

California
Emergency Support Function 15
Public Information Annex

EXECUTIVE SUMMARY

October 2013

California Governor's Office of Emergency Services

EMERGENCY SUPPORT FUNCTION 15 – PUBLIC INFORMATION
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Introduction

Emergency Support Function (ESF) 15 – Public Information is composed of an alliance of discipline-specific subject matter experts (herein referred to as stakeholders) who work together to provide timely, accurate, and coordinated information within the State of California. The ESF 15 stakeholders have common interests and share a level of responsibility to provide public information with the mission to protect life and property within California. The ESF 15 stakeholders embrace the “whole community” by coordinating and sharing information with the media, faith-based and nongovernmental organizations (NGOs), the private sector, the local populace, and individuals with limited English proficiency. This audience includes individuals with disabilities and others with access and functional needs.

During response, the Office of Crisis Communications and Media Relations stands up the State Joint Information Center (S-JIC). Other ESF 15 stakeholders may also stand up their agency’s Joint Information Center (JIC). If more than one JIC is activated, the ESF 15 stakeholders collectively form the Joint Information System (JIS) to coordinate and communicate information on an emergency in which local governments have requested State assistance for preparing and disseminating information.

Purpose and Scope

The purpose of the ESF 15 Annex is to describe the state-level coordination elements that are necessary to provide accurate, coordinated, timely, and accessible information to the public. The ESF 15 Primary Agency/Department coordinates the State-level emergency public information activities that support the local, state, federal, and tribal entities’ public information activities. Each ESF 15 stakeholder coordinates and communicates within their agency, but also with all agencies within their respective areas of operation. The ESF 15 stakeholders also provide recommendations and subject matter expertise to the Governor’s Office of Emergency Services (Cal OES) associated with ESF 15 to address public information preparedness, response, and recovery planning and operational activities.

Lead, Primary, and Supporting Agencies/Departments

The Lead, Primary, and Supporting Agencies/Departments are the stakeholders for ESF 15. The **Lead Agency/Department** for ESF 15 is the Cal OES Office of Crisis Communications and Media Relations.

Cal OES is assigned to lead ESF 15 based upon its authorities, resources, and capabilities in the State of California Emergency Plan (SEP) and has ongoing responsibilities throughout the preparedness, mitigation, response, and recovery phases of emergency management.

The **ESF Coordinator** is designated by the Cal OES Office of Crisis Communications and Media Relations, but is generally the Lead Public Information Officer (PIO) of the State Joint Information Center (S-JIC). The ESF 15

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Coordinator facilitates the synchronization and harmonization of activities for the S-JIC, the establishment of the Joint Information System (JIS) and/or Virtual Joint Information Center, and the coordination with the ESF 15 Supporting Agencies/Departments. During an emergency response, the ESF 15 Coordinator serves as the conduit of information between the JIS and the State Operations Center (SOC).

The ESF **Supporting Agencies/Departments** are those agencies/departments that participate in the JIS. These Supporting Agencies/Departments coordinate and communicate within their agency, but also with all agencies within their respective areas of operation. These Agencies/Departments possess specific capabilities or resources that support the primary agency in executing the mission of ESF 15. A full list can be found in the complete Annex.

Exhibit 1: Emergency Support Function Stakeholder Roles

California State Agency/Department Roles
Cal OES Office of Crisis Communications and Media Relations Lead PIO
<ul style="list-style-type: none">– Lead Cal OES in support of public information prior to, during and following a disaster– Oversee the actions that will be taken to provide continuous and accessible public information about the disaster, secondary effects, and recovery activities– Establish the S-JIC and JIS– Actively coordinate with ESF 15 stakeholders at other locations on emergency response activities, consistent messaging, and technical assistance– Act as a conduit of information from the ESF 15 stakeholders to the REOC/SOC on ESF 15 stakeholder’s messaging, staff support, and other public information resource capabilities– Prepare “public information options packages” for resource coordination that is coordinated with the ESF 15 stakeholders for the SOC on behalf of ESF 15 when tasked.– Coordinate in the Joint Field Office (JFO) with the Emergency Support Function (ESF) #15 counterparts if needed for consistent, coordinated messaging
Cal OES Office of Crisis Communications and Media Relations
<ul style="list-style-type: none">– Coordinate with ESF 15 Supporting agencies/departments for state-level public information messaging, messaging support, mitigation activities, and preparedness activities– Provide overall direction to S-JIC Core Function Leads and S-JIC Units– Establish S-JIC objectives, tic-toc timeline, and priorities for an Operational Period based on overall objectives established by SOC Director and coordinate S-JIC action planning meetings

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Supporting Agency/Departments	Role
Environmental Protection Agency	<ul style="list-style-type: none"> – Provide fact sheets, notices, and other materials as necessary to advise and support members of the public returning to impacted areas. – Monitor air quality and issue bulletins related to public safety. – Support public information and outreach concerning pesticide issues.
California Department of Transportation	<ul style="list-style-type: none"> – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center. – Provides updated information regarding transportation route availability, debris management efforts, assessments of transportation infrastructure and recovery efforts.
California Highway Patrol	<ul style="list-style-type: none"> – Support public information and outreach concerning traffic route information, evacuation and re-entry issues. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
California Department of Public Health	<ul style="list-style-type: none"> – Provide public health crisis communication and emergency public information assistance. – Collects and analyzes data and reports information for public health emergency planning and response. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
Department of Water Resources	<ul style="list-style-type: none"> – Provides notification regarding potential recreation areas for potential shelter location and usability during an emergency. – Assist with development of public information regarding historical preservation, National Environmental Protection Act (NEPA), California Environmental Quality Act, and information on historical resources through the California Historic Resources Information System. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
Department of Food and Agriculture	<ul style="list-style-type: none"> – Coordinates public information regarding the California Animal Response in Emergency System, transportation resources and animal care personnel for affected animals/livestock. – Provides data analysis, evaluation and reports on agricultural sector damage and resultant economic loss data. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.

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Supporting Agency/Departments	Role
Department of Toxic Substances Control	<ul style="list-style-type: none"> – Provides public information support with air quality hazardous plumes, subject matter experts in hazardous materials incidents, environmental toxicologists for technical issues and public information. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
Labor and Workforce Development Agency	<ul style="list-style-type: none"> – Provides public information support regarding personal protective equipment selection and use, technical expertise in chemical and hazardous materials assessments. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
California Department of Forestry and Fire Protection (Cal FIRE)	<ul style="list-style-type: none"> – Provide public information regarding fire red flag weather warnings, homeowner protection, accident investigation and law enforcement activities, fact sheets, maps and fire safety. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
California Volunteers	<ul style="list-style-type: none"> – Provide public information regarding volunteer activities related to disaster response, coordination of monetary and in-kind donations during emergencies. – Name a public information representative to coordinate Emergency Public Information plans and procedures with the Office of Emergency Services Joint Information Center.
Government Operations Agency	<ul style="list-style-type: none"> – Provide informational publications to support recovery operations. – Ensure that informational publications related to recovery efforts are available. – Provide information related to contractors and engineers through the various licensing boards. – Provide periodic call center functions and support to Cal OES during extreme weather conditions, an emergency event, or disaster response operations to provide public information to the residents of California when such measures are needed and requested by Cal OES.
Natural Resources Agency	<ul style="list-style-type: none"> – Coordinate with local governments and state agencies to provide public outreach on fish and game topics.

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Supporting Agency/Departments	Role
California Department of Insurance	<ul style="list-style-type: none"> – Develop and release information to the news media about the emergency or disaster as it pertains to insurance issues, personnel involved in the operation, the legislature, public officials, other appropriate agencies and organizations and residents impacted by the emergency.

As described in the SEP, ESF 15 will also involve other stakeholders. The interplay of the ESF 15 Primary Agencies/Departments and the Public and Private Sector Stakeholders is a vital part of including the whole community concept into the emergency functions. For the purposes of ESF 15, Public and Private Sector Stakeholders may be a part of the JIS but do not have specific responsibilities within ESF 15. The Public and Private Sector Stakeholders collaborate within the JIS on public information messaging.

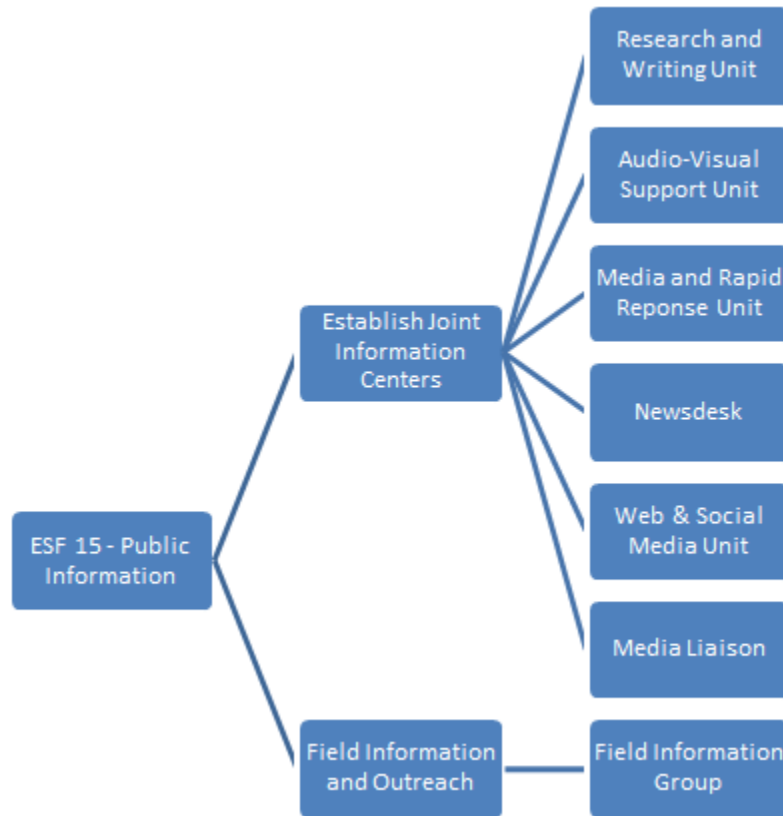
Core Functions

The organization of ESF 15 is structured by core functions that give the ESF 15 stakeholders a way of organizing key activities/capabilities that can be understood by other stakeholders and other emergency functions. Core functions are not exclusive to any single stakeholder within ESF 15, but rather require the combined efforts of the entire community of stakeholders. Within each core function, the capabilities (also described as categories of service and support) are used to group together the activities that are critical to the performance of the core function. The activities describe the elements of work that are completed in order to achieve the service or support capability. Resources, standards, and conditions will be connected to each activity.

During response operations, the core functions give the JIS and the ESF 15 stakeholders a way of organizing key collaboration topics at the various levels (S-JIC to JIS). The core functions for ESF 15 include:

- Establish Joint Information Centers
- Field Information and Outreach
- Intergovernmental Affairs

Diagram 1: ESF 15 Organization



Emergency Support Function Coordination Structure

ESF 15 is coordinated by the Office of Crisis Communications and Media Relations within the Cal OES. As needed, the Lead PIO and State JIC Manager may convene the stakeholders within ESF 15 to discuss common public information topics, messaging collaboration, and other items related to the ESF 15 core function activities, tasks, or resources. This information exchange will likely happen during the initial JIS conference calls or through the Virtual Joint Information Center. The S-JIC functions as the coordination structure for ESF 15 when the S-JIC is activated.