REALTIME FILE

Pacific ADA Center
WEBINAR: ADA NATIONAL NETWORK LEARNING SESSION:
SMART911 PROGRAM OUTCOMES DURING THE MISSOULA 2017
WILDFIRE SEASON - LESSONS FROM A WHOLE COMMUNITY
APPROACH TO EMERGENCY PLANNING
JUNE 14, 2018

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>> Lewis Kraus: Good morning, everyone. We are going to pause for a moment before we do the entire introduction to make sure that our captioning is online. So hold on one second.
>> Lewis Kraus: We are testing for the captioner. Testing for the captioner.
>> CART: I am in the caption box.
>> Lewis Kraus: Welcome to the Emergency Management Preparedness Inclusion with Persons with Disabilities Webinar Series. I'm Lewis Kraus from the Pacific ADA Center, your moderator. This series of webinars is brought to you on behalf of the ADA National Network. The ADA National Network is made up of 10 Regional Centers federally funded to provide training, technical assistance, and other information as needed on the Americans with Disabilities Act. You can reach your regional ADA Center by dialing 1-800-949-4232.

As always in our sessions today only the speakers will have audio. The audio for today's webinar is being broadcast through your computer. Please make sure your speakers are turned on and your headphones are plugged in. You can adjust the sound by sliding the sound bar left or right in the Audio & Video panel as depicted on the screen. If you are having sound quality problems, go through the Audio Setup Wizard which is accessed by selecting the
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This is the fifth year of the webinar series which shares issues and promising practices in emergency management inclusive of people with disabilities and others with access and functional needs. The webinars provide an opportunity for emergency managers, people with disabilities and others with access and functional needs, first responders, planners, community organizations, and other community partners to exchange knowledge information on promising practices in inclusive emergency preparedness and management for the whole community. The series topics cover emergency preparedness and disaster response, recovery, and mitigation as well as accessibility and reasonable accommodation issues under the Rehabilitation Act, the Americans with Disabilities Act, and other relevant laws.

Upcoming sessions are available at www.adapresentations.org/schedule.php. These monthly webinars occur on the second Thursday of the month at 2:30 eastern, 1:30 central, 12:30 mountain, and 11:30 a.m. Pacific time. By being here, you are on the list to receive notices for future webinars in this series. The notices go out two to three weeks before the next webinar and open that webinar to registration.

You can follow along on the webinar platform with the slides. If you are not using the webinar platform, you can download a copy of today's PowerPoint presentation at our www.adapresentations.org/schedule.php web page.

Again, the session is being recorded and the archive will be available early next week at that website along with the PowerPoint slides.

At the conclusion of today's presentation there will be an opportunity for everyone to ask questions. You may submit your questions using the chat area within the platform. The speakers and I will address them at the end of the session. So feel free to submit them as they come to your mind during the presentation.

To submit your questions, just type and submit them in the chat area text box shown on the screen there or press control M and enter text in the chat area. If you are listening by phone and not logged into the webinar, you may ask questions by e-mailing them to adatech@adapacific.org.

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Today’s webinar title is "Smart911 Program Outcomes During the Missoula 2017 Wildfire Session-Lessons from a Whole Community Approach to Emergency Planning."

In February 2012, Missoula County, Montana, acquired Smart911 and later added
SmartPrepare and Rave Alerts. The Missoula LECP and DCP integrated these systems into emergency management activities, including response activities during the 2017 Missoula wildfire season. Today we're going to hear about lessons learned from targeted promotion activities and use of the system's for persons with disabilities and those with access and functional needs.

Today's speakers are Nick Holloway with the Missoula County Office of Emergency Management since 2012. He has an active role in the Emergency Operations Center and Joint Information Center. Nick developed and coordinates Missoula County's Volunteer and Donations Management Program and facilitates Missoula County's Community Organizations Active in Disaster or COAD program, both of which were busy during the 2017 wildfire season. Nick also serves as a public information officer on the Western Montana Incident Management Team, a regional all-hazards type 3IMT. In the past year, he deployed to wildfire incidents and snow emergencies around Montana.

Meg Ann Traci is a senior scientist with expertise in both early childhood and lifespan development. Her research is committed to improving the health and wellness of persons with disabilities. She is a member of the RHEC VIII and is the senior consultant on the Montana Disability and Health Program, one of the CDCs 19 State Programs on Disability and Health. In this role she has been working with community and emergency management partners to take a whole community approach to emergency planning, response, and recovery.

Leah Hickey has been with the Missoula City-County Health Department since 2014, utilizing her training in biology, education, and public health, Leah builds and coordinates all aspects of Public Health Emergency Preparedness. In her current position as a Public Health Emergency Preparedness Coordinator, she collaborates with key agencies and community partners to enact emergency planning that addresses the whole community. She serves in designated roles in the ICS structure during incidents. Leah also chairs the Missoula Access & Functional Needs Subcommittee which aims to enhance the capability of individuals and families with access and functional needs to plan for, survive, and recover from emergencies and disasters in Missoula County.

And I'm going to now turn to you, guys, Nick, Meg, and Leah.

>> Meg Traci: Thanks, Lewis. It's nice to be on this webinar and have the opportunity to share some of the lessons from Missoula and hopefully hear from others on the webinar today on their experiences that might improve our work here.

I'm Meg Traci. I'm going to introduce a couple of our other co-authors who are listed on this next slide. Adriane Beck, and Ian Thigpen who is my counterpart in the Montana Department of Public Health and Human Services, working with the Public Health Emergency Preparedness Program and working directly with Leah Hickey in her role with the City-County Health Department.

We just have a collection of logos on this slide representing these partnerships and I'll just briefly summarize by saying this is a way for the disability communities that are informed, emergency management, as well as Public Health Preparedness. It's a unique intersection of the three systems that support people in our state. We're excited to talk about our experiences here.

I'll be talking first and then we'll all take some turns. Nick is next. This is Nick Holloway. He's looking at some of the maps that were produced last year as part of evacuation planning. None of us have financial relations to disclose.

As an overview, I'll just briefly touch on the whole community approach. I'm sure that
many of you on the webinar have been a part of formulating this approach for emergency management and may have even more to say but I just want to make sure everybody has that as a touchstone. We'll talk about Smart911 and how it's been used here in Missoula County as an inclusive registry, a way to engage the community and communicate with them during planning and response activities.

I'll talk about promotional strategies we've developed specifically through the Missoula County Access and Functional Needs Committee that really target social marketing strategies to recruit people to sign up for Smart911.

And we'll talk about the components of Smart 911 that people have the opportunity to -- participant in, SmartProfile, SmartPrepare, and Rave Alerts. And then we'll get some examples of how we've been able to target support to the population that lives with disability and access and functional needs in Missoula County using Smart911.

For those of you who aren't familiar with the whole community approach to emergency management, I just want to highlight one of the resources a document available at this website. And it presents the foundation for increasing individual preparedness and engaging with members of the community as collaborative resources to enhance the resiliency and security of our nation through a whole community approach. So it's very much about not engaging people with disabilities because they may be vulnerable, engaging them because they have solutions, and they may have support that needs to be integrated into the process to support [Inaudible Off-mic], access and functional needs, and then potentially using principles of universal design to better support the whole community.

With that, I'm going to turn it over to Leah who is going to describe this component in Missoula County.

>> Leah Hickey: I'm just going to talk briefly about the Access and Functional Needs group which also referred to as the ASN group. The ASN meeting is a subcommittee of the LEPC, both of the meetings meet quarterly. And I chair the meeting both as a requirement of our grant, public health emergency preparedness, and in support of the partnership between Public Health and the Office of Emergency Management. The vision of the group is to enhance the capability of individuals and families with access and functional needs to plan for, survive, and recover from emergencies and disasters in Missoula County.

This next slide has data from Missoula County's whole community profile which has been compiled by the Montana Disability and Health Program. So the Missoula County population is about 111,309 people. 12% live with one or more disability. 5.2% have a mobility functional need. 12% have a communicational functional need. 8.8% have a daily living functional need. 1.1% are zero car households. And 42% are estimated to be WIC eligible, which for example, is a family of 4 that makes $25,100 or less.

So my next slide talks about the successes and challenges of our group's membership. One of our challenges is maintaining a robust membership. Most of the member organizations perform casework so it's difficult for them to regularly attend. We found that it's important to have relevant presentation meetings to keep members engaged and interested in coming. Basically we try to make it worth their time.

Another challenge is maintaining thorough representation of the whole community. As a group, we seek out organizations serving populations not currently represented at the AFN meetings so we have to diligently recruit. For example, we recently filled a gap for limited English proficiency populations with a new member that works with refugees and we hope they will continue to attend.
So the bottom line is the AFN meeting is invaluable for Missoula emergency planning by providing a regular venue for networking and fostering open lines of communication between public health, OEM, and community organizations. The AFN meeting greatly increases the efficacy of our efforts to address AFN populations in emergency planning.

And with that I'll turn it over to Nick.

>> Nick Holloway: Thanks, Leah. This slide I just wanted to start out talking about a little bit about the hazards we face in Missoula County. This slide comes from the 2017 Pre-Disaster Mitigation Plan that was just updated in our area. And I'll run down the risk that we face every year.

Wildfires by far is our largest risk. We deal with them all the time, every single year. Hazardous material incidents and railroad derailments are second on the list. And flooding is third on the list. And we are currently in a flooding incident, just starting to get into the recovery mode of that. Severe weather and drought. As you can imagine it would be a big thing in Montana. We regularly deal with blizzards and extremely cold weather. Communicable disease is another big area of concern for us. Next is avalanche. We've had some urban avalanching in the last few years. One urban avalanche in the last few years. And unfortunately resulted in a couple of fatalities. And earthquake is also a concern. And dam failure. We have a lot of dams in our area, as I'm sure many of you do.

Now from a preparation stand point, there's a lot of overlap between these hazards but there's also a few differences one being the speed of events and the duration of events for any of these hazards. It is important to engage the access and functional needs community and ask them what their needs are and how preparation is best for them and what their situation looks like if one of these hazards happens to occur.

We've always thought even a bad plan you make for yourself is better than a plan somebody else makes for you. So we feel like access and functional needs populations need to be a big part of our planning. In their own planning.

Just to tell you how we came about these priorities for our hazards, we have a matrix that includes probability, magnitude and severity, warning time and duration. And in the future we're going include economic impact in that matrix.

This slide just shows the Smart911 and Rave Alerts which we use is fairly widespread across the country. It's a great start for personal preparedness for the whole community.

And this slide shows -- again, shows that it's widely distributed across the country, Rave Alerts and Smart911. And I'd also like to note that it's portable. So if you are moving from one area that has Smart911 through another area that has Smart911 and you need to call 911, your safety profile created will pop up on the local dispatcher's screen in 911. So it's nice in that regard.

Ok. As Meg mentioned before, we got Smart 911 in 2012. We wanted much greater ability to send targeted alerts and filter those alerts to reach access and functional needs population as well as the whole population. Our alerts for Smart911 can be sent out, geo targeted, by street, radius, or any other way you can think of. And we can also filter out information in people's safety profiles to just target folks in certain situations.

Over 70% of our calls to 911 come from mobile phones. So it's really important that people sign up for Smart911 because this is also the place where you sign up to get emergency alerts. And we know that there's a growing gap in the country as people transition
from using landlines to using mobile devices, solely using mobile devices land lines are preloaded into the system but as you probably know, cell phones are not. So people will not receive alerts unless they proactively sign up for Smart911.

Next slide, please.

Here are some of the items that are listed in the Smart911 profile. When somebody calls to 911, their Smart911 profile elements that have been marked as important. There are critical care information, rises to the top of the dispatcher's screen. But here are the general profiles, general categories that are in each safety profile and address, the number of people, and information about those folks, and animals.

These next few slides will show some of the subcategories on a profile. By querying the system and filtering out some of these fields we’re able to target alerts to people who need assistance. So keep that in mind when you are looking at the next couple of slides. We really used them a lot for evacuations and power outages. And we'll talk about that a little in some slides coming up.

So you see here, address -- alert opt-in people are not automatically opted into alerts when they sign up. There are three modes of delivery for alerts. You can get them via e-mail, text, or phone call.

Then it goes through 72-hour food supply, does a person have that, and water, basic emergency preparedness; evacuation orders and addresses, where people should be contacted at; shelter in place orders, due to weather, shelter-in-place due to Hazmat; do you have a generator or another backup electrical system; emergency resources available to you; and shelter-in-place availability for again weather and Hazmat.

In the people category we ask about transportation. Are they a trained responder? Could they help others in their neighborhood if asked? Do they have implanted medical device? Do they have breathing problems, which as you'll hear a little later in this presentation is a huge problem with wildfire smoke in our area. Are they on medical therapies or do they need equipment? Do they have mobility limitations, which speaks right to evacuation assistance? Are they on powered medical devices which we need to know when there’s a power outage.

To drill down into the implanted medical devices, we are asking if they have artificial joints, cochlear implants, heart valve prosthesis, artificial heart valve, implanted defibrillators, left ventricular assist devices, pacemakers or a tracheotomy.

Mobility limitations, again, are used during evacuations to find out who might need a little extra assistance. But we'd like to know if they are amputees or confined to a bed, using electric wheelchair or scooter, using manual wheelchair, are a paraplegic or quadriplegic, require walking devices such as a walker, cane, crutches or require wheelchairs; if their weight is over 300 pounds or if they have an other mobility impairment, this is all important. We would like to know what we are working with when we’re pulling an evacuation off, trying to pull an evacuation off, and also to give this information to the folks that are doing that, the Sheriff's Office in Missoula County is tasked with implementing evacuations.

Powered medical devices that we would like to have information about include: apnea monitors, IV pumps, kidney dialysis, life-sustaining medication requiring refrigeration, nebulizers for breathing problems, oxygen concentrators, sleep apnea, CPAPs or BPAP devices, ventilators or respirators or other self-sustaining dependency on electricity.

This is also important for our partners who run shelters to know as well. During this last year's fire season we had a person that was a quadriplegic and we had to move that
person twice from one health is tore another as one shelter became part of the evacuation zone. So it's really important to know these things so that we can make sure people are prepared to accept patients. In shelters.

With the smoke in Missoula we've decided that the Smart911 and Rave alerts might be a great way to contact and have communication with folks with breathing problems. We ask about asthma, chronic -- COPD, congenital or chronic upper air way disease, cystic fibrosis, emphysema, or other breathing problems.

And we can filter out, as I mentioned before, all of the other things on these lists in just -- and just select those breathing problems and generate a spreadsheet and contact just those people, which is a really great emergency management tool to have. And we've use it for things like that.

The same with the other medical therapies and equipment. We're asking about home healthcare. Do they have nurses visiting, in-home treatment or in-home life-sustaining medication or treatment? Do they require air way suctioning or do they use an oxygen tank? So some of the Smart911 components, you've already heard us talking about Rave Alerts. As I mentioned, it allows us really target our geographies using polygons, radius or streets.

We have alerts in Missoula, Rave Alerts, our bread and butter alert, the one we use most often. We sent 56 evacuation notices out via Rave Alert last year during the fire season. But we also send out some, every quarter, for people missing and also for when there's an armed suspect or fugitive in the area. We ask people to shelter-in-place and lock their doors.

Some of our criteria for sending alerts are accurate, that they are accurate and that they are timely and actionable. We are concerned about alert fatigue here in Missoula and we want to make sure that people can take action on these alerts.

We've also talked about the potential for using alerts to communicate smoke dangers to people during wildfire season. And I'll quickly go over the other two alert types we have. We have a MEANS alert that stands for Missoula Emergency Alert Notification System. That's that crawl you probably see across the television or buzzing on radios when there's severe weather. That's a low-level alert that's widely distributed, typically for weather but it could be used for road closures and things like that.

And then the highest level alert we have is -- integrated public alerts and warnings, IPAWs alerts, and that's widespread and it's when things are a big community hazard or threat.

One thing I'd like to highlight on this slide is that do have to opt in to alerts, as I mentioned before. You can get them via text or e-mail or phone call. It's important that people update their safety profile every six months as well, that your safety profile in Smart911 will go inactive but not be deleted if you don't update it. And you are prompted to update it three or four times by Smart911. That means that your safety profile with your critical care information will not pop up on a dispatcher's screen if you call 911 and your safety profile has been inactivated. It still exists and you just need to sign in again to reactivate it. In that six-month period, all you need to do is sign in to reactivate it. And if there's no changes, that you just need to sign out.

If your account has gone inactive, the outbound information from our office, the Office of Emergency Management, does remain active so that we can continue to send out alerts to people who need it. And we think that's an important thing because we all sort of missed some of those e-mails and things that prompt us to review our accounts.

Next slide.

Another component of Smart911 is Smart Prepare. And that is simply being able to
query the system, as I've already mentioned, and filter down to just certain groups of people such as folks that are reliant on those powered medical devices or have respiratory issues that will be impacted by wildfire smoke or have mobility issues that means they need a little extra assistance in an evacuation.

We also use SmartPrepare information in our planning efforts. It's how we as emergency managers stage resources to support emergency support functions. And this is probably most often used in the setup of shelters, making sure we have what we need this certain areas for shelters. Making sure that we can accommodate the whole community in the event of an evacuation.

For response we communicate with the public, as we've already discussed. We can target communications as we discussed to the entire -- the whole community or just folks within the access and functional needs population. We've done both here in Missoula and it works really well for us.

And in recovery during after action reviews, you know, we want to reengage the whole community and talk to them and find out what their expectations were before and during the incident, see if their expectations were met, and then craft an improvement plan based on what gaps we've found. As you all do, when you do your business, we use that improvement plan to constantly move forward with our emergency management programs.

Meg -- I'll hand it over to Meg Traci again.

>> Meg Traci: Thanks, Nick. Just to add, that last component the SmartPrepare is often -- the connection between the Access and Functional Needs Committee that Leah described in this system is really what we call participatory or community-based participatory approaches. It's an intentional way to engage our community that lives with access and functional needs and/or disability in the whole operations of emergency management.

So this was an example -- a lot of those fields that we just reviewed with you that are available for people to describe themselves and their -- in their safety profile, those were actually informed by our Access and Functional Needs Committee. Nick and Adriane facilitated conversations between our committee members and -- to say that's not the way we talk about ourselves. We would never click that box and we would never provide that description.

And we also think some of these other elements might really belong in other categories. We don't think of them as medical needs. We think of them as how we communicate, for example, ASL moves up into more of the descriptions of the language systems that people use.

So having the Access and Functional Needs Committee really helps us to say first and foremost would people with disabilities use this system and does it work for them. And then to work with Rave and help to refine it, from the perspective of our AFN Committee members.

And then we started to say to the committee members, let's try and see if people will sign up for that through the different groups you might run or individuals you might serve. And so some Independent Living Centers took the lead. I think they have their first focus group of peer advocates who really thought about Smart911 and how we would need to market that and basically social marketing strategies that we developed to promote Smart911 for people with disabilities.

One thing that was important that we've learned is that people really like the framework for organizing information about themselves so they can communicate effectively to emergency responders when they need to; whether or not they want to sign up and put that
into a system is another question. So it helped us step back and say how did we help people to organize their information for an emergency that they may not want to put into some kind of online system. [Indiscernible] they may just not want to do it.

So we started moving into a form, a paper-pencil form that I’ll show you later. But that will give people the option. And then that also builds out a way to provide support for somebody who may be intimidated by the online process so that they can work with someone they trust to organize their information, using the form, that aligns with the safety profile elements we’ve just reviewed, and then maybe they ask that person to sit with them and put it into the safety profile, maybe they’re comfortable to do it themselves, maybe they just ask their case manager, for example, if you have my permission to do that.

So all of that started to grow out of our work with the AFN community members and their partnerships in our communities. And we also began to get feedback about how we market Smart911 in the community. So to improve the general inclusivity of our communications of Smart911. And we were able to integrate the Smart911 communications then into the disability service organizations communications with persons with disabilities, non-traditional Public Health Partners, like a developmental disability service agency or a Center for Independent Living. They all have reach to people with disabilities in their communities. And here we were able to integrate our Smart911 marketing in those systems of communication. And then we also integrated communications about Smart911 into our public health and community programs with reach to individuals with disabilities and access and functional needs.

So to improve the inclusivity of communications, I mentioned the non-traditional partners. But we made sure when we were thinking about our images of people who use Smart911, we are inclusive of people who have disabilities. We’re making sure that our communications are available and in accessible alternative formats. And we have expanded support to sign up. Nick, for example, might do a training at the library on Smart911 and then is very familiar with who to connect the individuals to, either at our aging services or Center for Independent Living or case managers who might need additional supports to sign up. Recognizing if somebody needs those.

And then when we’re looking at integrating it into the communication, we’re thinking about the opportunity centers for independent living have one-on-one with individuals or the opportunities that we have through our Medicaid waiver systems, at least person centered planning meetings, where this conversation, how do you communicate about yourself to emergency responders in small and large disasters can be brought up. And Smart911 is an option that can be presented to build a person’s capacity to communicate effectively during those situations so that can be parts added into the planning process as people develop their person-centered plans.

We also have a variety of peer support classes, reaction plans, chronic disease prevention programs, living with a disability, and a variety of other peer meetings where these types of materials can be added to the agenda.

And then integrating communications about Smart911 into public health and community programs to increase our reach, we’re thinking about now -- we’re thinking about access and functional needs in an expanded way with our partners in public health. So the home visiting programs, they have opportunities to meeting one-on-one with individuals who might want to know about Smart911 and might want support to sign up.

We’re also thinking about the other variety of programs that have good reach to
people who might be -- need -- be public transportation dependent and/or have a brand new baby or a brand new baby on the way, folks who may have disabilities but may not identify as having disabilities. That might be in a chronic disease class.

This is just a screen shot here of a packet that we developed. It's basically a pencil pouch. It promotes what Smart911 is, the get ready website. And inside it has that paper-pencil form that is a [Indiscernible] with the safety profile. So if you were online setting up for Smart911 and were being prompted to provide information about yourself and can again opt-in [Indiscernible] but this just allows people to create a pencil paper version of it for themselves and then a little hook that you can put on your refrigerator or somewhere in your house for an emergency responder might have it or you might be able to communicate the information that's available there. It's also that step towards creating a safety profile and Smart911 if you want that.

Let's see. And then for folks who have intellectual and developmental disabilities or may have cognitive impairments that means they have a guardian, we really encourage -- we increase awareness of what Smart911 is using an assent form that we developed, again with our Access and Functional Needs Committee, and our Institutional Review Board here at the University of Montana. We want people to know what Smart911 is. So we use plain language. And it's used in that service and support finding process. I mentioned it happens in a variety of ways [Indiscernible: Speaking too fast and off-mic.] It's also important for individuals to consider. So how much -- if you're interested, how much support do you need or want to sign up for Smart911.

A lot of this information, for example, is available in people's service files. So they may just say, look, I've worked with you for 27 years. Please just take that information and you're welcome to put that into Smart911. And then, of course, you have to activate your phones to work with an individual to do that.

>> Nick Holloway: Our first usage of Smart911 after we acquired it in -- excuse me, SmartPrepare, as we acquired it in 2012 didn't occur for a couple of years but it was a pretty interesting situation. In August of 2015 we had two very strong storms converge over Missoula, right over Missoula, resulting in powerful down drafts and outflow winds. And we had wind gusts of over 74 miles an hour which is a marker for I think a category one hurricane. And power was knocked out in multiple neighborhoods across the area. And as of the next day we still had 8,000 people without power. Some neighborhoods were without power for four days, including my own. And if you've ever been without power for four days before you really come to find out how reliant we all are on electricity.

So I was able to query the Smart911 database through the SmartPrepare portal and find out people had self-reported that they were reliant on powered medical devices and print and download that into a spreadsheet and, an excel spreadsheet, and share that with our law enforcement and fire partners and have them make contact with all of those people that self-reported that and really find out if they were ok. It was the bottom line. And we did that. And it was a great use of SmartPrepare.

This is the picture of me looking at the Rice Ridge fire. That was another fire in Missoula County last year where we evacuated the entire town of Seeley Lake. We only did a couple of evacuations, a couple of large evacuations zones, in this area.

The one thing I would note, a lesson learned on our part, we working with the incident management teams, a type 1 incident. I believe this fire ended up being over 160,000 acres when it was all said and done. But when we did the evacuations, initially the
evacuation boundaries were just based on grid lines on a map. So we found out that that doesn't work very well. All evacuation boundaries should be aligned with roads and geographic features because the information -- creating information to give to people quickly is really difficult when you're just going down a line on a map as opposed to saying it is on the north side of a certain road or on the south side of the school, something like that, that people can relate to.

So this slide shows our efforts to get people registered on Smart911. We spent some time and money promoting and educating about Smart911. And there's sort of a steady increase in registrations we've done pretty well with that. But we found that people -- there is some early adopters in Smart911 and they signed up. And then it sort of leveled off and we get maybe two to eight people a day -- excuse me, households a day signing up for Smart911. And that's great. And it's great that we're educating people about it, promoting it, because there are later adopters and you'll see this in a future slide, that already know about it.

And just for a frame of reference, on July 15, we had one big fire in Montana, July 15, 2017. That's what you see here. Keep in mind Montana is a very large state, the fourth largest in the country.

This is what it looked like about six weeks later. You see in west central Montana, Missoula County, I'm sure a lot of you don't know which one Missoula County is but just look for all the biggest blocks of red and we're the epicenter of all of those fires. We had 11,879 acres burning on July 15. As of August 15, a little before this photo or this image, we had 156,000 acres burning. And on the date of this image we had 384,000 acres burning. At the end of the day we burned 738,000 acres, which is larger than the state of Rhode Island.

By comparison, California fires from October 12 reported burning 443 fires. That's one area where we beat California at the time. It's an area where we don't want to beat anybody at but you don't get those choices when fires occur. Missoula County was at the epicenter of the fires. There were three project fires within the boundaries of Missoula County and two on the outskirts of Missoula County.

And another note I'd like to say is that when it comes to evacuations, it's important that neighboring counties use plain and common language for evacuations, something we haven't always done in the past so that when those fires go across jurisdictional lines, as they do, everybody is speaking the same language and it's as easy as possible to for people to understand the message.

Next slide.

Next slide, please.
In summary, Missoula County’s fire season started with the lightning storm, as you saw we had all of those large fires on July 15, when the lightning storm occurred. We had about 3,600 safety profiles in Smart911 which translates into about 9,500 individuals. If you look at the individuals per household, which is just over 8% of the county population, after the fires in October we had many people sign up, 6,900 profiles representing 17,000 individuals in the county, almost 16%. So during wildfire season we picked up an additional 8,200 individuals. That’s that never waste a disaster message that I just mentioned.

And since then with flooding, we’ve also gone up to about 7,900 profiles. So that’s over 20,000 individuals and 18% of our counties signed up for emergency alerts. Self-signing up for emergency alerts which may not sound like a lot but it really is a lot when you look at what jurisdictions across the country have done. Our access and functional needs population represents proportional part of that. So while the numbers will go up, their proportion has remained pretty steady throughout.

Currently we’re in flood season. You can see from a previous slide a picture some of stuff that’s going on right now in Missoula. The water has gone down since then but it was a slow-moving disaster. This was just a few weeks ago. But it looked like that for about five weeks straight.

Next slide, please.

This was the second highest flood on record and the highest in living memory. We actually had 97 residents evacuated. It says 94 on the slide but that's gone up to 97. Most people are back in their homes but not all.

One thing you may or may not know is that flooding is not just about water. It's also a Hazmat incident as people’s septic tanks get inundated and raw sewage goes into the river. So it's not very fun to think about but it's the reality of the situation. Some people were evacuated from their homes for five weeks, which is a long time to be out of your home.

Access and functional needs impacts to populations include hearing impaired folks that we’ve had to work with, senior citizens that we’ve worked with to help get their homes sandbagged and de sandbagged, and low-income individuals without places to go and shelter or ways to get there.

Other considerations were messaging, how to get the messaging across to folks, different methodologies for that. Access -- and also to ensure access to resources. And as already mentioned, sheltering -- just last night we put on a multi-agency resource center. That's a place where people can go and sort of look at all of the resources available to them for the recovery phase of flooding.

And we make sure that that was in an accessible location. We did it at the local Salvation Army. We had a great turnout. We had a great event. We did it for four hours last night. I think by all accounts, it was very successful for everybody.

>> Meg Traci: I'm going to go back to the data on the signup after the wildfire. Some of the data that Nick and I shared at the American Public Health meetings last year in Atlanta and we're going to look again at the signup data after the floods. Just wanting to know: How are we doing? Are we reaching people with disabilities in the proportion in which they live in our community?

So, again, we have the Access and Functional Needs Committee. And we can develop a variable using the safety profile elements it makes sense to our committee. These are the people -- we really want to make sure we're reaching. We don't want to see a disparity. We don't want to see fewer people in our system signed up than the population we know lives
in our community.

So we were happy to see that, yes, we're doing pretty well in an inclusive approach to promoting Smart911. Of course, we think that having the safety profile might really be beneficial if you live in a smaller margin of health. An emergency or disaster might push you outside of income a good state of health and might be a really good [Background noise overpowering voices.] might want to see higher numbers among people with disabilities and access and functional needs. But we are satisfied to see that we're actually reaching about the proportions of folks that live in our county who live with disability or access and functional needs.

[CART NOTE: Meg is difficult to hear.]

These are images back to the wildfire, away from the smoke. This is what we were dealing with in Seeley Lake, some of the worst smoke ever reported. This is the wildfire camp outside of Seeley Lake. It's really thick, thick smoke.

And this is, just to take you back to the wildfires, the image of Nick again looking at some of the planning maps.

>> Nick Holloway: So, here is an image of our map along another project fire or type 1 fire in Missoula County, about 45 miles away from that Seeley Lake fire that Meg just mentioned. And I'd also like to say those previous pictures you saw didn't look like there was much in the background. There's actually giant mountains in the background that you just can't see because the smoke is there.

On this picture if shows -- it shows that the Lolo Peak fire started up on a ridge line and then sort of marched around, marched north and then east and then south. And this wasn't the end of the fire by any means, continued on down south in that corridor. We had to make about 16 different evacuation zones just on this fire in Missoula County. There were a bunch of additional zones. I think there was a total of probably 21 or 22 zones for this fire but the others were in our county to the south, our neighbors to the south.

When I told you that we had to send out 56 evacuation notices, that's because -- we have two evacuation messages that we send. An evacuation warning telling people that an evacuation may be imminent and you should prepare for an evacuation by packing your go bag and sign up for Smart911 in order to ensure that you get that evacuation notice via your mobile devices.

So we're sending an evacuation warning potentially, an evacuation order, our second piece, telling people that they have to move now because the fire is presenting an imminent threat to them and their property. And then we lift the evacuation order in some cases, go down -- back down to an evacuation warning. And then we lift everything and people are free to go about their business and go back to their homes. So all of that results in about 56 separate evacuation notices going out via Rave Alerts.

And here's just another look. The red zones were evacuation orders taking place. And the yellow zones are where an evacuation warning has taken place. It's currently the situation. That map wasn't quite updated. So at the time I was pointing out that. So we didn't print a new map directly there. We just outlined some other zones in red and wrote in them as you can see there.

So this shows a screen shot had what SmartPrepare looks like and shows breathe problems that we can filter down to so that we can find out what parts of Missoula County people need to be communicated with to talk about breathing problems and how they should react to those breathing problems to stay in, to turn on their air-conditioners to make sure they
get some air filters in this their house if they're able to, those kinds of things.

>> Meg Traci: And the previous slide, we have maps of where we're drawing the evacuation orders. And what Nick can do in Smart911 and SmartPrepare is draw similar boundaries, so similar geographic boundaries. And this shows basically an example of a geographic boundary that could be drawn in SmartPrepare.

>> Nick Holloway: That's right. And we don't want to send people alerts they don't need. We found, as I'm sure you've found if you've ever sent alerts, that if you give an alert to somebody that doesn't need to be alerted, that really can stifle the future alerting and how people opt out of future alerts.

>> Meg Traci: As an example, to expand on in an evacuation who, again, asking the Access and Functional Needs group, who might need more targeted messaging for the evacuation orders that Nick described. And these are elements from the safety profile that you can select in to query as part of that SmartPrepare function.

>> Nick Holloway: Right.

>> Meg Traci: So artificial joints, cochlear implants, heart valve prosthesis, artificial heart valves. And there's a long list here that maps on to those elements, some of those elements that Nick highlighted earlier.

>> Nick Holloway: Here's a map just illustrating what that may look like. We didn't geo target any specific area other than all of Missoula County. As you can see, there are actually some people that did sign up for Smart911, just south of our border there. But this map shows folks that have self-identified as having some sort of access and functional need within the boundaries of Missoula County.

In some of those areas where you don't see anybody, it's because nobody lives there. That's the mountainous areas. So you can sort of see the corridors of transportation just by looking at those balloons there.

The red pins indicate that these are locations that have been confirmed on Google maps and yellow pins indicate that they weren't necessarily confirmed on Google maps but we know we're going to try to help those people, too, whether or not they're on Google maps. Their addresses, that is.

>> Meg Traci: So as an example, the evacuation order boundaries that we saw on the maps with Nick's photograph then can be drawn into SmartPrepare and you can select the folks who might need additional information during evacuations.

>> Nick Holloway: This is what a query looks like. Obviously we've taken out the personal identifying information from it. But this is what a query looks like that we would give to the Incident Management Team and the Sheriff's Office who are tasked with implementing an evacuation. I always highlight the ones that -- the responses that turn up as a positive so we know that we need to go and make contact with those folks and make sure they're safe and that they have a way out should the fire move and present an immediate threat to them.

This is after the query. It's downloaded into an excel spreadsheet and then shared with the folks I just mentioned.

SmartPrepare, one thing we always say -- not always say but one thing to consider, if the water is bad, we would bring in clean water. Well, when it comes to air quality, people don't really think in those terms so much. But if the air is bad, we need to bring in air filters which we try to do and we also need to make sure that people have access to clean air so we can bring them to buildings that have a good ventilation system.

Our community organizations active in disaster have been very responsive to getting
air filters to people. We collect donations from the community. And we have one of our partners in our COAD group administer donation and really get the equipment out to the people that need it. And this is no small matter. I've heard stories of folks up in Seeley Lake who spent five weeks sitting next to their air filter and breathing in the clean air as they could. That's the reality of living in a smoky situation like we had in Seeley Lake.

We increase awareness of options for shelters for people to have places to go. We also make sure that folks know that their homeowners insurance may pay for a hotel for up to 10 days. That's a benefit that most people were unaware of and, quite frankly, so were we until we came across the situation. It's always a learning experience. And that's one of the things we learned.

And we always explore the potential for trained responders who already live in the area who can get to somebody who may need help first. That's that category that I previously mentioned on a slide with all of our categories in it. So that's helpful to know, too.

Thanks for being with us today. We'll open it up for questions here in a sec. But here's our contact information for Meg Traci, myself, and Leah Hickey. Please feel free to contact any of us if you have a question after this webinar. In the meantime, you can put in questions in the chat area and we'll be happy to answer them. As best we can.

>> Lewis Kraus: All right. Thank you so much, Nick, Megs, and Leah.

All right, everyone, as Nick suggested to you, this is the time to put in your questions in the chatroom and submit them there. We'll get to those in a moment. And while we're waiting for those, I wanted to ask a couple of questions for all of you.

The design of the different conditions that you have listed, how did that come about? Is that something that's part of the software that you get? Is that something that you went through a process to define? How did that work?

>> Thanks, Lewis. My recollection was the Smart911 had basic profile elements but we also have basically a way to describe support needs that's part of our waiver determination process. So that's something that one of the access and functional needs partners brought to the table to make sure -- to prompt basically our view of what Smart911 has to see if it was comprehensive. and then the committee members identified any gaps and were able to talk with Rave about expanding their. As well as making revisions to how things were worded and asked.

>> Nick Holloway: And Rave was really responsive to that. We're learning what we need to put on there through our Access and Functional Needs Committee but they're also learning that information through us as well. So they've been really responsive.

I would also add that anybody that has a different system out there, that's similar, I'm sure they could contact their alerting system and be as responsive as Smart911 has been for us.

>> Lewis Kraus: Ok. Thank you.

Another question that I had. We know that your area is a somewhat rural area. How do you, to the best of your, you know, way of expanding this, how much do you think what your experience was translates to an urban area or a suburban area.

>> Nick Holloway: I think it translates really well to an urban area. It's all really dependent on how many people sign up and who signs up. And that's really the hard thing. As we noted during the presentation, it's hard to get people to sign up during blue sky days but you just want to keep promoting it so that when an incident occurs and they're ready to sign up for an emergency -- for emergency alerts, they know what they're signing up for and they know where
to go find it without thinking too hard about it. So as long as you’re promoting it, well, I think it would translate to any community or jurisdiction as well as it does to ours. Fortunately or unfortunately we just happen to have a lot of natural disasters that occur here that help us along the way.

>> I would just add with the Access and Functional Needs Committee in Missoula County, our partners on the committee have briefs throughout the county. It might be different in a more population dense area you might have to have several Access and Functional Needs Committees to expand your reach in some of the promotional strategies that may or may not be able to come to, like, in-person meetings or be part of that process in an ongoing way. So maybe building out the number of disability service organizations or other partners who have reach in those more densely populated areas. I think it might be important; whereas, you know, we tend to have a known number of partners.

>> Lewis Kraus: Ok. Well, you have hit upon the quietest audience in the history of our webinar system.

Come on, everyone. Anybody have any questions out there? Otherwise you're going to have me asking all the questions and you know we don't want that necessarily.

So another question for you from me. Did you all have -- so you got it in 2012, did you do -- I don't know what the right word would be, training or pre-flighting or sort of like do some practice runs with it before you really said, ok, it's in now?

>> Nick Holloway: Yeah, we've -- we did take a look at it. We talked to other jurisdictions that had it and made sure it was something that we thought would be a good fit for our community. We did have an alerting system prior to this but it was not nearly as flexible or functional as this was.

And as I mentioned previously, that's what we were looking for, greater flexibility and functionality. So we went through the process of vetting. And we also wanted to make sure that the folks who had signed up mobile devices on our prior system were able to be exported from that and imported to our new system which is not always the easiest thing to do because obviously competitors don't want to give that information up. We were able to get the legacy information from our previous and import it to this system.

So it wasn't the easiest of transitions because these things never are but it has worked out for us and it really has been very worthwhile in the long run.

>> Lewis Kraus: Right. I guess I was looking more to not the before the decision was made, that after you had it in place, did you then -- were you able to then kind of test it in a way that made you feel like, ok, yeah, this will work?

>> Nick Holloway: We were able to test it. There's a number of user groups within Smart911 in the Rave Alert component of it. And we were able to test it among people that we entered into the user groups. And that's mostly just our staff. We've also been able to, through real world incidents, get some feedback from folks. And some of that feedback is included, people calling up and telling me that the people across the street have been evacuated, have received an evacuation order. But I did not. And that's simply the fact that we need to draw boundaries somewhere. Somebody will be on one side of the boundary and somebody will be on the other side of the boundary.

We did have one incident where we misplaced the boundary a little bit and some people didn't get the alert that they felt they should get and, indeed, they should have gotten. But fortunately that didn't result in any bad outcomes. But the good news about that is that that was human error that we can learn from and improve upon and not a system error that is much
harder to deal with. So we have vetted it internally and also continued to monitor how it works in real world incidents. So far so good for us.

>> Lewis Kraus: I would imagine that it would have an impact on how you all do your jobs as well. And so knowing that and having use it now in a few major incidents, how do you see the refinement of your ability to use the system, improving over time? Do you have plans for ways in which you're going to do something differently or how has it impacted sort of your future planning?

>> Nick Holloway: Well, we've kind of continuously refine it a little bit with regard to those folks that we contacted during the power outage who may be reliant upon power medical devices. One way after this wildfire season that we've looked at, that we haven't actually used a lot yet, is giving people smoke alerts, making sure that folks with respiratory issues are aware of what's going on and take appropriate precautions to protect themselves. So that's one way we've refined it and we'll continue to look for other ways to refine it but that's where we're at with it right now.

Meg, do you have anything to offer there?

>> Meg Traci: I guess I would say we with all the other communities that are participating in Smart911 are customers. I think there must have been a group who is dealing with all the other settings in which people live and work. And for people with disabilities, sometimes they're in group quarters settings. So how do you voice choice about whether or not you're signed up or not sign up and opt-in if you're in kind of a one-phone household, living with other folks, you know, those are issues that we've brought to them and they've tried to expand their product to be sensitive to the settings in which people live. I think it's called group -- it's called group quarters, isn't it? Where you can sign up as a group from your workplace or say from a group home. We still have to test that. We're kind of --

>> Nick Holloway: Yeah, we're organizing -- working on that.

Another way we've started using it, is some of our other departments in Missoula County need to get a hold of their employees sometimes. We can use it to at a do that. For example, our Health Department a couple of weeks ago during our flood incident also had their own internal flood and they had to close down the whole department. Following that we decided we were going to set up a group for all the employees and be able to contact them whenever something that everybody needs to know occurs. It was a pretty onerous task for them to try to do that without Smart911 or Rave Alerts, them having to call everybody who may or may not answer the phone and try and do things like that. It's also a communication device for internal usage.

>> Lewis Kraus: Right. So it just basically sends a text out to people's cell phones or calls automatically to the phones? How does it actually function?

>> Nick Holloway: Through one of three modes or a multitude of three modes. The text you just mentioned, the call you just mentioned, and also an e-mail. So when you go and create an alert, you can do a long form or short form. The short form obviously -- provides -- the long form provides more space to enter an e-mail message. And then you can write a call. You can write it out and it will do the text-to-voice translation and make those calls for you.

>> Lewis Kraus: And I think my final question would be -- so often we've had a lot of conversation from this series, webinar series, and other conversations about things that are like registries about the issue of when somebody is not actually at their home. So maybe they signed up and they gave an address of the home but now when this alert is coming out, they aren't there, they're at work or they're visiting someone or wherever they are. So is this taking
into account like if the mobile phone is not -- are they getting the location of where they actually are or are they still getting the location for the address that they may have put in?

>> Nick Holloway: That's been an ongoing thing for Smart911 and other alerting agencies in development. Right now -- of course each profile is associated with an address. If somebody's not in their home and their address is within a zone that we want to alert, we can get that to them. If they're in an area that they need to be alerted, through, we do have other means of alerting folks, including that IPAS method which uses cell towers to reach down to folks in specific areas. Well, actually it's pretty widespread now but in the future it will be able to reach down in specific areas. And I believe Smart911 is also working on ways to capture that or leverage that type of technology.

>> Meg Traci: And I just got an e-mail from one of the attendees who is not sure if the chat box is working properly but he wanted to ask -- I think this is for you, Nick, if you can just kind of describe or comment on any differences between or similarities or advantages of Rave Alerts that you're talking about versus [Indiscernible] alerts which is something his office uses.

>> Nick Holloway: I'm not too familiar with Nixle Alerts but Rave alerts are extremely functional in that you can do a radius or polygon which is what we used for all of our evacuation zones or go down the street, as I mentioned. Or filter -- I think this might be the key differences that people enter that safety profile which is then used to filter down to certain groups of folks, specifically folks that may have mobility issues who need help during an evacuation or folks that maybe reliant upon powered medical devices. It just lets you get to groups of people rather than only geo targeting your audience. So I think it's an additional functionality to Smart911. Can't really speak to the Nixle too much but that is one of our favorite functions with Rave Alerts.

>> Lewis Kraus: Ok. We are looking at the question of whether the chat boxes are working. Let's try it now for people who have been trying to chat. I just got a notice that we reoriented something. So maybe it will work now. So go ahead and try sending a chat message at the moment. And we'll see if we can get some other questions in.

And also, just to sort of say as people are writing their questions in, if you don't get a chance to get your question answered, there are the contact information there for Meg, Nick, and Leah on the screen. You're welcome to contact them. They've invited you to contact them.

Also, if you have other general ADA questions, you can contact your regional ADA Center at 1-800-949-4232.

Well, I'm still not seeing any chat messages. Well, I think what I'm going to do is -- Oh, there we go. I see one. "Great presentation" there we go. So the chatroom is working. We'll see if we get another couple of moments here to get some questions in for Meg, Nick, and Leah.

In the meantime while we're waiting for those, everyone, you're going to receive an e-mail with a link to an online session evaluation. Please complete those evaluations for today's program as we value your input and we also want to let our funder know how we are doing on these kinds of webinars.

Here's -- ok. Here's a question for you. Do you have any suggestions for how to lobby the local municipality to invest in Smart911?

>> Nick Holloway: Just to show them the features. Maybe talk about some of the successions that we and other jurisdictions have had with it. One of the challenges may be that they have a current contract with another system. There are a couple of states where the entire state has Smart911 and they include Delaware, Arkansas, and Michigan. One of the difficulties with that
is, at least in Montana, every single county has its own jurisdiction and provides its own alerting services so all of these services are going to come up for updating the contract at different times. So you might want to get it piecemealed into a state. Just highlighting the functionality of it and the ability to reach different groups rather than just geo-targeting it. It really can be effective for the access and functional needs community. And I would strongly encourage them to have a voice in soliciting the municipality to get a system like Smart911.

>> Meg Traci: I would just add the research that's coming out about the much higher rate of people with disabilities who are left behind and are dying in these disasters can be really compelling. And then I think a partnership that we would be interested in exploring. I think that's really important in rural communities is number one to develop these crisis intervention teams for people who live with mental health problems, for us to develop that capacity maybe using these models. And so that when someone's calling Smart911, it can activate the kind of response so that the person has the supports they need to de-escalate from an incident as opposed to something that might really escalate and lead to institutionalization. Starting to really think about the population that in rural areas has very few options but to call their law enforcement to ask for help with a family member and really bringing in trained law enforcement with other team members to really help that family. It's something I think we would be really interested in exploring and would bring a different kind of funding stream to support that kind of system.

And let's see. There's a couple of other questions coming through. Do you see them, Lewis?

>> Lewis Kraus: Yes.
>> [Multi-voice overlap]

>> Lewis Kraus: I was wanting to wait for you to get to a stopping point so we can get to these. I think we need to hit them real quickly. Go ahead.

>> Nick Holloway: One thing that Smart911 allows people to do is make that safety profile that pops up on the dispatcher screen. If a caller calls in and then becomes unresponsive, which has definitely happened here and across the country, they still have a lot of information about that person that they could get no other way if they didn't have a safety profile. So that's a good point.

>> Meg Traci: And if you're somebody who is maybe in an abusive home situation, there's an option for you to be able to contact 911 in a very confidential way.

>> Nick Holloway: That's right.

>> Lewis Kraus: Ok. So let’s do these next questions kind of quickly so we can respect everybody's need to leave in a minute or two.

One question. MEANS is the term for alerting through the broadcast network historically called EAS. Is that correct?

>> Nick Holloway: Yes, that is correct.

>> Lewis Kraus: Ok. Good.

Next question. Is the information that is collected in this system fully customizable or is there a limitation on information that can be chosen?

>> Nick Holloway: So, it's a lot of checkboxes which obviously are not customizable but in every single section of the profile there's always at least one or more open fields where you can write out any information that needs to be customized that's unique to your situation that hasn't been captured in the checkboxes. So in that regard it is customizable.

>> Meg Traci: You can include photos, say, of your equipment that you need if you are
evacuated. You know, of your pet, family members, any of that can be added to your profile. And I would say, you know, my experience with moving [Indiscernible]. Say your house is not verified in Google Maps, you have within your profile the option -- like my home was not located on the street, it was located one block west. So I was able to redraw the location of my home on to this kind of dead-end street we live on in Missoula. So it's customizable in that way. You can -- to make sure emergency responders have directions to your home which can be really important in rural areas.

>> Lewis Kraus: Ok. Great. And the last question here: Is there somewhere on Smart911 to let them know you are a first responder or retired but still able to help?

>> Nick Holloway: There is. That's one of those categories that they ask you. If you are a qualified responder, if you have -- what your background may be. We've never used that but during a very large incident. I can imagine that would be really good information to have, especially in some more urban areas. Maybe California. I can think of a scenario where an earthquake might happen such as what happened in 1989 where that could be great information to have. And that is captured in there.

>> Lewis Kraus: Ok. Great. Thank you so much.

Ok, everyone. I realize you may still have questions for the speakers. Apologies for the chatroom glitch there for a moment. You can contact them. Again, their e-mail contact is on the screen. You can contact them if you would like.

And we want to thank you, Meg, Nick, Leah for your time and knowledge and sharing that with us.

A reminder for everyone, today's session was recorded. It will be available for viewing next week at www.adapresentations.org/archives.php.

All right. We hope that you all will be able to join us on July 12 for the disaster response efforts of the Department of Homeland Security's Office Of Civil Rights and Civil Liberties and their Chief of the Antidiscrimination Group Rebekah Tosado. So watch your e-mail about two or three weeks ahead of that for the announcement of opening of registration.

All right, everyone. Have a good rest of your afternoon. Thank you for attending today's session and have a great rest of your day.

Bye-bye.

>> Nick Holloway: Thanks, Lewis.

>> Meg Traci: Thank you. Bye.