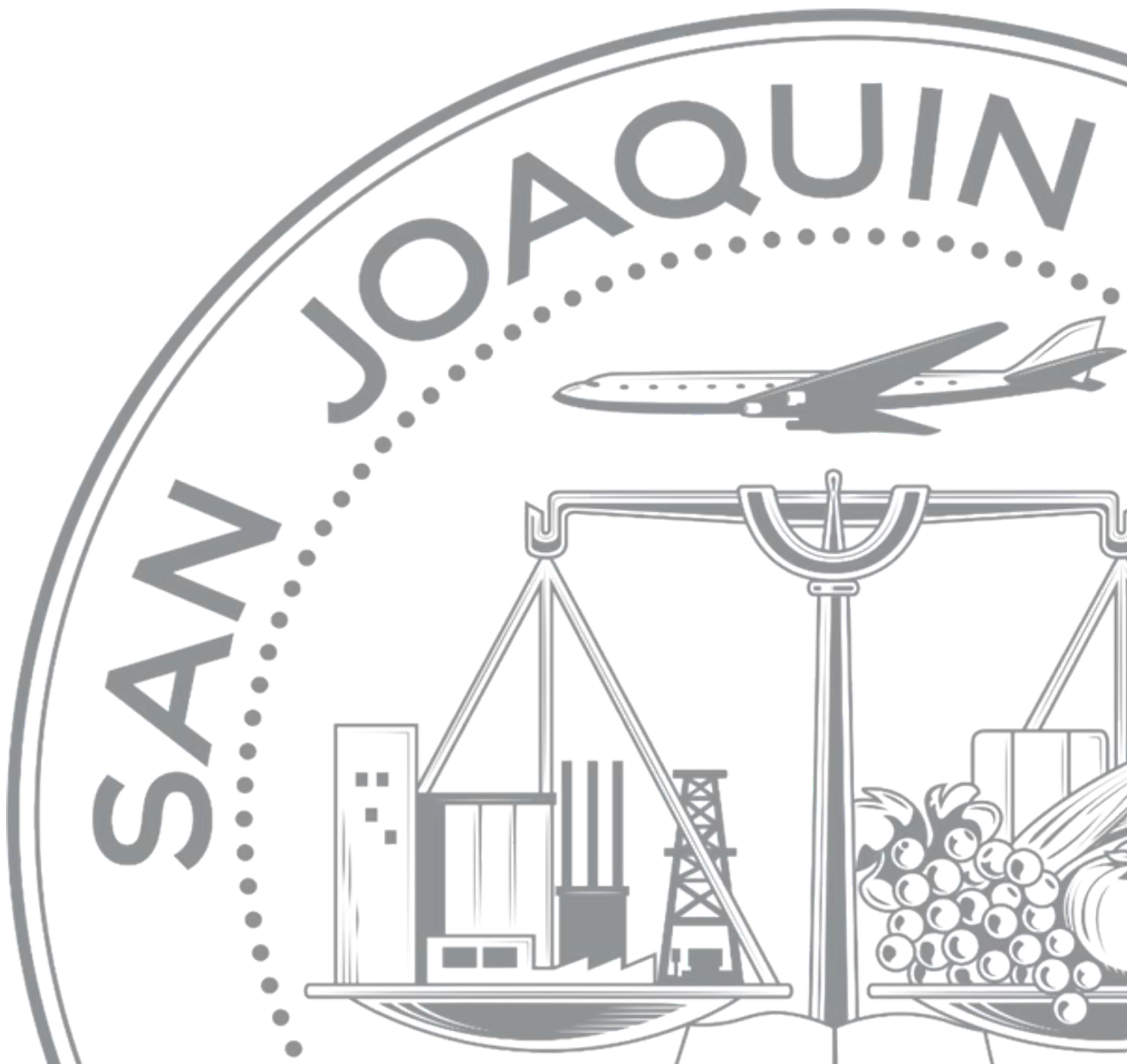


SAN JOAQUIN  
— COUNTY —  
*Greatness grows here.*

ESF-15  
Public Information Annex  
April 2026



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## Letter of Promulgation

The preservation of life, property, and the environment is an inherent responsibility of local, state, and federal government. While no plan can completely prevent casualties or destruction, realistic, actionable plans carried out by knowledgeable, well-trained personnel can minimize losses.

The County of San Joaquin has prepared this Public Information Annex in alignment with the Standardized Emergency Management System, the National Incident Management System, and the Incident Command System. The Annex is intended to ensure the effective and efficient allocation of resources to protect the people of San Joaquin County during a disaster or emergency. As a supplement to the County of San Joaquin's Emergency Operations Plan, this functional annex to the Emergency Operations Plan assigns tasks, specifies policies and general procedures, and provides for coordination of response and recovery activities during all human-made or natural disaster. The Annex will be reviewed and exercised periodically and will be revised as necessary to satisfy changing conditions and needs. In addition, the plan will be available on the San Joaquin County Office of Emergency Services webpage and within the Advanced File Library of WebEOC. The Primary assigned agency will coordinate the review and update of the plan with the Support agencies as needed at least every two years. This plan replaces previous annexes of the same title.

The Board of Supervisors, County Administrator and the Office of Emergency Management give their full support to this Annex. The County urges all officials, employees, and residents-individually and collectively-to familiarize themselves with this Appendix and to do their share in the total emergency effort of the County of San Joaquin.

This ESF Annex applies to Primary and Support agencies within San Joaquin County who are assigned responsibilities in Section 4.3.1 Responsibilities by Emergency Support Function of the All-Hazard EOP and/or identified within the ESF Annex.

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Tiffany Cacho, Director Emergency Operations

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Date

This plan/annex will be formally promulgated by the chairperson of the Disaster Council of San Joaquin County at the next regularly scheduled meeting. The Disaster Council is empowered by County Ordinance to review and approve emergency and mutual aid plans.

---

Sonny Dhaliwal

---

Date

Chair, San Joaquin County Disaster Council  
Director of Emergency Services



## **1 PLAN ADMINISTRATION**

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The Office of Emergency Services Director of Emergency Operations will coordinate review, revise, and re-promulgate this annex at least once every two (2) years or when key changes occur, such as lessons learned from exercises or real events. Changes may be made by the San Joaquin County Director of Emergency Operations without formal Disaster Council's approval. This document supersedes all previous ESF-15 Public Information Annex for the Operational Area.

## **2 PLAN DISTRIBUTION**

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San Joaquin County Office of Emergency Services maintains the San Joaquin County Emergency Operations Plan in the San Joaquin County Emergency Operations Center Library. This document, upon signature, will become an annex to the Emergency Operations Plan. The primary method of distribution is electronic, with a copy available in the Advanced File Library of the County web-based information-sharing database (WebEOC) and on the San Joaquin County webpage.

### 3 HOW TO USE THIS ANNEX

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The Public Information Annex is an operational plan intended for use by County personnel who are coordinating or managing a disaster event at the Emergency Operations Center (EOC) or Department Operations Center (DOC). Accordingly, the Annex is organized in a manner that allows EOC and DOC personnel to quickly find the information they need to successfully handle a disaster event. Personnel assigned to respond in the EOC should become familiar with the following elements:

- The **Concept of Operations** (ConOps), page 6 of the Annex, guides users through incident coordination.
- The **Appendix** includes essential elements of information for use in developing situational awareness and a common operating picture.
- The **Attachment(s)** includes documents and forms related to the implementation of the plan.

Those using the Annex in their role as plan developers or reviewers will find the more traditional elements of emergency plans, as outlined by the Federal Emergency Management Agency's Comprehensive Preparedness Guide 101, located in the following sections:

- The Introduction on page, includes a discussion of the Annex's purpose and scope, the situation requiring creation of the Annex, overarching Annex objectives, and the assumptions used in developing the plan.
- On pages iii, Plan Administration and Plan Distribution and page 1, Acknowledgements, discusses annex development, implementation, and maintenance.
- Beginning on page 25 includes the authorities and references relied on in developing the Annex.

## **4 COUNTY EMERGENCY OPERATIONS PLAN AND ANNEX CROSSWALK**

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During the response, the following functional support shall be used as deemed necessary:

- Where reference is made for the County's emergency response, see the Emergency Operations Plan (EOP).
- Where reference is made for media relations and advertising, see the County Administrative Manual, Section: 3100- Media Relations, Solicitation, & Advertising.
- Where reference is made to the County social media policy, see the Social Media Policy.
- Where reference is made to the Office of Emergency Services' social media policy, see the Social Media Policy Guidance.
- Where reference is made to style and branding for press release, social media, etc., see the Joint Information Center (JIC) Style Guide.
- Where reference is made to JIC position descriptions, see the Joint Information Center Job Action Sheets in the appendix.

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## 5 ACKNOWLEDGEMENTS

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Emergency Support Function 15 Public Information Annex was developed in partnership with the Operational Area (OA) partners including Public Information Officers and subject matter experts who collaborate to provide coordinated, timely, and accurate information to the residents of San Joaquin County. These stakeholders share a common commitment to supporting human health and safety, protecting critical infrastructure and property, and preserving environmental quality within the OA.

The strength of this plan lies in its partnerships and engagement of all involved. Stakeholders coordinate and share information across the whole community, including the media, community and faith-based organizations, nongovernmental organizations, the private sector, and the public, including individuals with limited English proficiency and other access and functional needs. This network of partners ensures that information is widely accessible and responsive to the needs of the community.

We deeply appreciate the collaboration, support, and engagement of all our Operational Area partners. Your contributions make the Public Information Annex stronger and more effective, and together, we enhance our ability to serve and protect the community during all phases of an incident.

### **COUNTY**

Board of Supervisors  
County Administrator's  
Office  
County Counsel  
District Attorney  
General Services Division  
Human Services Agency  
Information Systems  
Division  
Office of Emergency  
Services  
Probations Office  
Public Works  
Public Health Services  
San Joaquin County  
General Hospital  
Sheriff's Office  
Stockton Metropolitan  
Airport

### **CITY**

City of Escalon  
City of Lathrop  
City of Lodi  
City of Manteca  
City of Mountain House  
City of Ripon  
City of Stockton  
City of Tracy

### **SPECIAL DISTRICT**

San Joaquin Regional  
Transit District  
South San Joaquin  
County Fire Authority  
Thornton Fire District  
Waterloo-Morada Fire  
District

### **COMMUNITY BASED**

#### **ORGANIZATIONS**

Catholic Charities  
Center for the Blind and  
Visually Impaired (CCBVI)  
Disability Resources  
Agency for Independent  
Living (DRAIL)  
El Concilio  
NorCal Services for Deaf  
and Hard of Hearing  
Second Harvest  
Valley Mountain Regional  
Center (VMRC)

## **6 INTRODUCTION**

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The Public Information Annex provides a framework for ensuring that accurate, timely, and consistent information is delivered to the public, media, and stakeholders during emergencies. This annex is designed to support emergency response efforts by maintaining public trust, managing information flow, and countering misinformation. This Annex applies to all agencies, departments, and partners engaged in crisis communication in the San Joaquin County Operational Area. It covers a wide range of potential crises, including natural disasters, public health emergencies, technological incidents, and security threats, and is designed to be adaptable to different scales and types of emergencies.

The Annex focuses on the needs of the communities within San Joaquin County and embodies the principles of the Comprehensive Preparedness Guide 101 and the Whole Community framework as outlined by the Federal Emergency Management Agency (FEMA). Whole Community is a means by which residents, emergency management practitioners, organizational and community leaders, and government officials can collectively understand and assess the needs of their respective communities and determine the best ways to organize and strengthen their assets. This Annex serves the whole of San Joaquin County including residents, students, workers, visitors, and vulnerable communities.

### **6.1 PURPOSE**

The purpose of the Public Information Annex is to describe the coordination elements necessary to provide accurate, organized, timely, and accessible information to the public for emergencies and incidents affecting San Joaquin County. This document outlines the roles, responsibilities, and tasks of the primary and support organizations in providing the public with critical information. This Annex provides guidance for performing these functions and support during all phases of an incident. This Annex provides the groundwork for the activation and function of the Joint Information Center (JIC) and the Joint Information System (JIS) to effectively manage, develop, and disseminate public messaging during an Emergency Operations Center (EOC) activation.

Public information consists of the processes, procedures, and systems to communicate timely, accurate, and accessible information regarding the incident's cause, size, and current situation to the public, responders, and additional stakeholders (both directly and indirectly affected). Public information must be coordinated and integrated across jurisdictions, agencies, and organizations, among federal, state, tribal, and local governments, and with non-governmental organizations and the private sector.

### **6.2 SCOPE**

The Plan applies to all agencies that have assigned roles and responsibilities in the San Joaquin County Emergency Operations Plan (EOP) in support of Public Information Branch, ESF-15. This Plan supplements the EOP. The Public Information Annex integrates public relations, community relations, emergency communications, media relations, and internal communications under the coordinating auspices of public affairs. Another component, the Joint Information Center (JIC), ensures the coordinated release of information under the PIO Branch.

## 7 WHOLE COMMUNITY CRISIS COMMUNICATION

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In San Joaquin County, efforts are ongoing to build and strengthen an emergency communications network that can quickly and effectively reach all sectors of the community during an emergency or disaster. Working groups are used to develop additional strategies and partnerships for public information and outreach before, during, and after emergencies for the whole community.

The County utilizes the whole community approach within its crisis communication efforts. Vulnerable communities include, but are not limited to, persons with access and functional needs, individuals who may require specific medications, supplies, services, durable medical equipment (DME), electricity for life-maintaining equipment, breastfeeding and infant and childcare, or nutrition in order to reduce negative impacts of a disaster or public health emergency on individuals' health, persons with limited English proficiency (LEP), older adults, persons who are transportation disadvantaged, and the unsheltered community.

This Annex complies with the California Code, Government Code - GOV § 8593.3, Chapter 7. California Emergency Services Act, Article 6.5. Accessibility to Emergency Information and Services. The law provides that a "county, including a city and county, shall, upon the next update to its emergency plan, integrate access and functional needs into its emergency plan by addressing, at a minimum, how the access and functional needs population is served by" various elements of emergency planning, such as "emergency communications, including the integration of interpreters, translators, and assistive technology," and the use of formats accessible to everyone, such as ASL interpretation for press conferences and videos, video captioning, video phones, alternative text for images, and plain language. The Annex complies with the California Assembly Bill No. 1638 *Local government: emergency response services*: use of languages other than English which mandates that local agencies providing emergency response services must deliver emergency information in English and in any non-English language spoken by at least 5% of the population that speaks English less than "very well," based on American Community Survey data.

### 7.1 ACCESS AND FUNCTIONAL NEEDS

To ensure individuals with Access and Functional Needs (AFN) receive notifications, the PIO will coordinate with local agencies to identify additional systems that may be utilized. Systems and considerations include, but are not limited to:

- Access and Functional Needs and Cultural Competency Advisory Committee
- County staff certified who speak additional languages.
- Accessible telecommunications for deaf residents (e.g., VRS, VRI, captioned phones, RTT, text/SMS alerts) and their provision of accurate, timely information to their constituents.
- Outreach to Behavioral Health Services.
- Outreach to In-Home Support Services.
- Utilization of other accessible means of communication.
- Outreach to foster children in the County's care.
- Outreach to the Homeless population.
- Maps for people with vision impairment.
- Transportation for people with limited mobility.
- Considerations for non-native or limited English speakers.

- Coordinate with local school districts and childcare facilities, and activation of call-down systems for schools in the impacted area.

OES will establish communication networks ahead of time with trusted agents and daily contacts, which will consist of language translation services or closed captioning monitors. Subject matter experts (SMEs) from various parts of the disproportionately impacted populations may act in a Technical Specialist (Tech Spec) position or SME under the PIO or the JIC.

## 8 PLANNING ASSUMPTIONS

---

The following planning assumptions have been used to develop this Annex. If these assumptions are not valid for a specific event or circumstance, it will be necessary to modify the operational concepts and assigned responsibilities defined herein:

- Natural and human-made incidents can occur with or without warning at any time of the day or night. They can affect multiple departments within the County.
- Several jurisdictions may be affected by natural or human-made disasters.
- Joint Information Center (JIC) staffing and activities will depend on the nature and demands of the emergency.
- Public Information Officers are responsible for maintaining positive working relationships, open communication, and active coordination before, during, and after an emergency.
- The public will demand information about the incident and instructions on proper survival/response actions.
- Emergency communications during an incident will require use of multiple channels that include mass media (TV, radio, and print), social media (Facebook, Instagram, X, Nextdoor), emergency website, email, town halls and community meetings, door-to-door canvassing, signage, and SJReady Alerts, the County's alert and warning system which reaches people via their cell phone, landline, or email.
- Critical information will be made accessible to individuals with disabilities and other access and functional needs in accordance with local, State, and federal ADA guidelines.
- Communications infrastructure could be damaged, causing disruption in land-line telephone, cellular telephone, radio, computer, and other communication services. Re-establishment of the communications infrastructure will be critical.
- The progression of events in an incident is not predictable. Specific activities of this ESF will depend on the nature and demands of the crisis.
- Rumors and misinformation are likely to develop when official news or information is not readily available.
- The media will demand information about the incident.
- The release of information to the public and media will follow the State Emergency Management System (SEMS) and the National Incident Management System / Incident Command System (NIMS/ICS) protocols.
- Traditional technology may be inoperative.
- Members of the affected public should receive emergency instructions regarding protective actions and changes to normal daily conditions. The audience will endeavor to comply with such directions to the best of their ability.
- If sufficiently trained staff are not available, emergency response organizations may become overwhelmed by the demand for information.
- In incidents involving numerous jurisdictions, departments, and/or agencies, the Joint Information System (JIS) protocols will be used, including the possible establishment of a JIC.
- Coordination with the AFN Coordinator, or each jurisdiction, and OES Private/VOAD Liaison to disseminate public messaging to the community.
- Electronic communications utilizing information technology systems will be compliant with Section 508 of the Rehabilitation Act.
- Key emergency messages and public information will be translated into Spanish.

- Deaf community members will require ASL interpretation, real-time captioning, and/or visual notification systems to access emergency information. For the purposes of this document, the term 'deaf' is used as an inclusive term that refers to individuals who are Deaf, hard of hearing, and/or deaf with additional disabilities.

## 9 CONCEPT OF OPERATIONS

---

The Public Information Annex is the foundation for effective communication, ensuring that all parties involved in the response and recovery are prepared to manage information flow in a way that supports emergency response efforts and safeguards the public.

Through the guiding principles of proactivity, transparency, responsiveness, inclusivity, and collaboration, the annex aligns itself in the following phases:

- **Pre-Event Preparedness:** Develop and maintain crisis communication plans, establish media relationships, and conduct training and exercises.
- **Activation:** Initiate communication protocols as soon as a crisis is identified, including the activation of the Joint Information Center (JIC) if applicable.
- **Response:** Continuously provide updates, monitor public sentiment, and address misinformation throughout the crisis.
- **Recovery:** Updates on restoration efforts, addressing ongoing public concerns, and reinforcing long-term recovery plans to ensure community resilience and trust.
- **Deactivation and Demobilization:** Reconstitution of the Joint Information Center and the release of resources.
- **Post-Event Evaluation:** Conduct a thorough review of communication efforts, capture lessons learned, and update plans accordingly.

### 9.1 USERS

#### 9.1.1 Primary Users

- PIOs and communications team members from the County, jurisdictions, special districts, utilities, and others who are assigned to the Joint Information Center.
- PIOs and communications personnel from Emergency Management Mutual Aid (EMMA) or other sources during a large incident and or extended activation.

#### 9.1.2 Secondary users

- OES leadership and emergency managers.
- County leadership and managers.
- County Disaster Service Workers (DSW).
- Operational Area Joint Information System (OA JIS).
- Regional Joint Information System
- Voluntary Organizations Active in Disaster (VOAD) and other nonprofit, community, and faith-based organizations.

## 9.2 CRITICAL DECISION MATRIX

The matrix below supports the PIO’s decision-making by outlining essential decision points alongside the criteria that guide each step. It provides a clear, structured reference to help ensure consistent, informed, and timely communication actions during an incident or activation.

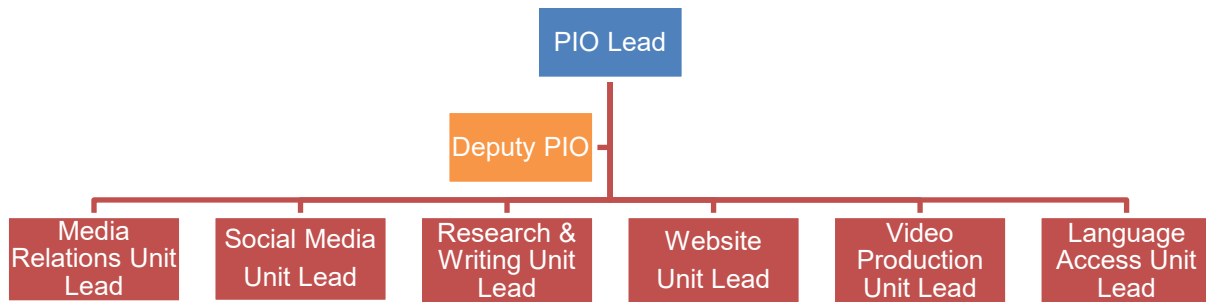
**Table #1: Critical Decision Matrix**

INITIATOR	DECISION POINTS	CRITERIA
EOC Director, EOC Coordinator	Send out WEA alert notification	Immediate threat to life, property or environment. Please see the <a href="#">Alert and Warning Annex</a> for more information.
EOC Director, EOC Coordinator	Send out WEA Alert and notification	Potential or immediate threat to life, property or environment. Urgency, relative to the scale of the event and/or incident. Please see the <a href="#">Alert and Warning Annex</a> for more information.
EOC Director, EOC Coordinator, PIO Lead	Hold press conference or issue holding statement to the press	Impacts communities Operational Area wide. Urgency, relative to the event and/or incident.
PIO Lead	Request PIO mutual aid	Scale and duration of incidents or emergencies exceed the number of resources available.
PIO Lead	Activate County JIS and OA JIS	Event and/or incident impacts and crosses over 2 or more jurisdictional boundaries within the operational area and region where a demand exists for information sharing.
PIO Lead	Activate Joint Information Center	Multiple jurisdictions within the Operational Area impacted by the event and/or incident.
PIO Lead	Establish in-bound media line	Scale and duration of incident or emergency
PIO Lead	Open in-bound call center (211)	Scale and duration of incident or emergency
PIO Lead	Create emergency website	Scale and duration of incident or emergency
EOC Director	Deactivate EOC	Immediate risks and threats are resolved and EOC is no longer needed.

## 10 PUBLIC INFORMATION OFFICER BRANCH ORGANIZATION

To ensure effective and efficient operations, the JIC follows a standard operating procedure outlined in this Annex. The Annex provides the framework of the Joint Information System, outlines specific roles, responsibilities, and processes within the JIC, ensuring a consistent approach to information management and dissemination. The Annex also covers critical areas such as the flow of information, coordination among PIOs, verification of facts, and the production of communication materials. By adhering to the Public Information Annex, the PIO Branch can quickly and accurately gather, verify, and disseminate information to both the public and internal agencies, minimizing the risk of misinformation and ensuring clear, concise communication during a crisis.

**FIGURE 1: Joint Information Center Organization Chart**



### 10.1 PUBLIC INFORMATION OFFICER BRANCH

During an emergency activation, the PIO Branch is the primary point of contact between the EOC, the media, and the public. The Branch prepares information releases, manages social media, briefs media representatives, provides venue and support for press conferences, oversees rumor control, and ensures accurate information is provided.

The primary function of the PIO Branch is to provide the public with information related to incidents that may place people or property at risk, and to deliver timely updates that support both response and recovery efforts. As a result, the PIO Branch must work closely with numerous other sections in the EOC to establish an active process of communication and information collection.

A primary source of information for the Public Information Branch will be from the Situation Unit in the Planning Section. While not all information may be appropriate for the public, the information should be considered as the best available and will have been verified for accuracy.

Other sources of information are social media monitoring, traditional news monitoring, and calls for information from the public. All information will be vetted for accuracy and approved by the EOC Director before being distributed to the public. Public Information will be disseminated utilizing the platforms previously mentioned, as well as any other means necessary during an activation.

The PIO Branch includes seven units, each led by a designated unit lead. The Unit can expand or contract depending on the scale of activation. For detailed roles and responsibilities please see the Job Aid in the appendix.

The branch is organized under the Management Section and includes, but is not limited to, the following positions:

**Table #2: PIO Branch Units and Unit Lead Positions**

PIO Branch Units	PIO Positions
PIO Management	<ul style="list-style-type: none"> <li>• Public Information Officer Lead</li> <li>• Deputy Public Information Officer</li> </ul>
Media Relations Unit	<ul style="list-style-type: none"> <li>• Media Relations Unit Lead</li> </ul>
Social Media Unit	<ul style="list-style-type: none"> <li>• Social Media Unit Lead</li> </ul>
Website Unit	<ul style="list-style-type: none"> <li>• Website Unit Lead</li> </ul>
Video Production Unit	<ul style="list-style-type: none"> <li>• Video Production Unit Lead</li> </ul>
Call Center Unit	<ul style="list-style-type: none"> <li>• Call Center Unit Lead</li> </ul>
Language Access Unit	<ul style="list-style-type: none"> <li>• Language Access Unit Lead</li> </ul>

The PIO Branch responsibilities include:

- Ensuring the public within the affected area receives complete, accurate, and timely information.
- Coordinating media releases among affected emergency response agencies as required.
- Operationalizing the JIC, as necessary, to support incident operations.
- Notifying all affected jurisdictions and stakeholders of operational and situational conditions and ensuring regular status updates.
- Establishing an “Incident Hotline” or call center with up-to-date information, including SJ211.
- Ensuring all rumors are responded to promptly and with correct information.
- Developing a format for press conferences.
- Developing and maintaining a list of media contacts and PIOs.
- Posting information on the County’s Intranet site specifically for County employees.
- Authoring IPAWS messages when necessary.
- Informing high-risk populations of response activities, they should engage in and will encounter during and following an incident.
- Developing public messaging in multiple formats and languages.
- Coordinating responsibilities with supporting agencies such as non-governmental partners (e.g., the business community, faith-based communities).
- Participating in all-hazards planning, training, and exercises, including preparation of department staff for incident assignments.

## **10.2 DIRECTION, CONTROL AND COORDINATION**

PIO operations focus on gathering accurate information, verifying it through established channels, and disseminating timely updates to protect the public and support overall incident objectives. Public information response activities generally occur in two phases: (1) initial actions taken when the PIO function is first activated and (2) ongoing activities carried out during each EOC operational period until the ESF is demobilized.

Across both phases, PIO operations aim to maintain situational awareness, coordinate with operational partners, and ensure the public receives clear, consistent, and actionable information. These guidelines provide a flexible framework that can be adapted as needed based on the specific circumstances of the incident.

## **10.3 PUBLIC INFORMATION COORDINATION**

The County Joint Information System (JIS) and the Operational Area JIS provide the framework for coordinating and unifying public messaging during an incident. Through these systems, PIOs work collaboratively with County departments, operational area partners, community-based organizations, faith-based organizations, and local agencies to gather and coordinate information, ensuring consistent messaging across San Joaquin County. This coordinated approach strengthens public trust, reduces confusion, and supports a clear flow of accurate information to the community.

As in any incident, the effectiveness of notifications will be reliant upon many factors, including:

- Time availability
- The initial notice of a threat
- Time of day
- Language barriers
- Communication systems viability

### **10.3.1 Communications Channels**

This ESF will use the following notification systems, platforms, and communication methods, at a minimum, to deliver critical messages to internal and external stakeholders. While these channels support the coordination of public messaging, PIOs are responsible for providing authorized notifiers with accurate information and are not directly responsible for disseminating messages through secondary communications channels. The PIO Branch may commandeer any County communication channel as needed to ensure coordinated, accurate, and timely public messaging.

**Table #3: Primary and Secondary PIO Communication Channels**

Primary PIO Communications Channels	Secondary PIO Communications Channels
<ul style="list-style-type: none"> <li>• Listservs</li> <li>• Radio</li> <li>• TV</li> <li>• Social media</li> <li>• Website</li> <li>• Town halls/public meetings</li> </ul>	<ul style="list-style-type: none"> <li>• San Joaquin County 2-1-1</li> <li>• SJReady</li> <li>• Door-to-door</li> <li>• Loudspeakers</li> <li>• Electronic message signs</li> <li>• Integrated Public Alert System (IPAWS)</li> <li>• Wireless Emergency Alert (WEA)</li> <li>• Emergency Alert System (EAS)</li> </ul>

**10.3.1.1 Primary Communication Channels**

**10.3.1.1.1 Social Media**

Social media is a critical communications channel in the PIO Branch plan and strategy due to its extensive use by every jurisdiction within the OA. Posting guidelines for each administration are outlined in social media policies on file within each jurisdiction. Please see the County’s and OES’ social media policies for more information. Both policies are available in the County JIS SharePoint and OA JIS BOX account.

**System Credentials**

Social media credentials and other system credentials are found in the Systems Credential folder on the County JIS SharePoint.

**Table 4: Social Media Handles and Links**

Handle	Link
Facebook	<a href="https://www.facebook.com/sjcoes/">https://www.facebook.com/sjcoes/</a>
Instagram	<a href="https://www.instagram.com/sjc_oes/">https://www.instagram.com/sjc_oes/</a>
X	<a href="https://x.com/SJC_OES">https://x.com/SJC_OES</a>
Nextdoor	<a href="https://nextdoor.com/city/feed/?from_nux=&amp;feed_filter=my_agency">https://nextdoor.com/city/feed/?from_nux=&amp;feed_filter=my_agency</a>

While social media can be a very effective way to provide information, special consideration must be given to the messages being posted on each platform. Factors such as character limits, type of message, and following on each platform should be taken into consideration when identifying notification strategies and designing messages for an incident. Postings to social media should link back to a jurisdictional website for detailed information.

Additionally, the County’s EOC utilizes Hootsuite, a social media management platform that efficiently streamlines the publishing across OES’ Facebook, Instagram, and X handles. Nextdoor requires manual publishing.

#### 10.3.1.1.2 Town halls/public meetings

Town halls and public meetings are valuable tools during disasters because they provide direct, real-time communication between officials and the community. The PIO Branch can use these meetings to share updates, address concerns, correct misinformation, and explain available resources. They also create space for community members to ask questions and provide feedback, which helps to shape more responsive messaging. When used effectively, town halls strengthen trust, improve transparency, and ensure that information reaches the people who need it most.

#### 10.3.1.1.3 Website

Websites are essential communication tools during disasters as they serve as a central, reliable source for critical disaster information. The JIC will manage information on the SJReady website: [www.sjready.org](http://www.sjready.org).

For each emergency activation, a new incident page will be created under the Emergency webpage on the Active Incidents webpage.

The PIO Branch uses the SJReady website in addition to other County department websites to publish updates on the incident, share evacuation orders, shelter locations, road closures, safety guidance, and resource availability. Websites also provide access to official documents, maps, press releases, and frequently asked questions, helping the public quickly find what they need. By keeping the site current, easy to navigate, and accessible, agencies can reduce misinformation, support community decision making, and ensure that critical information remains available even when other communication channels are disrupted.

#### 10.3.1.1.4 Listservs

County OES has many Listservs for the PIO Branch to utilize to disseminate information during emergency activation.

The PIO Branch will coordinate public messaging through the County and OA JIS Listservs by emailing Flash Reports to the following email addresses:

- Operational Area Joint Information System
- County Joint Information System
- AFN & Cultural Competency Advisory Committee:

Additional lists by request from the Planning Section.

#### 10.3.1.1.5 Media

Coordinating and partnering with the media provides the County with important opportunities to disseminate accurate and timely information about emergency operations and emergency incidents. Meaningful engagement with reporters helps reduce reliance on secondary sources, which may be less informed and prone to misrepresentation.

All press releases and media availabilities related to emergencies or disasters will be coordinated through the Media Relations Unit in partnership with the PIO Lead. Similarly, inquiries regarding the response to an emergency, disaster, or the activation of the EOC will be referred to the Media Relations Unit or the Media Relations Unit Lead for official response.

### **10.3.1.2 Secondary Communications Channels**

#### 10.3.1.2.1 SJReady Alerts

Hosted on the Everbridge platform, SJReady Alerts is the County's official emergency alert and warning notification system. It allows authorized notifiers to quickly deliver messages through Wireless Emergency Alerts, the Emergency Alert System, text messages, voice calls, and email, ensuring the community receives timely and accurate safety information.

The PIO Lead will partner with the EOC Director to determine the need to develop alert and warning messaging. The PIO Branch is responsible for developing incident templates for the authorized notifier in the Planning and/or Operations Section. Please note that the PIO Branch is not the disseminator of alert and warning notifications through the SJReady Alerts system. Alert and warning incident templates are available on the County JIS SharePoint.

OES' authorized notifiers can send alert messages as deemed necessary by the EOC and partner agencies. During EOC activation, the authorized notifiers can be found in the Planning or Operations Section.

#### 10.3.1.2.2 San Joaquin County 2-1-1

The County has an established Memorandum of Understanding (MOU) with San Joaquin County 2-1-1 (SJ211). To enact the MOU, please see Director of Emergency Operations. The MOU can be found in the County JIS SharePoint.

SJ211 is a collaborative effort of health and human service providers, state legislators, local government representatives, and county residents. Its purpose is to make it easy for the people of the County to find the help they need when they need it.

They have databases of agencies that offer programs and services within the County. Resources may be found by accessing their webpage at [www.211sj.org](http://www.211sj.org) or by dialing 2-1-1. Call specialists are available 24/7, 365 days a year and can provide information in 170 languages.

When events in the County require information to be shared with the community or to field questions from the community, SJ211 is often called upon to assist in fielding questions and serve as an extension to the County's Call Center.

The PIO Lead or designated PIO from the JIC will provide 211 staff with fact sheets and information to help citizens get the answers they seek.

## 11 NOTIFICATIONS

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Generally, the lead agency or Incident Commander will notify the OES Duty Officer to request assistance. In turn, the OES Duty officer will confer with the Director of Emergency Services and determine if personnel from some or all the support agencies should be alerted and mobilized. While OES will make every effort to accommodate individual schedules, the unpredictable nature of disasters means this may not always be possible.

For the PIO Branch, depending on the scale and scope of the incident, the OES PIO or PIO Lead will coordinate with Department PIOs and the Director of Emergency Services to determine the staffing levels required to operate the Joint Information Center. The development of the staffing plan is a capacity designed through the County's Emergency Public Information Officer Program. The Program is managed by the Public Information Officer within the Office of Emergency Services.

OES' PIO maintains a standing staffing plan and the County's Joint Information System (JIS) roster that includes pre-identified County PIOs and those designated as PIOs for their respective offices or agencies. The OES also maintains the Operational Area JIS roster which is available to all members of the Joint Information System.

Once the staffing plan is finalized, the OES PIO or PIO Lead will notify all PIOs of the staffing plan of the potential activation and submit a 213 Resource Request (213 RR) Form to the Logistics Section or Human Resources for activation. If pre-planning staffing is unavailable, the OES PIO or the PIO Lead will utilize a previous staffing plan and then round robin the call list until the activated positions are filled.

If pre-planned staffing is unavailable and the activation is High Level, the OES PIO or PIO Lead will refer to the standing staffing plan and begin a round robin process using the entire roster until all required positions are filled.

## 12 PRE-EVENT PLANNING

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OES focuses on preparing the community, partner agencies, and media stakeholders well before emergencies and disasters occur. Pre-incident efforts are centered on ensuring the public receives consistent preparedness messaging and feels confident in their ability to respond during an incident. OES encourages agencies that develop public education materials to share them with the PIO Branch so preparedness messages can be reinforced across all organizations and throughout San Joaquin County.

To ensure readiness for activation, OES undertakes the following actions prior to an incident:

- Developing and maintaining action checklists and job aids for assigned personnel.
- Ensuring County and OA JIS personnel rosters are kept current and accessible.
- Ensuring that County designated PIO personnel receive required training and, when possible, obtain credentialing and certification under NIMS and SEMS guidelines.
- Partnering with County departments and offices to identify an alternate PIO in the event the primary PIO is unavailable.
- Maintaining an updated list of media contacts.
- Developing public information programs to educate the community about potential local hazards and impacts.
- Collaborating with agencies to establish coordinated, multi-agency strategies for public information during emergencies, including planning for a Joint Information Center.

- Developing templated messaging and graphics including social media posts, talking points, alert and warning, press releases, and other documentation available in both English and Spanish.

Through these preparedness efforts, OES strengthens the countywide ability to communicate effectively and maintain public trust before, during, and after emergencies.

## 13 ACTIVATION

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OES will activate the PIO Branch whenever the known or anticipated effects of an event require its services and capabilities or when the EOC is activated at a Moderate or High Level. **See the [activation levels in the EOP](#)**. The decision to utilize ESF-15 functions may be requested by the PIO Lead and the EOC Director, the Director of Emergency Services, or designated alternate.

- Activation may be needed when one or more of the following has occurred or is expected:
- Significant damage to the jurisdiction's infrastructure has occurred or will occur.
- A large-scale evacuation is required.
- Public safety and security mutual aid resources from the County and surrounding jurisdictions may be necessary to support emergency operations within the OA

Once activated, designated personnel from the agency responsible for the incident will coordinate with the PIO Branch from its position in the EOC, where adequate communications and data management systems are available.

Public Information Officers will activate for up to two weeks in alignment with the Emergency Operations Center's operational periods. The length and schedule of operational periods will be determined by the PIO Lead in partnership with the EOC Director and may be modified as needed to align with the scale, complexity, and duration of the incident or activation.

**Table 5. Critical Decision Matrix Activating the Joint Information Center (JIC) / Joint Information System (JIS)**

Activation Level	Level Description	Incident / Event Description	Activate JIC?	Activate JIS?
Normal Operations	Regular day-to-day operations.	An OES Duty officer is on standby 24/7 to respond to calls, monitor for incidents, and assist in basic requests.	No	No
Low	Enhanced monitoring and situational awareness for potential threats or hazards. Slightly elevated beyond day-to-day events or incidents.	Incident expands beyond the role of the OES Duty Officer EOC activated for enhanced monitoring and situational awareness as the event changes staff is commensurate with the needs of the support field activation levels and maintain situational awareness.	No	Yes
Moderate	Establish hazard-specific functions requiring a moderate level of resources.	Incident expands in size or complexity. Incident has special characteristics, requiring a multiagency departmental response, specialized resources, or beyond the capabilities of local resources. Requires activation of additional EOC staff and positions, select emergency support functions, county departments or agencies.	Yes	Yes
High	Highest level of EOC activation for complex incidents requires either a broad range of resources or a high degree of coordination and/or support.	Major incidents that require a broad range of resources and support. This level of activation involves the coordinated response of the whole community. Personnel from several or all agencies, organizations, and special districts with a role in responding to emergencies and major disasters may be called to work within the expanded EOC. The level of activation would be a complete and full activation with all organizational elements at full staffing.	Yes	Yes

**Table #6: Activation Phase Critical Decision Matrix**

<b>Task</b>	<b>Initiator</b>	<b>Key Partners</b>
Gain situational awareness	PIO Lead	EOC Director, EOC Coordinator, Plans Section, Operations Section
Send alert and warning	Emergency Managers, Authorized Notifiers	EOC Director, EOC Coordinator, PIO, Jurisdictions
Determine PIO staffing needs	PIO Lead, Joint Information System members	EOC Director, EOC Coordinator, Plans Section Chief
Activate the Joint Information System	PIO Lead	EOC Director, EOC Coordinator, Plans Section Chief, Lead Agency for Incident
Activate the Joint Information System	PIO Lead	EOC Director, Logistics Section Chief, Lead Agency for Incident
Establish media line	PIO Lead, Logistics Section, Information Systems Division	EOC Director, EOC Coordinator, County PIO, Board of Supervisor PIO
Issue press release or holding statement	PIO Lead, EOC Director, Board of Supervisor PIO, County PIO	Information System Division, Lead Agency for Incident,
Establish in-bound call center	PIO Lead, Information System Division, 211 SJ	EOC Director, EOC Coordinator, Deputy PIO, Writing Lead, Web Lead, Operations Section, Finance Section, Information Systems Division
Create incident response and recovery website and establish roles for accessing, updating, and creating content	PIO Lead, Deputy PIO, Website Unit Lead, Information Systems Division	EOC Director, EOC Coordinator, Writing Unit Lead, Operations Section, Finance Section,

## 14 RESPONSE PHASE

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The response phase is the period when immediate actions are taken to protect life, property, and the environment. During this phase, the PIO plays a critical role in providing the public with timely and actionable information that supports safety and awareness. Messaging often includes incident status, protective actions, evacuation instructions, shelter locations, public health and safety guidance, and updates on available resources and services. Clear, consistent communication during this phase helps reduce confusion, counter misinformation, and ensures the community can make informed decisions in a rapidly changing environment. Key messaging templates for use during the response phase are included in the appendix. Each activation will have its own unique needs and therefore this is not an all-inclusive list. The templates are to help scale up messaging until relevant messages are created.

The following table outlines key tasks, initiators, and partners for the PIO Branch to ensure that critical emergency information is effectively disseminated to the public.

**Table 7: Response Phase Critical Decision Matrix**

Task	Initiator	Key Partners
Maintain situational awareness	PIO Lead, Deputy PIO	All Sections in the EOC
Determine target audiences	PIO Lead, Deputy PIO	Operations Section Chief, Operations Section Branches, JIC Manager
Ensure equitable access to all crisis communications	PIO Lead, AFN Coordinator	All JIC Unit Leads, EOC Director, EOC Coordinator, Language Access Unit, AFN & Cultural Competency Advisory Committee, Valley Mountain Regional Center, Disability Resources Agency for Independent Living (DRAIL), Volunteer Organizations Active in Disasters (VOAD), Community Center for the Blind and Visually Impaired (CCBVI), Human Services Agency, Office of Veterans Affairs, Human Resources
Develop key messages	PIO Lead, Deputy PIO	All JIC Unit Leads, EOC Director, EOC Coordinator
Disseminate public information across the communication channels	PIO Lead, Deputy PIO	All JIC Unit Leads, 211SJ, AFN & Cultural Competency Advisory Committee, Disability Resources Agency for Independent Living (DRAIL), Volunteer Organizations Active in Disasters (VOAD), Community Center for the Blind and Visually Impaired (CCBVI), Valley Mountain Regional Center, Operational Area Joint Information System

## 15 RECOVERY PHASE

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Disaster recovery begins as soon as the response phase starts to support long-term resilience. While PIO Branch staffing may scale back as needed, the core activities and responsibilities remain the same. During this phase, messaging shifts toward restoring services and rebuilding communities. Message templates for recovery phase are included in the appendix.

The PIO Branch focuses on developing key messages that help the public understand available recovery resources, timelines, and support programs. This includes providing clear updates on disaster assistance, Disaster Recovery Centers (DRC), Mobile Recovery Intake Centers (MRIC), Local Assistance Centers (LAC), debris and household hazardous waste removal, temporary housing and shelter options, financial assistance, and ongoing community recovery efforts. In recovery, the PIO Branch helps communities navigate the disaster recovery process with confidence and ensures residents have the information they need to move forward.

The table below is not an all-inclusive list of the tasks required to sustain PIO Branch operations during the recovery phase.

**Table #8: Recovery Phase Critical Decision Matrix**

Task	Initiator	Key Partners
Maintain situational awareness	PIO Lead, Deputy PIO	Recovery Lead, EOC Director, EOC Coordinator, OES Director, OES Deputy Director, FEMA, Cal OES, Department of Water Resources, Operational Area, U.S. Environmental Protection Agency (US EPA), Agricultural Commissioner, Public Health Services, all EOC Sections, Human Services Agency
Maintain communications processes for target audiences	PIO Lead, Deputy PIO	Recovery Lead, JIC Units, County Public Health Services, FEMA, Cal OES, Agricultural Commissioner, Human Services Agency
Continue to develop key messages	PIO Lead, Deputy PIO	Recovery Lead, EOC Director, EOC Coordinator, all JIC Units, Operational Area Joint Information System, FEMA, Cal OES, U.S. Environmental Protection Agency (US EPA), Agricultural Commissioner
Continue to disseminate key messages across communications channels	PIO Lead, Deputy PIO	All JIC Units, FEMA, Cal OES, Operational Area Joint Information System
Deactivate Joint Information Center and Joint Information System	EOC Director, PIO Lead, Deputy PIO	All JIC Units

## 16 DEACTIVATION AND DEMOBILIZATION

The deactivation of the Joint Information Center (JIC) ends the mission, and demobilization releases the resources.

Deactivation of the JIC is the formal decision to end JIC operations because the need for coordinated emergency communication has diminished. During deactivation, the JIC stops producing new messaging, stands down from active response and recovery, and transitions responsibilities back to routine agency level public information operations. The focus is on closing out response activities, finalizing messaging, and ensuring the public knows where to find future updates.

Demobilization is the process of releasing personnel, equipment, and resources that are no longer needed once the JIC is deactivated or scaling down. This includes returning borrowed equipment, completing time and activity logs, providing handoffs, and ensuring all products, files, and documentation are properly archived. Demobilization ensures an orderly and efficient return to normal operations.

The following table includes core tasks for deactivation and demobilization.

**Table #9: Deactivation and Demobilization Critical Decision Matrix**

Task	Initiator	Key Partners
Deactivate or demobilize Joint Information Center (JIC) and Joint Information System (JIS)	EOC Director, PIO Lead, Deputy PIO	All JIC Units
Assign outstanding PIO tasks to relevant stakeholders	PIO Lead	EOC Director, EOC Coordinator, all JIC Units, Operational Area Joint Information System, County departments, Operational Area Joint Information System (OA JIS), Planning Section, Operations Section
Develop a messaging of Emergency Operations Center closure	PIO Lead	All JIC Units, OA JIS
Reconstitute JIC	PIO Lead, Deputy PIO	All JIC Units, OES Planning team, Information Systems Division
Perform formal evaluation of JIS members	PIO Lead, All JIC Unit Leads	All JIC Units, EOC Director, EOC Coordinator

## 17 JOINT INFORMATION CENTER (JIC)

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The JIC is the physical location where public information officers will perform their work and is typically located in the Emergency Operations Center located at the Office of Emergency Services at:

**Office of Emergency Services  
Emergency Operations Center  
Robert J. Cabral Agricultural Center  
2101 E. Earhart  
Stockton, CA 95206**

The PIO function may be conducted from a Joint Information Center (JIC) that may be local or include other non-County organizations. These may include but are not limited to cities, special districts, mutual aid, state and federal representatives, AFN stakeholder groups, utilities, business, and non-governmental organizations. The purpose of the JIC is not to control the activities of other departments but provide a forum for sharing information among all agencies. The JIC serves as a central point for stakeholders, the media and public to get information.

This Annex contains a collection of guidelines, checklists, and job aids that detail activation, operation, and demobilization. These procedures are designed to expand or contract as needed to fit the type of incident. These processes also may incorporate a virtual JIC involving a city, county, state, federal, school, healthcare, private sector, and non-governmental organizations. A JIC can be established with or without the activation of the EOC.

A virtual JIC may be initiated when geographical restrictions, incident management requirements, or other limitations preclude physical attendance by PIOs at a central location. Through telephone or videoconference, personnel participating in the virtual JIC can meet and coordinate information. The following resources are currently maintained:

- Laptop computers
- WebEOC
- Teams
- SharePoint and BOX accounts
- OES' Facebook, Instagram and X accounts
- Editing rights for the County Inter- and Intranet sites

## **18 STAKEHOLDER ROLES AND RESPONSIBILITIES**

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### **18.1 JOINT INFORMATION SYSTEM (JIS)**

A Joint Information System (JIS) is a coordinated network of public information professionals who work together before, during, and after emergencies to ensure clear and consistent public communication. Through shared plans, processes, aligned messaging, and real time information exchange, the system helps agencies speak with one voice and provide accurate updates to the community. The JIS also supports the activation of a Joint Information Center and strengthens collaboration across local, regional, and state partners.

### **18.2 OPERATIONAL AREA JOINT INFORMATION SYSTEM (OA JIS)**

The OA JIS is the mechanism for coordinating public messaging in San Joaquin County. This system consists of public information officers from the cities, special districts and local partners.

During an emergency, the PIO Lead will convene the OA JIS Coordination call to share situational awareness and key messages to ensure consistent and coordinated messaging. The PIO Lead may also designate this task to the Deputy PIO. A meeting agenda is attached in the appendix.

### **18.3 COUNTY OF SAN JOAQUIN JOINT INFORMATION SYSTEM**

The County's Joint Information System (JIS) consists of classified public information specialists and those individuals designated as their department or office as PIO. County JIS personnel are pre-identified and pre-assigned to specific roles within the Joint Information Center (JIC) and will be recalled to staff the JIC.

The OES maintains a standing staffing plan that is available on the County JIS SharePoint. This plan includes the roster of County PIOs, the organizational chart, and additional supporting information.

The PIO Lead may request more staff support through the Logistics Section.

### **18.4 INFORMATION SECURITY DEPARTMENT (ISD)**

ISD's role in the JIC is to staff the Website and Video Production Unit Lead positions, as they have the authority to access the equipment and assets needed to carry out these responsibilities on behalf of County OES. ISD may also provide web and video production access to other members of the County JIS as needed.

Additionally, ISD assists with maintaining connections to key communication platforms, updating websites, procuring equipment, and providing technical support as needed.

### **18.5 ACCESS AND FUNCTIONAL NEEDS COORDINATOR**

The AFN Coordinator is organized under the Management Section in the EOC. In addition to supporting the entire EOC by ensuring the integration of AFN considerations throughout the response and recovery phases, the coordinator works closely with the PIO Branch and routinely audits public messaging and tools to ensure AFN standards, including language access and accessibility for social media and web content.

Moreover, the AFN Coordinator will work with the Language Access Unit Lead to ensure American Sign Language (ASL) and Spanish interpreters are present and ready to support all press

conferences and video messages. To ensure interpreters can be secured rapidly during emergencies, the AFN Coordinator and Language Access Unit Lead shall:

- a) Maintain a pre-established roster of ASL interpreting vendors under current contract or MOU. This roster shall include both local on-site interpreters and VRI providers as a backup modality.
- b) ASL vendors shall ensure that ASL interpreters hold a current Cal OES DRI (Disaster Response Interpreter) credential or RID (Registry of Interpreters for the Deaf) certification.

If no certified County interpreter is available, the Language Access Unit Lead should submit a 213 Resource Request form to Logistics to procure translation and interpretation services from the County OES Language Access Vendor List. If the vendor list cannot fill the request, the Language Access Unit Lead shall escalate through Cal OES OAFN, which maintains the statewide Disaster Response Interpreter (DRI) program and may be able to deploy credentialed interpreters.

## **19 ADMINISTRATION, FINANCE, LOGISTICS**

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### **19.1 RESOURCE PROCUREMENT**

This section describes how the PIO Branch will procure or obtain the resources that may be required for implementation and infrastructure. Resources, as a general term, encompasses the personnel, equipment, systems, supplies, and highly specialized services that may be needed for implementation.

- The PIO Branch Units will route the form 213 Resources Request (213 RR) for signatures and approval through their chain of command.
- Once the 213 RR is signed, Unit Leads will need to submit the form to the logistics section for procurement and enablement.
- The Logistics Section will have information readily available regarding the categories or types of resources relevant to PIO Branch operations to facilitate requesting additional resources.
- The ESF coordinator will be responsible for the process of procurement authorization established by ESF-07 Resources.

### **19.2 FINANCIAL MANAGEMENT**

- The Finance Section Chief is responsible for managing financial matters related to resources used during an incident.
- The PIO Lead and Deputy PIO will work with the Finance Section to ensure budgetary needs are properly addressed.
- During a response, each agency/department is responsible for recording and tracking its expenses and seeking reimbursement from the appropriate resource after the event.
- For reporting purposes, the PIO Lead and Deputy PIO will document their expenditures and submit it directly to the Finance and Administration Section.

## 20 AUTHORITIES AND REFERENCES

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The authorities and references documented in the basic plan of the San Joaquin County EOP are considered applicable to this Annex. In addition, the following are also relevant to this function:

### 20.1 LOCAL AUTHORITIES

1. [County of San Joaquin Disaster Service Worker Policy](#)
2. [County of San Joaquin Brand Guidelines](#)
3. [County Administrative Manual](#)
  - a. 1500 - Information Systems Services
  - b. 1900 - Emergency Services
  - c. 2500 - Human Services
  - d. 3100 - Media Relations, Solicitation & Advertising
4. [County of San Joaquin Social Media Policy](#)
5. [Office of Emergency Services Social Media Policy](#)
6. [Office of Emergency Services Brand Guidelines](#)
7. [Alert and Warning Annex](#)
8. [San Joaquin County Emergency Operations Plan](#)
9. [San Joaquin County Local Agency Formation Commission](#)

### 20.2 STATE AUTHORITIES

1. [California Governor's Office of Emergency Services \(Cal OES\).](#)
2. [California Government Code. GOV § 8593.3, Chapter 7. California Emergency Services Act, Article 6.5. Accessibility to Emergency Information and Services.](#)
3. [California Statewide Communication Interoperability Plan. California Governor's Office of](#)
4. [Emergency Services \(Cal OES\).](#)
5. [California State Assembly Bill 1638 Emergency Response Services: Use of Languages Other Than English](#)
6. [California Penal Code Section 409.5.](#)
7. [2024 California State Emergency Plan. California Governor's Office of Emergency Services.](#)
8. [California Government Code Section 8607. Standardized Emergency Management System \(SEMS\). Office of Emergency Services.](#)

### 20.3 FEDERAL AUTHORITIES

1. [Federal Emergency Management Agency \(FEMA\).](#)
2. [Comprehensive Preparedness Guide \(CPG\) 101](#)
3. [Rehabilitation Act – Section 508](#)
4. [Federal Aviation Administration \(FAA\). § 91.137 Temporary flight restrictions in the vicinity of disaster/hazard areas.](#)
5. [Cybersecurity & Infrastructure Security Agency \(CISA\). National Emergency Communications Plan.](#)
6. [Federal Communications Commission \(FCC\) \(Title 47, Code of Federal Regulations\), Parts 11, 90, 97 and 101.](#)
7. [Warning, Alert and Response Network \(WARN\) Act \(H.R. 5785\) 109th Congress \(2005-2006\).](#)
8. [FEMA Eight-Step Communications Planning Process.](#)

## 21 ACRONYMS AND GLOSSARY

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- AAM** – After-Action Meeting
- AAR/IP** – After-Action Report/Improvement Plan
- ADA** – Americans with Disabilities Act
- AFN** – Access and Functional Needs
- ARC** – American Red Cross
- ARES** – Amateur Radio Emergency Services
- AQI** – Air Quality Index
- ASL** – American Sign Language
- Cal OES** – California Governor’s Office of Emergency Services
- CISM** – Critical Incident Stress Management
- C-MIST** – Communications, Medical, Independence, Supervision, and Transportation
- ConOps** – Concept of Operations
- County JIS** – County of San Joaquin Joint Information System
- DME** – Durable Medical Equipment
- DOC** – Department Operations Center
- DSW** – Disaster Service Workers
- EAS** – Emergency Alert System
- EMMA** – Emergency Management Mutual Aid
- EOC** – Emergency Operations Center
- EOP** – Emergency Operations Plan
- EPI** – Emergency Public Information
- ESF** – Emergency Support Function
- FAA** – Federal Aviation Administration
- FCC** – Federal Communications Commission
- FEMA** – Federal Emergency Management Agency
- FNSS** – Functional Needs Support Services
- ICS** – Incident Command System
- IP** – Improvement Plan
- IPAWS** – Integrated Public Alert and Warning System
- IPP** – Integrated Preparedness Plan
- JIC** – Joint Information Center
- JIS** – Joint Information System

**LAU** – Language Access Unit  
**LEP** – Limited English Proficiency  
**MCEA** – Mass Care and Emergency Assistance  
**MOU** – Memorandum of Understanding  
**NIMS** – National Incident Management System  
**NOAA** – National Oceanic and Atmospheric Administration  
**NWS** – National Weather Service  
**OA** – Operational Area  
**OES** – Office of Emergency Services  
**PG&E** – Pacific Gas & Electric  
**PIO** – Public Information Officer  
**PSAP** – Public Safety Access Points  
**PG&E PSPS** – Public Safety Power Shutoff  
**RACES** – Radio Amateur Civil Emergency Services  
**SEMS** – Standardized Emergency Management System  
**Sit Stat** – Situation Status  
**SOC** – State Operations Center  
**SOP** – Standard Operations Procedure  
**SCCOA JIS or OA JIS** - San Joaquin County Operational Area Joint Information System  
**SJC** – San Joaquin County  
**SJCOE** – San Joaquin County Office of Education  
**SSA** – Social Services Agency  
**Valley Water** – Santa Clara Valley Water  
District  
**VOAD** – Voluntary Organizations Active in Disasters  
**VTA** – Valley Transportation  
Authority  
**WEA** – Wireless Emergency Alerts

# 22 APPENDIX

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**23.1 JOB AIDS**

Roles and Responsibilities for Core Unit Positions in the Joint Information Center

# PIO Lead

## Role and Responsibilities

### Role

The Public Information Officer Lead (PIO Lead) holds a pivotal position in both the Management Section and the JIC. The PIO Lead serves as an advisory role and strategic partner to the Command Staff, reporting directly to the EOC Director and is integral to the success of the EOC's mission. The PIO Lead is responsible for developing goals, objectives and identifying messaging needs for the JIC and coordinating public messaging within the Operational Area. The PIO Lead should possess knowledge of JIC branches including but not limited to its functions, best practices, industry standards, and local, state, and federal regulatory policies and guidelines. Moreover, this position is a policy driven and making role within the EOC. The PIO Lead is the liaison to the OA and Regional JIS providing updates of the County's response and recovery efforts as needed.

### Responsibilities

Each emergency and disaster activation are unique. While this job aid is intended to provide the PIO Lead with the foundations for operationalizing the JIC and the unit leads for the EPIO Branch, it is not an all-inclusive list. It is the responsibility of the PIO Lead to partner and collaborate with the EOC Director, EOC Coordinator or command staff to ensure that Emergency Public Information Officer (EPIO) Branch needs are met.

### Activation Phase

- ❑ Maintains elevated situational awareness by attending EOC and Management Section briefings and Operational Area coordination calls as needed.
- ❑ Develops the communication plan and strategy for the EPIO Branch including establishing goals and objectives, tasks and activities and success metrics.
- ❑ Determines PIO staffing needs for the incident in collaboration with the EPIO Planning Team, HSD, ISD, OES, relevant department directors, and other key stakeholders.
- ❑ May request Emergency Management Mutual Aid (EMMA) for people resources as needed.
- ❑ Engages the Operational Area and regional JIS to coordinate public messaging.
- ❑ Identify and establish a media line as needed.
- ❑ Establish a public hotline and in-bound call center as needed.
- ❑ Collaborate with the ISD to establish an emergency webpage as needed.
- ❑ Activates the JIC in coordination with the EOC activation.

### Response and Recovery Phases

- ❑ Delegates message approval authority to Deputy PIO.
- ❑ Assigns goals, objectives, and success metrics to the Deputy PIO for implementation.
- ❑ Collaborate with the EOC Director, Operations Section Chief, and Planning Section Chief to develop messaging for emergency alerts and warnings.
- ❑ Coordinates with the EOC sections to obtain and verify essential elements of information (EEI) as it emerges.
- ❑ Keeps the EOC Director advised of all unusual requests for information and of all major critical or negative comments in the media, social media, or other channels.
- ❑ Onboards and conducts just-in-time training for EPIO Branch unit leads.

- Conducts JIC briefings at the change of shifts, ensuring that in-progress activities are identified, and follow-up requirements are known.
- Conducts initial and subsequent briefings to the EPIO Branch and share communications strategies and situational awareness.
- Collaborates with Deputy PIO and EOC Director to obtain approval for critical messages and communications products such as public messages and statements, press releases, flash reports, web, and social media content, talking points, and video.
- Work collaboratively with the Deputy PIO to ensure smooth JIC operations.
- Ensures that public messages are accurate, relevant and disseminated timely to the public.
- Partners closely with liaisons to address and respond to the needs of elected officials including Board of Supervisors, city council members and mayors as well as state and federal elected officials.

### Demobilization and Deactivation Phases

- Authorizes the demobilization and/or deactivation of the JIC in coordination with the EOC Director.
- Reviews documentation to ensure they have been signed off.
- Confirm that borrowed equipment including laptops, phones, cameras and other electronic equipment have been returned and provide the logistics section with inventory list.
- Consult with the EOC Director, prepares a deactivation news release as needed.
- Provides deactivation information to the OA JIS as needed.
- Assigns long-term follow up communications responsibilities to appropriate PIOs.
- Provides updated status reports to PIOs who will be continuing communications activities on behalf of their respective departments.
- Ensure all follow-up communications for target audiences are assigned to proper stakeholders.
- Ensure all documentation has been archived properly.
- Provide PIO Section's final report to the EOC Director.

# Deputy PIO

## Role and Responsibilities

### Role

The Deputy Public Information Officer (Deputy PIO) plays a crucial role within the JIC. This is an operational role, overseeing the Media Relations Unit Lead, Social Media Unit Lead, Website Unit Lead, Research & Writing Unit Lead, and Video Production Unit Lead. The Deputy PIO reports directly to the PIO Lead and therefore must have broad knowledge of PIO functions. The Deputy PIO must maintain situational awareness for the incident as they are the backup to PIO Lead.

### Responsibilities

Each emergency and disaster activation is unique. While this job aid is intended to provide the Deputy PIO with the foundations for operationalizing the JIC and the Unit Leads for the EPIO Branch, it is not an all-inclusive list. It is the responsibility of the Deputy PIO to partner and collaborate with the EOC Director, EOC Coordinator or command staff to ensure that EPIO Branch needs are met.

### Response and Recovery Phases

- May be designated by the PIO Lead to report to the OA and Regional JIS.
- Serves as the designated message approval authority.
- May submit EMMA requests.
- Provides support to the PIO Lead and may serve as the backup PIO Lead.
- Ensures that EPIO Branch activities are aligned with the goals and objectives of the JIC.
- Support and implement the tasks and activities needed to execute the communication plan and strategy for the PIO Branch.
- In collaboration with the PIO Lead, develop the staffing schedule for the next operational period.
- Oversee the daily operations of the JIC to ensure efficiency in message development and dissemination.
- Keeps the PIO Lead advised of all unusual requests for information and of public comments in the media, social media, or other communications channels.
- Ensure smooth transitions after change of shifts briefings and that in-progress activities are identified, and follow-up requirements are known.
- Organize relevant stakeholders to support special projects within the JIC.
- Enforces local, state and federal policies as it relates to PIO Branch.

### Demobilization and Deactivation Phases

- Execute the JIC demobilization and deactivation process.
- Resolve all outstanding administrative and EPIO Branch commitments.
- Complete and sign all unit lead documentation and submit to PIO Lead.
- Gather all hardcopies including notes for archival and ensure unit leads properly archived soft copies.
- Ensure the return of all borrowed inventories including laptops, phones, cameras and other electronic equipment.
- Ensure implementation of all follow-up communications for target audiences and stakeholders.

- In collaboration with the PIO Lead, ensure development and dissemination of press releases and other necessary resources and information for community members as needed.
- In collaboration with the PIO Lead, ensure deactivation information is communicated to all operational area partners as needed.

# Media Relations Unit Lead

## Roles and Responsibilities

### Role

The Media Relations Unit Lead may serve in a supervisory or functional role and report directly to the PIO Lead or Deputy PIO depending on the scale of the activation. In a High Level activation, the Media Relations Unit Lead will serve as the supervisor of the unit. The Media Relations Unit Lead is responsible for maintaining relationships with media outlets and ensuring positive coverage for the activation and the EOC. Moreover, this role will lead the narrative for the various media outlets as it relates to the incident. The Media Relations Lead may also act as the spokesperson for general information for the EOC.

### Response and Recovery

- ❑ Develop the media relations plan and strategy including establishing goals and objectives, tactics, activities, and success measures for the Media Relations Unit.
- ❑ Responsible for overseeing communications to the media, including preparing articles, press kits, press releases, and other media initiatives.
- ❑ Identify spokesperson for the emergency activation and provide spokesperson list to the unit.
- ❑ Prepares and coaches spokespersons prior to interviews and may accompany speakers to the interviews.
- ❑ Stay updated on breaking news and promptly share accurate and timely information with JIC staff and the EOC Director.
- ❑ Establish and maintain the media contact list and serve as a liaison to various media outlets.
- ❑ Serve as the point of contact for media inquiries during an activation and maintain relationship with the various media outlets and responsible for reaching out to reporters and managing the exchange of information.
- ❑ Plan, organize, and oversee press events including press briefings, press conferences, and media availabilities.
- ❑ Partner with the Language Access Unit Lead to ensure that there is ALWAYS an ASL interpreter and Spanish interpreter at press events.
- ❑ Collaborate with Deputy PIO to develop press releases, media advisories, talking points, fact sheets, FAQs, graphics, and compile imagery as needed.
- ❑ Fact checks and monitor rumors on various media outlets and their communication channels.
- ❑ Responds to media inquiries in a timely manner through various communications channels and ensures that all inbound media calls are tracked on a call log and or media tracker.
- ❑ Provide unit report to the Deputy PIO including metrics for total number of media inquiries received, type of inquiry received, response time, number of published news reports.

### Demobilization and Deactivation

- ❑ Collect all documentation including soft and hard copies developed by the Media Relations Unit during the activation and file all soft copy into the Social Media archive folder. Turn in hard copies to the Deputy PIO.

- Inventory and return all borrowed equipment including laptops, phones, cameras, and other electronic equipment to the Deputy PIO.
- Remove all social media permissions
- Sign and collect 214 Activity Logs, timecards (T-Cards), and shift change forms from the Media Relations Unit and provide them to the Deputy PIO.
- Submit your 214 Activity Log, timecard, and shift change form to the Deputy PIO for signature.
- Ensure that the Media Relations Unit reconstitutes their workspace.
- Demobilize and/or deactivate the Media Relations Unit.

# Social Media Unit Lead

## Roles and Responsibilities

### Role

The Social Media Unit Lead serves a dual role encompassing both supervisory and functional responsibilities. This position reports directly to either the Deputy Public Information Officer (PIO) or the PIO Lead, depending on the activation level. In a supervisory role, the Social Media Unit Lead oversees task forces within the Social Media Unit ensuring effective operations. Additionally, they are responsible for gathering, verifying, and disseminating accurate information. As a key quality control position, the Social Media Unit Lead ensures all information released through the JIC meets established standards.

### Response and Recovery Phases

#### Supervisory Responsibilities

- Responsible for supervising the Social Media Unit taskforces.
- Develop the social media plan and strategy in partnership with the Deputy PIO and in alignment with the JIC goals and objectives, create the schedule of posts, building the content calendar, defining the frequency of posts and establishing success metrics for the unit.
- Inventory and return all borrowed equipment including laptops, phones, cameras, and other electronic equipment to the Deputy PIO.
- Obtains login credentials for relevant social media channels and assigns roles to unit staff.
- Establish social media permissions and publishing authority workflow.
- Collaborate with the JIC unit leads to identify messaging needs.
- Provide performance report and analysis including metrics for impressions, engagement rates, views, clicks, public sentiment to the Deputy PIO.
- Amplify relevant partner messaging.
- Ensure social media posts are compliant with local, state and federal regulatory accessibility requirements and guidelines.
- Responsible for providing unit report to Deputy PIO for EOC briefings and OA Coordination Calls.

#### Functional Responsibilities

- Implement the social media plan and strategy, schedule and publish approved messages from the Research and Writing Unit and Language Access Unit.
- Publish messages to the OES' official social media channels including Facebook, Instagram, X, and Nextdoor.
- Create social media graphics on Canva to accompany social media message in both English and Spanish.
- Respond to public comments in real time and dispel misinformation and rumors as needed.
- Uses appropriate alternate text, hashtags, photos, video and GIFS as appropriate to disseminate emergency instructions.
- Amplify relevant partner messaging as needed.
- Analyze data insights, identify trends, and plan digital campaigns to continue strengthening the public's positive perception of the County.

## Demobilization and Deactivation Phases

- Collect all documentation including soft and hard copies developed by the Social Media Unit during the activation and file all soft copy into the Social Media archive folder. Turn in hard copies to the Deputy PIO.
- Inventory and return all borrowed equipment including laptops, phones, cameras, and other electronic equipment to the Deputy PIO.
- Remove all social media permissions
- Sign and collect 214 Activity Log, timecards (T-Cards), and shift change forms from the Social Media Unit and provide them to the Deputy PIO.
- Submit your 214 Activity Log, timecard, and shift change form to the Deputy PIO for signature.
- Ensure that the Social Media Unit reconstitutes their workspace.
- Demobilize and/or deactivate the Social Media Unit.

# Website Unit Lead

## Roles and Responsibilities

### Role

The Website Unit Lead plays a critical role in supporting public information efforts during emergency activations by developing, managing, and maintaining the emergency website on [www.sjready.org](http://www.sjready.org) for the EOC. Responsibilities will shift based on the size and complexity of the activation. The Website Unit Lead reports directly to the PIO Lead or the Deputy PIO depending on the activation level. This position will be initially staffed by the County of San Joaquin's ISD until website access for OES is provided to a PIO.

### Response and Recovery Phases

#### **Supervisory Responsibilities**

- Provides direct oversight of the Website Unit and ensures that the website plan and strategy are fully executed, including goals, objectives, tasks, and success metrics.
- Assigns and defines additional roles and responsibilities within the Website Unit.
- Collaborates with PIO Branch Unit Leads and EOC stakeholders to identify website needs and priorities.
- Partners with the County ISD to ensure all website components comply with the AFN Annex, County Accessibility Guidelines, State AFN guidance, and the Website Content Accessibility Guidelines.
- Obtains a domain and vanity URL for the emergency website when required.
- Collects and delivers website audit findings and performance reports to the PIO Lead or Deputy PIO.
- Ensures efficient and effective operations within the Website Unit.
- Ensures the development of a response and recovery webpage that serves as a community resource hub with relevant information, resources, and services.
- Oversees the publishing of critical updates, including evacuation orders, warnings, and advisories.
- Ensures that website content is maintained and updated on both the English and Spanish websites.
- Ensures the website remains capable of handling high traffic volumes and stays fully operable, including monitoring for surges, errors, and link issues.

#### **Functional Responsibilities**

- Build, configure, and maintain the structure and functionality of the EOC emergency website.
- Implement webpages, tools, and features that support situational awareness and public information needs during activations.
- Ensure that the website remains stable, secure, and capable of sustaining high traffic levels throughout the incident.
- Troubleshoot technical issues in real time and resolve errors, broken links, and performance failures.
- Integrate mapping tools, dashboards, data feeds, evacuation zone information, and other operational products.
- Ensure all technical components meet County Accessibility Guidelines, State AFN guidance, WCAG requirements, and any standards outlined in the AFN Annex.

- Coordinate closely with the Deputy PIO, EOC Sections, and the ISD to support rapid updates.
- Conduct technical testing and quality checks before publishing new content or features.
- Maintain documentation of system configurations, coding changes, and updates implemented during the activation.
- Provide a website analytics report for the PIO Lead or Deputy PIO for the PIO report.

### Demobilization and Deactivation

- Collect all documentation including soft and hard copies developed by the Website Unit during the activation and file all soft copy into the Website Unit archive folder. Turn in hard copies to the Deputy PIO.
- Inventory and return all borrowed equipment including laptops, phones, cameras, and other electronic equipment to the Deputy PIO.
- Remove all user permissions from the SJReady website.
- Sign and collect 214 Activity Logs, timecards (T-Cards), and shift change forms from the Website Unit and provide them to the Deputy PIO.
- Submit your 214 Activity Log, timecard, and shift change form to the Deputy PIO for signature.
- Ensure that the Website Unit reconstitutes their workspace.
- Demobilize and/or deactivate the Website Unit.

# Research and Writing Unit Lead

Job Aid

## Role

The Research & Writing Unit Lead reports directly to the PIO Lead or Deputy PIO depending on the scale of the activation. In a High Level activation, the Research and Writing Unit Lead supervises the Research & Writing Unit. In Low Level, the Research and Writing Unit Lead serves in a functional role reporting directly to the PIO Lead. The person in this role serves as quality control for all written materials, ensuring that content is accurate, clear, relevant, and verified for publishing.

## Response and Recovery Phases

- ❑ Develops Research & Writing Unit goals, objectives, and success metrics to align with the PIO goals and objectives.
- ❑ Directly responsible for providing oversight of the Research and Writing Unit, assigning key messages to unit tasks forces, and ensuring that topics are thoroughly researched and verified.
- ❑ Develop message maps identifying the Single Overriding Communications Objective (SOCO), three key details, and three supporting details.
- ❑ Identify target audiences including the OA stakeholders, media partners, the public, and elected officials.
- ❑ Ensure all press materials are written materials in AP format.
- ❑ Provide performance report for the Research and Writing Unit including the total number of messages developed, list of materials produced, list of credible sources, number of nationally published materials, and number of publications.
- ❑ Submits all approved messages to the Language Access Unit for translation and/or interpretation.
- ❑ Produces additional written materials for fact sheets, presentations and displays for press conferences, and other relevant materials as needed.
- ❑ May assist with sourcing photos and videos for the various communications channels.

## Demobilization and Deactivation

- ❑ Collect all documentation including soft and hard copies developed by the Media Relations Unit during the activation and file all soft copy into the Media Relations archive folder. Turn in hard copies to the Deputy PIO.
- ❑ Inventory and return all borrowed equipment including laptops, phones, cameras, and other electronic equipment to the Deputy PIO.
- ❑ Sign and collect 214 Activity Logs, timecards (T-Cards), and shift change forms from the Social Media Unit and provide them to the Deputy PIO.
- ❑ Submit your 214 Activity Log, timecard, and shift change form to the Deputy PIO for signatures.
- ❑ Ensure that the Media Relations Unit reconstitutes their workspace.
- ❑ Demobilize and/or deactivate the Media Relations Unit.

# Language Access Unit Lead

## Role and Responsibilities

### Role

The Language Access Unit Lead plays a critical supervisory role within the Joint Information Center and reports directly to the PIO Lead, the Deputy PIO, and the JIC Manager. The LAU Lead must be well versed in the County Language Access Policy as well as applicable state and federal accessibility and regulatory requirements. This position is responsible for ensuring that all materials and messages produced by the Joint Information Center are translated into the County's threshold languages, English and Spanish, and that information remains accurate, timely, and accessible to all community members.

### Response and Recovery Phase

#### Supervisory Responsibilities

- ❑ Develops the Language Access Unit plan and strategy, including goals, objectives, and success metrics that align with JIC priorities.
- ❑ Oversees and staffs the Language Access Unit with certified and culturally competent County DSWs proficient in the County threshold languages.
- ❑ Establishes and manages timelines for all translation and interpretation projects.
- ❑ Ensures the JIC complies with all local, state, and federal accessibility and regulatory policies.
- ❑ Ensures timely translation of all critical messages, instructions, and information into the County threshold languages.
- ❑ Maintains and updates a roster of approved translation and interpretation service providers.
- ❑ Assigns translation and interpretation tasks to the Language Access Unit team.
- ❑ Provides first level translation and second level review for all translated materials produced in the JIC.
- ❑ Uses Trello to track, manage, and assign translation and interpretation projects within the unit.
- ❑ Works with the AFN Coordinator to identify information needs for targeted and vulnerable communities.
- ❑ Coordinates with the Community Outreach Lead to ensure materials are accessible and culturally responsive.
- ❑ Assigns and, when needed, procures interpreters for press briefings, community meetings, and public events.

#### Functional Responsibilities

- ❑ Must be a certified and culturally competent County DSW who speaks the County threshold languages.
- ❑ Partner with the Deputy PIO or Lead PIO to establish timelines for translation and interpretation projects and ensure all tasks remain on schedule.
- ❑ Review and ensure all JIC materials meet local, state, and federal accessibility and regulatory standards
- ❑ Provides timely translation of critical messages, instructions, and public information into the County threshold languages.
- ❑ Review and maintains the County's list of approved translation and interpretation service providers.

- Conducts first level translation and second level review of all translated materials produced by the JIC
- Coordinate, track, and manage translation and interpretation projects to ensure completion.
- Works with the AFN Coordinator to identify the information needs of vulnerable and targeted communities.
- Coordinates with the Community Outreach Unit Lead to ensure materials reach diverse audiences in accessible formats.
- Secures interpreters for press briefings, community meetings, and public events as required.

## Demobilization and Deactivation

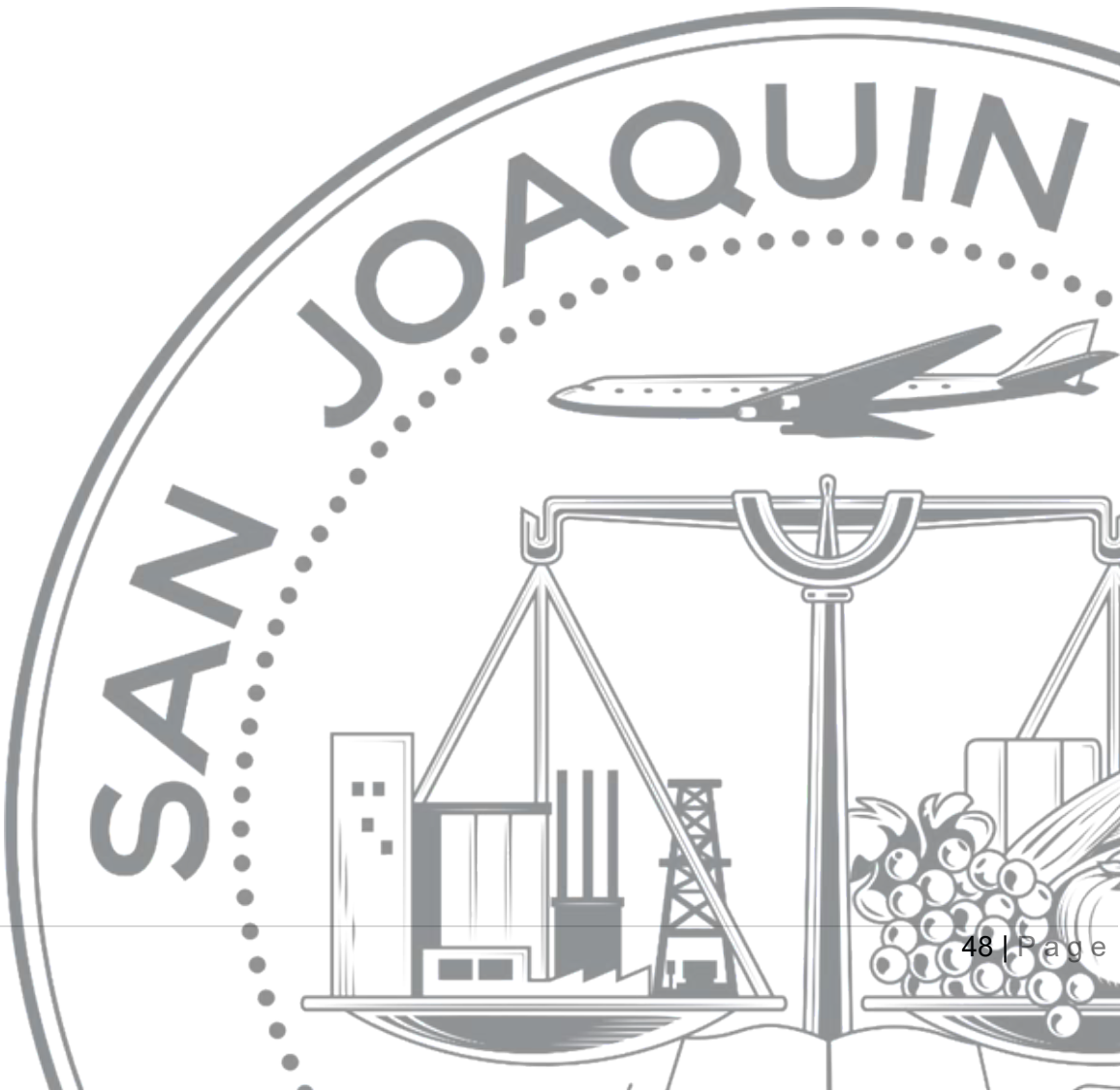
- Collect all documentation including soft and hard copies developed by the Language Access Unit during the activation and file all soft copy into the Website Unit archive folder. Turn in hard copies to the Deputy PIO.
- Inventory and return all borrowed equipment including laptops, phones, cameras, and other electronic equipment to the Deputy PIO.
- Sign and collect 214 Activity Logs, timecards (T-Cards), and shift change forms from the Website Unit and provide them to the Deputy PIO.
- Submit your 214 Activity Log, timecard, and shift change form to the Deputy PIO for signature.
- Ensure that the Language Access Unit reconstitutes their workspace.
- Demobilize and/or deactivate the Language Access Unit.

## **23.2 SAN JOAQUIN COUNTY INCIDENT TEMPLATES FOR ALERT AND WARNING NOTIFICATIONS**



# Alert and Warning Incident Templates English and Spanish

April 2026



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## HOW TO USE THIS PUBLICATION

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This Alert and Warning template document provides many of the commonly used notifications in English and the following common language spoken in San Joaquin County:

- Spanish

Each template includes the following elements:

- WEA 90 characters English
- WEA 90 characters Spanish
- WEA 360 characters English
- WEA 360 characters Spanish
- SMS message
- Email body (in both languages)

## NOTE ON USE OF TERMS

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These commonplace terms are as follows:

**Wireless Emergency Alert (WEA):** Part of the Federal Integrated Public Alert and Warning System (IPAWS) Sends to ALL wireless devices in a geographical area that the sender draws or otherwise defines.

**Short Message Service (SMS):** Text messaging component of most cellular telephone systems. Can only reach subscribers in a contact database (currently consists of cellular data, white pages, yellow pages, user opt-in)

# Templates

# 1 LAW ENFORCEMENT ACTIVITY SHELTER-IN-PLACE

---

## 90 Characters with Spaces

### *English:*

[AGENCY]: Shelter in place NOW. Law Enforcement activity in this area. [www.sjready.org]

### *Spanish:*

[AGENCIA]: Refúgiense en su ubicación AHORA. Actividad policial en esta zona. [www.sjready.org]

## 360 Characters with Spaces

### *English:*

[AGENCY]: Law enforcement [activity/presence/situation/incident] in [location]. SHELTER IN PLACE for ZONE XXXX, XXXX. Road closures and traffic delays possible in area. AVOID area around [location] until further notice. FOLLOW instructions from [source]. CHECK [source] for [updates/information] at [info].

### *Spanish:*

AGENCIA: [Actividad/presencia/situación/incidente] policial en [ubicación]. REFÚGIESE EN EL LUGAR para ZONAS XXXX, XXXX. Posibles cierres viales y retrasos. EVITE el área alrededor de [ubicación] hasta nuevo aviso. SIGA instrucciones de [fuente]. CONSULTE [fuente] para actualizaciones en [info].

## Nixle / Email

Subject: SHELTER IN PLACE ISSUED FOR [LOCATION] DUE TO [INCIDENT]

The [Agency] has issued a shelter-in-place order due to law enforcement activity at [location]. Community members in or near this area are asked to remain indoors, close and lock all doors and windows, and avoid the surrounding area until further notice. Please follow all instructions from public safety officials. Updates will be provided as more information becomes available. For official updates, visit [link]

\*\*\*

ORDEN DE REFUGIARSE EN EL LUGAR DONDE ESTÉ EMITIDA PARA [UBICACIÓN] DEBIDO A [INCIDENTE]

La [Agencia] ha emitido una orden de refugiarse en el lugar donde se encuentre debido a la actividad policial en [ubicación]. Se pide a los miembros de la comunidad que se encuentren en esta zona o cerca de ella que permanezcan en un lugar cerrado, cierren y aseguren todas las puertas y ventanas, y eviten la zona circundante hasta nuevo aviso. Por favor, siga todas las instrucciones de los funcionarios de seguridad pública. Se proporcionarán actualizaciones a medida que haya más información disponible. Para obtener actualizaciones oficiales, visite [enlace].

## 2 ACTIVE SHOOTER SHELTER-IN-PLACE

---

### 90 Characters with Spaces

*English:*

[AGENCY]: Shelter in place NOW. Active shooter in this area. [www.sjready.org]

*Spanish*

[AGENCIA]: Refúgiense en su ubicación AHORA. Tirador activo en esta zona. [www.sjready.org]

### 360 Characters with Spaces

*English:*

[AGENCY NAME]: ACTIVE SHOOTER in [location]. You could be shot, injured or killed. SHELTER IN PLACE for ZONE XXXX, XXXX. AVOID area around [location] until further notice. CALL 9-1-1 when you are safe and can describe the [attacker/suspect], location, weapons, etc.]. DO NOT confront [shooter/suspect/group]. CHECK [www.sjready.org] for updates.

*Spanish*

[NOMBRE DE LA AGENCIA]: TIRADOR ACTIVO en [ubicación]. Puede recibir un disparo, resultar herido o morir. REFÚGIESE EN EL LUGAR para ZONAS XXXX, XXXX. EVITE el área alrededor de [ubicación] hasta nuevo aviso. LLAME al 9-1-1 cuando esté seguro. NO confronte al sospechoso. CONSULTE [www.sjready.org] para actualizaciones.

### Nixle / Email

Subject: SHELTER-IN-PLACE ISSUED FOR [LOCATION] DUE TO ACTIVE SHOOTER

The [Agency] has issued a shelter-in-place order due to an active shooter at [location]. This is a dangerous and rapidly evolving situation.

If you are in or near this area, take immediate action to protect yourself. DO NOT confront!

**RUN** if you can do so safely. Leave the area immediately and move away from the threat.

**HIDE** if you cannot safely leave. Go indoors, lock and barricade doors, turn off lights, silence phones, and stay out of sight.

**FIGHT** only as a last resort and only if your life is in imminent danger.

If you are sheltering indoors:

- Bring everyone inside, including pets
- Lock all doors and windows
- Close blinds and curtains
- Stay low and away from windows
- Remain quiet

Do not attempt to approach or confront the suspect. Call 911 when it is safe to do so.

Avoid the area until further notice and follow all instructions from law enforcement.

For official updates, visit [link]

For more information on active shooter preparedness, visit:  
<https://www.sjready.org/preparedness/disastersreadiness/activeshooter>.

\*\*\*

ORDEN DE REFUGIARSE EN EL LUGAR DONDE SE ENCUENTRE PARA [UBICACIÓN] DEBIDO A UN TIRADOR ACTIVO

La [Agencia] ha emitido una orden de refugiarse en el lugar donde se encuentre debido a un tirador activo en [ubicación]. Esta situación es peligrosa y de rápida evolución.

Si se encuentra en esta zona o cerca de ella, tome medidas inmediatas para protegerse. NO confronte al sospechoso.

**CORRA** si puede hacerlo de forma segura. Salga de la zona de inmediato y aléjese de la amenaza.

**ESCÓNDASE** si no puede salir de forma segura. Entre a un lugar cerrado, cierre y asegure las puertas, apague las luces, silencie los teléfonos y manténgase fuera de la vista.

**LUCHE** solo como último recurso y solo si su vida corre peligro inminente.

Si se encuentra refugiado en un lugar cerrado:

- Lleve a todos adentro, incluidas las mascotas
- Cierre todas las puertas y ventanas
- Cierre las persianas y las cortinas
- Manténgase agachado y alejado de las ventanas
- Permanezca en silencio

No intente acercarse ni enfrentarse al sospechoso. Llame al 911 cuando sea seguro hacerlo.

Evite la zona hasta nuevo aviso y siga todas las instrucciones de la policía.

Para obtener actualizaciones oficiales, visite [enlace].

Para obtener más información sobre la preparación ante un tirador activo, visite: <https://www.sjready.org/preparedness/disastersreadiness/activeshooter>.

### 3 FLOOD LEVEE FAILURE EVACUATION ORDER

---

#### 90 Characters with Spaces

##### *English*

[AGENCY]. Evacuation Order. LEAVE NOW. Levee failure in this area. Check [www.sjready.org]

##### *Spanish*

[AGENCIA]: Orden de evacuación. SALGA AHORA. Falla de dique en esta zona. [www.sjready.org]

#### 360 Characters with Spaces

##### *English*

AGENCY: LEVEE FAILURE in [location]. LEAVE NOW. Evacuation Order for ZONES XXXX, XXXX. Potential for life threatening flooding to occur and catastrophic amounts of fast-moving water. MOVE to higher ground immediately. If Unable to evacuate CALL 911. AVOID rising water. CHECK [www.sjready.org] for information.

##### *Spanish*

AGENCIA: FALLA DE DIQUE en [ubicación]. SALGA AHORA. Orden de evacuación para ZONAS XXXX, XXXX. Posible inundación mortal y grandes cantidades de agua en movimiento rápido. TRASLÁDESE a terreno más alto de inmediato. Si no puede evacuar, LLAME al 911. EVITE aguas crecidas. CONSULTE [www.sjready.org] para información.

#### Nixle / Email

Subject: EVACUATION ORDER ISSUED FOR [LOCATION] DUE TO [FLOOD TYPE]

The [Agency] has issued an Evacuation Order for community members in [LOCATION]. This is a lawful order to evacuate immediately due to a levee failure [flood type].

There is an immediate threat to life from flooding and fast-moving water. Conditions may worsen quickly, and emergency responders may not be able to reach you if you wait.

Leave the area now and move to higher ground.

If you are unable to evacuate safely, call 9 1 1.

When evacuating:

- Follow designated evacuation routes
- Follow directions from law enforcement and emergency officials
- Do not take shortcuts
- Never drive or walk through flood waters

Just 12 inches of moving water can carry away a vehicle. Turn around. Do not drown.

Continue to monitor official sources for updates.

For more information and evacuation resources, visit [LINK].

\*\*\*

Asunto: ORDEN DE EVACUACIÓN EMITIDA PARA [UBICACIÓN] DEBIDO A [TIPO DE INUNDACIÓN]

La [Agencia] ha emitido una orden de evacuación para los miembros de la comunidad en [UBICACIÓN]. Esta es una orden legal para evacuar de inmediato debido a una falla de dique [tipo de inundación].

Existe una amenaza inmediata para la vida debido a inundaciones y agua de corriente rápida. Las condiciones pueden empeorar rápidamente y es posible que los equipos de emergencia no puedan llegar a usted si espera.

Salga de la zona ahora y trasládese a un terreno más elevado.

Si no puede evacuar de forma segura, llame al 9 1 1.

Al evacuar:

- Siga las rutas de evacuación designadas
- Siga las instrucciones de la policía y de los funcionarios de emergencia
- No tome atajos
- Nunca conduzca ni camine a través de aguas de inundación

Tan solo 12 pulgadas de agua en movimiento pueden arrastrar un vehículo. Dé la vuelta. No se ahogue.

Continúe monitoreando las fuentes oficiales para obtener actualizaciones.

Para obtener más información y recursos de evacuación, visite [\[ENLACE\]](#).

## 4 FLOOD EVACUATION WARNING

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### 90 Characters with Spaces

#### English

[AGENCY]: BE READY to LEAVE. Levee failure potential in this area. Check [www.sjready.org]

#### Spanish

[AGENCIA]: PREPÁRESE para SALIR. Posible falla de dique en esta zona. Consulte [www.sjready.org]

### 360 Characters with Spaces

#### English

[AGENCY]: EVACUATION WARNING. POTENTIAL levee failure in [location]. Potential for life threatening flooding to occur and catastrophic amounts of fast-moving water. BE READY to LEAVE. Follow directions of officials. CHECK [www.sjready.org] for information.

#### Spanish

[AGENCIA]: ADVERTENCIA DE EVACUACIÓN. POSIBLE falla de dique en [ubicación]. Posibilidad de inundaciones potencialmente mortales y cantidades catastróficas de agua de corriente rápida. PREPÁRESE para SALIR. Siga las instrucciones de las autoridades. Consulte [www.sjready.org] para obtener más información.

### Nixle / Email

Subject: EVACUATION WARNING ISSUED FOR [LOCATION] DUE TO [FLOOD TYPE]

The [Agency] has issued an Evacuation Warning for community members in [location] due to the potential for life threatening flooding and fast-moving water.

Now is the time to prepare as conditions may change quickly:

- Sign up for SJ Ready Alerts by texting your ZIP Code to 888777
- Review your emergency plan
- Pack your emergency go bags
- Prepare important documents, medications, and essential items

If you or anyone in your household may need additional time to evacuate, feels unsafe, or has access or functional needs including children, pregnant women, older adults, individuals with disabilities, medical needs, or pets, you should consider leaving now.

When evacuating:

- Follow designated evacuation routes
- Follow directions from law enforcement and emergency officials
- Never drive or walk through flood waters

Just 12 inches of moving water can carry away a vehicle. Turn around. Don't drown.

Continue to monitor official sources for updates.

For more information, visit [link]. Remain indoors until officials announce it is safe. Please follow instructions from public safety officials and monitor official updates.

For more information, visit [LINK].

\*\*\*

## ADVERTENCIA DE EVACUACIÓN EMITIDA PARA [UBICACIÓN] DEBIDO A [TIPO DE INUNDACIÓN]

La [Agencia] ha emitido una advertencia de evacuación para los miembros de la comunidad en [ubicación] debido a la posibilidad de inundaciones potencialmente mortales y agua de corriente rápida.

Este es el momento de prepararse, ya que las condiciones pueden cambiar rápidamente:

- Regístrese para recibir Alertas de SJ Ready enviando un mensaje de texto con su código postal al 888777.
- Revise su plan de emergencia
- Prepare sus bolsas de emergencia
- Prepare sus documentos importantes, medicamentos y artículos esenciales

Si usted o algún miembro de su hogar necesita tiempo adicional para evacuar, se siente inseguro o tiene necesidades especiales de acceso o funcionales, como niños, mujeres embarazadas, adultos mayores, personas con discapacidades, necesidades médicas o mascotas, debería considerar salir ahora.

Al evacuar:

- Siga las rutas de evacuación designadas
- Siga las instrucciones de la policía y de los funcionarios de emergencia
- Nunca conduzca ni camine a través de aguas de inundación

Tan solo 12 pulgadas de agua en movimiento pueden arrastrar un vehículo. Dé la vuelta. No se ahogue.

Continúe monitoreando las fuentes oficiales para obtener actualizaciones.

Para obtener más información, visite [enlace].

## 5 HAZARDOUS MATERIALS RELEASE SHELTER-IN-PLACE

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### 90 Characters with Spaces

English

[AGENCY]: SHELTER IN PLACE. Hazardous material release in this area. Check [[www.sjready.org](http://www.sjready.org)]

Spanish

[AGENCIA]: REFÚGIESE AHORA. Liberación de materiales peligrosos en esta zona. [[www.sjready.org](http://www.sjready.org)]

### 360 Characters with Spaces

English

[AGENCY]: A HAZARDOUS MATERIALS release has occurred in [location] at [time]. SHELTER IN PLACE. Exposure may cause [difficulty breathing, loss of coordination, burning sensation in eyes/nose/throat/lungs, nausea, and possibly death]. BRING pets and other animals indoors. CLOSE doors and windows. FOLLOW instructions from [[www.sjready.org](http://www.sjready.org)].

Spanish

[AGENCIA]: Liberación de MATERIALES PELIGROSOS en [ubicación] a las [hora]. REFÚGIESE EN EL LUGAR. La exposición puede causar dificultad para respirar, ardor y náuseas. LLEVE a mascotas adentro. CIERRE puertas y ventanas. SIGA instrucciones de [[www.sjready.org](http://www.sjready.org)].

### Nixle / Email

Subject: SHELTER-IN-PLACE DUE TO HAZARDOUS MATERIALS RELEASE AT [LOCATION]

The [Agency] has issued a shelter in place order due to hazardous materials release in [location]. This may pose a risk to public health.

If you are in the affected area:

- Go indoors immediately
- Bring children and pets inside
- Close and lock all doors and windows
- Shut off fans, air conditioning, and heating systems
- Move to an interior room away from windows

Possible symptoms of exposure may include:

- [SYMPTOM]
- [SYMPTOM]
- [SYMPTOM]
- [SYMPTOM]
- [SYMPTOM]

If you experience severe symptoms such as difficulty breathing, chest pain, or loss of consciousness, call 911 immediately.

For medical questions or exposure guidance, contact Poison Control at [POISON CONTROL NUMBER] or seek medical care.

Remain indoors until officials announce it is safe. Please follow instructions from public safety officials and monitor official updates.

For more information, visit [LINK].

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REFÚGIESE EN EL LUGAR DONDE SE ENCUENTRE DEBIDO A LA LIBERACIÓN DE MATERIALES PELIGROSOS EN [UBICACIÓN]

La [Agencia] ha emitido una orden de refugiarse en el lugar donde se encuentre debido a una liberación de materiales peligrosos en [ubicación]. Esto puede representar un riesgo para la salud pública.

Si se encuentra en la zona afectada:

- Entre a un lugar cerrado de inmediato
- Lleve a los niños y mascotas adentro
- Cierre y asegure todas las puertas y ventanas
- Apague los ventiladores, el aire acondicionado y los sistemas de calefacción
- Trasládese a una habitación interior lejos de las ventanas

Los posibles síntomas de exposición pueden incluir:

- [SÍNTOMA]
- [SÍNTOMA]
- [SÍNTOMA]
- [SÍNTOMA]
- [SÍNTOMA]

Si presenta síntomas graves como dificultad para respirar, dolor en el pecho o pérdida del conocimiento, llame al 911 de inmediato.

Para preguntas médicas o guía sobre exposición, comuníquese con el Centro de Control de Envenenamiento al [NÚMERO DE CONTROL DE ENVENENAMIENTO] o busque atención médica.

Permanezca en un espacio cerrado hasta que las autoridades anuncien que es seguro. Por favor, siga las instrucciones de los funcionarios de seguridad pública y monitoree las actualizaciones oficiales.

Para obtener más información, visite [enlace].

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## 6 MISSING PERSON

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### 90 Characters with Spaces

English

AGENCY: MISSING [CHILD/ADULT/OLDER ADULT] [in/near location]. CHECK [www.sjready.org]

Spanish

AGENCIA: [NIÑO/ADULTO/ADULTO MAYOR] desaparecido en el área. [www.sjready.org]

### 360 Characters with Spaces

English

AGENCY: MISSING [CHILD/ADULT/OLDER ADULT]. [Age, race/ethnicity, gender, hair color, clothing, AND/OR unique attributes]. LAST SEEN at [location] at [time] [mode of transport]. IF SEEN, immediately call [number]. PLEASE CHECK property and security cameras around your home. CHECK for update at [www.sjready.org].

Spanish

AGENCIA: [NIÑO/ADULTO/ADULTO MAYOR] DESAPARECIDO. [Edad, género, ropa o rasgos]. VISTO POR ÚLTIMA VEZ en [ubicación] a las [hora] [transporte]. SI LO VE, LLAME al [número]. REVISE su propiedad y cámaras. CONSULTE [www.sjready.org] para actualizaciones.

### Nixle / Email

Subject:

MISSING [CHILD/ADULT/OLDER ADULT]

Body:

The [Agency] is seeking the public's assistance in locating a missing [child / adult / older adult].

Description:

- Age:
- Race or ethnicity:
- Gender:
- Hair color:
- Clothing description:
- Distinguishing features:

The individual was last seen at [location] at approximately [time]. They were [mode of transport, if known].

Community members in the area are asked to:

- Check property, yards, vehicles, and outbuildings
- Review doorbell and security camera footage
- Share verified information from official sources

If you see this individual, do not approach unless it is safe to do so. Call [phone number] immediately. If this is an emergency, call 911.

Updates will be provided as more information becomes available.

For official updates, visit [LINK].

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## NIÑO/ADULTO/ADULTO MAYOR] DESAPARECIDO

La [Agencia] solicita la ayuda del público para localizar a un [niño / adulto / adulto mayor] desaparecido.

### Descripción:

- Edad:
- Raza o etnia:
- Género:
- Color de cabello:
- Descripción de la vestimenta:
- Rasgos distintivos:

La persona fue vista por última vez en [ubicación] aproximadamente a las [hora]. Iba en [medio de transporte, si se conoce].

- Se pide a los miembros de la comunidad de la zona que:
- Inspeccionen su propiedad, patios, vehículos y anexos
- Revisen las grabaciones de sus timbres y de las cámaras de seguridad
- Compartan información verificada de fuentes oficiales

Si ve a esta persona, no se acerque a menos que sea seguro hacerlo. Llame al [número de teléfono] de inmediato. Si se trata de una emergencia, llame al 911.

Se proporcionarán actualizaciones a medida que haya más información disponible.

Para obtener actualizaciones oficiales, visite [ENLACE].

## 7 WILDFIRE EVACUATION ORDER

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### 90 Characters with Spaces

English

[AGENCY]: Evacuation Order. LEAVE AREA NOW. Wildfire in this area. Check [[www.sjready.org](http://www.sjready.org)]

Spanish

[AGENCIA]: Orden de evacuación. SALGA AHORA. Incendio forestal en el área. [[www.sjready.org](http://www.sjready.org)]

### 360 Characters with Spaces

English

[AGENCY]: WILDFIRE, LEAVE NOW., Evacuation Order for ZONES XXXXX, XXXX. Visibility in area will be reduced and roads/evacuation routes can become blocked; if you do not leave now, you could be trapped, injured, or killed. CALL 9-1-1 if you or others are unable to LEAVE. CHECK [[www.sjready.org](http://www.sjready.org)] for updates/information.

Spanish

[AGENCIA]: INCENDIO FORESTAL. SALGA AHORA. Orden de evacuación para ZONAS XXXXX, XXXX. Visibilidad reducida y rutas pueden bloquearse. Si no sale, puede quedar atrapado, herido o morir. LLAME al 9-1-1 si no puede salir. CONSULTE [[www.sjready.org](http://www.sjready.org)] para actualizaciones.

### Nixle / Email

Subject: EVACUATION ORDER ISSUED FOR [LOCATION] DUE TO WILDFIRE

The [Agency] has issued an Evacuation Order for areas in [location] due to wildfire. This is a lawful order to leave immediately.

There is an immediate threat to life. Fire conditions can change rapidly. Visibility may be reduced, roads may become blocked, and emergency responders may not be able to reach you if you delay.

Leave now!

- Gather all household members, including pets
- Take your emergency go bags, medications, and important documents
- Follow designated evacuation routes
- Follow directions from law enforcement and emergency officials

If you have large animals or livestock and are unable to evacuate them, leave gates unlocked and open so they have a chance to move away from danger.

If you do not evacuate now, you may become trapped, injured, or killed.

Call 911 if you or someone else is unable to evacuate safely and continue to monitor official sources for updates.

For evacuation information, shelter locations, and emergency resources, visit [[LINK](#)].

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ORDEN DE EVACUACIÓN EMITIDA PARA [UBICACIÓN] DEBIDO A UN INCENDIO FORESTAL

La [Agencia] ha emitido una orden de evacuación para las zonas de [ubicación] debido a un incendio forestal. Esta es una orden legal para salir de inmediato.

Existe una amenaza inmediata para la vida. Las condiciones de un incendio pueden cambiar rápidamente. La visibilidad puede reducirse, las carreteras pueden quedar bloqueadas y es posible que los equipos de emergencia no puedan llegar a usted si se demora.

¡Salga ahora!

- Reúna a todos los miembros del hogar, incluidas las mascotas
- Tome sus bolsas de emergencia, medicamentos y documentos importantes
- Siga las rutas de evacuación designadas
- Siga las instrucciones de la policía y de los funcionarios de emergencia

Si tiene animales grandes o ganado y no puede evacuarlos, deje las puertas sin seguro y abiertas para que tengan la oportunidad de alejarse del peligro.

Si no evacua ahora, podría quedar atrapado, resultar herido o morir.

Llame al 911 si usted u otra persona no pueden evacuar de forma segura y siga monitoreando las fuentes oficiales para obtener actualizaciones.

Para obtener información sobre evacuaciones, ubicaciones de refugios y recursos de emergencia, visite [\[ENLACE\]](#).

## 8 WILDFIRE EVACUATION WARNING

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### 90 Characters with Spaces

English

[AGENCY]: EVACUATION WARNING. Wildfire in area. Be Ready to Leave. Check [www.sjready.org]

Spanish

[AGENCIA]: ADVERTENCIA DE EVACUACIÓN. Incendio forestal en el área. Prepárese. [www.sjready.org]

### 360 Characters with Spaces

English

[AGENCY]: WILDFIRE WARNING. EVACUATION WARNING for ZONES XXXX, XXXX. Visibility in area will be reduced and roads/evacuation routes can become blocked; prepare to leave by gathering essentials now. BE READY to evacuate when advised by local officials. CHECK [www.sjready.org] for updates.

Spanish

[AGENCIA]: ADVERTENCIA DE INCENDIO FORESTAL. ADVERTENCIA DE EVACUACIÓN para ZONAS XXXXX, XXXX. Visibilidad reducida y rutas pueden bloquearse. Prepárese para salir ahora. EVACÚE cuando se indique. CONSULTE [www.sjready.org] para actualizaciones.

### Nixle / Email

Subject: [AGENCY]: EVACUATION WARNING ISSUED FOR [LOCATION] DUE TO WILDFIRE

The [Agency] has issued an Evacuation Warning for areas in [location] due to wildfire.

Be ready to leave at a moment's notice. Fire conditions can change quickly and may become life threatening.

Now is the time to prepare!

- Review your household emergency plan
- Gather family members and pets
- Pack medications, important documents, and essential items
- Place emergency go bags by the door
- Fuel vehicles and prepare for possible road closures

If you feel unsafe, need additional time to evacuate, or care for someone with access or functional needs including older adults, children, pregnant women, individuals with disabilities, or medical needs, consider leaving now.

If you have large animals or livestock and are unable to evacuate them, leave gates unlocked and open so they have an opportunity to move away from danger.

Follow directions from law enforcement and emergency officials.

Call 911 if you or someone in your household is unable to evacuate safely. Please continue monitoring official sources for updates.

For evacuation information, preparedness resources, and updates, visit [LINK].

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[AGENCIA]: ADVERTENCIA DE EVACUACIÓN EMITIDA PARA [UBICACIÓN] DEBIDO A UN INCENDIO FORESTAL

La [Agencia] ha emitido una advertencia de evacuación para las zonas de [ubicación] debido a un incendio forestal.

Prepárese para salir en cualquier momento. Las condiciones de un incendio pueden cambiar rápidamente y poner en peligro su vida.

¡Este es el momento de prepararse!

- Revise su plan de emergencia familiar
- Reúna a los miembros de su familia y a las mascotas
- Empaque medicamentos, documentos importantes y artículos esenciales
- Coloque las bolsas de emergencia junto a la puerta
- Llene el tanque de combustible de sus vehículos y prepárese ante posibles cierres de carreteras.

Si se siente inseguro, necesita tiempo adicional para evacuar o cuida de alguien con necesidades especiales de acceso o funcionales, como adultos mayores, niños, mujeres embarazadas, personas con discapacidades o necesidades médicas, considere salir ahora.

Si tiene animales grandes o ganado y no puede evacuarlos, deje las puertas sin seguro y abiertas para que tengan la oportunidad de alejarse del peligro.

Siga las instrucciones de la policía y de los funcionarios de emergencia

Llame al 911 si usted o algún miembro de su hogar no puede evacuar de forma segura. Por favor, continúe monitoreando las fuentes oficiales para obtener actualizaciones.

Para obtener información sobre evacuación, recursos de preparación y actualizaciones, visite [ENLACE].

## 9 FLOOD EVACUATION ORDER / WARNING ENDED

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### 90 Characters with Spaces

English

[Source]: FLOOD near [location] has ended. [New guidance].

Spanish

[Fuente]: La INUNDACIÓN cerca de [ubicación] ha finalizado. [Nuevas instrucciones].

### 360 Characters with Spaces

English

[Source]: FLOOD threat near [location] has ended. You may [conclude protective actions/resume normal activities/return to the area]. [New guidance].

Spanish

[Fuente]: La amenaza de INUNDACIÓN cerca de [ubicación] ha finalizado. Usted puede [concluir las medidas de protección/reanudar las actividades normales/regresar a la zona]. [Nuevas instrucciones].

### Nixle / Email

Subject: [EVACUATION ORDER / EVACUATION WARNING] FLOOD THREAT NEAR [LOCATION] HAS ENDED.

The [Evacuation Order / Evacuation Warning] for the flood threat near [location] has officially ended.

Residents are welcome to return to the area, but please follow guidance from [local authority] and do not enter areas until officials confirm it is safe. Your safety is our top priority.

Important Safety Guidance:

- [Guidance 1]
- [Guidance 2]
- [Guidance 3]

We sincerely thank the community for your patience and cooperation while emergency responders worked to keep everyone safe. For updates and more information, visit [Agency link].

\*\*\*

[ORDEN DE EVACUACIÓN / ADVERTENCIA DE EVACUACIÓN] LA AMENAZA DE INUNDACIÓN CERCA DE [UBICACIÓN] HA FINALIZADO.

La [orden de evacuación / advertencia de evacuación] por la amenaza de inundación cerca de [ubicación] ha finalizado oficialmente.

Los residentes pueden regresar a la zona, pero se les pide que sigan las instrucciones de [autoridad local] y no entren en las zonas hasta que las autoridades confirmen que es seguro. Su seguridad es nuestra máxima prioridad.

Instrucciones de seguridad importantes:

- [Instrucción 1]
- [Instrucción 2]
- [Instrucción 3]

Agradecemos sinceramente a la comunidad por su paciencia y cooperación mientras los equipos de emergencia trabajaban para mantener a todos a salvo. Para obtener actualizaciones y más información, visite [\[Enlace de la agencia\]](#).

## 10 HAZMAT ENDED

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### 90 Characters with Spaces

English

[Source]: HAZARDOUS MATERIALS release at [location] has been contained. [New guidance].

Spanish

[Fuente]: Liberación de materiales peligrosos contenida en [ubicación]. [Nuevas instrucciones].

### 360 Characters with Spaces

English

[Source]: HAZARDOUS MATERIALS release at [location] has been contained. [Chemical/Material/Fume] levels are no longer dangerous. You may [conclude protective actions/resume normal [activities/return to the area]. [New guidance].

Spanish

[Fuente]: La liberación de MATERIALES PELIGROSOS en [ubicación] ha sido contenida. Los niveles de [sustancia química/material/vapores] ya no son peligrosos. Usted puede [concluir las medidas de protección/reanudar las actividades normales/regresar a la zona]. [Nuevas instrucciones].

### Nixle / Email

Subject: ALL CLEAR: HAZARDOUS MATERIALS INCIDENT AT [LOCATION]

[Agency] has confirmed that the hazardous materials released at [Location] have been contained. Monitoring shows that [chemical, material, or fume] levels are now within safe limits.

You may safely conclude any protective actions and resume normal activities or return to the area.

Important Safety Guidance:

- [Guidance 1]
- [Guidance 2]
- [Guidance 3]

Thank you for your cooperation while emergency responders worked to secure the area. For more information and updates, visit [Agency link] or follow [Agency social media].

\*\*\*

### SITUACIÓN NORMALIZADA: INCIDENTE DE MATERIALES PELIGROSOS EN [UBICACIÓN]

[La Agencia] ha confirmado que los materiales peligrosos liberados en [Ubicación] han sido contenidos. El monitoreo muestra que los niveles de [sustancias químicas, materiales o vapores] se encuentran ahora dentro de los límites seguros.

Usted puede concluir con seguridad cualquier medida de protección y reanudar las actividades normales o regresar a la zona.

Instrucciones de seguridad importantes:

- [Instrucción 1]
- [Instrucción 2]
- [Instrucción 3]

Gracias por su cooperación mientras los equipos de emergencia trabajaban para asegurar la zona. Para obtener más información y actualizaciones, visite [Enlace de la agencia] o siga [Redes sociales de la agencia].

# 11 DAM/LEVEE FAILURE ENDED

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## 90 Characters with Spaces

English

[Source]: DAM/LEVEE FAILURE threat at [location] has ended. [New guidance].

Spanish

[Fuente]: Amenaza de falla de presa/dique finalizada en [ubicación]. [Nuevas instrucciones].

## 360 Characters with Spaces

English

[Source]: [DAM/LEVEE] FAILURE threat at [location] has ended. You may [conclude protective actions/resume normal activities/return to the area]. [New guidance].

Spanish

[Fuente]: La amenaza de FALLA [DE REPRESA/DIQUE] en [ubicación] ha finalizado. Usted puede [concluir las medidas de protección/reanudar las actividades normales/regresar a la zona]. [Nuevas instrucciones].

## Nixle / Email

Subject: ALL CLEAR: DAM OR LEVEE THREAT AT [LOCATION]

[Agency] has confirmed that the [dam or levee] failure threat at [location] has ended.

Although the immediate threat has passed, please remain cautious around waterways and avoid any areas where crews may still be conducting inspections or cleanup operations. For your safety, do not enter restricted areas or attempt to cross any affected structures until officially cleared.

For more information and updates, visit [Agency link] or follow [Agency social media].

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SITUACIÓN NORMALIZADA: AMENAZA DE REPRESA O DIQUE EN [UBICACIÓN]

La [Agencia] ha confirmado que la amenaza de falla de [represa o dique] en [ubicación] ha finalizado.

Aunque la amenaza inmediata ha pasado, mantenga la precaución cerca de las vías fluviales y evite las zonas donde los equipos aún puedan estar realizando inspecciones u operaciones de limpieza. Por su seguridad, no ingrese en zonas restringidas ni intente cruzar ninguna estructura afectada hasta que se haya autorizado oficialmente su acceso.

Para obtener más información y actualizaciones, visite [Enlace de la agencia] o siga [Redes sociales de la agencia].

## 12 ACTIVE SHOOTER ENDED

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### 90 Characters with Spaces

English

[Source]: ACTIVE SHOOTER threat in [location] has ended. [New guidance].

Spanish

[Fuente]: Amenaza de tirador activo finalizada en [ubicación]. [Nuevas instrucciones].

### 360 Characters with Spaces

English

[Source]: ACTIVE SHOOTER incident in [location] has ended. There is no longer a threat in the area. You may [conclude protective actions/resume normal activities/return to the area].

[New guidance].

Spanish

Fuente]: El incidente de TIRADOR ACTIVO en [ubicación] ha finalizado. Ya no existe ninguna amenaza en la zona. Usted puede [concluir las medidas de protección/reanudar las actividades normales/regresar a la zona].

[Nuevas instrucciones].

### Nixle / Email

Subject: ALL CLEAR: ACTIVE SHOOTER INCIDENT AT [LOCATION]

[Agency] has confirmed that the active shooter incident in [location] has ended. There is no longer a threat in the area.

You may now conclude protective actions and resume normal activities or return to the area.

Important Safety Guidance:

- [Guidance 1]
- [Guidance 2]
- [Guidance 3]

Thank you for your cooperation while emergency responders worked to secure the area. For more information and updates, visit [Agency link] or follow [Agency social media].

\*\*\*

### SITUACIÓN NORMALIZADA: INCIDENTE CON TIRADOR ACTIVO EN [UBICACIÓN]

La [Agencia] ha confirmado que el incidente de tirador activo en [ubicación] ha finalizado. Ya no existe ninguna amenaza en la zona.

Usted ya puede concluir las medidas de protección y reanudar las actividades normales o regresar a la zona.

Instrucciones de seguridad importantes:

- [Instrucción 1]
- [Instrucción 2]
- [Instrucción 3]

Gracias por su cooperación mientras los equipos de emergencia trabajaban para asegurar la zona. Para obtener más información y actualizaciones, visite [Enlace de la agencia] o siga [Redes sociales de la agencia].

## 13 LAW ENFORCEMENT ACTIVITY ENDED

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### 90 Characters with Spaces

English

[Source]: POLICE ACTIVITY in [location] has ended. [New guidance].

Spanish

[Fuente]: La ACTIVIDAD POLICIAL en [ubicación] ha finalizado. [Nuevas instrucciones].

### 360 Characters with Spaces

English

[Source]: POLICE ACTIVITY in [location] has ended. You may [conclude protective actions/resume normal activities/return to the area]. [New guidance].

Spanish

[Fuente]: La ACTIVIDAD POLICIAL en [ubicación] ha finalizado. Usted puede [concluir las medidas de protección/reanudar las actividades normales/regresar a la zona]. [Nuevas instrucciones].

### Nixle / Email

Subject: POLICE ACTIVITY IN [LOCATION] HAS ENDED

[Agency] has confirmed that police activity in [location] has ended.

You may now conclude protective actions and resume normal activities or return to the area.

Important Safety Guidance:

- [Guidance 1]
- [Guidance 2]
- [Guidance 3]
- [Guidance 4]

Thank you for your cooperation while emergency responders worked to secure the area. For more information and updates, visit [Agency link] or follow [Agency social media].

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LA ACTIVIDAD POLICIAL EN [UBICACIÓN] HA FINALIZADO.

La [Agencia] ha confirmado que la actividad policial en [ubicación] ha finalizado.

Usted ya puede concluir las medidas de protección y reanudar las actividades normales o regresar a la zona.

Instrucciones de seguridad importantes:

- [Instrucción 1]
- [Instrucción 2]
- [Instrucción 3]
- [Instrucción 4]

Gracias por su cooperación mientras los equipos de emergencia trabajaban para asegurar la zona. Para obtener más información y actualizaciones, visite [Enlace de la agencia] o siga [Redes sociales de la agencia].

## 14 MISSING PERSON ENDED

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### 90 Characters with Spaces

English

[Source]: Missing [child/adult/older adult] [has been located/has left the area]. [New guidance].

Spanish

[Fuente]: [niño/adulto/adulto mayor] [localizado / fuera] del área. [Nuevas instrucciones].

### 360 Characters with Spaces

English

[Source]: Search for missing [child/adult/older adult] in [location] has ended. Person [has been located/has left the area]. [New guidance].

Spanish

[Fuente]: La búsqueda del [niño/adulto/adulto mayor] desaparecido en [ubicación] ha finalizado. La persona [ha sido localizada/ha salido de la zona]. [Nuevas instrucciones].

### Nixle / Email

SUBJECT: MISSING PERSON FOUND. SEARCH FOR ENDED.

[Agency] has confirmed that the search for the missing [child/adult/older adult] in [location] has ended and the person [has been located / has left the area].

For more information and updates, visit [Agency link] or follow [Agency social media].

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PERSONA DESAPARECIDA LOCALIZADA. LA BÚSQUEDA HA FINALIZADO.

La [Agencia] ha confirmado que la búsqueda del [niño/adulto/adulto mayor] desaparecido en [ubicación] ha finalizado y la persona [ha sido localizada / ha salido de la zona].

Para obtener más información y actualizaciones, visite [Enlace de la agencia] o siga [Redes sociales de la agencia].

## 15 WILDFIRE EVACUATION ORDER / WARNING ENDED

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### 90 Characters with Spaces

English

[Source]: WILDFIRE threat has ended for [location]. [New guidance].

Spanish

[Fuente]: Amenaza de incendio forestal finalizada en [ubicación]. [Nuevas instrucciones].

### 360 Characters with Spaces

English

Source: WILDFIRE threat has ended for [location]. You may [conclude protective actions/resume normal activities/return to the area]. [New guidance].

Spanish

[Fuente]: La amenaza de INCENDIO FORESTAL ha finalizado para [ubicación]. Usted puede [concluir las medidas de protección/reanudar las actividades normales/regresar a la zona]. [Nuevas instrucciones].

### Nixle / Email

Subject: [EVACUATION ORDER / EVACUATION WARNING] FOR WILDFIRE THREAT HAS ENDED FOR [LOCATION]

[Agency] has confirmed that the wildfire threat for [location] has ended.

You may now conclude protective actions and resume normal activities or return to the area.

Important Safety Guidance:

- [Guidance 1]
- [Guidance 2]
- [Guidance 3]
- [Guidance 4]

Thank you for your cooperation while emergency responders worked to secure the area. For more information and updates, visit [Agency link] or follow [Agency social media].

\*\*\*

[ORDEN DE EVACUACIÓN / ADVERTENCIA DE EVACUACIÓN] LA AMENAZA DE INCENDIO FORESTAL HA FINALIZADO PARA [UBICACIÓN]

La [orden de evacuación / advertencia de evacuación] por la [Agencia] ha confirmado que la amenaza de incendio forestal en [ubicación] ha finalizado.

Usted ya puede concluir las medidas de protección y reanudar las actividades normales o regresar a la zona.

Instrucciones de seguridad importantes:

- [Instrucción 1]
- [Instrucción 2]
- [Instrucción 3]
- [Instrucción 4]

Gracias por su cooperación mientras los equipos de emergencia trabajaban para asegurar la zona. Para obtener más información y actualizaciones, visite [Enlace de la agencia] o siga [Redes sociales de la agencia].

## 23.2 SOCIAL MEDIA MESSAGING TEMPLATES FOR CRITICAL INCIDENTS

### Critical Templates

The critical templates below are to be used on social media after an Evacuation Order, Warning and Advisory has been issued on SJReady Alerts, the County's official emergency alert and warning system. These templates are only to be used when the EOC Director has authorized the use.

#### **Evacuation Order:**

EVACUATION ORDER issued for [location] due to [incident or event type]. An evacuation order is a lawful order to evacuate due to immediate threat to life and/or property. Leave now. Gather your family, take only essential items and pets. If you have large animals and you are unable to evacuate them, unlock the gates so that they have a chance to escape the emergency. Use only the designated evacuation routes. Do not put yourself in danger and do not delay. For the latest information, go to [link].

#### **Evacuation Warning:**

EVACUATION WARNING issued for [location] due to [incident or event type]. An Evacuation Warning informs San Joaquin County community members of a potential threat to life and/or property. Prepare now. Pack your Go Bag with essential items including emergency supplies, batteries, chargers, important documents, family pictures, personal hygiene products, and prepare your vehicle. Leave now if you need additional time to evacuate, have large animals, or feel unsafe. Stay informed by following official updates at [link].

#### **Advisory Message**

ADVISORY: The County and emergency officials are monitoring conditions in [location] due to [incident, event type or reason]. We encourage community members to sign up now for SJReady Alerts to receive official information and updates, make or review their family emergency plan, and build an emergency supply kit to last each family member at least 72 hours. For more preparedness tips and to sign up for SJReady Alerts, go to [www.siready.org](http://www.siready.org).

#### **Road Closure Advisory**

ROAD CLOSURE ADVISORY: [road name] is closed between [street or location name] and [street or location name] in [city or area] due to [incident or event type]. Please avoid the area and use alternate routes. Do not attempt to bypass the barricades or drive through closed sections. Public safety is our top priority, and updates will be shared as soon as conditions change. For the latest information, visit [link].

## 23.3 PRESS RELEASE TEMPLATE

### FOR IMMEDIATE RELEASE

[Date]

#### **Media Contact:**

[First and Last Name, Title, Organization]

[Email, Phone number]

\*Include partner agency contact for joint press releases

**Headline**  
*Subheadline*

[City, State]. – Top line message and information.

“[Quote County],” said [first and last name, title, organization]. “[End quote].”

[Supporting information and details]

“[Quote by partner agency]” said [Name, title, organization]. “[End quote.]”

[Supporting information and detail from partner agency]

[Safety actions for public]

[Link]

###

#### **About the Office of Emergency Management**

The Office of Emergency Services (OES) is at the forefront of ensuring the safety and resilience of San Joaquin County. At OES, our unwavering commitment is to protect lives, property, and the environment across all phases of emergency management: preparedness, response, recovery, and mitigation. We understand the dynamic nature of emergencies and disasters and strive to create a safer and more resilient community for all.

OES Website: [www.sjready.org](http://www.sjready.org)

Facebook: [@sjcoes](https://www.facebook.com/sjcoes)

Instagram: [@sjc\\_oes](https://www.instagram.com/sjc_oes)

X: [@SJC\\_OES](https://twitter.com/SJC_OES)

Nextdoor: [San Joaquin County Office of Emergency Services](https://www.nextdoor.com/San-Joaquin-County-Office-of-Emergency-Services)

[Boiler plate for partner agency for joint press release]

## 23.4 MESSAGE MAP TEMPLATE

KEY MESSAGE: [MESSAGE]		
KEY POINT #1: [Message]	KEY POINT #2: [Message]	KEY POINT #3: [Message]
SUPPORTING DETAIL #1: [Tagline] [Message]	SUPPORTING DETAIL #1: [Tagline] [Message]	SUPPORTING DETAIL #1: [Tagline] [Message]
SUPPORTING DETAIL #2: [Tagline] [Message]	SUPPORTING DETAIL #2: [Tagline] [Message]	SUPPORTING DETAIL #2: [Tagline] [Message]
SUPPORTING DETAIL #3: [Tagline] [Message]	SUPPORTING DETAIL #3: [Tagline] [Message]	SUPPORTING DETAIL #3: [Tagline] [Message]
CTA: [Link or phone number]	CTA: [Link or phone number]	CTA: [Link or phone number]

## 23.5 KEY MESSAGES

### 23.5.1 Response Phase

These disaster response key messages provide a focused set of safety and critical information that support rapid coordination and clear public communication during an emergency. While this is not a complete or exhaustive list, these core messages offer a strong foundation to guide response activities, streamline messaging, and help scale up JIC operations as conditions change. They ensure that essential life safety information reaches the community quickly and consistently, even as additional needs or incident specific updates are added. Any additional key messaging will be determined by the PIO Lead.

#### Critical Messages

- Emergency Proclamation
- Evacuation orders
- Evacuation warnings
- Evacuation routes
- Advisories
- Shelter in place
- Hotline for emergency call center
- Emergency shelter locations
- Temporary evacuation points
- Pick up points
- Road and bridge closures
- Power outage
- Water or sewer service failures
- Transportation service interruptions
- School and facility closures
- County's Ag Pass
- Community town halls / meeting location

#### Safety Messages

- General information regarding the incident including referral to emergency response resources and services.
- Ready in 3 steps
- Sign up for SJReady Alerts
- Make a plan
- Build an emergency supply kit
- Hazard specific disaster ready messaging including flood, storm, earthquake, extreme heat, inclement weather, etc.

### 23.5.2 Recovery Phase

These recovery messages offer essential guidance to help communities safely return, rebuild, and restore normal operations after a disaster. While not a complete list, they provide a solid starting point for communicating early recovery actions, available resources, and next steps for individuals and households. These core messages help organize information, support coordinated recovery efforts, and can be expanded as additional programs, assistance, and community needs emerge. Any additional key messaging will be determined by the PIO Lead.

#### Critical Messages

- Reunification
- Repopulation
- Disaster Resource Center (DRC)
- Mobile Intake Resource Center (MRIC)
- Disaster Assistance
- Individual Assistance
- Public Assistance
- County's Disaster Relief
- Small Business Administration Loans
- Evacuation orders lift / end
- Evacuation warnings lift / end
- Advisories
- Shelter in place lift / end
- Emergency shelter locations closures
- Temporary evacuation points closures
- Pick up points discontinued
- Road and bridge closures reopening
- Reenergization of power
- Water or sewer service restoration
- Transportation service restoration
- School and facility reopening
- County's Ag Pass
- Community town halls / meeting location
- Community and faith-based organizations' Disaster Assistance

#### Safety Messages

- General information regarding the incident including referral to recovery resources and services.
- Ready in 3 steps
  - Sign up for SJReady Alerts
  - Make a plan
  - Build an emergency supply kit
- Continued hazard specific disaster ready messaging including flood, storm, earthquake, extreme heat, inclement weather, etc.

### 23.5.3 Deactivation and Demobilization

#### Critical Messages

- Emergency Operations Center closure
- Referral to resources and services
- Provide emails and phone numbers for responsible stakeholder for continued services
- FAQ sheet

#### Safety Messages

- General information regarding the incident including referral to agency specific resources and services.
- Ready in 3 steps
  - Sign up for SJReady Alerts
  - Make a plan
  - Build an emergency supply kit
- Hazard specific disaster ready messaging including flood, storm, earthquake, extreme heat, inclement weather, etc.

## 23.6 OPERATIONAL AREA JOINT INFORMATION SYSTEM COORDINATION CALL AGENDA



### Operational Area Joint Information System Coordination Call Joint Information Center

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**Event Name:**

**Operational Period:**

**Call In:**

**Conference ID:**

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- I. Welcome
- II. OES PIO / PIO Lead Brief
  - a. EOC / JIC Activation Level
  - b. Identify PIO Unit Lead Staff
  - c. Situational Status Update
  - d. Review message approval authority process
- III. Key Messages
- IV. Communication Channels
- V. Digital Toolkits
- VI. Rumor Control Process
- VII. Resource
- VIII. Situational Report (County Agencies, Cities and Local Agency Partners.  
See roll call on page 2.)
- IX. Good of the order (Open for any additional comments or questions)
- X. Close

County	Notes
County Administrators Office	
Board of Supervisors	
Human Services Agency	
Public Health Services	
Sheriff's Office	
District Attorney's Office	
Probations Department	
County Parks	
Jurisdiction Reports	Notes
City of Escalon	
City of Lathrop	
City of Lodi	
City of Manteca	
City of Ripon	
City of Stockton	
City of Tracy	
City of Mountain House	
Regional	Notes
San Joaquin Regional Transit District	
CalTrans District 10	
CHP	

San Joaquin County Office of Education	
211 SJ	
<b>Fire Agency</b>	<b>Notes</b>
Waterloo Morada Fire District	
Stockton Fire Department	
Manteca Fire District	
French Camp-Mountain House Fire District	
Ripon Fire District	
South San Joaquin County Fire Authority	