ShakeAlert™ *Because seconds matter.*

ShakeAlert® Licensing Pathway: Step-by-Step Guide

This guide summarizes the steps it takes to navigate the licensing pathway and how to become a ShakeAlert® Technical Partner.

For definitions and contact information, see the <u>bottom of this document.</u>

STEP 1 **Evaluate the Feasibility of Becoming a ShakeAlert Technical Partner**

a Review the **ShakeAlert Start-Up Guide for Prospective Technical Partners**, which includes basic details about the flow of ShakeAlert data from the U.S. Geological Survey (USGS) to Technical Partners.

b Review the **Technical Performance Guidelines** and **Education & Training Guidelines** at ShakeAlert.org. Speak with a ShakeAlert Technical Engagement Regional Coordinator (TERC) for more information.

STEP 2 **Complete and Submit a Pilot License Agreement (PLA)**

a Download and complete a draft PLA from ShakeAlert.org. *Follow the instructions carefully.*

- ✓ While reviewing the PLA, only edit using "track changes" mode.

- ✓ **IMPORTANT:** Since the PLA has several provisions that are cross-referenced, do not make any changes that cause the document to be renumbered. If the prospective licensee proposes that a provision be stricken from the agreement, a simple strikethrough will suffice.

- ✓ Do not sign the agreement until requested by the USGS. ShakeAlert TERCs are available to review the draft PLA prior to submission to the USGS.

b **Appendix A: Statement of Work (SOW)** is the most important part of the PLA. For the proposed product or service, the SOW: (a) describes how ShakeAlert Messages are used for earthquake risk reduction; (b) provides technical background information [i.e., How does it work?]; and (c) presents, at minimum, a provisional plan about how USGS technical and E&T guidelines will be met for PLA-to-LtO conversion.

c Questions about the provisions in the PLA can only be addressed by the USGS. All other questions can be directed to a TERC.

STEP 3 Meet ShakeAlert Performance Guidelines

a **Key Technical Performance Guidelines**

The licensee must demonstrate that the proposed product or service can meet USGS-mandated standards for delivery, processing, and monitoring. Key technical performance guidelines include:

- ☑ The product or service must be able to detect loss of connection to the ShakeAlert Message (alert) servers and take automatic action to restore the connection.
- ☑ For alert delivery, the product or service must comply with USGS-mandated alert delivery thresholds.
- ☑ The product or service must be able to process ShakeAlert Message updates. ShakeAlert-powered alerts must be delivered in accordance with the performance benchmarks described in the PLA.

b **Education and Training Guidelines**

- ☑ An Education & Training (E&T) Plan is required. The E&T Plan describes how the LtO will inform end-users about the ShakeAlert System and the LtO's product or service.
- ☑ A detailed and implementable E&T Plan must be in place before LtO conversion.
- ☑ The E&T Plan must be enacted within six months after PLA-to-LtO conversion.

STEP 4 License to Operate (LtO) Conversion

a **The PLA has a one-year term.** Within 90 days of the end of the term, the Technical Partner must meet with the USGS and determine whether to extend the PLA, modify the PLA, plan conversion to an LtO, or terminate the PLA. If the PLA expires and the Technical Partner intends to continue work on a pilot project, a new PLA must be executed.

b If the USGS Performance Review is successful, the PLA will be converted to an LtO status. Before a PLA-to-LtO conversion can take place, all parts of the SOW must be finalized. The final SOW must contain the technical details of the project and the E&T Plan.

c Upon LtO conversion, the Technical Partner will be permitted to sell or distribute their product and/or service.

Ongoing Reporting and Accountability

a LtOs must provide an annual report to the USGS that includes documentation that the product or service provided by the LtO is performing according to the terms in the SOW. For example, if a Technical Partner is delivering ShakeAlert-powered alerts, the performance benchmarks described in the PLA must be met. Technical Partners may, with USGS approval, amend their SOW after LtO conversion.

Definitions

TECHNICAL PARTNERS

ShakeAlert Technical Partners execute a **Pilot License Agreement (PLA)** with the USGS to research, develop, and internally test innovative ways to use ShakeAlert Messages for the delivery of ShakeAlert-powered products and services to the public and automated systems. The goal of the PLA is conversion to a **License to Operate (LtO)** status through successful completion of a ShakeAlert Performance Review with the USGS, as detailed below.

License to Operate (LtO) Partners have met the terms of the **Statement of Work (SOW)** of a well-defined use case in their ShakeAlert License Agreement via a USGS-administered Performance Review. LtO Partners are approved by the USGS to distribute or sell their ShakeAlert-powered products or services.

END-USERS

End-users receive ShakeAlert-powered products or services from LtO Partners. End-users include people who receive these products or services directly (e.g., to their cell phones), as well as organizations that work with an LtO Partner to implement automated "machine-to-machine" actions.

Contact Us

Technical Engagement Regional Coordinators (TERC) are available to guide prospective licensees through the PLA process.

The **USGS** manages the negotiation and execution of license agreements.

ShakeAlert Technical Engagement Regional Coordinators		
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