County of San Mateo Department of Emergency Management
Emergency Communication
Farmworker Advisory Commission

July 10, 2024
Presenter: Sandra Firpo, DEM
Overview

History
Mission, Vision, and Goals
Communications
  Communication Discussion
Upcoming Initiatives
Closing and Final Remarks
History


1950s-1960s

Director Kent Paxton

1996

Transition from civilian leadership to the San Mateo County Sheriffs Office

1996-2022

Transition from San Mateo County Sheriffs Office to San Mateo County Executive

Interim Director Donald Mattei

2022

Transition from San Mateo County Executive to stand alone Department of Emergency Management

2023

Director Dr. Shruti Dhapodkar
About Us

Our mission is to advance community resilience through a proactive and comprehensive approach to emergency management, involving the whole community in every phase of disaster preparedness, mitigation, response and recovery.
Strategic Goals

- Equity, Diversity, and Inclusion
- Effective Emergency Management
- Continuous Improvement
- Strengthening Partnerships
- Data-Driven Decisions
Communication Experiences
Standardized Emergency Management System (SEMS)

How Emergency Messages Move Up and Down the Chain

Field, First Responders, Partners (CBOs, Businesses, Schools, Utilities, Healthcare, etc.)

Local Government

Operational Area / County

OES Coastal Region

State of California
Current Initiative

To bolster emergency communication

• Alert and Warning Best Practices
Emergency Communication Tools

SMC Alert
San Mateo County's free primary alert and warning system used to contact you during urgent or emergency situations.

Sign up at: www.SMCAlert.info

Genasys Protect
Free smartphone app to identify your evacuation zone and track evacuations as they are ordered.

Sign up at: https://protect.genasys.com
Discussion Questions

• What challenges and/or barriers do you experience getting emergency information?
• What information is most important to you and your community?
• How can we better support farmworkers/families in their communication needs?
• What communication works well in your community?
• How can we best get out critical information?
Upcoming Initiatives

To bolster emergency communication

• Coastside Coordinator
• Alert and Warning Coordinator
• Understanding Community Communication Needs
  – Addressing the Needs
San Mateo County DEM is dedicated to enhancing the safety and resilience of all our communities through strategic communications.
From all of us at SMC DEM

THANK YOU!