

El Cerrito / Kensington Community Warning System Test & Emergency Preparedness Survey Results

Pre-Test Promotion:

The test was publicly announced April 14 and promotion was primarily done online consisting of social media postings (Nextdoor, Facebook), email via neighborhood lists (ex. EC Firesafe, individual CERT Area Coordinator's email lists, DCNA) and an EC/K CERT Constant Contact email.

Results: In the month of April, there were **186** new CWS Sign Ups in El Cerrito and **66** in Kensington.

Test Structure: CWS Test notifications were sent to all registered residents of El Cerrito and Kensington in 3 Phases. Each Phase consisted of cell phone calls, reverse 911 (landlines), and texts and emails sent to registered residents in designated evacuation zones.

~ 0800 hrs

Alert zones:

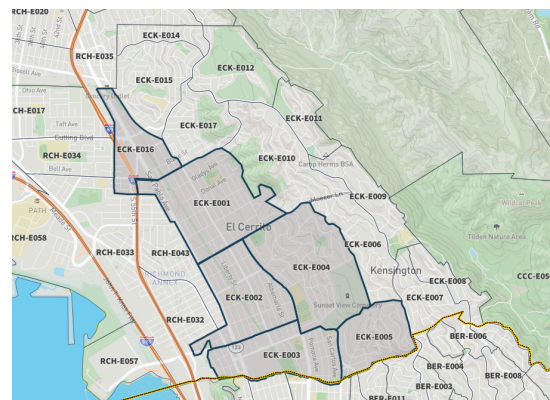
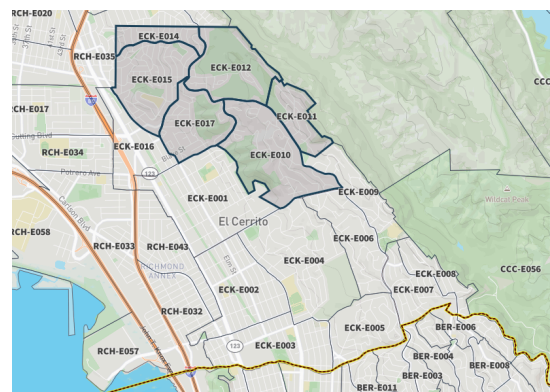
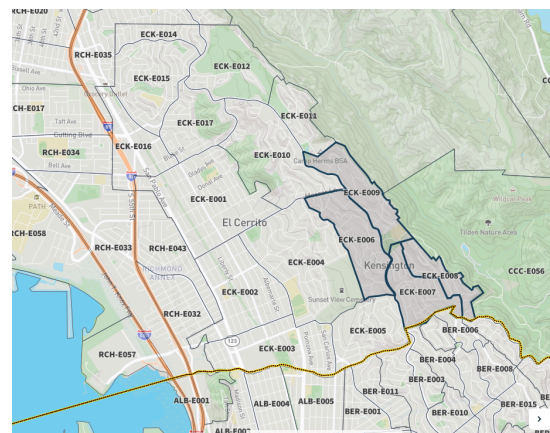
- XCC-ECK-006
- XCC-ECK-007
- XCC-ECK-008
- XCC-ECK-009

~ 0805 hrs

- XCC-ECK-010
- XCC-ECK-011
- XCC-ECK-012
- XCC-ECK-014
- XCC-ECK-015
- XCC-ECK-017

~ 0810 hrs

- XCC-ECK-001
- XCC-ECK-002
- XCC-ECK-003
- XCC-ECK-004
- XCC-ECK-005
- XCC-ECK-016



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CWS Notification Results:

- 85% success rate in phone calls for residents who were registered for the Community Warning System.
- 76% success rate in reverse-911 phone calls (landlines, no registration)
- 99% success rate in emails delivered.
- 98% success rate in text messages delivered.

- Total accounts that were targeted: 11,833
- Total calls that went out: 15,933
- Total Emails: 8432
- Total Text Messages: 7932

Analysis:

Reverse-911 (landlines) continue to be the least reliable and that is why we ask residents to register their cell phones and other devices. A few reasons why the landline could have failed:

- the system reached an answering machine that asked to press 1
- the phone number is no longer a working number
- the phone number exists but no phone is connected to receive the call.

A few reasons why registered cell phone numbers could have failed:

- Blocked Number
- Out of service area
- Cell phone was off

Additional checking of the phone call success rate (85%) by the CWS office showed that most received the alert via another method (text/email)

Overall, the majority of the registered residents received the alert one way or another, and it is best to sign up for more than one method of notification.

Note: During a real emergency the CWS office would also use IPAWS and social media.

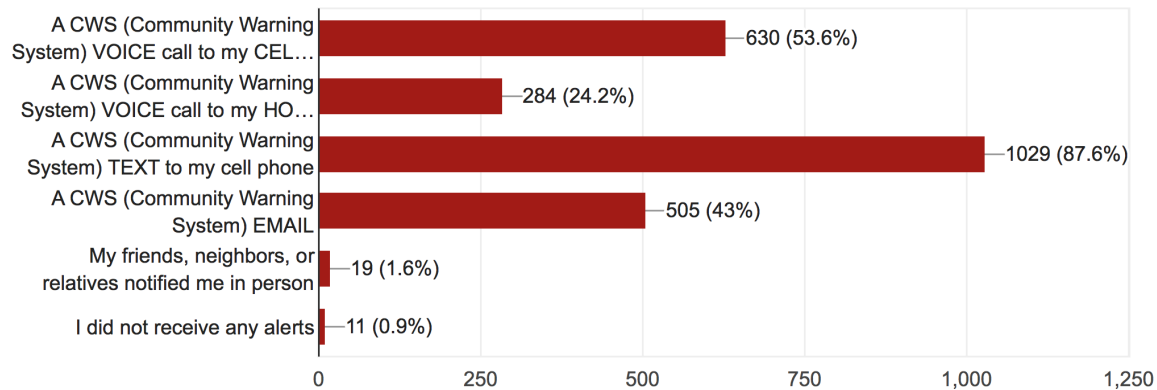
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A Google Form Survey was embedded in the test notification. Survey participation was limited to text/email recipients since it required a clickable link. There were 1196 responses to the survey, so 10% of the total number of accounts targeted in the test.

The survey was entirely optional. Respondents could remain anonymous and none of the questions were required to submit a response. Of the 1196 survey participants the majority (87%) shared addresses allowing the data to be mapped.

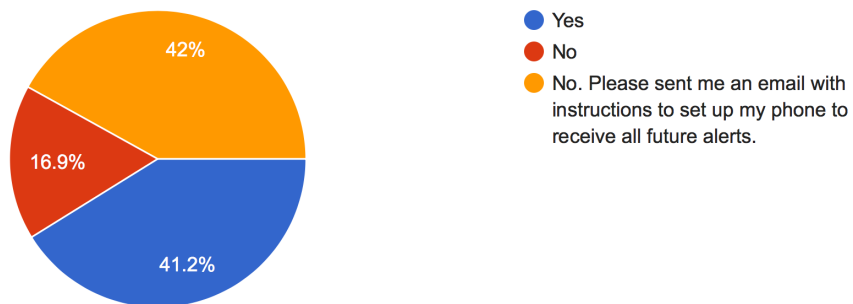
How did you receive the Community Warning System Test Alert? (check all that apply):

1,175 responses



Do you have the CWS number ("925-655-0195") added to your cell phone so that alerts will ring through when your phone is set to "Do Not Disturb"?

1,156 responses



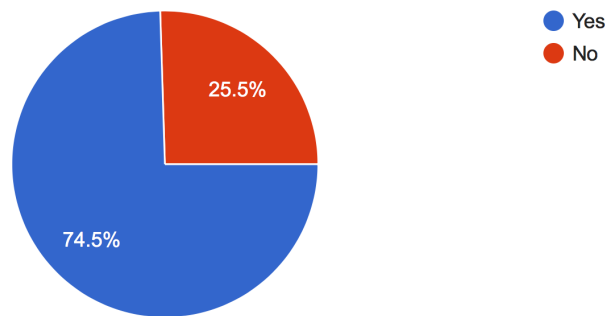
The CWS office is following up directly with residents. This question highlights the issue and should continue to be an important additional step in future CWS sign-up campaigns.

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The test was promoted for two weeks. The survey was promoted via social media for 24 hours AFTER the notifications were sent, which may explain why survey response numbers don't line up exactly with the new sign up numbers from CWS above. The larger take away: Promoted CWS tests drive increased registration.

Were you registered with the Contra Costa County Community Warning System BEFORE you heard about the El Cerrito/Kensington CWS Test?

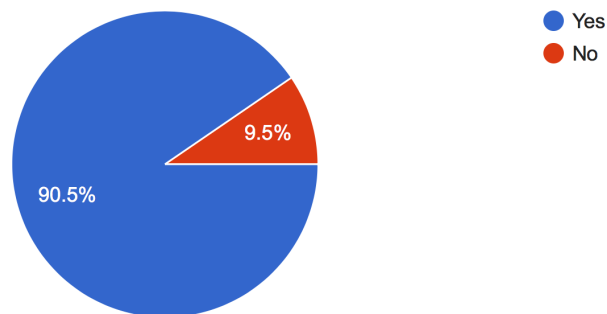
1,122 responses



Mutual aid (Neighbors helping neighbors) is critical in any disaster.

During an actual evacuation would you be willing/able to check on your neighbors before leaving in your vehicle?

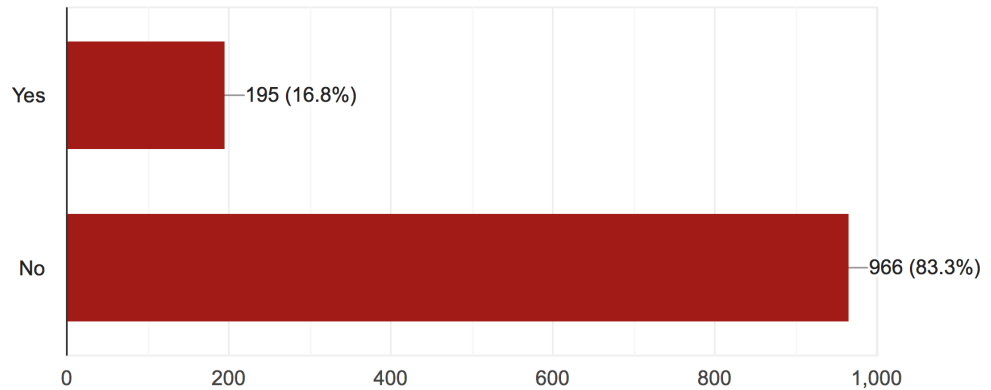
1,153 responses



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During an actual evacuation do you have any condition or situation which make you likely to NEED ADDITIONAL TIME OR ASSISTANCE before leaving in your vehicle?

1,160 responses

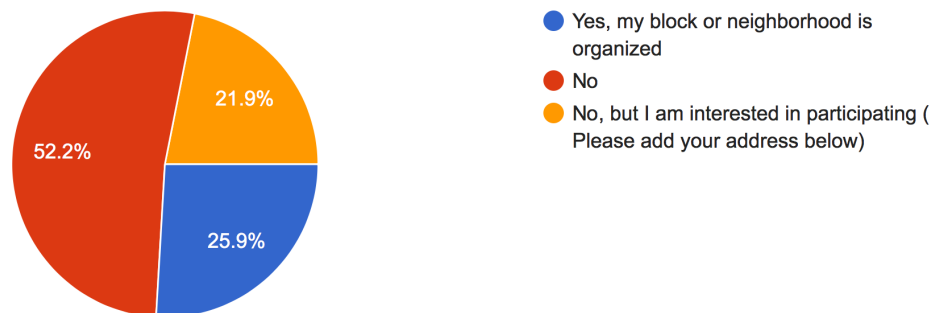


If you are one of the 195 who answered “Yes”

1. No assistance is being offered. There is no such thing as additional time in the event of an evacuation order.
2. It is YOUR responsibility to MAKE A PLAN to get yourself to safety in the even of an evacuation. Start planning now if you haven’t already. See above, and talk to your neighbors if you need assistance.
3. In the event that an EVACUATION WARNING is issued and you fall into this category, **consider the warning to be an order** and leave immediately as a precaution.

Are you a member of an organized block or neighborhood?

1,165 responses



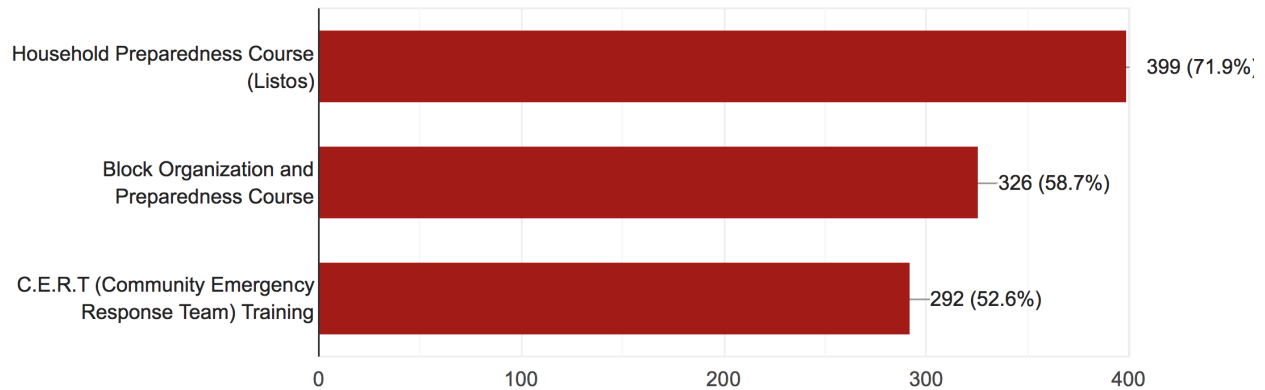
The majority of blocks and neighborhoods are not organized but there is significant interest.

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There is community interest in Household, Block and CERT level preparedness training and those who provided email addresses will be contacted as programs are scheduled.

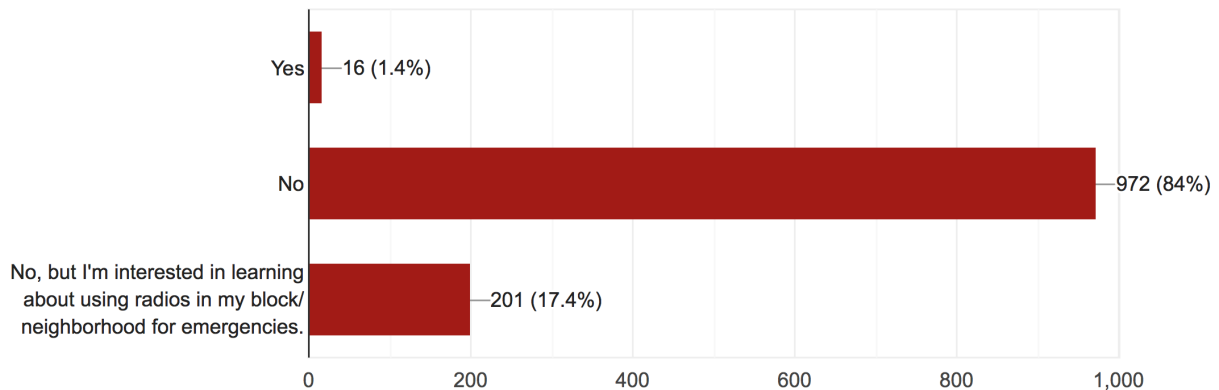
Are you interested in any of the following opportunities: (check all that apply)

555 responses



Did you participate in a radio net (FRS or GMRS) in conjunction with this CWS Test?

1,157 responses



Survey data from those indicating radio interest will be forwarded to Karo Echo for follow up on radio training.