



ADMINISTRATIVE REGULATION

Office of the City Manager

Number	506
Responsible Department	Police and Fire Departments
Established/Effective Date	April 7, 2010
Latest Revision Date	October 30, 2023
Next Review & Reauthorization Date	October 30, 2025

SUBJECT: Mass Notifications

1. **Purpose:** To establish a procedure governing the use of the mass notification systems.
2. **Authority:** Section 401 of the Huntington Beach City Charter; [Huntington Beach Municipal Code Chapter 8.60 Emergency Management and Homeland Security](#)
3. **Application:** This regulation shall apply to all departments and personnel.
4. **Definitions:**

4.1 AlertOC

AlertOC is a mass notification system designed to provide timely and accurate information to residents, businesses, and employees during emergencies. The system allows users to launch from a single platform to multiple methods of alerting, including using e911 (landline) telephone data, citizen opt-in data, Wireless Emergency Alerts (WEA), and Emergency Alert System broadcasts. The system allows messages to be sent by telephone, text message, and e-mail to targeted areas of impacted by emergencies.

4.2 Wireless Emergency Alert (WEA) System

WEA is a public safety mass notification system that provides geographically targeted, text-like alert messages sent to compatible cellular telephones/devices in an impacted area. This system is to be used only when there is an imminent threat to the community.

- The City was granted permission to use the system in 2019 and since has become an essential part of our emergency notification capabilities.

4.3 MyHB Application

The MyHB application is a free mobile phone application available through the Apple and Google Store. Those who choose to download the MyHB application may opt in to push notifications containing important information from the City of Huntington Beach.

4.4 Emergency Outdoor Sirens

Located at each Fire Station, sirens will be activated with the intent to alert the public of an emergency and the need to evacuate. Typically will be initiated for such incidents as a tsunami and used in conjunction with AlertOC and WEA.



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4.5 Director of Emergency Management

The City Manager is the Director of Emergency Management.

4.6 Emergency

Emergency is defined as "imminent or perceived threat to life, and/or property."

4.7 Emergency Message

Emergency messages include, but are not limited to: disaster notifications, evacuation notices, public safety emergencies, public health emergencies, or to provide emergency information, including critical missing persons.

4.8 Internal Communication

AlertOC messages sent only to City employees.

4.9 Message Types

4.9.1 Imminent Threat to Life:

When selected, the notification will be set to high priority. Messages will override the recipients' silent switch or "Do Not Disturb" mode on Apple mobile devices.

4.9.2 High Priority:

High priority messages are given priority in the delivery queue, and are flagged in the recipient's inbox.

4.9.3 Internal:

Messages sent to the City employees to provide information to larger groups.

5. **Policy:** All departments using the AlertOC system shall adhere to the procedures in this regulation.

6. **Responsibilities:**

6.1 Police Department / Fire Department

The Police Department and Fire Department shall share responsibility for coordination of system users and security and providing any necessary training to designated AlertOC users and department liaisons.

6.2 Emergency Management and Homeland Security Office

Fire Department Emergency Management and HBPD personnel shall coordinate the public data management within the system through the Orange County Emergency Management Division.

6.3 Department Heads

Department Heads shall be responsible for identifying and designating at least one-trained personnel for their respective department. Each Department shall provide such list of designated AlertOC users and liaisons to the City Manager and both Police and Fire Chiefs.



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6.4 Office of Communications

The Office of Communications will work with applicable Departments and agencies in the event a mass notification is necessary to develop and approve of applicable messaging prior to dissemination.

7. Procedures:

7.1 Emergency Message

7.1.1 Contact the Police Department or Fire Department liaison and request assistance in completing the message process in the "AlertOC" system.

7.1.2 If a Police Department or Fire Department liaison is not present in the Emergency Operation Center (EOC), contact the Police Department Watch Commander or a Police Communications Supervisor to request assistance in completing the message process.

7.1.3 In exigent circumstances a Department Head or representative can authorize an immediate message be sent.

7.1.4 All messaging is to be reviewed and approved by the Public Affairs Manager within the Office of Communications prior to dissemination.

7.2 Emergency Message Back-Up Procedure: In the event there is no one able to access the AlertOC system and generate an emergency message, assistance can be obtained by contacting:

- The Orange County Sheriff's Department Control One Center at 714-628-7008.

7.3 Internal Communication

7.3.1 Contact the designated AlertOC user within each department for assistance in sending a non-emergency internal message.

Distribution:

All employees may access the Administrative Regulations via the SurfNet or City website: www.huntingtonbeachca.gov/AR

Eric G. Parra, Chief
Police Department

Approved as to Form
Michael Gates, City Attorney

Scott Haberle, Chief
Fire Department



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A handwritten signature in blue ink, appearing to read "Eric G. Parra", written over a horizontal line.

Eric G. Parra
Interim City Manager

Review Schedule

REVIEW DATE	DEPT. HEAD INITIAL	CITY MANAGER SIGNATURE