




**BOARD OF SUPERVISORS
AGENDA LETTER**

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Submitted on:
(COB Stamp)

Department Name: FIRE
Department No.: 031
Agenda Date: June 3, 2025
Placement: Administrative Agenda
Estimated Time: NA
Continued Item: No
If Yes, date from: NA
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Director(s): Mark Hartwig, Fire Chief/Fire Warden 
Contact Info: Kelly Hubbard
SUBJECT: Emergency zone maps update and Delegation of Authority to Office of Emergency Management to execute Memorandum of Agreement for the Activation of ReadySBC Alerts and Access and Use of Emergency Zone Mapping Solution

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- a) Approve and authorize the Office of Emergency Management (OEM) Director or designee to execute Memorandum of Agreement (MOA, Attachment A) in a form substantially similar to the agreement attached hereto with all agencies and County departments who are or will use OEM's instance of Genasys EVAC or utilize the County's support of emergency alerts, subject to review and concurrence of County Counsel and County Risk; and
- b) Determine that the activity is not a "project" subject to California Environmental Quality Act (CEQA) review per CEQA guideline section 15378(b)(4), since the activity is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

Summary Text:

This item is on the agenda to provide the Board with a brief update on the countywide implementation of revised emergency zones and the use of Genasys EVAC as a software solution for protective action coordination and public information. Additionally, the Office of Emergency Management (OEM) is asking for delegation of authority to execute Memorandum of Agreements (MOA) with all agencies and County departments intending to utilize the software. Lastly, the OEM

has incorporated language in this MOA regarding the County's role as Alerting Authority and its support to participating jurisdictions for emergency alerts.

Discussion:

Memorandum of Agreement

The Genasys EVAC software will be used by the County and most public safety partners within the County for protective action coordination and for public-facing interactive protective action maps. These agencies will be directly utilizing the OEM's instance of Genasys EVAC to access decision-support data, coordinate with co-responding agencies, and convey critical public safety decisions to partners and the public. The purpose of this MOA is to provide both the County and the agencies using this software with clarity on roles and responsibilities, the system's capabilities, requirements and restrictions associated with its use, limitations of the product, potential future cost considerations, indemnification, and other administrative considerations.

The OEM acts as the Alerting Authority on behalf of the County and most jurisdictions within the County. As the Alerting Authority, OEM manages:

- The County's access to the federal Integrated Public Alerts and Warning System (IPAWS) for activation of Wireless Emergency Alert (WEA) and Emergency Alert System (EAS) capabilities.
- The ReadySBC Alerts software (Everbridge), as well as its data (maps, scripts and contact information), pre-set protocols, users and training.
- Backup systems and processes, including DASDEC (secondary hardware for alerting) and a MOU with the County of Ventura for support.
- Development of all alert and warning policies, pre-scripted and pre-translated messages, and standard operating procedures (SOP) in coordination with the County Sheriff's Dispatch.
- Shared responsibility with Sheriff's Dispatch for sending alerts.

Although the County already supports agencies with their alerting needs when requested, this agreement provides an opportunity to formalize this concept with participating agencies, while identifying how alerting relates to the Genasys EVAC platform. The alerting components of the MOA provides benefits similar to those associated with Genasys, such as clarity on roles and responsibilities, legal requirements, processes for requesting support, legal liabilities, and other administrative considerations. It is important to note that the agreement includes alternate language for the University of California, Santa Barbara, Lompoc Federal Penitentiary, and Vandenberg Space Force Base, since all three have their own alerting capabilities.

All public safety agencies within Santa Barbara County will "utilize" Genasys for protective action coordination and public-facing protective action maps. Some agencies will coordinate and work through the County Fire Department, Sheriff or OEM to make updates or changes on their behalf, instead of having direct user access to the system. Most will "use" this system directly, by logging in, accessing data, changing zone statuses, and updating incident information. The participating agencies we intend to sign an MOA with include: the cities of Buellton, Carpinteria, Goleta, Guadalupe, Lompoc, Santa Barbara, Santa Maria, and Solvang; Carpinteria-Summerland Fire Protection District and Montecito Fire Protection District; County Sheriff's Office and County Fire Department; UC Santa Barbara; Lompoc Federal Penitentiary; and Vandenberg Space Force Base. Other agencies, such as State Parks, may choose to access this system directly in the future and can sign later.

Delegation of Authority

In order to meet the desired timeline for implementation of this tool, the OEM has requested all participating agencies to review and provide any substantial concerns. As of May 14, 2025, no significant concerns or changes have been requested. Concurrently with this Board's actions, all participating agencies are working through their own legal processes to support completion of these MOAs prior to the planned June 24th launch date.

Staff is asking for the Board to approve authorizing the OEM Director or designee to approve and execute the attached Memorandum of Agreement (Attachment A) in a form substantially similar to the agreement attached hereto, subject to review and concurrence of County Counsel and County Risk, with all agencies and County departments who are or will use the OEM's instance of Genasys EVAC or utilize the County's support of emergency alerts.

Background:

In June 2024 the Board of Supervisors approved a contract with Genasys, Inc. for an emergency zone mapping software-as-a-service (SaaS) solution called Genasys EVAC for use by all public safety agencies within the County. The County in coordination with all public safety agencies will utilize Genasys EVAC to enhance communication and coordination in the field, communicate protective action needs with the Emergency Operations Center and Sheriff's Dispatch, and to visually present those protective actions to community members through a zone-based map.

The OEM has led the zone development and data integration process in coordination with 28 agencies over the course of the last 9 months. OEM and the participating agencies were dedicated to developing the best foundational information and zones as possible to support critical life safety decision making and public information. Here are a few stats on what went into zone development:

- 79 meetings,
- 12+ GIS data layers,
- 98 evacuation and resource site locations,
- 1,086 critical facilities,
- 252 pre-identified traffic control points,
- 112 special consideration zones, and
- Creation of 535 emergency protective zones.

Agencies that have contributed to the zone development and will be internal users include:

- All eight cities,
- Carpinteria-Summerland and Montecito Fire Protection Districts,
- State and Federal partners: Lompoc Federal Penitentiary, Los Padres National Forest, UCSB, Vandenberg Space Force Base, and
- County Departments and Divisions: Fire, Sheriff's Office, and Office of Emergency Management.

Additionally, many agencies contributed information and support to the data collection process including:

- State agencies: California Highway Patrol and California State Parks, and

- County Departments and Divisions: Animal Services, Behavioral Wellness, Community Services, District Attorney, Health Department, ITD, GIS technical specialists, Parks, and Public Works.

After an intense year of data collection and zone creation, OEM with the support of partner agencies developed new coordination protocols, updated or created 11 policies or standard operating procedures, wrote agreements, and hosted 8 trainings and exercises to prepare all public safety agencies to go live with Genasys.

Public Education and Media Coordination

The County and our partners are preparing to launch Genasys on Tuesday, June 24, 2025. To prepare the County's residents for this new communication tool, the OEM is leading a county-wide education and outreach campaign. The campaign will include 2 phases. The first phase will utilize press releases, social media, newsletters, etc. with a focus on how to access the zone maps, where to get emergency information, and signing up for ReadySBC Alerts. Phase 2 will include public service announcements, low tech accessible brochures, etc. with a focus on "know your way out", "know your neighbors," and other evacuation preparedness considerations. OEM will be working with the media to socialize this new tool and will be coming back to your board with an announcement just prior to launching.

Fiscal and Facilities Impacts:

This MOA has no current fiscal or facility impact. However, this software product is currently funded by the Homeland Security Grant Program (HSGP) through fiscal year 2027-28. Should FEMA retract current funding or if future years of funding cannot be identified, OEM will develop potential funding options to bring back to the Board for direction. Those options will include various alternative funding paths. The MOA has terms and conditions for the cancellation of this software product, should future funding not be secured.

Staffing Impacts:

As technology for emergency management continues to develop in its capabilities, it also continues to become more complex, requiring staff specialization for management of those products. Currently this project is being managed by 1 FTE that is funded through an ARPA associated General Fund transfer. The position is funded through fiscal year 27/28 to manage this system and other software products that OEM utilizes. Per the agreement, participating agencies have responsibility to manage their own data, track user accounts and agreements, and provide training as needed moving forward. OEM expects participating agencies will need support for these efforts. Currently, no funding has been identified for this OEM position past fiscal year 27/28. It is expected that management of Genasys and Everbridge will be at minimum 26 hours per week to maintain GIS layers, contact data, policies, SOPs, training for both systems, coordination of system updates and contracts, state and federal coordination, as well as any changes in best practices and lessons learned moving forward. If new funding is not identified for this position, these responsibilities would need to be transferred to another OEM FTE and other projects will need to be re-prioritized or cancelled.

Special Instructions:

Direct the Clerk of the Board to send an e-copy of the minute order of these actions to Kendall Johnston at kejohnston@countyofsb.org.

Attachments:

Attachment A – Memorandum of Agreement Between Santa Barbara County Office of Emergency Management And [Jurisdiction/Agency Name] Regarding Activation of The ReadySBC Alerts System and Access to and Use of Emergency Zone Mapping Solution

Contact Information:

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