



Santa Clara Valley Water District

File No.: 18-0525

Agenda Date: 8/14/2018

Item No.: 2.7.

BOARD AGENDA MEMORANDUM

SUBJECT:

County of Santa Clara AlertSCC Mass Notification System.

RECOMMENDATION:

Receive presentation on the County of Santa Clara's AlertSCC Mass Notification System and collaborative efforts to provide consistent messaging to the public during an emergency.

SUMMARY:

The County of Santa Clara's AlertSCC Mass Notification System is utilized by the County and cities for alert and notification to the public during an emergency. As the first responders in an emergency, the County and cities are responsible for alert and notification when action is being requested of the public, as appropriate within their jurisdictional boundaries.

In an emergency, the Santa Clara Valley Water District is responsible for creating messaging in regards to the District reservoirs, waterways, flood risk reduction, Water Utility facilities and District assets. This messaging needs to be coordinated with the County and cities, within the appropriate jurisdictions, for consistency and clarity. In an emergency, our Public Information Officer, within the Emergency Operations Center (EOC), coordinates messaging with other jurisdictions. Whenever the District has a public safety message that warrants mass notification, our EOC would coordinate with the County Office of Emergency Services to disseminate the message to the appropriate communities.

The usefulness and effectiveness of AlertSCC increases as more residents opt in to receive emergency notifications. Because the system can ultimately help the District disseminate flood safety messages, the Santa Clara Valley Water District continues to promote the AlertSCC Mass Notification System. This is primarily through our flood safety materials and outreach resources such as the District website (www.valleywater.org/floodready <<http://www.valleywater.org/floodready>>) and the annual floodplain mailer, which is distributed to more than 53,000 homes and businesses in FEMA-designated flood zones. The District's Speaker's Bureau presentation, which offers a broad overview of the District's role in water resource management, also references the AlertSCC notification system and encourages residents to subscribe. Additionally, the District participates year-round in community events and emergency preparedness resources fairs and actively promotes the AlertSCC notification system and the County's recently launched Emergency Preparedness App, ReadySCC.

FINANCIAL IMPACT:

There is no financial impact associated with this item.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

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