaa.gov/ENS>

The full NOAA Locations database is accessible here as a text file. Vertical bars are the field separators.

https://www.homelandsecurity.noaa.gov/ENS/assets/noaa_ens_locations.txt

Symbology:

Blue locations represent “NOAA Facility” locations – i.e. where the NSD location is owned or leased by NOAA. Green locations represent NSD locations that do not have a lease agreement. Owned and leased facilities are those that CAO tracks through the Federal Real Property Management (FRPM) database.

Selecting:

There are four ways to select facilities:

- 1) The select “on Map” button will select all locations currently within the view.
- 2) You can select by drawing an area onscreen by pressing the “AOI” (area of interest) button. Click around the area you are interested in, then press the “Finish” button to finish the polygon and select the locations within the polygon.
- 3) Clicking on a location within the map will select the location(s) near the cursor.
- 4) Within the “Search...” field, type in a string that will be checked against the location database. Typing in SSMC (case insensitive) will select the three Silver Spring buildings with NOAA staff (SSMC1 currently does not have any NOAA staff). Typing in “zip_209” will select all facilities that have the zip code group assignment of zip_209* - which are all of the NOAA locations in Silver Spring.
 - a. To quickly select multiple states (for example FL, GA, SC) three consecutive non-cleared searches of st_fl, st_ga, st_sc will select all NOAA locations in these three states.
 - b. AOI, screen selects and search selects can be combined with each other.

Selected facilities have a yellow halo around their maker on the map, and a yellow highlight in the data panel.

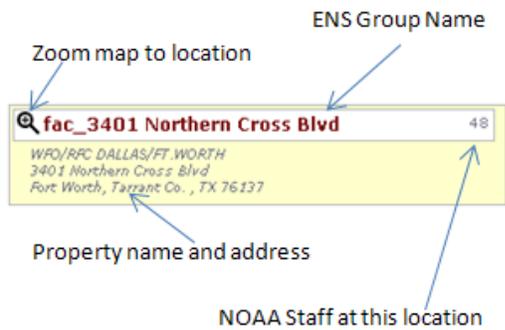
Selections, by default, will add to the currently selected set. This allows for multiple AOIs/etc to create the proper selection set.

Unselecting:

- 1) You can clear all of the selected items by clicking on the map background where there isn't a facility, or by clicking the "Clear" button
- 2) Clicking on the facility location on the map again will turn red ("select for ENS") – clicking on the location again will unselect the location completely.

Facility Data Panel:

Selected facilities appear in the left-hand data panel. By default the facilities are listed by their ENS facility group name, which is based on their address/building/suite. Choosing another Group type (zip, county, state) will redisplay and resort the selection locations according to the new group type.



When locations are selected, then are outlined in red and appear in the left-hand pane. You can mouse-over the marker on the map or the listing in the left-hand pane, and the location will become highlighted and more location information is shown in the lower-left hand pane.

Some locations may have long ENS group names. Long names will obscure the staff numbers. To view the staff numbers and possibly the full group name, the panel can be resized by dragging the separator control between the panel and the map:



Selecting Locations for the ENS Report:

Locations highlighted yellow are "selected" for further analysis. To select a location for inclusion in a report, it must be highlighted in red. There are two ways to select a location for inclusion in the report:

- 1) Click on the location on the map. The location icon halo color will change from yellow to red and the location in the data panel will also turn red.
- 2) Clicking on the location in the data panel will also highlight the location. You can select multiple locations in the data panel by:
 - a. Shift-clicking to select all location between an existing red and your mouse click
 - b. Cntl-clicking individual locations to select a non-contiguous list

Creating ENS Report:

When one or more locations are selected for reporting (red), the “Create Report” button will become active. Clicking on this button brings up the unique list of NOAA locations based on the grouping strategy you chose with the “Group By” selection. This list is what you would use within Everbridge to send messages.

For the “Address” grouping, two data lists are provided in the report.

- 1) The unique list of facility Group codes – use this for group selections within Everbridge
- 2) The full NOAA ENS Location database for the selected items. This can be passed into Excel and parsed using the “|” separator.

The results of the ENS report are used directly in Everbridge’s QuickLaunch or Aware for selecting message target groups. If the report gives you:

zip_98102

zip_98115

- These two groups are listed in Aware or QuickLaunch as contactable groups.

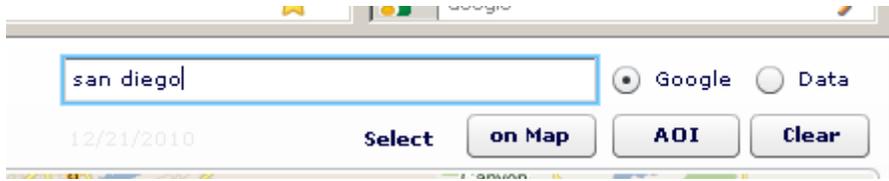
NOAA Staff Counts:

When a location is selected for a report (highlighted red / “double selected”), the total selected staff count is updated under the NOAA ENS Locator banner.



Finding a place:

In the upper-right, a search box lets you search for data within the ENS NOAA Locations dataset, or allows you to search based on the Google Maps search. By default the “Data” option is selected, which searches within the ENS data. Switching to “Google” allows you to search and zoom to locations based on Google Maps:



DRAFT

Appendix F

How-To Guide: Accessing, Editing, and Validating NSD Records

The NOAA Staff Directory (NSD) can be accessed directly (<https://nsd.rdc.noaa.gov/nsd/moreinfo>) or through the “Staff Directory” link at the top of the NOAA home web site.

There are three ways to modify a staff member’s record in NSD:

1. Every staff member can modify their own record
2. Those listed as a staff member’s federal manager can modify the NSD record of their direct reports
3. A request can be submitted via email to NSD staff by emailing to NOAA.Staff.Directory@noaa.gov

Full instructions on updating a NSD record is available here:

<https://nsd.rdc.noaa.gov/nsd/help>

Modification of an individual’s record:

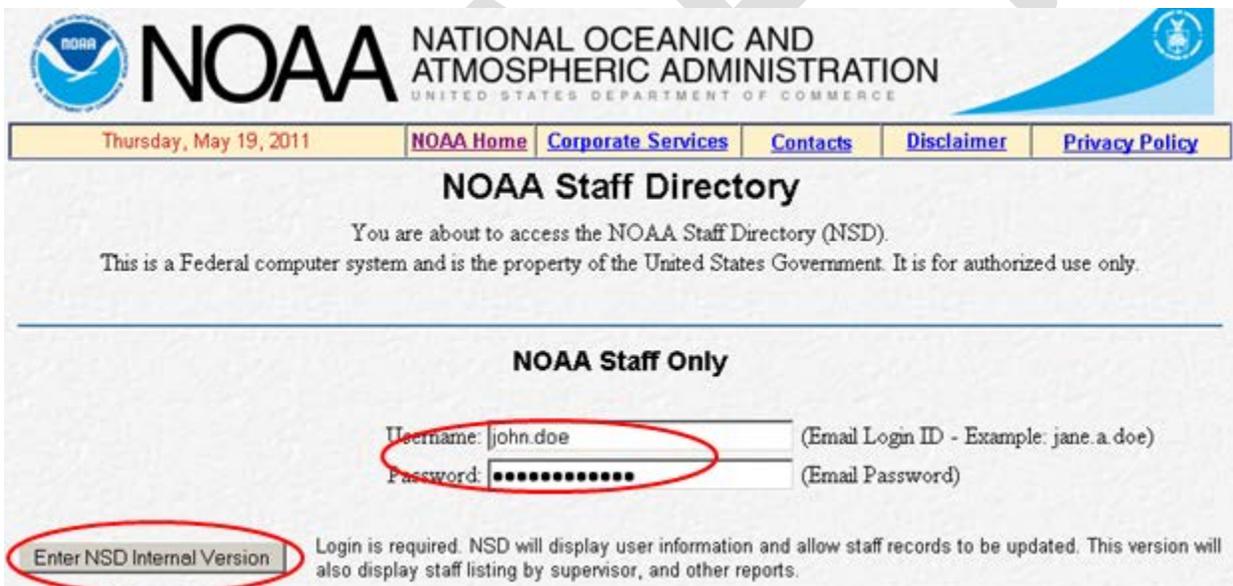
- Log into NSD
- Search for yourself, selecting “request more information” when your record is selected.
- On your summary screen, click on the “Update Member” button
- The first screen shows your primary contact information. Ensure that all relevant information is entered – paying special attention to:
 - Phone number
 - Email
 - Cell phone
 - Address Type: permanent or temporary
 - State: enter the state you are in. This dictates the list of address on the next screen
- Pressing “Next Page” brings up information about your location.
- To be continued.

The NOAA Staff Directory (NSD) is the staff contact data source for the ENS. NSD can be accessed through the NOAA home page (<http://www.noaa.gov/>), by clicking on the “Staff Directory” link at the top, then logging to the “Enter NSD Internal Version” with your email

username and password. The login page can also be accessed directly here:
<https://nsd.rdc.noaa.gov/nsd/moreinfo>

Full NSD help is available here:
<https://nsd.rdc.noaa.gov/nsd/help>

Adding or deleting a contractor or associate is done through this form:
<https://nsd.rdc.noaa.gov/nsd/download>



Appendix G

How-To Guide: NSD Capabilities for Supervisors

NOAA supervisors should keep the NSD record of their employees (direct reports) up to date. NSD has several capabilities useful to supervisors to view and edit the information for their direct reports.

- Staff listing of direct reports
- Validation dates of direct reports
- Add, delete, modify records for direct reports
- Add alternates to the above capabilities as a backup and/or office administrator

Log into NSD using this link: <https://nsd.rdc.noaa.gov/nsd/intsearch>

NSD Report of Direct Reports

Upon logging in, NSD displays the main search screen. Press the “Request Report” button, then choose the “Modify/Terminate Staff Report” option.

NOAA Staff Directory

Last Name: First Name:
Phone Number: Extension:
City: State/Country:
Email Address: Building:
Routing Code: Line Office:
Position Title: Organization:

NSD - CLC Access Report

- [CLC Access Report](#)

Modify/Terminate Staff

- [Modify/Terminate Staff Report](#)

NSD - Direct Report

- [Direct Reports](#)

A list of NOAA staff who list the currently logged in person as their “Federal Manager” are shown. This list provides a quick check to make sure that

- 1) All staff who report to a supervisor are displayed and in NSD
- 2) Their phone number and extension (if available) is correct
- 3) The organization is correct
- 4) The date the Direct Report’s NSD was last validated is shown as well. This is very useful to see if an individual’s record may be out of date.

NOAA Staff Directory [Logout](#)

Modify/Terminate Staff Report for Ache, Brent
Supervisory Project Manager
 3 matching records found.

Full Name	Phone Number	Email Address	Organization	Position Title	Last Validated	Edit	Delete
Bennett, Darlene P	301-713-3000 x 167	darlene.bennett@noaa.gov	NOS/MBO/SP	Secretary OA	04/01/2011	Edit	Delete
Weingast, Alison	301-713-3000 x 110	alison.hammer@noaa.gov	NOS/MBO/SP/CRAB	Supervisory Physical Scientist	05/16/2011	Edit	Delete
Wilson, Robert John	301-713-3000 x 120	robert.wilson@noaa.gov	NOS/MBO/SP/IPTSB	Supervisory Geographer	03/30/2011	Edit	Delete

NOTE: In case of any mistake while deleting a staff member, to reinstate the member please send an email to noaa.staff.directory@noaa.gov or call 301.444.2700 immediately

If a person is listed as a staff member’s Federal Manager, that Federal Manager has the access/permission to edit or delete the staff member’s NSD record.

- Clicking on the “delete” link next to a staff member’s record will initiate a deleting workflow in NSD.
- Clicking on the “edit” link brings up the NSD record for that staff member. A supervisor can modify all fields within the NSD record with the exception of the Organization information.
- Supervisors must ensure that all contact information is correct, including phone numbers and extensions, addresses and email.

If a person is in NSD but is not listed with the appropriate Federal Manager, a request should be sent to the listed Federal Manager asking them to make the change to the appropriate supervisor.

Setting up an Alternate NSD manager

NSD has a feature where one or more persons can be established as the “alternate” for a supervisor. An alternate has all of the same permissions as the supervisor to edit and delete the staff records for those who are listed as their direct reports.

Alternates are assigned by clicking on the “Request Alternate” link on the NSD home search screen, then entering the alternate’s name. A start and end date can also be applied to automatically end an alternate’s permission time.

Alternates can be very useful in an office setting. An administrative staff member can be established as the alternate for, as an example, all branch chiefs. This gives a single person the ability to review all staff within a division, and could be made responsible for being the NSD reviewer for an office.

NOAA Staff Directory

Last Name: First Name:
 Phone Number: Extension:
 City: State/Country:
 Email Address: Building:
 Routing Code: Line Office:
 Position Title: Organization:

NOAA Staff Directory

[Logout](#)

Alternate Assignment

[Open NSD Request Form \(PDF\)](#)

Enter a Name to Search:
 Start Date: End Date:

Alternate(s) for Brent Ache

Alternate Name	Organization	Start Date	End Date	Select to Delete
Alison Weingast	NOS/MBO/SP/CRAB	12/09/2011	09/30/2012	<input type="checkbox"/>
Robert Wilson	NOS/MBO/SP/PTSB	12/09/2011	09/30/2012	<input type="checkbox"/>

Appendix H

How-To Guide: Registering as an Everbridge User

Steps

1. You will receive an email from NOAA.ENS@noaa.gov
2. Click on the link in the email that will take you to www.everbridge.net
3. **When asked if you are an existing user, click “NO”** and then enter the “authorization code” given to you in the email
4. Click on “NEW USER” and press “NEXT”
5. You are presented with an account screen where you choose a **numeric** password. A security question is also required. Press “NEXT”

1. You will receive an email from Christopher.S.Moore@noaa.gov
2. Click on the link in the email that will take you to www.everbridge.net
3. **When asked if you are an existing user, click “NO”** and then enter the “authorization code” given to you in the email
4. Click on “NEW USER” and press “NEXT”
5. You are presented with an account screen where you choose a **numeric** password. A security question is also required. Press “NEXT”

step 1 2 3 4

NOAA has chosen Everbridge as its rapid notification service for emergency and non-emergency communication services and welcomes Eric A. Segerson as a member.

create your member ID and password

member ID: 265226731

create password:

confirm password:

Notes: password must be numeric and between 6 and 10 digits long

select a password reminder

Please choose a hint question and answer. You will be prompted for the answer to this question if you forget your member ID or password.

Organizational Leaders and Group Leaders: When using Everbridge's Live Operator, you will be required to provide the answer to your hint question for authentication.

choose question in case you forget password:

question:

answer:

choose your email address where the password may be emailed:

email address:

Fields marked with * are mandatory.

[BACK](#) [NEXT](#)

6. The next screen lets you create an “Alias” for the Emergency Notification System. This alias is optional, but allows you to create a memorable login name, such as your NOAA email name (i.e. jane.doe). The password can be numbers and letters.

step 1 2 3 4

"For your convenience, you may select an alpha-numeric ID and password in addition to your automatically assigned numeric ID and password. Your alpha-numeric ID and password can only be used for the Everbridge web site. You must retain and use your numeric ID and password for initiating and responding to broadcasts by telephone."

The alias member ID and password are optional. If you do not wish to create an alias member ID and password, leave them blank and click next.

create alias

alias member ID:

new alias password:

confirm alias password:

Note: password must be strong alpha-numeric and between 6 and 64 digits long

[BACK](#) [NEXT](#)

7. Press "NEXT" to continue.
8. Press "NEXT" through screens 3 and 4 – this information is automatically populated by either the NOAA Staff Directory or by the ENS administrative team. **DO NOT CHANGE THE INFORMATION ON THESE SCREENS.**
9. Press "Finish" to complete your registration process.
10. Record your numeric login name and password for reference. It is strongly recommended that an alias is created (step 6) and that a memorable (yet strong) password is entered.

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Appendix I

How-To Guide: Emergency Alert Templates and Examples

The potential range of emergency situations makes it impossible to develop alert templates for all potential emergency types and requested actions, therefore this list should not be considered exhaustive.

Templates and Examples by Emergency Type

The following emergency alert examples are categorized by type of emergency.

1. Natural Disasters, including:
 - Geological Disasters, for example, Avalanche, Earthquake, Landslide, Volcanic Eruption
 - Hydrological Disasters, for example, Flood, Liminic Eruption, Tsunami
 - Meteorological Disasters, for example, Blizzard, Cyclone, Drought, Hailstorm, Heat wave, Tropical Depressions/Storm, Hurricane, Tornado

Example

Tsunami Warning – Evacuate to High Ground

A tsunami warning has been issued for the greater Pacific region. Evacuate to high ground. Monitor local emergency information.

2. Wildfire

Example

Subject: Wildfires Approaching Stennis Space Center

Wildfires are approaching Stennis Space Center. Please evacuate immediately, and head south to avoid fires and smoke.

3. Space Disasters, for example, Impact Event, Solar Flare, Gamma Ray Burst

Example

Subject: Space Debris Warning

NASA has reported spaced debris to impact various Southwest locations. Please monitor public emergency advisories and act accordingly.

4. Health Emergencies, for example, Epidemic, Famine, Pandemic

Example

Subject: Pandemic Alert

A pandemic is expected in California within two days. Do not come to work today. Monitor public emergency advisories.

5. Terrorism and Random Acts of Violence, for example, Biological Threat, Bomb Threat, Chemical Threat, Radiological Threat, Hostage Taker, Shooter

Example

Subject: Shooter in Silver Spring

A shooter has been reported at the Discovery building in downtown Silver Spring. Please Shelter-In-Place until further notice.

6. Hazards, for example, Chemical spill, Infrastructure Failure, Accidents

Example

Subject: Hazardous Spill in Silver Spring

A hazardous spill has been reported in downtown Silver Spring. Please Shelter-In-Place until further notice.

7. Drills and Tests, for example, COOP/ICC Drills, Agency Drills, Tests of the ENS System

Example

Subject: This Is Only a Drill

This is only a drill. The government alert notification level has been raised. Please confirm that you received this message. This is Only a Drill!

Templates and Examples by Action Requested

The following emergency alert templates and examples are categorized by the kind of action you would like the recipient to take.

1. Evacuate a specific geographic area
2. Evacuate the building
3. Shelter in Place
4. Active Shooter in the building
5. Do not enter / return to the building
6. Stay at home
7. Contact your supervisor to verify your safety
8. NOAA is performing a drill; contact your supervisor to verify your safety
9. No immediate action required; providing information

1. Evacuate a specific geographic area

An order to evacuate a specific geographic area could be associated with a natural disaster, such as a hurricane, tsunami, or volcanic eruption; a health emergency; a chemical, biological, or radiological release; terrorism; or random acts of violence. NOAA will rely on state and local authorities to monitor emergency situations and issue evacuation orders. However, an ENS alert may be used to emphasize the evacuation order when NOAA facilities fall within the evacuation area.

Template

Subject: Evacuate [specific location]
Evacuate NOAA facilities in [specific location]. Due to [description of event], an evacuation order has been ordered for [specific location].

Example

Subject: Evacuate Oceanfront County
Evacuate all NOAA facilities in Oceanfront County. Due to Hurricane Jackie, the State of North Carolina has issued an evacuation order for Oceanfront County.

2. **Evacuate the Building**

Generally, an ENS alert *will not* be used in place of the Fire Alarm, if there is an immediate threat from a fire, or a chemical, biological, or radiological release in the building. However, if the Fire Alarm is not activated or not operational for some reason, the ENS may be used.

Template

Subject: Evacuate the Building Immediately
Evacuate the building immediately. Report to your designated evacuation zone. There is a [event description] in [location]. The [describe immediate threat].

Example

Subject: Evacuate the Building Immediately
Evacuate the building immediately. Report to your designated evacuation zone. The building has been badly damaged by a tornado. The building may not be safe.

3. **Shelter in Place**

An order to Shelter in Place could be associated with natural disasters – such as flooding, an earthquake, a tornado, or a blizzard – or chemical, biological, or radiological releases, or terrorism and random acts of violence – such as a bomb threat or a hostage taker.

Template

Subject: Shelter in Place Immediately

Shelter in Place immediately. There is a [event description] in [location]. There are [describe immediate threat].

Example

Subject: Shelter in Place Immediately

Shelter in Place immediately. There are reports of a hostage taker at the Discovery building. It may not be safe to go outside.

4. Active Shooter in the Building

An Active Shooter in the building necessitates specific actions, such as not congregating in conference rooms and securing yourself behind a substantial locked door. While employees should be aware of appropriate actions from relevant trainings, an ENS alert can quickly notify affected staff of an Active Shooter situation.

Template

Subject: Armed Shooter in the Building

There is an armed shooter in the building. Please take appropriate action to keep yourself safe.

Example

Subject: Armed Shooter in the Building

There is an armed shooter in Building Six. Please take appropriate action to keep yourself safe.

5. Do Not Enter / Return to the Building

An event, such as a natural disaster (e.g., earthquake); an infrastructure malfunction inside the building; or terrorism/random acts of violence (e.g., a bomb explosion), may render a building unsafe and needing inspection. An ENS alert can quickly notify affected staff to stay outside of (or away from) their building. Likewise, once the building is deemed safe, the ENS could be used to notify employees.

Template

Subject: Do Not Enter Your Building

Do not enter NOAA facilities in [location]. A [event description] may have made these buildings unsafe. Please stand by for another alert indicating it is safe to enter NOAA facilities.

Example

Subject: Do Not Enter Your Building

Do not enter NOAA facilities in the Silver Spring area. A strong earthquake may have made these buildings unsafe. Please stand by for another alert indicating it is safe to enter NOAA facilities.

6. **Stay at Home**

A natural disaster; a health emergency or disease outbreak; terrorism/random acts of violence; and/or an infrastructure malfunction inside the NOAA facility may render the work place or surrounding area unsafe. An ENS alert can quickly notify affected staff to not travel to their duty station and stay away from their building.

Template

Subject: Do Not Report to Work

Do not report to work. A [event description] at [location] may have made the surrounding area unsafe. Please stand by for another alert indicating it is safe to report to work.

Example

Subject: Do Not Report to Work

Do not report to work. The impacts of Hurricane Isabel have made the greater Washington, D.C. area unsafe for travel. Please stand by for another alert indicating it is safe to report to work.

7. **Contact Your Supervisor to Verify Your Safety**

NOAA relies on the NOAA Phone Tree to account for the safety and well-being of NOAA employees during or after an emergency event. At Phone Tree initiation, an ENS alert will instruct employees to contact their supervisors (or other appropriate Phone Tree contact or mechanism) and confirm their safety.

Template and Example

Subject: Contact Your Supervisor to Verify Your Safety

Contact your supervisor or your prescribed Phone Tree contact and verify your safety. You may receive additional alerts requesting that you to verify your safety. Please respond each time. Thank you.

Special Circumstance: ENS Accountability "Assist"

For Local Zones with a smaller number of staff and minimal organizational complexity, the Local Zone Manager has the ability to dynamically track receipt confirmations at a desk computer, Internet-connected laptop, or on a mobile smart phone using the Everbridge QuickLaunch or Aware tools. This approach requires a revised alert.

Template and Example

Subject: Confirm Receipt to Verify Your Safety

Confirm receipt of this message to verify your safety. Thank you.

8. NOAA is Performing a Drill; Contact Your Supervisor to Verify Your Safety

NOAA relies on the NOAA Phone Tree to account for the safety and well-being of NOAA employees during or after an emergency event, and must drill this procedure. At Phone Tree initiation, an ENS alert will instruct employees to contact their supervisors (or other appropriate Phone Tree contact or mechanism) and confirm their safety.

Template and Example

Subject: THIS IS A DRILL. Contact Your Supervisor to Verify Your Safety
THIS IS A DRILL. THIS IS A DRILL. Contact your supervisor or your prescribed Phone Tree contact and verify your safety. Thank you.

9. No Immediate Action Required; Providing Information

To minimize emergency alert fatigue, “no action” alerts should only be used to inform staff about an event that has a strong possibility of quickly becoming a substantial and immediate threat.

Template

Subject: [event title] in [location]
Be aware of [event description] in [location], but [describe why it is not an immediate threat]. No action required at this time, but monitor local news.

Example

Subject: Chemical Spill in Frederick, Maryland
Be aware of a large chemical spill in Frederick, Maryland, but prevailing winds are not threatening the Washington, D.C. area. No action required at this time. Monitor local news.