

Reverse 911 Public Alert System for Ammonia Releases

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The Problem

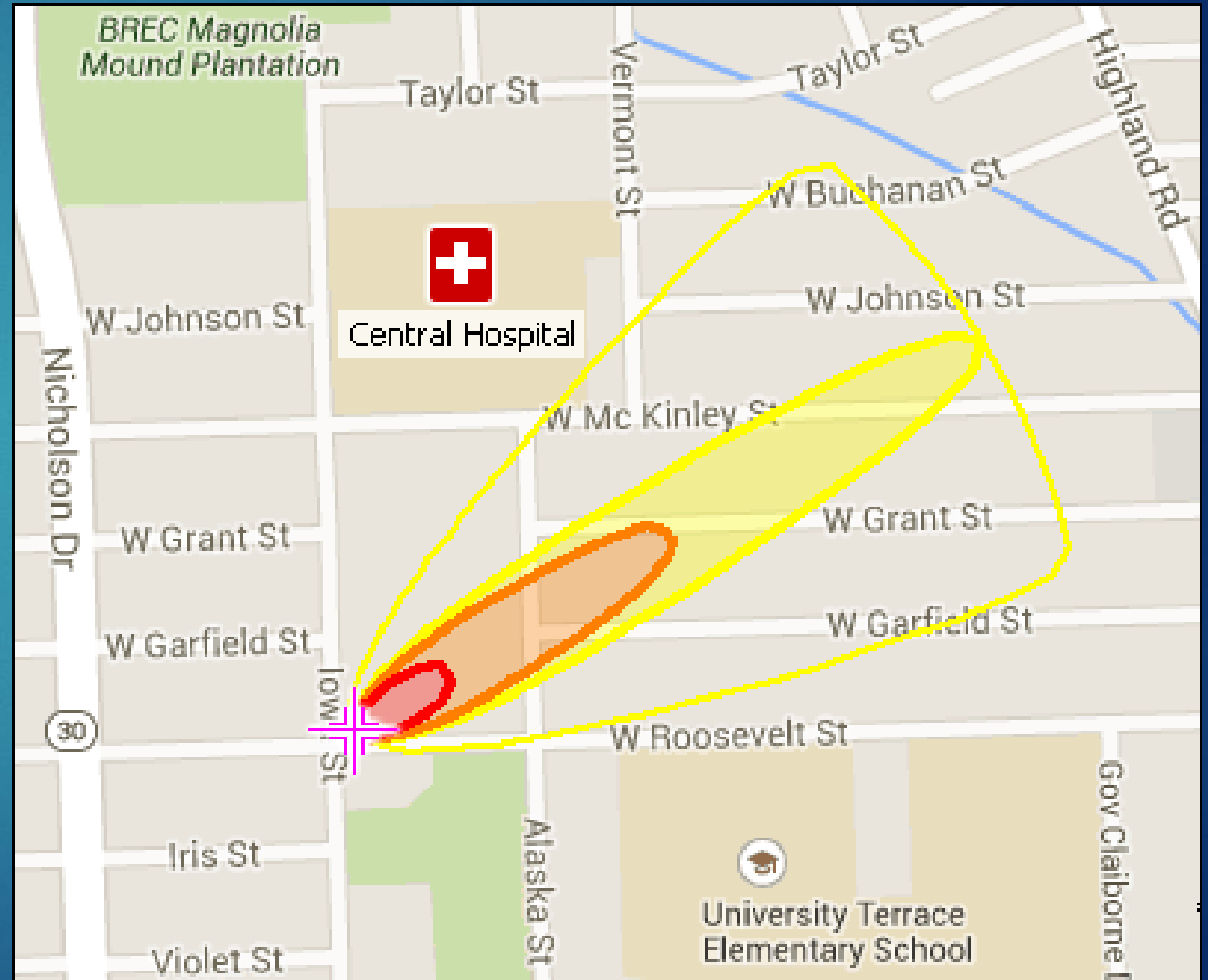
- Anhydrous ammonia is a deadly gas existing in large quantities in south Salinas.
- It can be carried by the wind and remain close to the ground if conditions are right.
- Sheltering in place can be an effective way to avoid exposure to anhydrous ammonia.
- Currently there is no alert system in place to give residents, employers and workers in south Salinas advanced warning of a release

The Solution

- ▶ A reverse 911 public alert system informed by plume mapping technology.
- ▶ Traditional reverse 911 system use a geographically based land-line system but people rely on cell phones more then ever.
- ▶ Start with an educational outreach program targeting residents and businesses in south Salinas. Sign up would be voluntary.
- ▶ County Communication Dispatch Operators will be armed with ALOHA plume modeling technology to customize the message.

ALOHA

- ▶ Part of the CAMEO software suite which is widely used to by emergency responders including the Salinas and Seaside haz mat teams as well as Monterey County EH



How to get there

- ▶ Secure funding for outreach, data base development and maintenance as well as software and training
- ▶ Buy in from local emergency responders including Police and Fire as well as Monterey County Department of Emergency Communications
- ▶ Standardize the message...