



The Bay Area Joint Information System: A Toolkit to support the Coordination of Public Information and Warning throughout the San Francisco Bay Area

February 2018

MONTEREY

Bay Area Joint Information System Toolkit

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TOOLKIT OVERVIEW

The purpose of this Toolkit is to provide guidance and resources that support Bay Area Joint Information System coordination and collaboration before, during, and after an event or emergency. The Toolkit contains the following resources:

Local Adoption, Acceptance, and Implementation

- **Leadership Committee Commitment Letter (Template)**
- **Integrating the Joint Information System (Guidance)**
- **Designating a Joint Information System Liaison (Guidance)**
- **Checklist for New Members (Checklist)**

Joint Information System Leadership Committee Tools

- **Leadership Committee Roles and Responsibilities (List)**
- **An Overview of Virtual Coordination Tools (Guidance)**
- **Sample Agenda – Leadership Committee Call (List)**
- **Sample Agenda – Joint Information System Monthly Call (List)**
- **Sample After-Action Survey (Template)**

Joint Information System Emergency Coordination Tools

- **Guidance on Emergency Management Mutual Aid (EMMA) (Guidance)**
- **Sample Language for EMMA Requests (Template)**
- **Sample Resource Inventories (Form)**
- **Summary of Mutual Aid Requests for Mutual Aid Lead (Form)**
- **Mutual Aid Interest and Availability in an Emergency (Form)**
- **Position Checklists to Support Emergency Coordination (Checklists)**
- **Triggers for Virtual or In-person Coordination (Guidance)**
- **Status of Affected Jurisdictions (Form)**
- **Bay Area Joint Information System Status (Form)**
- **Sample Conference Call Agenda for Emergencies (List)**

Additional Resources

- **Acronyms**

The accompanying Joint Information System Framework describes the concept of operations and benefits of the Bay Area Joint Information System. The Framework also outlines the concepts and structures that support regional collaboration around emergency public information.

Members of the Joint Information System can email bayareajis@gmail.com for access to the Joint Information System Framework and an online shared document repository with additional resources.

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RECORD OF CHANGES

The most current copy of this document, including any changes, is available on the Bay Area Joint Information System shared document repository and via email at bayareajis@gmail.com.

Version	Date of Change	Summary of Change(s)	Name/Title	Agency/Organization
1.0	2/26/18	Version 1.0 finalized	Corinne Bartshire, Program Manager	Bay Area UASI

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LEADERSHIP COMMITTEE COMMITMENT LETTER (TEMPLATE)

Joint Information System Leadership Committee members may adapt and share the following letter of commitment with their jurisdiction, agency, or organization's leadership or supervisor. The intent of the letter is to clearly articulate and confirm acceptance of each committee member's responsibilities. The letter also emphasizes the team's shared commitment to the Bay Area Joint Information System.

Sample Commitment Letter

As stated in [cite jurisdiction's order/policy/promulgation], [Jurisdiction] has [promulgated/adopted/etc.] the Bay Area Joint Information System Framework. [Jurisdiction] contributed to the development of the Framework and recognizes that timely, accurate, accessible, and consistent public information is contingent on the ability of jurisdictions throughout the Bay Area region to coordinate information, resources, and messaging about an emergency.

The Bay Area Joint Information System is a network of individuals with responsibilities to support emergency public information and warning. The system is led by a Leadership Committee with representation from each of the twelve Operational Areas and two Core Cities in the region when possible. Members come together from a broad spectrum of agencies, disciplines, and jurisdictions throughout the Bay Area to work together to coordinate public information and warning efforts before, during, and after emergencies.

All committee members commit to one-year terms with the option to continue to serve for subsequent year-long terms. Two committee members are assigned to each role and provide each other with support throughout the year. As available, the positions on the Joint Information System Leadership Committee may be supported by administrative staff or contractor support.

[Jurisdiction] is committed to success of the Bay Area Joint Information System and confirms participation as a member of its Leadership Committee. [Primary's Name] commits to serving on the Joint Information System Leadership Committee and fulfilling the general and position-specific responsibilities as indicated below. [Alternate's Name] agrees to be an alternate member, fulfilling the same responsibilities when the designated Committee Member is unavailable.

General Responsibilities of All Leadership Committee Members:

- **Agree to support and implement the concepts, processes, and structures described in the Joint Information System Framework**
- **Assign general and/or position-specific responsibilities to an alternate representative of the Operational Area or Core City when unable to fulfill the responsibilities on the Committee (and inform co-ordination of designee)**
- **Attend Joint Information System Leadership Committee meetings**
- **Share information about the Joint Information System and its activities with Joint Information System members, potential members, and public safety stakeholders within the Operational Area**

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- Represent the interests of and feedback from Joint Information System members, potential members, and public safety stakeholders within the Operational Area
- Receive training on roles on Joint Information System Coordination Team, including the Regional Joint Information System Coordinator
- If available and appropriate, serve as a member of the Joint Information System Coordination Team in an emergency
- When available, support local and regional exercises playing the Regional Joint Information System Coordinator

[Check the position that the staff member will perform for the next year or delete the unrelated positions.]

Co-Chairpersons

Responsibilities include:

- **Hosting and facilitating a monthly call with the Joint Information System Leadership Committee**
- **Hosting and facilitating twice a year in person meetings with the Joint Information System Leadership Committee**
- **Welcome new members, explaining the purpose and structure of the Joint Information System, and introducing members to tools to support participation in the Joint Information System**
- **In an emergency, serving as or designating the Regional Joint Information System Coordinator in consultation with the affected jurisdictions**
- **Provide leadership and ensure fellow Joint Information System Leadership Committee members are aware of their obligations and that members comply with their responsibilities**
- **Work with Bay Area emergency managers and other public safety leaders, as appropriate and in coordination with the Leadership Committee members, to gather input and policy updates as the Joint Information System continues to evolve**
- **Serve as the primary point of contact on regional coordination topics with the California Governor's Office of Emergency Services or appoint a designee (such as a Regional Joint Information System Coordinator in an emergency)**

Documentation Coordinators

Responsibilities include:

- **Lead an annual review of the Joint Information System Framework and Toolkit (soliciting updates from the Joint Information System members and other stakeholders, facilitating a discussion on proposed updates, and integrating updates into the documents) and update the Record of Changes tables in the documents, as appropriate**
- **Maintain folder and document organization on the Joint Information System's shared document repository**
- **Back up the documents in the shared document repository regularly, as determined by the Leadership Committee**
- **Lead the public information and warning-related after-action reporting process for regional exercises and actual emergencies that involve the Joint Information System (leading and assigning members to collecting participant/evaluator feedback,**

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supporting drafting the report, facilitating an after-action meeting, and finalizing/uploading the report to the shared document repository)

- **Collect public information and warning-focused after-action reports from Joint Information System members, aggregate information that may be helpful to the Bay Area Joint Information System, and share summaries with members**
- **Support public records requests (e.g., gathering information for members from the conversations on Slack or Google Group)**

Technology Coordinators

Responsibilities include:

- **Manage the Joint Information System coordination platforms (e.g. Slack, Google Drive, and Google Calendar)**
- **Maintain organization and guidelines instructing members on using the coordination tools, as needed**
- **Grant access to the Joint Information System coordination tools to new members**
- **Troubleshoot Joint Information System members' issues with obtaining access to the coordination tools**
- **Encourage use of the coordination platforms by Joint Information System members across the broad spectrum of geographies, disciplines, emergency functions, and experiences**

Listserv Coordinators

Responsibilities include:

- **Manage the Joint Information System Listserv**
- **Update guidelines for use as needed, regularly monitor messages to ensure that they comply with guidelines, and share guidelines with Joint Information System listserv members monthly (messages are unmoderated, meaning that they are not reviewed in advance)**
- **Inform members of appropriate email conduct (e.g., not replying to all members when it is unnecessary to do so)**
- **Resolve complaints from members about use of the listserv and remove access to members who violate guidelines, as appropriate (and share information about removed members with the Joint Information System Leadership Committee)**

Exercise and Training Coordinators

Responsibilities include:

- **Solicit information about public information-related training and exercise opportunities and share with the Joint Information System via the listserv and Joint Information System online coordination platforms**
- **Support requests for Joint Information System members to serve as exercise participants, simulation cell team members, evaluators, or other exercise roles (working with the Joint Information System Mutual Aid Coordinator, as necessary)**
- **Represent the Joint Information System on the Exercise Planning Team for regional exercises that practice the Joint Information System**

Monthly Call Coordinators

Responsibilities include:

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- Schedule and facilitate a monthly call with Joint Information System members to share information about local public information and warning efforts, training and exercise opportunities, Joint Information System activities, lessons learned, best practices, and other relevant information
- Encourage participation from Joint Information System members across the broad spectrum of geographies, disciplines, emergency functions, and experiences
- Take minutes during the calls and share minutes on the Joint Information System listserv

Mutual Aid Coordinators

Responsibilities include:

- Maintain a list, database, or inventory of Joint Information System members with specific public information and warning training, skills, and experience
- In an emergency, provide information to the Regional Joint Information System Coordinator and/or affected jurisdictions on Joint Information System members with specific training, skills, or experience who are available to fill requests for mutual aid
- Work with the Joint Information System Training and Exercise Coordinator to suggest Joint Information System members with specific skills, experience, interests, and/or availability to participate in exercises
- Maintain familiarity with formal mutual aid systems in the Bay Area

The undersigned's term on the Joint Information System Leadership Committee begins on [MM/DD/YYYY] and ends on [MM/DD/YYYY], unless the undersigned requests an annual extension from the Leadership Committee Co-Chairpersons.

Signed,

[Name of Joint Information System Leadership Committee Member]
[Title, Agency/Organization/Jurisdiction]

Date

[Name of Committee Member's Supervisor]
[Title, Agency/Organization/Jurisdiction]

Date

[Name of Alternate Leadership Committee Member]
[Title, Agency/Organization/Jurisdiction]

Date

[Name of Alternate Committee Member's Supervisor]
[Title, Agency/Organization/Jurisdiction]

Date

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INTEGRATING THE JOINT INFORMATION SYSTEM (GUIDANCE)

This section includes a checklist for integrating the Bay Area Joint Information System into local public information and warning organizational structures, practices, and plans.

1. Consider customizing the Letter of Adoption/Promulgation/Acceptance (see “Leadership Committee Commitment Letter” for a sample template) and share with your organization or jurisdiction’s governing body for signature per local procedures and policies.
2. Ideally, participating Operational Areas and Core Cities designate a member (and at least one alternate) to serve on the Joint Information System Leadership Committee. Committee members serve as:
 - **The primary point of contact for all matters related to the Bay Area Joint Information System for members within the same Operational Area/Core City; and,**
 - **The designated role on the Leadership Committee as discussed with the Co-Chairs.**

When representation from one of the 12 Operational Areas or 2 Core Cities is not feasible, the Committee Co-Chairs seek volunteers from other member agencies and organizations to fill vacant positions on the Leadership Committee.

3. Consider updating local public information and warning plans with the following information:
 - **A definition of the Bay Area Joint Information System as a network of individuals with emergency public information and warning responsibilities from multiple agencies, disciplines, and jurisdictions across the Bay Area that work together to coordinate before, during, and after emergencies.**
 - **A statement of commitment to participating in the Bay Area Joint Information System, such as “Our jurisdiction commits to information sharing and collaborating with other members of the Joint Information System.”**
 - **Acknowledge that most often, Joint Information System members coordinate virtually (e.g., holding conference calls to share public information situational awareness and messages).**
 - **Describe the types of support and collaboration the Joint Information System provides (e.g., “The Bay Area Joint Information System can help the local jurisdictions in multiple ways, such as de-conflicting messages across jurisdictions, sharing the results of information analysis, amplifying rumor control efforts, or providing mutual aid and shared resources to support public information and warning activities”.**
4. Add a position for a Joint Information System Liaison to your Emergency Operations Center, Joint Information Center organizational structure. In an emergency, the Liaison is responsible for coordination between the Bay Area Joint Information System and your Lead Public Information Officer/Joint Information Center or equivalent.

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5. Assign at least two staff (a primary and alternate) to fill the Liaison role in an emergency. Provide copies of the Joint Information System Framework and Toolkit, request that they sign up for Joint Information System virtual coordination tools (email requests to bayareajis@gmail.com), and encourage Liaisons to attend regional trainings and participate in regional exercises to practice coordinating with fellow Joint Information System members.
6. If your Joint Information System members will potentially provide mutual aid support to other jurisdictions in an emergency, it is helpful if they complete a Resource Inventory Form (see “Sample Resource Inventories” for a sample form). This form is modeled after the California Office of Emergency Services [Credential Request Submission Form](#). Email completed forms to bayareajis@gmail.com and they will be stored on the Google Drive. (See the section in the Toolkit on “Guidance on Emergency Management Mutual Aid” and the Joint Information System Framework for more information on how the Joint Information System integrates with mutual aid processes.)
7. Ensure that the Joint Information System Leadership Committee members, Joint Information System Liaison, and other individuals with emergency public information and warning responsibilities have access to the Joint Information System online coordination platforms (e.g., Slack, Google Drive, Google Calendar, and Google Group).
8. Share information about upcoming training and exercise opportunities, best practices, and lessons learned with the Joint Information System via the online coordination platforms, as appropriate.
9. As appropriate, review and upload messaging templates and other tools from your jurisdiction on the Joint Information System Google Drive.

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DESIGNATING A JOINT INFORMATION SYSTEM LIAISON (GUIDANCE)

Role of the Joint Information System Liaison

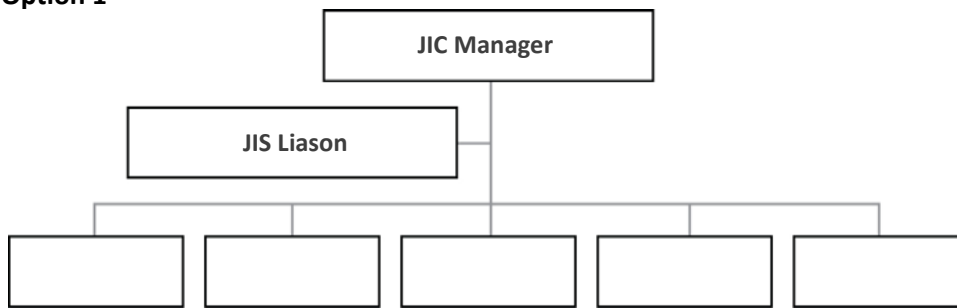
In an emergency, the Joint Information System Liaison is responsible for coordination between the Bay Area Joint Information System and the jurisdiction's Lead Public Information Officer/Joint Information Center or equivalent.

Getting Started – Assigning a Joint Information System Liaison

To get started, each jurisdiction/Operational Area:

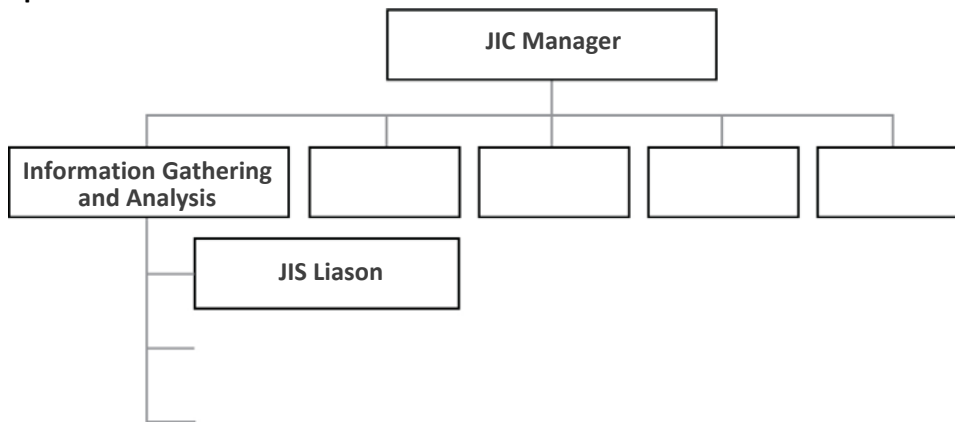
- 1. Integrates the Joint Information System Liaison function into their Emergency Operations Center and/or Joint Information Center organizational structure. Here are a couple examples of how the Liaison might fit into your structure.**

Option 1



Option 1 is ideal, since it allows the Joint Information System Liaison to coordinate directly with the Joint Information Center Manager or Lead Public Information Officer.

Option 2



Option 2 provides close coordination with the Information Gathering and Analysis function in the Joint Information Center.

- 2. Assigns at least two staff (a primary and alternate) to fill the Liaison role in an emergency.**

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3. Provides access to Liaisons to local emergency/public information and warning plans and emergency operations center training opportunities
4. Provides copies of the Joint Information System Framework and Toolkit
5. Requests that the Joint Information System Liaisons sign up for Joint Information System virtual coordination tools (email requests to bayareajis@gmail.com)
6. Encourages Liaisons to attend regional trainings and participate in regional exercises to practice coordinating with fellow Joint Information System members. See the list of courses on the forms in the “Sample Resource Inventories” tool for additional suggested trainings.

Suggestions for selecting a Joint Information System Liaison

The role of the Joint Information System Liaison is not typically performed by the Lead Public Information Officer for the affected jurisdiction/Operational Area. In an emergency, that individual can be quickly overwhelmed by the demands of the response or recovery. Instead, the Joint Information System Liaison supports informed decision-making and overall coordination efforts led by the Lead Public Information Officer. The Joint Information System Liaison works across Joint Information Center functions to ensure that the jurisdiction/Operational Area is collaborating with agencies and organizations throughout the Bay Area on emergency public information.

Sample skills to consider when selecting a Joint Information System Liaison:

- **Ability to multitask (monitoring and posting to multiple platforms)**
- **Sound judgement (knowing when to notify the Public Information Officer or other members of the Joint Information Center of important regional information and doing so in a timely manner)**
- **Takes initiative (proactively requests needed information from jurisdictions and/or members)**
- **Analytical (observes trends in messages or other response activities across multiple jurisdictions, etc.)**
- **Organized (works with Joint Information System Coordination Team to share requests for support in an organized manner)**
- **Basic understanding of Crisis Communications and Public Information and Warning**

Also refer to resource “Position Checklists to Support Emergency Coordination” for a position checklist for the Joint Information System Liaison.

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CHECKLIST FOR NEW MEMBERS (CHECKLIST)

Welcome! The Bay Area Joint Information System is a network of individuals with emergency public information and warning responsibilities from multiple agencies, disciplines, and jurisdictions throughout the Bay Area. Bay Area Joint Information System members work together to coordinate public information and warning efforts before, during, and after emergencies. Member organizations/jurisdictions designate a Joint Information System Liaison to support regional coordination in an emergency.

- Email bayareajis@gmail.com to request access to the Joint Information System virtual coordination tools. Tools include BayAreaJIS Slack team site, Joint Information System shared Google Drive folder, Joint Information System Google Group (a listserv), and Joint Information System shared Google Calendar.
- Explore the files in the Joint Information System Google Drive shared folder and find the list with contact information for the Bay Area Joint Information System Leadership Committee. Identify your Operational Area's Joint Information System Leadership Committee representative and contact him or her to introduce yourself as a new Joint Information System member.
- Read the Bay Area Joint Information System Framework and Toolkit on the Joint Information System Drive. The Framework describes the concept of operations for the Joint Information System. The Toolkit includes tools to implement Joint Information System activities. Contact your committee representative with any questions.
- View the online Joint Information System training modules (see the Joint Information System shared folder on Google Drive with links to the trainings). Contact your Joint Information System Leadership Committee representative with any questions.
- If you are interested and potentially available to provide mutual aid support to another jurisdiction in an emergency, find the "Mutual Aid Interest and Availability" forms in the Toolkit and on the Joint Information System shared Google Drive folder. Complete a form and email to the two Mutual Aid Co-Coordinator on the Joint Information System Leadership Committee (contact information on the Joint Information System Google Drive shared folder).
- Check the Google Calendar for upcoming workshops, trainings, and exercise opportunities.
- Post public information and warning news and/or questions to the Joint Information System Google Group.
- Participate in monthly calls with the Joint Information System (calls announced on Slack, Google Group, and the Joint Information System shared Google Calendar).
- Ask your Leadership Committee representative about the process for designating a Joint Information System Liaison in an emergency, so you can connect with that individual to quickly integrate with regional coordination efforts.

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LEADERSHIP COMMITTEE ROLES AND RESPONSIBILITIES (LIST)

This section lists the general and position-specific responsibilities of the Joint Information System Leadership Committee.

- All Leadership Committee Members General Responsibilities
- Co-Chairpersons Responsibilities
- Documentation Coordinators Responsibilities
- Technology Coordinators Responsibilities
- Listserv Coordinators Responsibilities
- Exercise and Training Coordinators Responsibilities
- Monthly Call Coordinators Responsibilities
- Mutual Aid Coordinators Responsibilities

All Leadership Committee Members General Responsibilities

Agree to support and implement the concepts, processes, and structures described in the Joint Information System Framework

Assign general and/or position-specific responsibilities to an alternate representative of the Operational Area or Core City when unable to fulfill the responsibilities on the Committee (and inform co-coordination of designee)

Attend Joint Information System Leadership Committee meetings

Share information about the Joint Information System and its activities with Joint Information System members, potential members, and public safety stakeholders within the Operational Area

Represent the interests of and feedback from Joint Information System members, potential members, and public safety stakeholders within the Operational Area

Receive training on roles on Joint Information System Coordination Team, including the Regional Joint Information System Coordinator

If available and appropriate, serve as a member of the Joint Information System Coordination Team in an emergency

When available, support local and regional exercises playing the Regional Joint Information System Coordinator

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Co-Chairpersons Responsibilities

The Co-Chairs host and facilitate twice a year in-person meetings with the Joint Information System Leadership Committee and conference calls throughout the year as needed

Welcome new members, explaining the purpose and structure of the Joint Information System, and introducing members to tools to support participation in the Joint Information System

In an emergency, serving as or designating the Regional Joint Information System Coordinator in consultation with the affected jurisdictions

Provide leadership and ensure fellow Joint Information System Leadership Committee members are aware of their obligations and that members comply with their responsibilities

Work with Bay Area emergency managers and other public safety leaders, as appropriate and in coordination with the Leadership Committee members, to gather input and policy updates as the Joint Information System continues to evolve

Serve as the primary point of contact on regional coordination topics with the California Governor's Office of Emergency Services or appoint a designee (such as a Regional Joint Information System Coordinator in an emergency)

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Documentation Coordinators Responsibilities

Lead an annual review of the Joint Information System Framework and Toolkit (soliciting updates from the Joint Information System members and other stakeholders, facilitating a discussion on proposed updates, and integrating updates into the documents) and update the Record of Changes tables in the documents, as appropriate

Maintain folder and document organization on the Joint Information System's shared document repository

Back up the documents in the shared document repository regularly, as determined by the Leadership Committee

Lead the public information and warning-related after-action reporting process for regional exercises and actual emergencies that involve the Joint Information System.

Activities may include:

- **Lead the collection of participant/evaluator feedback (refer to "Sample After-Action Survey")**
- **Support drafting the after-action report**
- **Schedule/facilitate an after-action meeting to discuss strengths, areas of improvement, and corrective actions, and/or**
- **Finalize/upload a summary of lessons learned, best practices, and/or the after-action report to shared Google Drive folder (ensuring that the documents do not contain sensitive information)**
- **Suggest updates to the Joint Information System Framework or Toolkit to the Joint Information System Leadership Committee as necessary**

Collect public information and warning-focused after-action reports from Joint Information System members, aggregate information that may be helpful to the Bay Area Joint Information System, and share summaries with members

Support public records requests (e.g., gathering information for members from the conversations on Slack or Google Group)

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Technology Coordinators Responsibilities

Manage the Joint Information System coordination platforms (e.g. Slack, Google Drive, Google Calendar, etc.)

Maintain organization and guidelines instructing members on using the coordination tools, as needed

Grant access to the Joint Information System coordination tools to new members

Troubleshoot Joint Information System members' issues with obtaining access to the coordination tools

Encourage use of the coordination platforms by Joint Information System members across the broad spectrum of geographies, disciplines, emergency functions, and experiences

Listserv Coordinators Responsibilities

Manage the Joint Information System Listserv

Update guidelines for use as needed, regularly monitor messages to ensure that they comply with guidelines, and share guidelines with Joint Information System listserv members monthly (messages are unmoderated, meaning that they are not reviewed in advance)

Inform members of appropriate email conduct (e.g., not replying to all members when it is unnecessary to do so)

Resolve complaints from members about use of the listserv and remove access to members who violate guidelines, as appropriate (and share information about removed members with the Joint Information System Leadership Committee)

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Exercise and Training Coordinators Responsibilities

Solicit information about public information-related training and exercise opportunities and share with the Joint Information System via the Joint Information System online coordination platforms (e.g., Google Groups and Slack)

Support requests for Joint Information System members to serve as exercise participants, simulation cell team members, evaluators, or other exercise roles (working with the Joint Information System Mutual Aid Coordinator, as necessary)

Represent the Joint Information System on the Exercise Planning Team for regional exercises that practice the Joint Information System

Monthly Call Coordinators Responsibilities

Schedule and facilitate a monthly call with Joint Information System members to share information about local public information and warning efforts, training and exercise opportunities, Joint Information System activities, lessons learned, best practices, and other relevant information

Encourage participation from Joint Information System members across the broad spectrum of geographies, disciplines, emergency functions, and experiences

Take minutes during the calls and share minutes on the Joint Information System listserv

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Mutual Aid Coordinators Responsibilities

Maintain a list, database, or inventory of Joint Information System members with specific public information and warning training, skills, and experience (e.g., collect resource inventories from members interested in providing mutual aid to other affected jurisdictions in an emergency)

Work with the Emergency Management Mutual Aid (EMMA) Coordinator for your Operational Area, Logistics Section, Emergency Manager, or whoever has the assigned responsibility in your Operational Area to receive and evaluate mutual aid requests. Request that EMMA Coordinator notify you if another jurisdiction is requesting support for staffing or equipment related to Public Information & Warning.

In an emergency, provide information to the Regional Joint Information System Coordinator and/or affected jurisdictions on Joint Information System members with specific training, skills, or experience who are available to fill requests for mutual aid

- **Since the Bay Area Joint Information System spans at least two different media markets, affected jurisdictions may want to first request support from other members within the same market. For example, neighboring members who share relationships with the same reporters and media outlets may be able to staff an affected jurisdiction's news desk.**

Work with the Joint Information System Training and Exercise Coordinator to suggest Joint Information System members with specific skills, experience, interests, and/or availability to participate in exercises

Maintain familiarity with mutual aid systems in the Bay Area, including Emergency Management Mutual Aid (EMMA), Fire Mutual Aid, Law Enforcement Mutual Aid, and the Federal Emergency Management Assistance Compact (EMAC).

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AN OVERVIEW OF VIRTUAL COORDINATION TOOLS (GUIDANCE)

Virtual tools that support coordination for Joint Information System pre-planned events and activities, as well as Joint Information System coordination in an emergency include:

- **BayAreaJIS Slack Team Site (instant messaging)**
- **Joint Information System Google Group (listserv for non-emergency information sharing)**
- **Google Drive (file storage and document collaboration)**
- **Google Calendar (shared calendar with local/regional public information and warning events)**
- **Conference Call Line (pre-established for Joint Information System use before/in the aftermath of an emergency)**
- **Individual or Group Texting (when communications systems are impacted)**
- **Mobile Communications/Command Centers**

Joint Information System members may use these platforms at any time to engage other members as needed to share information or collaborate on public information and warning. For example, if a Joint Information System member in one jurisdiction receives a media inquiry with the potential to impact another jurisdiction, that member may send a direct message via Slack, or use the listserv to notify Joint Information System members. Or, if a Joint Information System member is preparing a press release on protection, prevention, preparedness or mitigation, he or she could share the release on Google Drive and mention it on Slack. Also, in an emergency a jurisdiction may post press conference days/times to Google Calendar so when possible, jurisdictions may be able to avoid scheduling simultaneous media events.

The Technology Co-Coordinator on the Joint Information System Leadership Committee have the responsibility to manage and maintain the Joint Information System virtual coordination platforms. The Leadership Committee's Listserv Coordinators specifically manage the Joint Information System listserv. In an emergency, the Regional Joint Information System Coordinator may designate an Information Analysis Lead to serve as a member of the Joint Information System Coordination Team to support continuous engagement, information sharing, and information analysis on the Joint Information System platforms.

As the Joint Information System continues to grow and evolve, the Joint Information System Leadership Committee may opt to revise the list of coordination tools.

General Access to Tools

Joint Information System members can obtain access to these tools by emailing bayareajis@gmail.com.

Some jurisdictions may opt to create generic Slack usernames and Google accounts for their Joint Information Centers or equivalent. Accounts like "marin_oa_eoc_pio" allow any Marin County staff to access the virtual coordination tools quickly in an emergency without having to spend valuable time requesting individual access.

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Slack

- Slack is most often used by the Joint Information System during emergencies as a messaging platform to communicate and share information quickly with other members. It should be practiced during non-emergencies, especially trainings, exercises, and events.
- For basic information on using Slack, click [here](#).
- When you create your username, please follow this convention:
 - First initial, last name _ agency (e.g., jdoe_SanJoseHealth)
- In the past, there has been a limit to the number of pending invitations sent to new Slack team members. Joint Information System members, please accept your Slack invite as soon as you receive it. Technology Coordinators, contact Slack Support for details if there is an issue.
- When you use the free version of Slack, you are able to view your 10,000 most recent messages. If you need to see all messages in the future (including deleted ones), Slack has reported that you can sign up for the paid version and they will reinstate your messages.
- There is a 1 GB limit on individual files shared on Slack. There is a 5GB limit on file sharing for the entire BayAreaJIS team site. For more space, you can delete old files. (For more information, click [here](#)). Remember to use Google Drive as a document repository (you can share links on Slack to files in Google Drive).
- The Technology Coordinators on the Leadership Committee manage Slack access and organization on behalf of the Joint Information System. Please contact the Technology Coordinators (email: bayareajis@gmail.com) before creating a channel on Slack.
- When replying to a message, use “Start a thread” to minimize the volume of new posts.
- Also to reduce the volume of posts, use “Add reaction” rather than replying with “Thanks” for example.
- **In an emergency, members of the Joint Information System Coordination Team should change their status image to :hand: (an image of a raised hand). Go to your username in the upper left-hand corner of the window, click on “Edit status” in the drop down menu.**



Google Drive

- The drive is used for sharing files related to public information and warning among Joint Information System members. It can be used for preparedness (e.g., sharing Joint Information Center plans or After-Action Reports) or during an emergency (e.g., sharing and/or collaborating on press releases).
- For basic information on how to use Google Drive, click [here](#).
- The shared drive has a size limit of 15 GB, please compress photos, etc. in any files uploaded to the drive.
- The Technology Coordinators on the Leadership Committee manage Google Drive access and organization on behalf of the Joint Information System. Please contact the Technology Coordinators (email: bayareajis@gmail.com) before creating a new folder in the Drive or before uploading new files. The Coordinators are responsible for maintaining awareness of available resources.
- Please use the following file naming conventions when uploading files to Google Drive:



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- YYYY_MM_DD Folder_File Title
- Once you receive access to the Joint Information System Google Drive, you will have editing control over the files. If you accidentally delete a file, or if you change a file and are having issues restoring the file, please contact the Technology Coordinators (email: bayareajis@gmail.com).
- You will also be able to collaborate on documents in real time with other users. Note: only 50 people can work on the same document at one time.
- You can review/edit documents while offline (see more information [here](#)).

Google Group

- Google Group is the Bay Area Joint Information System Listserv. Members use it to support information sharing throughout the year (e.g., sharing best practices, lessons learned, training opportunities, asking questions, etc.). In an emergency, the Co-Chairs will post to Google Group when members are starting to coordinate more frequently on Slack.
- For basic information on Google Group, click [here](#).
- Click on New Topic for new message threads. Be sure to include a subject line that is related to your post.
- The Bay Area Joint Information System Google Group is a closed site and each user must request access. However, use caution when using the listserv – information posted to the group may become public.
- Set your notifications to receive emails about individual posts, a daily digest, etc. For more information, click [here](#).
- Since many users will receive an email notification with each post, please avoid replying with a “me too” if you have a similar request or question for the group. Rather, contact the original requestor and ask that he/she post a summary of responses for the group. Similarly, please avoid sending “thanks for your help” messages to the entire group.
- You can search for archived posts on Google Group. Just type the search word in the top bar to search messages.
- Individual messages are not monitored. We trust the members to keep the conversations related to public information and warning.
- To ensure a positive and collaborative experience for all members, posts that are political, derogatory, abusive, profane, or otherwise not aligned with the spirit of the Joint Information System are prohibited. The Leadership Committee has the ability to remove users from the listserv.
- Please do not post commercial messages, SPAM, petitions for signatures, or similar content to the listserv.
- Include your signature tag on all messages in case someone would like to follow up with you directly.



Google Calendar

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- Joint Information System members use Google Calendar year round to share information about upcoming events, trainings, and exercises. In an emergency, members can use the calendar to share press briefing times/locations, etc.
- For more information on Google Calendar, click [here](#).
- Any member with access to the calendar can post a new event.



Google Calendar

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SAMPLE AGENDA – LEADERSHIP COMMITTEE CALL (LIST)

This section includes sample agenda for the Leadership Committee’s regular calls. Sample topics are bulleted. Committee members will determine actual agenda/topics prior to each meeting.

1. Roll Call and Welcome (Co-Chairs)

2. Updates from Committee Positions

- a. Co-Chairs
 - *Overview of regional emergencies and status of Joint Information System Coordination Team*
 - *Membership outreach and engagement*
 - *Transition between new Leadership Committee representatives*
- b. Documentation Coordinators
 - *Updates to the Joint Information System plans*
 - *Regional After-Action Reports available*
- c. Technology Coordinators
 - *Problem solving access issues*
 - *Number of new user sign ups*
 - *Status of Slack organization*
- d. Listserv Coordinators
 - *Ideas for encouraging engagement on Google Group*
- e. Exercise and Training Coordinators
 - *Review upcoming events on shared Google Calendar*
 - *Brainstorm ways to encourage members to post events to calendar*
 - *Summary of requests for evaluators from the Joint Information System*
- f. Monthly Call Coordinators
 - *Highlights from previous monthly call*
 - *Date/time of next call*
 - *Ideas for monthly call topics*
- g. Mutual Aid Coordinators
 - *Status of updates to mutual aid agreements (e.g., in Emergency Management Mutual Aid/EMMA)*
 - *Update on number and experience of Joint Information System members interested in providing mutual aid*
 - *Status of mutual aid resources on the Google Drive*

3. Updates from Bay Area Region

For each Operational Area or Core City, topics may include an update on local public information and warning activities (campaigns, trainings, exercises, planning efforts, etc.); local incidents that involved or should have involved the Joint Information System; and suggestions/questions from member jurisdictions.

- a. Alameda County
- b. Contra Costa County
- c. Marin County
- d. Monterey County
- e. Napa County

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- f. City of Oakland
- g. San Benito County
- h. City and County of San Francisco
- i. City of San Jose
- j. San Mateo County
- k. Santa Clara County
- l. Santa Cruz County
- m. Solano County
- n. Sonoma County

4. Additional Questions, Issues, or Comments

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SAMPLE AGENDA – JOINT INFORMATION SYSTEM MONTHLY CALL (LIST)

This section includes a sample agenda for the Monthly Call with the full Joint Information System. The Monthly Call Coordinators will determine the actual agenda prior to each meeting. The Monthly Call Coordinators also schedule the call, take minutes during the call, and share the minutes afterwards with the Joint Information System (posting to Google Groups and Google Drive, for example).

- 1. Roll Call and Welcome** (Co-Chairs)
- 2. Best Practices and Information sharing** (e.g., highlighting different speakers/topics of interest to members)
- 3. Recent Joint Information System Activities** (e.g., training and exercising opportunities; highlights from local incidents that involved or should have involved the Joint Information System, etc. and may include updates from Leadership Committee Coordinators)
- 4. Updates from Members** (e.g., round robin style by Operational Area/Core City)
 - a. Alameda County
 - b. Contra Costa County
 - c. Marin County
 - d. Monterey County
 - e. Napa County
 - f. City of Oakland
 - g. San Benito County
 - h. City and County of San Francisco
 - i. City of San Jose
 - j. San Mateo County
 - k. Santa Clara County
 - l. Santa Cruz County
 - m. Solano County
 - n. Sonoma County

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AFTER-ACTION SURVEY (TEMPLATE)

The Joint Information System Leadership Committee's Documentation Coordinators can customize and send this list of post-incident survey questions to send to Joint Information System members following their participation in an exercise, planned event, or actual emergency to collect feedback on best practices and corrective actions for the Joint Information System. The Documentation Coordinators distribute the survey, follow up to collect responses, aggregate survey responses, and share a summary of responses (without attribution or sensitive information) with Joint Information System members.

Draft Transmittal Email

Bay Area Joint Information System Members,

In lieu of conducting a hot wash following [name of exercise or emergency], we are sharing the following survey to collect your thoughts on the Bay Area Joint Information System's efforts to coordinate public information and warning activities. Your feedback will help us identify what went well, areas for improvement, and suggestions for corrective actions to continue to improve our structures and processes.

If you have any questions or would like to share additional feedback, please contact [include contact name, title, agency, phone number, email]. We kindly ask that you submit your responses by [add date].

Thank you!

Sample Survey Questions

1. Please provide your contact information (name, title, agency, phone, email):
2. Are you on the Bay Area Joint Information System Listserv?
 - Yes
 - No
 - Unsure
3. Was your jurisdiction responding, supporting, or observing/monitoring Joint Information System coordination?
 - Responding (please describe in 1-3 sentences)
 - Supporting (please describe in 1-3 sentences)
 - Observing/Monitoring (please describe in 1-3 sentences)
4. Did your jurisdiction activate a Joint Information Center?
 - Yes
 - No
 - Unsure

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5. Did you (or your Joint Information Center) designate a liaison to coordinate with the Bay Area Joint Information System?
 - Yes (please name liaison)
 - No (please provide reason)

6. Did the Joint Information System support your jurisdiction's request for mutual aid?
 - Yes (please describe resources and your experience)
 - No
 - Not applicable (mutual aid was not requested)

7. Please rank how well the Joint Information System coordinated the development of messages and the dissemination of products to the public with 1 being a high degree of coordination and 5 being almost no coordination at all.
 - 1 (please describe)
 - 2 (please describe)
 - 3 (please describe)
 - 4 (please describe)
 - 5 (please describe)

8. Please list the top 3 strengths you observed as they relate to Joint Information System coordination.
 - a.
 - b.
 - c.

9. Please list the top 3 areas for improvement you observed as they relate to Joint Information System coordination.
 - a.
 - b.
 - c.

10. Please list any suggestions for corrective actions and improvements you would like to see the Joint Information System consider.
 - a.
 - b.
 - c.

11. Please add any additional comments you would like to share.

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GUIDANCE ON EMERGENCY MANAGEMENT MUTUAL AID (EMMA) (GUIDANCE)

During an emergency, an affected jurisdiction may request mutual aid for public information and warning staff or equipment. **California's Emergency Management Mutual Aid (EMMA)** establishes a process for providing emergency management personnel and technical specialists (including public information and warning staff) from Providing Jurisdictions in unaffected areas to support Requesting Jurisdictions.

This section includes guidance for Joint Information System members from Providing or Requesting Jurisdictions who may be involved in the EMMA process. Bay Area Joint Information System members recognize that state and local agency, jurisdiction, and/or Operational Area plans supersede the guidance in this Toolkit. Joint Information System members should discuss mutual aid processes and agreements with their local Emergency Manager.

Note: The current State of California's Emergency Management Mutual Aid (EMMA) Plan is dated November 2012¹. As of February 2018, the state and local stakeholders were in the process of updating the EMMA planning documents. The Joint Information System Leadership Committee will update this Toolkit with new guidance on EMMA after the State publishes the new version of the EMMA Plan.

General Information

The Master Mutual Aid Agreement (MMAA)

- **For mutual aid deployments of 12 hours or less**, affected jurisdictions may use the California Disaster and Civil Defense Master Mutual Aid Agreement (MMAA)² unless the Providing or Requesting Jurisdictions have another agreement in place.
- Unless MMAA is paired with an existing agreement or reimbursement is permitted under California Code, most mutual aid extended under the **MMAA is provided without expectation for reimbursement**.

Emergency Management Mutual Aid (EMMA)

- EMMA is a coordinated system for providing emergency management mutual aid in accordance with the MMAA. In California, there are separate mutual aid systems specific to fire, law enforcement, medical/health, coroner, and public works resources.
- EMMA is consistent with the Standardized Emergency Management System (SEMS).
- EMMA only covers public employee resources. Individual jurisdictions may have separate agreements with private sector or non-governmental organizations and their resources.
- For deployments greater than 12 hours, reimbursement may be formally agreed upon in the form of a written post-incident Memorandum of Understanding (MOU) and may cover all hours worked during the assignment, travel costs, meals, lodging, and other agreed upon expenses.
- **No jurisdiction is obligated to send assistance** in response to an EMMA request without receiving reimbursement.

¹ <http://www.caloes.ca.gov/PlanningPreparednessSite/Documents/EMMA%20PlanAnnexes%20A-F%202012.pdf>

² <http://www.caloes.ca.gov/PlanningPreparednessSite/Documents/CAMasterMutAidAgreement.pdf>

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- In an emergency, each Operational Area’s Emergency Manager serves as or designates an EMMA Coordinator. Jurisdictions within an Operational Area may also appoint EMMA Coordinators.
- Operational Areas may activate an EMMA Coordinator without an Emergency Operations Center activation.
- If the Emergency Operations Center has been activated, the **Logistics Section** may activate the Operational Area’s EMMA Plan.
- The EMMA Coordinator and Logistics Section use WebEOC to submit and track EMMA requests.

Requesting Mutual Aid

- All agencies and jurisdictions within an Operational Area – including Joint Information System members – **coordinate all mutual aid requests with their Operational Area’s EMMA Coordinator.**
- Emergency responders, including Joint Information System members, from an affected jurisdiction may work with their EMMA Coordinator to request mutual aid if they anticipate that the emergency will exhaust all of their resources.
 - For example, a Public Information Officer is managing a Joint Information Center and believes that the emergency response will last more than a week. The Public Information Officer has enough staff for the next four days, but will need additional staff after the fifth day. She may work with her Operational Areas’ EMMA Coordinator to request mutual aid, anticipating the need for additional staff and recognizing that filling the request may take multiple days.
- The Bay Area Joint Information System can provide suggestions for experienced and qualified public information and warning staff who may be available to respond to affected jurisdictions’ mutual aid requests.
 - As a part of their day-to-day (non-emergency) activities, the Joint Information System Leadership Committee’s Mutual Aid Co-Coordinators maintain lists of Joint Information System members with specific public information and warning skills who are interested in responding to requests for mutual aid.
 - In an emergency, the Regional Joint Information System Coordinator may designate a Mutual Aid Lead (see the position descriptions and checklists in the Bay Area Joint Information System Framework and Toolkit).
- If a Joint Information System member from an affected jurisdiction contacts his or her EMMA Coordinator with a request for mutual aid, the EMMA Coordinator may ask for the following details (from **EMMA Form 1A – EMMA Resource Request**):
 - 1. Functional title of the Position Requested (e.g., Social Media Monitor)**
 - 2. Quantity requested (e.g., 3 monitors)**
 - 3. Start and End Dates/Times**
 - 4. Whether the resource is needed during the Day or Night Shift**
 - 5. Whether a Security Clearance is required (e.g., yes or no)**
 - 6. A list of Tasks to be performed**
 - 7. A list of Special skills/certifications/licenses required**
 - 8. A list of Equipment that the resource should bring**

**Refer to the following pages for a list of sample functional positions, tasks to be performed, and special skills required for the position (see “Sample Language for EMMA Requests”).*

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- If a Joint Information System member from an affected jurisdiction works with the Joint Information System to identify an individual with the necessary availability, experience, and skills to respond to the mutual aid request, that member works with his or her EMMA Coordinator to name the individual under “Special Skills” in the **EMMA Form 1A – EMMA Resource Request**.
- Joint Information System members requesting mutual aid should work with their EMMA Coordinators to identify:
 - The appropriate requesting jurisdiction information, including contact and authorization information
 - Check-in location information, including contact information
 - Expected working conditions, including health concerns in the assignment area (e.g., heavy smoke)
- When mutual aid staff arrives at the requesting Joint Information Center or other location, the requesting jurisdiction briefs the staff on sign-in and check-out processes, work area, work assignments, operational periods, expectations, and duration of assignments.
- Joint Information System members from affected jurisdictions continue to work with their EMMA Coordinator on tracking and demobilizing resource requests.
- At the end of a deployment, the requesting jurisdiction collects copies of timesheets, travel claims, activity logs, etc. from any individuals providing mutual aid.

Providing Mutual Aid

When there is not an active emergency...

- Joint Information System members interested in providing mutual aid should reach out to one of the Joint Information System Leadership Committee’s Mutual Aid Co-Coordinators to provide information on their experience and interests. Interested members should complete the “Sample Resource Inventories” form in the Toolkit, provide a copy to the Mutual Aid Co-Coordinators, and upload a copy of the completed form to the Joint Information System Google Drive folder.

When there is an emergency...

- As a reminder, all agencies and jurisdictions within an Operational Area – including Joint Information System members – **coordinate responding to any mutual aid requests with their Operational Area’s EMMA Coordinator**.
- In an emergency, Joint Information System members with the appropriate experience, availability, and authority/permission should contact the Joint Information System Mutual Aid Lead or Regional Joint Information System Coordinator on the Joint Information System Coordination Team to express interest in providing mutual aid to an affected jurisdiction.
 - Part of the Mutual Aid Lead’s role is to suggest to the affected jurisdiction Joint Information System members with the appropriate interest, skills, and availability to fill EMMA requests.
 - The Mutual Aid Lead may compile a list of all Joint Information System members interested in providing mutual aid using the “Mutual Aid Interest and Availability” form in the Toolkit.
- If the mutual aid position has not yet been filled, Joint Information System members interested in providing mutual aid work with their Operational Area EMMA Coordinators to review **EMMA Form 1A – EMMA Resource Request** and complete an **EMMA Form 1B – EMMA Resource Candidates** with the following details:

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- 1. Contact information, availability, emergency contact information**
 - 2. Whether the mutual aid staff has the equipment required in Form 1A**
 - 3. Experience/Emergency Operations Center (EOC) Position Credentials**
 - 4. Special Skills/Licenses/Credentials**
 - 5. Special pay/compensation considerations**
- Note that the providing jurisdiction's Workers' Compensation covers any work-related injuries suffered by an EMMA resource when deployed. EMMA resources must immediately report any injury suffered while deployed to their assigned deployment supervisor, their Operational Area EMMA Coordinator, and home agency.
 - When mutual aid staff arrives at the Joint Information Center or other location, the requesting jurisdiction briefs the staff on sign-in and check-out processes, work area, work assignments, operational periods, expectations, and duration of assignments.
 - Joint Information System members from affected jurisdictions continue to work with their EMMA Coordinator on tracking and demobilizing resource requests.
 - At the end of a deployment, the requesting jurisdiction collects copies of timesheets, travel claims, activity logs, etc. from any individuals providing mutual aid.

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SAMPLE LANGUAGE FOR EMMA REQUESTS (TEMPLATE)

This section includes language that jurisdictions requesting mutual aid may be adapted for Emergency Management Mutual Aid (EMMA) *Form 1A – EMMA Resource Request*.

The Joint Information System Google Drive also includes a sample local Emergency Support Function #15 plan with more detailed descriptions of Joint Information Center functions. A copy of the plan is available on the Joint Information System shared Google Drive folder.

Functional Position Title: Joint Information Center Manager

Tasks to be performed:

The Joint Information Center Manager is the Public Information Officer (PIO) responsible for Joint Information Center operations, including advising the Incident Commander(s), Emergency Operations Center (EOC) Director(s) or Unified Command(s). He or she is responsible for providing direction to the Joint Information Center staff to ensure that all functions are well organized and operating efficiently to ensure the effective communication of timely, pertinent and accurate information about public safety and incident response to the public. The Joint Information Center Manager is at all times answerable to the local PIO(s) in the affected area and under their direction. The Joint Information Center Manager and should remain in constant contact with the local PIOs and ensure all activities of the Joint Information Center are aligned with the directions of the local PIO.

Any special skills/certifications/licenses required?

- Experience setting up, managing operations, and demobilizing Joint Information Centers
- Deep familiarity with emergency public information, alert and warning objectives, strategies and tactics
- Experience developing and implementing an emergency public information plan
- High-level of familiarity with public information and warning/emergency public information responsibilities
- Outstanding leadership ability to direct all aspects of a coordinated external affairs and emergency public information efforts utilizing the Joint Information System concept
- Exceptional ability to communicate effectively with media, agency executives, state and federal elected officials, and other high-level partners and Joint Information Center staff
- Ability to recognize sensitive topics and employ appropriate discretion when conversing with members of the media, public, etc.

Functional Position Title: Monitoring and Analysis Specialist

Tasks to be performed: The Monitoring and Analysis Specialist gathers information from WebEOC, EOC and other operations staff, online traditional media (broadcast, print and radio), social media (including Facebook, Twitter, Google+, and other networking sites), other public information and warning and/or Joint Information Center staff, the Bay Area Joint Information System (conference calls, Slack, Google Drive, and other virtual coordination tools), 311/211, and other sources to support Joint Information Center operations and situational awareness. This position is responsible for identifying rumors

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and inaccuracies. If requested, this position may support regional messaging coordination by assisting impacted jurisdictions with the dissemination of Emergency Public Information via social media sites.

Any special skills/certifications/licenses required?

- Detail oriented and committed to accuracy
- Experience monitoring social media during an emergency, including experience identifying life-safety issues
- Exceptional computer and Internet proficiency
- Familiarity with Facebook, Twitter, website management and other forms of online media
- Familiarity with monitoring tools and resources (e.g. social media analysis tools)
- Familiarity using internet to access radio, television and newspaper sites
- Strong critical reading skills and ability to recognize factual errors and negative tones
- Able to conduct preliminary research for product development
- Practices effective and appropriate interpersonal communication and team behavior
- Detail oriented and dedicated to record keeping
- Excellent oral and written communication skills

Functional Position Title: [Writer/Information Coordination and Production](#)

Tasks to be performed:

Writers may develop all manner of written products, including those for posting and the web. The writer is responsible for produce regular press releases with accurate information about the status of the incident and the response efforts of all participating state, federal and local public safety partners, as well as producing clear, well written press releases and other materials that effectively convey emergency and life sustaining public safety information.

Any special skills/certifications/licenses required?

- High level of computer skills
- Excellent ability to write accurate, consistent, clear products and finalize them for distribution
- Outstanding ability to compose concise, coherent written messages to effectively communicate a point in a timely manner
- Strong mastery of basic English grammar rules and AP style
- Detail oriented and committed to message accuracy
- Possesses the ability to synthesize significant amounts of information in an organized way

Functional Position Title: [Creative Services Specialists](#)

Tasks to be performed:

These specialists include photographers, videographers, or graphic designers who acquire and distribute photos and/or video, and develop maps, e-assets, and other products at the request of the impacted jurisdictions. These specialists may be dispatched to the field to support local public information and warning staff in the affected areas or asked to assist at press conferences and with other Joint Information Center related functions.

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Any special skills/certifications/licenses required?

- Able to develop a schedule of products and ensure that products meet current professional/media standards
- Able to oversee the finalization of products for distribution
- Follows proper check-in procedures upon arrival and obtain job-required equipment and supplies
- Able to manage photography and videography services
- Able to conduct video shoots based on incident needs and priorities and producing a final video package in line with the Joint Information Center objectives.

Functional Position Title: [Translator](#)

Tasks to be performed:

The translator translates emergency public information products and provides interpretation services during press conferences or media briefings.

Any special skills/certifications/licenses required?

- Competency in appropriate language(s) (e.g., Chinese or American Sign Language)
- Able to provide insight on important language-specific factors to consider when creating and translating materials
- Understands appropriate media routes to reach specific non-English and limited-English speaking communities
- Has comprehensive understanding of the language demographics in the affected area

Functional Position Title: [Media Relations Specialist](#)

Tasks to be performed:

The Media Relations Specialist manages the news desk and speaks directly with reporters to ensure that all messages are understood. This position interfaces with local and national media outlets to answer questions and provide information and may coordinate logistics for regional press conferences, media availabilities, town hall meetings and other events as appropriate.

Any special skills/certifications/licenses required?

- Experience speaking with reporters during high-pressure, high-stakes and/or emergency situations
- Ability to recognize sensitive topics and employ appropriate discretion when conversing with members of the media, public, etc.
- Deep familiarity with emergency public information and media relations objectives, strategies and tactics
- Exceptional oral and written communication skills
- Outstanding ability to recognize sensitive topics and employ appropriate discretion when conversing with members of the media, public, etc.
- Detail oriented and dedicated to record keeping

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Functional Position Title: Documentation Specialist

Tasks to be performed:

This position is responsible for maintaining, organizing, and providing all documentation on Joint Information Center activities during activation. Following deactivation, the Specialist works with the Joint Information Center Manager and others to provide documentation for after-action reporting, reimbursement and insurance claims, public or media requests, or other purposes.

Any special skills/certifications/licenses required?

- Highly organized
- High level of resourcefulness and ability to trouble shoot
- Detail oriented

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SAMPLE RESOURCE INVENTORIES (FORM)

Joint Information System members may opt to use these forms to inventory the resources they have to support public information and warning functions. An inventory of staffing and equipment resources can help members understand what is available to support operations, where they may need support, and what types of support they may be able to provide other Joint Information System members.

The following forms include selected features from the California Governor's Office of Emergency Services' Emergency Operations Center Position Credentialing Program, as well as Emergency Management Mutual Aid (EMMA) forms. For more information about the Credentialing Program and the courses listed under Core Curriculum Training, [visit this website](#) or email credentialcoord@caloes.ca.gov. Independent Study courses provided by the Federal Emergency Management Agency may be found [on this website](#). For more information about EMMA, contact your jurisdiction's or Operational Area's EMMA Coordinator (either the Emergency Manager or designee).

Joint Information System members can integrate resource inventories into their local public information and warning plans. It is helpful if members also provide copies of completed forms to the Joint Information System Leadership Committee's Mutual Aid Coordinators, so the coordinators maintain a database of resources available in each jurisdiction. The forms may serve as a starting point for more detailed conversations between jurisdictions requesting and providing mutual aid.

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Sample Resource Inventory Form: Public Information & Warning Staff

Personal Information		
First Name:	Last Name:	Email:
Title/Organization:		Emergency Phone:
Joint Information System Slack Username:		Discipline (e.g., fire, health, law, etc.):
Summary of Qualifications		
Summary of Experience / EOC Position Credentials:		
Summary of Special Skills / Licenses / Certifications:		
Security Clearance?		
Core Curriculum Training		
Course	Completion Date	
Federal Emergency Management Agency (FEMA) Professional Development Series (Independent Study)		
S-420 or Integrated Emergency Management Course (IEMC)		
G393 Disaster Mitigation		
G235 Emergency Planning		
G270.4 Disaster Recovery		
ICS-300 Intermediate Incident Command System (ICS) for Expanding Incidents		
ICS-400 Responders		
G290 Basic Public Information Officer (PIO)		
G291 Joint Information Center (JIC)/Joint Information System (JIS)		
E/L105 Public Information & Warning		
L0388 Advanced Public Information Officer (PIO)		
PER-344 Social Media Tools		
Position Specific Training		
Course	Completion Date	

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[List additional courses]		
[List additional courses]		
Joint Information Center/Emergency Operations Center Activations		
I filled this position during an activation for an emergency/planned event for at least two Operational Periods:	I filled this position during an activation for an emergency/planned event for at least two Operational Periods:	
Event #1 Name/Affected Jurisdiction:	Event #2 Name/Affected Jurisdiction:	
Dates of experience:	Dates of experience:	
Description of experience (include functions):	Description of experience (include functions):	
I filled this position during an activation for an emergency/planned event for at least two Operational Periods:	I filled this position during an activation for an emergency/planned event for at least two Operational Periods:	
Event #3 Name/Affected Jurisdiction:	Event #4 Name/Affected Jurisdiction:	
Dates of experience:	Dates of experience:	
Description of experience (include functions):	Description of experience (include functions):	
Available to support other jurisdictions (depending on the nature of the emergency/organization's needs)?		
<input type="checkbox"/> Yes <input type="checkbox"/> No		
Emergency Go-Kit		
List items in your emergency go-kit (e.g., smartphone, laptop, personal protective equipment, mobile WiFi hotspot, iPad, etc.) that you bring to every emergency activation:		
Supervisor Contact		
First Name:	Last Name:	Email:
Title/Organization:		Emergency Phone:
Date last updated:		

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Note: the Emergency Management Mutual Aid (EMMA) system only supports requests for staffing resources. EMMA does not include equipment.

Sample Form: Public Information & Warning Equipment Form

Equipment Information		
Name of Equipment:		
Owner Information		
First Name:	Last Name:	Email:
Title/Organization:		Emergency Phone:
Intended Use		
• • •		
Available via mutual aid to support other jurisdictions (depending on the nature of the emergency/organization needs)? <input type="checkbox"/> Yes <input type="checkbox"/> No		

Notes on filling out the sample form for equipment resources:

1. List the name of the equipment resource and under owner, list the point of contact (and contact information) responsible for the equipment. This individual should be authorized to make decisions about sharing the resource in an emergency.
2. Under intended use; describe briefly how it should be used in an emergency.
3. Under availability, check whether this resource might be available for mutual aid in an emergency, if the conditions are appropriate for resource sharing.

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SUMMARY OF PUBLIC INFORMATION MUTUAL AID REQUESTS FOR MUTUAL AID LEAD (FORM)

In an emergency, *the Mutual Aid Lead on the Joint Information System Coordination Team may summarize open/filled public information and warning mutual aid requests by completing the following table* for each request and posting the table(s) to a file on the Joint Information System Google Drive. In the same folder, the Mutual Aid Lead uploads copies of all *Form 1A – EMMA Resource Request* requesting public information and warning staff.

NOTE: WebEOC will always have the most up to date information on the status of mutual aid requests.

Mutual Aid Request (Refer to WebEOC for up to date, detailed information)	
Incident Name:	
EMMA #: (Generated in WebEOC by Requesting Jurisdiction)	
Functional title of the position requested:	
Quantity requested:	
STATUS OF REQUEST	<input type="checkbox"/> Request Open <input type="checkbox"/> Request Filled

Mutual Aid Request (Refer to WebEOC for up to date, detailed information)	
Incident Name:	
EMMA #: (Generated in WebEOC by Requesting Jurisdiction)	
Functional title of the position requested:	
Quantity requested:	
STATUS OF REQUEST	<input type="checkbox"/> Request Open <input type="checkbox"/> Request Filled

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MUTUAL AID INTEREST AND AVAILABILITY IN AN EMERGENCY (FORM)

Joint Information System members interested in providing mutual aid will work with their Operational Area EMMA Coordinators to review the Requesting Jurisdiction’s **EMMA Form 1A – EMMA Resource Request** and complete an **EMMA Form 1B – EMMA Resource Candidates**.

Joint Information System members may also complete the table below, as requesting jurisdictions may work with the Mutual Aid Lead on the Joint Information System Coordination Team to provide suggestions for Joint Information System members who may have availability and the right experience and skills to provide mutual aid.

Mutual Aid Request Reference Information	
Incident Name:	
EMMA #: (Generated in WebEOC by Requesting Jurisdiction)	
Functional title of the position requested:	
Information on Individual Available to Provide Mutual Aid	
Name/Title/Agency:	
Cell Phone:	
Email:	
Joint Information System Slack Username:	
Originating City/County:	
Estimated Travel Time:	
Summary of Skills and Experience	
Experience / EOC Position Credentials:	
Special Skills / Licenses / Certifications:	
Questions or Concerns for Requesting Jurisdiction:	

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POSITION CHECKLISTS TO SUPPORT EMERGENCY COORDINATION (CHECKLISTS)

The **Leadership Committee Co-Chairs** either serve as or designate a Regional Joint Information System Coordinator. The **Regional Joint Information System Coordinator** leads the Joint Information System Coordination Team. Additional members of the Regional Joint Information System Coordination Team, as needed, will be designated by the JIS Coordinator:

- **Deputy or Co-Coordinator** (supports the Coordinator as assigned)
- **Information Analysis Lead** (supports continuous engagement, information sharing, and information analysis on the Joint Information System virtual platforms)
- **Mutual Aid Lead** (supports identifying resources to fill requests for mutual aid)

The **Joint Information System Coordination Team** encourages regional coordination, gathers and analyzes emergency public information activities from affected jurisdictions/Operational Areas, and whenever possible, supports specific requests from affected jurisdictions/Operational Areas.

In an emergency, each affected jurisdiction/Operational Area assigns a **Joint Information System Liaison** to coordinate local emergency public information activities through the Joint Information System.

The following pages include position checklists for each of the highlighted functions. All Joint Information System members are expected to participate in After Action Reporting processes following an emergency.

Bay Area Joint Information System Toolkit

Leadership Committee Co-Chairs

Before an Emergency with Notice/In the Immediate Aftermath of an Emergency

1. Determine that an emergency is occurring or is imminent and there is a potential need for regional coordination. Criteria may include:
 - **The emergency affects or has the potential to affect more than one jurisdiction.**
 - **Support is requested by members of the Joint Information System.**
2. One Co-Chair serves as the Regional Joint Information System Coordinator or contacts fellow members of the Leadership Committee to serve as Coordinator.
 - **If no members are available, the Co-Chairs reach out to the full Joint Information System membership by Slack and the Joint Information System Google Group, or contact the State Public Information Officer to perform the role.**
3. The Co-Chairs inform the members of the Joint Information System that the Coordination Team is actively supporting emergency response or recovery activities.
 - **Notify Joint Information System members via email and Slack when the coordination is occurring in response to an emergency.**
 - **Create a list of Joint Information System Coordination Team members with contact information (including email, cell phone number, and Slack username) in Google Drive and post a link to the file on Slack.**

Bay Area Joint Information System Toolkit

Joint Information System Liaison

General Reminders

Your manager in the emergency is the Lead Public Information Officer or designee. Direct any questions about duties/responsibilities to your manager. This checklist may be used to help guide your discussions.

Follow your jurisdiction/Operational Area's processes to request and evaluate mutual aid. The Joint Information System's Coordination Team may be able to provide:

- **Ideas for what types of public information and warning mutual aid you may want to consider for current or future operational periods, and/or**
- **Suggestions for members with the necessary skills and experience to fill your request.**

Initial Activities

1. Log on to Slack (bayareaajis.slack.com) and post:
 - **Your Joint Information Center or public information and warning function has been activated;**
 - **Your agency or jurisdiction name;**
 - **Your name and identify yourself as the Joint Information System Liaison; and**
 - **Provide a phone number and email for the Joint Information System Liaison (either yours or a general phone/email if assigned one).**
2. Identify Regional Joint Information System Coordinator and members of the Joint Information System Coordination Team.
 - **The Joint Information System Leadership Committee Co-Chairs will upload a list of Team members to Google Drive and post a link to the file on Slack.**
3. Contact the Regional Joint Information System Coordinator and provide a brief update on your jurisdiction's public information and warning activities.
 - **See the "Status of Affected Jurisdictions" form in the Joint Information System Toolkit for a suggested list of information to share.**
 - **You may share initial requests to share Joint Information Center activities with other affected jurisdictions (e.g., media monitoring and analysis).**
 - **Also share any initial or potential requests for mutual aid.**
 - **The Joint Information System Coordination Team does not fill requests, but they may have suggestions for members with the necessary skills and experience.**

Bay Area Joint Information System Toolkit

Joint Information System Liaison (continued)

Ongoing Activities

4. Contact the Information Analysis Lead with questions about the virtual coordination platforms during an emergency.
5. The Information Analysis Lead on the Coordination Team may summarize or highlight helpful information for you and your jurisdiction.
 - **In gathering the information, the Lead may contact you with questions or requests for information.**
 - **See the “Bay Area Joint Information System Status Form” in this Toolkit for examples of topics that may be summarized for Joint Information System members.**
6. If you are requesting mutual aid for public information and warning staff and would like suggestions for individuals to fill your request, provide a copy of **Form 1A – EMMA Resource Request** to the Mutual Aid Lead on the Joint Information System Coordination Team.
 - **The Lead will post the request to the Joint Information System Google Drive and gather information from Joint Information System members who may have availability and the right experience and skills to provide mutual aid.**
 - **Coordinate with the Joint Information System Mutual Aid Lead on suggestions for mutual aid (e.g., brainstorming type of assistance that may be needed, or suggestions for individuals who may be available and have the right experience and skills to provide mutual aid).**
 - **Notify the Lead when positions have been filled.**
7. If your jurisdiction is disseminating mass notifications to your communities, use Slack to share information on alerts sent (or to be sent).
 - **Tag members from neighboring jurisdictions on Slack, if possible.**
8. Discuss messaging and written products (upload products to Google Drive and share link via Slack), and de-conflict messages with other jurisdictions using Slack, text, or phone calls, as appropriate.
 - Use Google Drive to share copies of written products (core messages, press releases, FAQs, etc.).
9. Use the virtual coordination tools to coordinate with other jurisdictions, if sharing emergency public information functions (e.g., media monitoring and analysis).

Bay Area Joint Information System Toolkit

Joint Information System Liaison (continued)

10. Prepare for and participate on Bay Area Joint Information System conference calls.
 - See “Sample Conference Call Agenda for Emergencies” in this Toolkit.
 - The Regional Joint Information System Coordinator will post call times and dial-in information on Slack.
11. Continue to discuss mutual aid needs with the Coordinator and/or Mutual Aid Lead.
 - As noted above, the Coordination Team does not fill requests, but they may have suggestions for members with the necessary skills and experience.
12. Know that the Regional Joint Information System Coordinator may be working with the State Public Information Officer other regions in California or in other states to support Joint Information System coordination and/or identify staffing to support mutual aid requests.
13. If communications systems are down, work with your Emergency Operations Center to establish methods for communicating with other Joint Information System members (texting may be only viable option).
 - **Notify the Regional Joint Information System Coordinator with an update on the communications methods that work for your jurisdiction.**
 - **If necessary, designate a representative to support in person coordination with the Joint Information System.**

Bay Area Joint Information System Toolkit

Regional Joint Information System Coordinator

General Reminders

Notify a Leadership Committee Co-Chair if your jurisdiction is affected at any point during the emergency. If needed, Co-Chairs will designate an alternate to serve your role.

If it is not necessary to assign individuals to support positions on the Coordination Team, the Joint Information System Coordinator is responsible for the activities listed in those team members' position checklists.

Initial Activities

1. Log on to Slack (bayareajis.slack.com).
2. Build the Joint Information System Coordination Team (working with the Co-Chairs, as needed) –
 - **Designate additional team members to support coordination (request supervisor approval). Team functions may include:**
 - **Co-Coordinator or Deputy** (shares responsibilities or supports Coordinator as assigned)
 - **Information Analysis Lead** (supports continuous engagement, information sharing, and information analysis on the Joint Information System virtual platforms)
 - **Mutual Aid Lead** (suggests how the Joint Information System can provide support to affected jurisdictions, and connects affected jurisdictions with experienced members available to provide mutual aid)
 - **Provide position checklists, forms, and other materials to team members.**
 - **Discuss with team members how you will coordinate/communicate.**
3. Ensure the Joint Information System Leadership Committee Co-Chairs have created a file on Google Drive with the names and contact information for the Regional Joint Information System Coordinator and members of the Joint Information System Coordination Team.
 - **Check that the Co-Chairs have posted a link to the file on Slack.**
 - **Create the file and post a link to Slack if it has not yet been created.**
4. Identify yourself as the Coordinator on Slack.
 - **Notify the Joint Information System via Slack that an emergency has occurred.**
 - **State how the Joint Information System will support emergency response and/or recovery.**

Bay Area Joint Information System Toolkit

Regional Joint Information System Coordinator (continued)

5. Identify the affected jurisdictions and their designated Joint Information System Liaisons.
 - **Joint Information System Liaisons should identify themselves and post their contact information on Slack.**
 - **Contact the Lead Public Information Officers from the affected jurisdictions if you believe an affected jurisdiction has not yet designed a Joint Information System Liaison.**
 - **Encourage all affected jurisdictions to designate a Joint Information System Liaison**
 - **Suggest that affected jurisdictions use mutual aid to perform the role if the jurisdiction does not have enough staff for a Liaison.**
6. Contact the Joint Information System Liaisons:
 - **For a brief summary of current and upcoming public information and warning activities**
 - **See the “Status of Affected Jurisdictions” form in the Joint Information System Toolkit for a suggested list of information to collect.**
 - **Also, suggest and/or gather information on mutual aid requests.**

Ongoing Activities

7. Maintain regional situational awareness for emergency public information activities.
 - **Use the Joint Information System virtual coordination tools and coordinate with fellow members of the Joint Information System Coordination Team and Joint Information System Liaisons from affected jurisdictions.**
8. Encourage Joint Information System Liaisons from affected jurisdictions to coordinate with the Joint Information System.
 - **Ensure that they share information about emergency public information activities, de-conflicting messaging and public/media events.**
 - **Ensure they share information about mutual aid requests with the Mutual Aid Lead (see the Lead’s checklist).**
9. Schedule and facilitate regional conference calls with Joint Information System Liaisons.
 - **Identify the conference call line and post the call time and dial-in information to Slack.**
 - **Refer to the “Sample Conference Call Agenda for Emergencies” in this Toolkit.**
 - **Follow up with Joint Information System Liaisons from affected jurisdictions if they were unable to participate on the call.**

Bay Area Joint Information System Toolkit

Regional Joint Information System Coordinator (continued)

10. Identify opportunities for affected jurisdictions to share public information functions (for example, shared social media monitoring and analysis).
 - **Contact Joint Information System Liaisons from affected jurisdictions directly with suggestions (via direct message on Slack, conference call, or phone).**
11. Facilitate conversations to coordinate message development and dissemination.
 - **Use the Joint Information System Conference Call to discuss messaging with jurisdictions.**
 - **Work with the Information Analysis Lead to complete the Joint Information System Status Form in this Toolkit and upload the completed form to Google Drive (and post a link to Slack)**
 - **Contact Joint Information System Liaisons from affected jurisdictions directly to discuss messaging and encourage them to post their messaging, written products, etc. to Google Drive.**
12. Identify need for and, if necessary, facilitate transition to in person Joint Information System coordination.
 - **Refer to “Triggers for Virtual or In-person Joint Information System Coordination.”**
13. If communications systems are down, work with Operational Area and/or Core City Emergency Operations Centers to establish methods for communicating with other Joint Information System members (texting may be only viable option).
14. Liaise with the State Public Information Officer, providing updates on Joint Information System activities, etc.
 - **Ensure the State Public Information Officer has a designated representative on Slack.**
 - **Identify the State’s representative on Slack, providing contact information for affected jurisdictions.**
15. Work with the Joint Information System Leadership Committee Co-Chairs to identify a Joint Information System Coordinator for the next operational period (if needed).
 - **Conduct a briefing with the incoming, providing a status on coordination efforts and a summary of upcoming events.**

Bay Area Joint Information System Toolkit

Coordination Team: Mutual Aid Lead

General Reminders

Notify the Regional Joint Information System Coordinator if your jurisdiction is affected at any point during the emergency. If needed, the Coordinator will designate an alternate to serve your role.

Affected jurisdictions follow their local processes to request and evaluate mutual aid. The Joint Information System's Coordination Team does not fill mutual aid requests; rather the team may suggest Joint Information System members who have the appropriate experience and availability.

Initial Activities

1. Log on to Slack (bayareaajis.slack.com).
2. Discuss your role with the Joint Information System Coordinator
 - **The *Mutual Aid Lead* suggests how the Joint Information System can provide support to affected jurisdictions, and connects affected jurisdictions with experienced members available to provide mutual aid**
 - **Review position checklists, forms, and other materials (see the Joint Information System Toolkit and resources on the Google Drive).**
 - **Discuss with team members how you will coordinate/communicate.**
3. Provide your contact information to the Regional Joint Information System Coordinator.
 - **Include your name, agency, phone number, and email. Indicate if you can receive texts.**
 - **The Coordinator will post contact information to Google Drive and Slack**
4. Identify yourself as the Mutual Aid Lead on Slack.
 - **Notify the Joint Information System via Slack that an emergency has occurred.**
 - **State how the Joint Information System will support emergency response and/or recovery.**
5. Identify the affected jurisdictions and their designated Joint Information System Liaisons.

Bay Area Joint Information System Toolkit

Coordination Team: Mutual Aid Lead (continued)

6. Contact your Operational Area's Emergency Management Mutual Aid (EMMA) Coordinator and determine how you can monitor and/or be informed of any public information and warning EMMA requests on WebEOC.
 - **The EMMA Coordinator is the Emergency Manager or designee.**
 - **If an Operational Area's Emergency Operations Center is activated, EMMA is often coordinated through the Logistics Sections.**
 - **See the Guidance on Emergency Management Mutual Aid (EMMA) section of the Joint Information System Toolkit for more detail on mutual aid.**

Ongoing Activities

7. Working with the Regional Joint Information System Coordinator, reach out to Joint Information System Liaisons from the affected jurisdictions to discuss and suggest ideas for what types of public information and warning mutual aid the affected jurisdiction may want to consider for current or future operational periods.
8. Obtain mutual aid requests (*Form 1A – EMMA Resource Request* submitted by affected jurisdictions) requesting public information and warning staff from:
 - **Your EMMA Coordinator or the Logistics Section in your Emergency Operations Center**
 - **The Joint Information System Liaison from the affected jurisdiction**
9. Summarize open/filled public information and warning mutual aid requests by completing the Summary of Public Information Mutual Aid Requests form in the Joint Information System Toolkit for each request.
 - **Post the table(s) in the form to a file on the Joint Information System Google Drive.**
 - **Note in the file that WebEOC will always have the most up to date information on the status of mutual aid requests.**
 - **In the same folder, upload copies of all Form 1A – EMMA Resource Request requesting public information and warning staff.**
10. Inform Joint Information System members of open mutual aid requests by posting a link to the Summary form on Slack and Google Group.
11. Encourage Joint Information System members interested in providing mutual aid to:
 - **Work with their Operational Area EMMA Coordinators to review the Requesting Jurisdiction's EMMA Form 1A – EMMA Resource Request, complete an EMMA Form 1B – EMMA Resource Candidates, and submit the form via WebEOC.**
 - **Complete the Mutual Aid Interest and Availability form in the Joint Information System Toolkit and return the completed form to you.**

Coordination Team: Mutual Aid Lead (continued)

12. Compile suggestions for Joint Information System members who may have availability and the right experience and skills to provide mutual aid to the affected jurisdictions.
 - **Review completed Resource Inventories on Google Drive to help identify members with necessary skills and experience.**
 - **Contact the Joint Information System Liaison(s) for the affected jurisdiction via Slack, email, or phone to suggest members with the necessary skills and experience to fill mutual aid requests.**
 - **Provide Joint Information System Liaison(s) with a link to the Mutual Aid Interest and Availability form completed by Joint Information System members interested in providing mutual aid.**
13. Work with the Joint Information System Coordinator to support requests for regional coordination, reaching out to affected jurisdictions to suggest:
 - **Ideas for how affected jurisdictions may be able to share emergency public information functions (e.g., media monitoring and analysis), and**
 - **Support coordination as appropriate (e.g., connecting affected jurisdictions' Liaisons and facilitating a discussion on sharing functions).**
14. Work with the State Public Information Officer to identify personnel from non-affected regions in California who may be able to support Joint Information System and/or local emergency public information and warning activities.

Bay Area Joint Information System Toolkit

Coordination Team: Information Analysis Lead

General Reminders

Notify the Regional Joint Information System Coordinator if your jurisdiction is affected at any point during the emergency. If needed, the Coordinator will designate an alternate to serve your role.

Initial Activities

1. Log on to Slack (bayareajis.slack.com).
2. Discuss your role with the Joint Information System Coordinator
 - **The *Information Analysis Lead* supports continuous engagement, information sharing, and information analysis on the Joint Information System virtual platforms.**
 - **Review position checklists, forms, and other materials (see the Joint Information System Toolkit and resources on the Google Drive).**
 - **Discuss with team members how you will coordinate/communicate.**
3. Provide your contact information to the Regional Joint Information System Coordinator.
 - **Include your name, agency, phone number, and email. Indicate if you can receive texts.**
 - **The Coordinator will post contact information to Google Drive and Slack.**
4. Identify yourself as the Information Analysis Lead on Slack.
 - **Notify the Joint Information System via Slack that an emergency has occurred.**
 - **State how the Joint Information System will support emergency response and/or recovery.**
5. Identify the affected jurisdictions and their designated Joint Information System Liaisons.
 - **Create a list of affected jurisdictions, their Liaisons, and contact information for Liaisons.**
6. Invite/approve requests from Joint Information System Liaisons to join virtual coordination platforms.

Ongoing Activities

7. Troubleshoot access to virtual coordination platforms.
 - **Contact the platform providers or the Joint Information System Leadership Committee Technology Co-Coordinator or Listserv Co-Coordinator.**

Bay Area Joint Information System Toolkit

Coordination Team: Information Analysis Lead (continued)

8. Monitor affected jurisdictions' posts to Slack and Google Drive, and distill and summarize important information for the Coordination Team and affected jurisdictions.
 - **See "Status of Affected Jurisdictions" form in the Joint Information System Toolkit.**
 - **Also see "Bay Area Joint Information System Status" form in the Joint Information System Toolkit.**
 - **Information collected may include:**
 - Joint Information Center activations
 - Alert notifications to the public
 - Hashtags for the emergency
 - Trending topics/rumors/misinformation
 - Messaging (especially conversations to de-conflict messages or coordinate messaging)
 - Written products shared with the media/public
 - Upcoming press conferences or public events
 - Requests for support via Slack from affected jurisdictions
9. Determine if you need support from one or more Joint Information System members to assist in regional information gathering and analysis (especially if affected jurisdictions do not have enough staff to conduct or summarize local monitoring).
 - **Coordinate with the Mutual Aid Lead on the Joint Information System Coordination Team to identify Joint Information System members available and interested in providing regional support.**
10. Work with the Regional Joint Information System Coordinator to encourage affected jurisdictions to engage on virtual coordination platforms.
 - **Contact Joint Information System Liaisons from affected jurisdictions directly.**
 - **Post group and direct reminders on Slack.**

Bay Area Joint Information System Toolkit

Bay Area Joint Information System Members (Non-affected Jurisdictions)

General Reminders

Notify the Joint Information System Coordinator if your jurisdiction is affected at any point during the emergency.

Affected jurisdictions follow their local processes to request and evaluate mutual aid. The Joint Information System's Coordination Team does not fill mutual aid requests; rather the team may suggest Joint Information System members who have the appropriate experience and availability.

Ongoing Activities

1. Log on to Slack (bayareajis.slack.com) for situational awareness.
2. If you are interested in supporting regional coordination virtually (e.g., serving as a member of the Joint Information System Coordination Team or assisting affected jurisdictions with media monitoring and analysis), then:
 - **Obtain approval from your supervisor (with the expectation that regional coordination and support activities are not reimbursable).**
 - **Contact the Regional Joint Information System Coordinator (or Mutual Aid Lead) to share your interest and availability.**
 - **Follow the Coordinator's instructions for communicating and coordinating with affected jurisdictions.**

Bay Area Joint Information System Toolkit

Bay Area Joint Information System Members (Non-affected Jurisdictions) (continued)

3. If you are interested in providing mutual aid in person (e.g., going to a jurisdiction and filling a position in their Joint Information Center), then:
 - **Obtain approval from your supervisor (with the expectations that you may be providing mutual aid support to another jurisdiction for multiple days and depending on the incident and mutual aid systems, support may or may not be reimbursable).**
 - **Review the Guidance on Emergency Management Mutual Aid (EMMA) in the Joint Information System Toolkit.**
 - **Contact the EMMA Coordinator for your jurisdiction or Operational Area to review a Requesting Jurisdiction's *EMMA Form 1A – EMMA Resource Request* and complete an *EMMA Form 1B – EMMA Resource Candidates*.**
 - **The Mutual Aid Lead for the Joint Information System Coordination Team may also summarize and upload copies of *EMMA Form 1A – Resource Requests* to the Google Drive. Note: WebEOC will always have the most up to date information on the status of mutual aid requests.**
 - **Complete the Mutual Aid Interest and Availability form in the Joint Information System Toolkit and return the completed form to the Mutual Aid Lead (or Joint Information System Coordinator), sharing your interest and availability to provide mutual aid.**
 - **Your EMMA Coordinator for your jurisdiction or Operational Area will provide status updates on mutual aid requests.**
 - **If you are selected to provide mutual aid, your EMMA Coordinator for your jurisdiction or Operational Area will provide further instructions.**
4. Participate in or listen to Regional Joint Information System Coordination Calls.

Bay Area Joint Information System Toolkit

TRIGGERS FOR VIRTUAL OR IN-PERSON COORDINATION (GUIDANCE)

Joint Information System members may work together virtually or in-person. The following table may be helpful for members of the Regional Joint Information System Coordination Team. The first table (this page) describes the types of coordination. The second table (following pages) summarizes trigger points for escalating to different methods of coordination.

Types of Coordination

Standard virtual coordination	Enhanced virtual coordination	In-person coordination
<ul style="list-style-type: none">Any Joint Information System member can leverage any virtual coordination tool to facilitate communication and collaboration	<ul style="list-style-type: none">Regional Joint Information System Coordinator (or Information Analysis Lead, if designated) manages Slack channelDesignated uses for virtual tools (e.g. Slack channels etc.)Regional conference calls	<ul style="list-style-type: none">Mobile communications and/or command vehiclesPhysical Joint Information CenterIn-person press conferences/media availabilities

Bay Area Joint Information System Toolkit

Trigger points for escalating coordination

	Standard virtual coordination	Enhanced virtual coordination	In-person coordination
Non-Emergency	<ul style="list-style-type: none"> Normal daily operations and protection, prevention, preparedness, mitigation public information and warning efforts 	<ul style="list-style-type: none"> Preparations for a planned event Two or more Operational Areas are sharing information and coordinating messaging during a planned event 	<ul style="list-style-type: none"> Participation in a coordination meeting, training, exercise or other relationship development event
Operational Area Level Emergency	<ul style="list-style-type: none"> Joint Information System members from affected Operational Area share info with Joint Information System for situational awareness only 	<ul style="list-style-type: none"> At least one Operational Area has requested mutual aid 	<ul style="list-style-type: none"> Affected Operational Area requests mutual aid support (e.g., staff support at local Joint Information Center) Affected Operational Area requests physical infrastructure support (e.g., mobile command vehicle)
Regional Level Emergency	Not applicable	<ul style="list-style-type: none"> More than one Operational Area is affected A regional level emergency is declared Two or more local Joint Information Centers are activated 	<ul style="list-style-type: none"> Joint Information System provides liaison to local Joint Information Center
Catastrophic Level Emergency	<ul style="list-style-type: none"> Communications infrastructure is compromised Joint Information System members use whatever means still available to coordinate 	<ul style="list-style-type: none"> Transit infrastructure is compromised A catastrophic level emergency is declared The California State Joint Information System is activated 	<ul style="list-style-type: none"> Joint Information System provides liaison to local Joint Information Center Joint Information System provides liaison to State Joint Information Center Members leverage mobile command vehicle equipped with satellite phones
Recovery	<ul style="list-style-type: none"> All Joint Information Systems have been deactivated Daily public information operations have fully resumed or nearly fully resumed 	<ul style="list-style-type: none"> Initial recovery phase after a regional or catastrophic level emergency The State Joint Information Center remains activated Two or more local Joint Information Centers remain activated Joint Information System is conducting an after action review 	<ul style="list-style-type: none"> The State Joint Information Center remains activated Two or more local Joint Information Center remain activated Joint Information System provides liaison(s) to local and/or State Joint Information Center until Joint Information Center(s) is demobilized

Bay Area Joint Information System Toolkit

STATUS OF AFFECTED JURISDICTIONS (FORM)

This form may be used **by the Joint Information System Liaison** to summarize and share information about his or her affected jurisdiction in an emergency. Members may upload responses to Google Drive or Slack (notifying the Joint Information System Coordinator or Information Analysis Lead).

Summary	
Incident Name:	
Description of Emergency/Event:	
Status of Affected Jurisdiction(s)	
Joint Information System Liaison	Name: Title: Agency: Phone: Email: Slack username: On Slack? <input type="checkbox"/> Yes <input type="checkbox"/> No
Lead Public Information Officer	Name: Title: Agency: Phone: Email: Slack username: On Slack? <input type="checkbox"/> Yes <input type="checkbox"/> No
Joint Information Center	<input type="checkbox"/> Activated <input type="checkbox"/> NOT Activated Phone: Email: Media Hotline Phone: Email:
Summary Description of Responding Resources	<i>e.g., Joint Information Center staffing, etc.</i>
Current Public Information and Warning Activities	
Public Information and Warning Objectives	
Mutual Aid Requests (Refer to WebEOC for up to date information)	Requesting Jurisdiction: Resources Requested: Date/Time of Request: <input type="checkbox"/> Request filled? Supporting Jurisdictions:

Bay Area Joint Information System Toolkit

BAY AREA JOINT INFORMATION SYSTEM STATUS (FORM)

This form may be used **by the Regional Joint Information System Coordinator or Information Analysis Lead** to summarize and share information about the status of the Bay Area Joint Information System in an emergency. Joint Information System Coordination Team members upload the completed forms to Joint Information System Google Drive.

Summary		
Incident Name:		
Description of Emergency/Event:		
Status of Joint Information System Activities		
Regional Messaging	<ul style="list-style-type: none"> • <i>Summary of topline messages</i> • • 	
Trending Topics	<ul style="list-style-type: none"> • <i>List topics/rumors</i> • • 	
Noteworthy Online Posts	<ul style="list-style-type: none"> • <i>Paste posts</i> • • 	
Hashtags In Use	<ul style="list-style-type: none"> • <i>List hashtags</i> • • 	
Rumor Management	Rumors	Plan for Addressing Rumors
Potential Concerns	<i>List potential issues/concerns (and plan to address issue/concern)</i>	
Joint Information System Conference Calls	<ul style="list-style-type: none"> • <i>Action Items (and responsible Joint Information System member)</i> • • 	
Trending Topics	<ul style="list-style-type: none"> • <i>List topics/rumors</i> • • 	

Attach Social Media Sentiment Analysis, Word Clouds, and other of media (social and online traditional) monitoring analysis.

Bay Area Joint Information System Toolkit

SAMPLE CONFERENCE CALL AGENDA FOR EMERGENCIES (CHECKLIST)

The Regional Joint Information System Coordinator or other designated Joint Information System member may use or adapt these agenda to facilitate a conference call in an emergency. Calls typically involve affected jurisdictions and other Joint Information System members providing support or gathering situational awareness. Calls should last no more than 15 minutes, whenever possible.

The purpose of the call is to coordinate messaging, rumor control, and brainstorm solutions to emergency public information and warning challenges. The call is ***not*** for sharing status updates (updates should be posted on Slack).

Sample Agenda for Joint Information System Conference Call

Timing: To occur within a few hours of the onset of the emergency, as soon as practicable; and then once or twice an operational period, depending on the demands of the emergency.

1. **Roll-call**
2. **Core messages** (Coordinator asks representatives from affected jurisdictions to share core messages and discuss how they will coordinate messages and de-conflict information within messages)
3. **Trending topics/Rumors/Misinformation** (Coordinator asks representatives from affected jurisdictions to comment on trends/rumors and discuss how they will respond to them)
4. **Requests for support/solutions for emergency public information challenges** (Coordinator asks representatives to share their challenges and facilitates a brainstorming session to identify potential solutions to issues)
5. **Next Steps** (Coordinator may briefly list next steps, including the next call day/time)

Bay Area Joint Information System Toolkit

ACRONYMS

The Bay Area Joint Information System Framework and associated Toolkit do not contain acronyms; however, it may be helpful to recognize the following acronyms and abbreviations commonly used when discussing emergency public information in the Bay Area.

Acronym	Definition
ADA	Americans with Disabilities Act
CA	California
Cal OES	The California Governor’s Office of Emergency Services
EMMA	Emergency Management Mutual Aid
EOC	Emergency Operations Center
ESF	Emergency Support Function
FAQ	Frequently Asked Questions
FEMA	The Federal Emergency Management Agency
FOUO	For Official Use Only
ICS	Incident Command System
JIC	Joint Information Center
JIS	Joint Information System
MMAA	California Disaster and Civil Defense Master Mutual Aid Agreement
N/A	Not applicable
NGO	Non-Governmental Organization
NIMS	National Incident Management System
OA	Operational Area
PIO	Public Information Officer
SEMS	Standardized Emergency Management System