

# Gallatin County Emergency Operations Plan

Annex XXIII

Public Notification Guide



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## Introduction

The Gallatin County Public Notification Guide has been developed to provide a single document outlining the public notification systems available in Gallatin County, and how these are accessed. This guide is not designed as an operational plan, but as a guide to what is out there and how they systems function.

Nine systems of notifying the public are addressed in this guide. They consist of:

- Emergency Preparedness Notification System
- Emergency Alert System
- Highway Advisory Radio Portables
- Gallatin County Information Line
- Gallatin County Information Line
- AMBER Alert
- A Child is Missing
- 211 Service
- 511 Service

## Emergency Preparedness Notification System

### Overview

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The Emergency Preparedness Notification System (aka Reverse 911™) is operated by Intrado through Qwest. The Emergency Preparedness Notification System (EPNS) is activated via a web interface (www.████████.com), or by calling Intrado's Emergency Call Relay Center (████████). EPNS then calls the phone lines within the identified area identified in the 911 Database. EPNS is also capable of utilizing pre loaded calling lists (i.e. media, school parents, etc...). EPNS has a total maximum capacity of 1,100 outbound calling ports.

### Activation Criteria

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In order for the EPNS to be activated, the following considerations should be addressed:

- Defined message delivery area
  - Radius of given location
  - Polygon
  - Pre Loaded GIS Shape File
  - Pre Defined Call List
- Cost vs. Benefit
  - \$0.46 per minute for completed calls in 30 second increments
- Message to be delivered
- Follow up information source

### Authorization

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Use of the EPNS must be requested by a command staff member of the agency having jurisdiction. After the request has been made by the agency having jurisdiction, the 911 Director must authorize the expenditure of funds for deployment of EPNS. The Gallatin County 911 Director has issued standing orders authorizing Command Staff of local public safety agencies to activate the EPNS.

### Activation Procedure

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1. Agency having jurisdiction makes a request for activation of the EPNS to Gallatin County Dispatch (████████).
2. Gallatin County Dispatch will page the EPNS group for activation.
3. The individual activating EPNS will then contact the Incident Commander to obtain the following
  - 3.1. Obtain message the IC wants distributed
    - 3.1.1. Always include additional information source in message
    - 3.1.2. Provide instructions on what people are to do
    - 3.1.3. Always instruct people not to call 911 for additional information
  - 3.2. Identify specific area to be notified
    - 3.2.1. This can be
      - 3.2.1.1. Specific Address
      - 3.2.1.2. Radius from an address (including, or excluding, specific address)
      - 3.2.1.3. Intersection

- 3.2.1.4. Lat/ Long
    - 3.2.1.5. Polygon physically drawn on a map
    - 3.2.1.6. Pre loaded GIS Shape File
  - 3.2.2. Try to be as specific as possible
  - 3.2.3. Be cautious of over estimating a radius
- 4. Message must then be recorded over the phone at the EPNS Voice Message Center ( [REDACTED] )
  - 4.1. Remember to write down the assigned message number
- 5. EPNS Web Interface [REDACTED] must now be launched from a compatible computer, or call the Emergency Call Relay Center [REDACTED ]
  - 5.1. Information from the Incident Commander is utilized to populate the EPNS fields
    - 5.1.1. Assigned message number must be entered here
  - 5.2. A verification call back number must be entered. After activation Intrado will call to verify.

## Emergency Alert System

### Overview

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The Montana Emergency Alert System (EAS) is coordinated by the Montana Broadcasters Association. Activations of the EAS is facilitated through the National Weather Service (NWS) Great Falls Office (██████████). The actual message is then transmitted over the NWS Weather Radio System to local broadcasters, which then relay it to other broadcasters in a daisy chain manner.

### Activation Criteria

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- Must have an identified risk to life and/ or property
- Must be classified as one of two message categories
  - Civil Emergency Message (CEM) – Messages that provide critical and time-sensitive information that the public can use to take appropriate protective behavior in the event of a Civil Emergency.
  - Administrative Message (ADM) – Messages that will be sent to TV and Radio Stations, but will NOT override TV and Radio broadcasting and will NOT activate NOAA weather Radios.
- Identify a source of additional information

### Authorization

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Activation of the Emergency Alert System requires approval by one of the approved Designated Officials per the Montana Emergency Alert System Plan. These individuals are:

- State Disaster and Emergency Services Duty Officer
- County DES Coordinator
- County 911 Director
- National Weather Service (weather related events)

### Activation Procedure

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1. Incident Commander requests activation of the EAS based on meeting the criteria and requests activation through Gallatin County Dispatch (██████████).
2. Gallatin County Dispatch will contact one of the Designated Officials with the request.
3. The contacted Designated official will contact the Incident Commander and confirm the message to be transmitted.
4. The Designated Official will then complete the EAS Activation Form (Appendix A) and send it to the Great Falls Weather Service Office (██████████ fax), followed by a phone call to the Great Falls Weather Service Office (██████████).
5. The EAS Activation Form should also be sent to Gallatin County Dispatch, or to Emergency Management, depending on where it originates. By protocol, the NWS will call a Designated Official from the requesting county to confirm the authenticity of the message. By making sure everyone is on the same page it will minimize any delay.
6. After confirmation, the NWS will then broadcast the EAS Message.

## Highway Advisory Radio Portable

### Overview

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Gallatin County Emergency Management operates three Highway Advisory Radio Portables (HARP). These units are trailer mounted AM radios that broadcast on either 1600 or 1700 kHz with a maximum range of 3-5 miles. The HARPs are solar powered with battery backup. Each unit can be updated remotely by telephone.

### Activation Criteria

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HARPs are available to government agencies for public safety use.

### Authorization

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HARPs are available through the Gallatin County Emergency Management Duty Officer (██████████ pgr).

### Activation Procedure

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1. Government agencies must request deployment of a HARP from Gallatin County Emergency Management through Gallatin County Dispatch (██████████).
2. Gallatin County Dispatch will contact the Emergency Management Duty Officer (██████████).
3. EM Duty Officer will then contact the requesting agency directly and obtain the following:
  - 3.1. Area/ Population the agency wishes to cover with the HARPs
  - 3.2. Specific message the agency wants broadcast
  - 3.3. How often the message will need to be updated
    - 3.3.1. Method for obtaining updates
  - 3.4. Method citizens can obtain additional information
4. EM Duty Officer will then work on deployment of the HARPs

## Gallatin County Information Line

### *Overview*

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The Gallatin County Information Line, 406-582-3175, is a recorded message system that can accept 22 simultaneous callers listening to the message. It is available to government agencies for providing updated information during an incident to the public.

### *Activation Criteria*

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The Gallatin County Information Line is available for government agencies for public safety uses.

### *Authorization*

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The information line is available through the Gallatin County Emergency Management Duty Officer (████████████████████ pgr).

### *Activation Procedure*

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1. Government agencies must request use of the Information Line from Gallatin County Emergency Management through Gallatin County Dispatch (████████████████████).
2. Gallatin County Dispatch will contact Gallatin County Emergency Management Duty Officer (████████████████████).
3. The EM Duty Officer will then contact the requesting agency to obtain the following
  - 3.1. Specific message to be recorded
  - 3.2. How often the message will be updated
    - 3.2.1. How updates will be obtained
4. EM Duty Officer will then activate the information line

## Gallatin County Incident Website

### *Overview*

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Gallatin County Emergency Management maintains an incident website, [www.readygallatin.com](http://www.readygallatin.com), in which incident information can be posted for the public. The site is configured to provide creation of an incident, along with unlimited incident updates. This is achieved through a web based interface that does not require programming skills.

### *Activation Criteria*

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The Gallatin County Incident Website is available for government agencies for public safety uses.

### *Authorization*

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The Incident Website is available through the Gallatin County Emergency Management Duty Officer [REDACTED] pgr).

### *Activation Procedure*

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1. Government agencies must request the use of the Incident Website from Gallatin County Emergency Management through Gallatin County Dispatch [REDACTED]).
2. Gallatin County Dispatch will contact the Emergency Management Duty Officer ([REDACTED]).
3. The EM Duty Officer will then contact the requesting agency to obtain the following
  - 3.1. Specific information to be posted
  - 3.2. How often the information will be updated
    - 3.2.1. Method for obtaining updates
4. The EM Duty Officer will then create an incident on the website

### Overview

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The Montana America's Missing: Broadcast Emergency Response (AMBER) Alert Program is administered through the Montana Department of Justice's Missing Persons Clearinghouse. AMBER Alert provides law enforcement a method of rapid dissemination of information during child abductions. AMBER Alerts are initiated through the AMBER Alert Portal ([www.montanaamberalert.com](http://www.montanaamberalert.com)), which is a consortium project among several states. Individuals and broadcasters can register to receive AMBER Alerts directly from the AMBER Alert Portal via email and text messaging.

### Activation Criteria

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In order for a AMBER Alert to be to be initiated the following criteria must be met:

- The child must be 17 years old, or younger, or have a proven mental or physical disability.
- The child must be in imminent danger of serious injury of death
- There must be enough descriptive information available to believe that broadcasting it will assist law enforcement in recovering the child.
- The alert must be recommended by the local law enforcement agency of jurisdiction.

### Authorization

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In order to be issued, an AMBER Alert must be authorized per the law enforcement agency having jurisdiction's policies, then approved by the Montana Department of Justice.

### Activation Procedure

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1. AMBER Alert must be approved, and requested, by the law enforcement agency having jurisdiction.
2. The AMBER Alert request, with as much detail as possible, must be submitted to the Montana Department of Justice. This can be achieved in two ways:
  - 2.1. Through Gallatin County Dispatch (██████████) using the Montana Criminal Justice Information Network (CJIN).
  - 2.2. By telephone to Montana Department of Justice (DOJ) at ██████████.
3. Once approved by Montana DOJ, DOJ will issue the AMBER Alert through the AMBER Alert Portal ([www.montanaamberalert.com](http://www.montanaamberalert.com)).
4. Once entered into the AMBER Alert Portal the message is automatically relayed to broadcasters and AMBER Alert Subscribers.

## A Child is Missing Alert

### Overview

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A Child is Missing (ACIM) is a Non-Profit organization providing automated calling as no cost for missing child incidents. When requested by the law enforcement agency having jurisdiction, A Child is Missing ([www.achildismissing.org](http://www.achildismissing.org)) will create a recorded message for phone dissemination in the community where the child went missing. A Child is Missing utilizes CodeRED's ([www.coderedweb.com](http://www.coderedweb.com)) automated calling system to initially distribute the recorded message to phones within a 1 mile radius of the point last seen at a rate of 1000 calls per minute.

### Activation Criteria

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ACIM will request the following information when contacted by law enforcement

- Name of law enforcement agency
- City, County, and State of Agency
- Name of Missing Person
- Date of Birth
- Gender
- Nationality
- Height and Weight
- Hair and Eye Color
- Clothing Description
- Scars or other physical characteristics
- Medical/ psychological conditions to be aware of
- Home Address
- Location Last Seen
- Phone number for public to call
- Incident or case number assigned
- Is there water or wooded areas near by
- Have friends and family been contacted
- Has the person gone missing before
- Is there foul play, kidnapping, or parental abduction suspected
- Are there any sexual predators in the area
- What is the contact information for the law enforcement agency having jurisdiction's ACIM point of contact

### Authorization

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The law enforcement agency having jurisdiction must approve the request per their policies.

### Activation Procedure

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The law enforcement agency having jurisdiction must contact ACIM at [REDACTED].

## 211 Service

### *Overview*

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211 Service is operated by the Bozeman Help Center and is staffed 24/7. It provides access to social services for people who call 211. The intent of 211 is not to be a primary emergency information source, but they are more than willing to provide current information to their callers when they are provided the information by an official source.

### *Activation Criteria*

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211 can be utilized by any official agency.

### *Authorization*

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Any agency can utilize 211 directly. If 211 receives conflicting information from multiple sources, and cannot resolve it, they will contact the Emergency Management Duty Officer to put them in touch with the Information Officer for the Agency Having Jurisdiction.

### *Activation Procedure*

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The Agency Having Jurisdiction, or their delegate, may contact 211 directly at [REDACTED].

## 511 Traveler Information

### *Overview*

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Montana Department of Transportation operates a traveler advisory system accessible by calling 511. This system could be utilized to advise motorists on state highways of travel impacts, or other pertinent information.

### *Activation Criteria*

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511 can be requested by any government agency.

### *Authorization*

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Utilization of the 511 system for emergency information should be approved by the Bozeman Area Maintenance Chief, or his delegate.

### *Activation Procedure*

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The Agency Having Jurisdiction may contact the Bozeman MDT Office at [REDACTED].

- Ross Gammon, Maintenance Chief [REDACTED]
- Mark Petersen, Maintenance Superintendent [REDACTED]



# Gallatin County Emergency Notification From

**Date:**

**Time:**

**Requesting  
Person:**

**Requesting  
Agency:**

**Person  
Completing Form:**

**Type of  
Incident:**

**Affected Area:**

**Duration of Alert:**

**Confirmation  
Number:**

**Additional Info  
Source:**

**Message:**

**Agency Contact:**

**Contact #:**

-----If a Missing child, Complete Following-----

**Name:**

**Last Seen:**

**DOB:**

**Gender:**

**Nationality:**

**Height:**

**Weight:**

**Clothing:**

**Scars/ Traits:**

**Special Issues:**

