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GOVERNING AUTHORITY OF CALCASIEU PARISH, LOUISIANA

OFFICE OF HOMELAND SECURITY AND EMERGENCY PREPAREDNESS

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- 1. FCC proposes expanding the WEA message length from 90 to 360 characters**
 - a. How much information can you relay without shortcuts, acronyms, or abbreviation in 90 characters? In today's world of digital media world, 90 vs 360 would take about the same time to send. It does us no good to send out an abbreviated acronym filled message to people who can't understand what the message is. Even twitter is looking at upping the character message count. 360 character is fine for a short quick emergency message. If my message is shorter than 360, that will be fine.
- 2. FCC proposes adding a new WEA category titled "Emergency Government Information" for non-emergency type messages (i.e. boil water, shelter locations)**
 - a. We are all adult professional. We should be limited to only emergency message were there could be possibility of physical harm or illness. Don't overthink this. These messages need to be short, to the message and easy to send out.
- 3. FCC proposes allowing URLs and telephone numbers in WEA messages which were previously prohibited**
 - a. Having a location for the public to get more information is critical. It helps reduce the panic in the community. If people can be directed to more information than that of a 90 character, they can be told what to do and how to do it. If were telling people to evacuate, we cannot tell them where or how in a 90 character message. It's like telling the community to "run and hide" without direction. I would limit to only phone number and URL, no photos, maps or multi-media content. This if for the initial EMERGENCY notification.
- 4. FCC proposes including multilingual WEA messages**
 - a. Multilingual WEA are beneficial but how do you catch every language. This would slow things down.
- 5. FCC proposes improvements to WEA geo-targeting of alerts**
 - a. Accurate, fewer and most appropriate targeting alerts would speed up the notification and aid in the execution of the actions to be taken. If we focus on a limited geo-targeted message could mean the difference in thousands of people who did not need to take action getting in the way of those who need to take action.
- 6. FCC proposes inclusion of local WEA test codes**
 - a. We need to be able to test the system. If you don't use it you lose it. If you don't practice on your systems, when the time comes to use it two things will happen:
 - i. You can't remember how to activate it.
 - ii. Or your system doesn't work
 - iii. That puts people at risk!
- 7. FCC proposes requiring cell carriers to log alerts and provide reports**
 - a. Knowing how effective your system works, as well as know what needs to be fixed is very beneficial. We review all our post emergency notification for effectiveness. If we have problems we can fixed them. If we don't review, we don't know, like sticking your head in the sand.