

NOV 19 2009
#4

Reverse 911® - Outbound Call Log Report

Session Name: SB Harbor Test 09
 Session Owner: JGA2809
 Status: Closed
 Listed Criteria: Both
 Residence Criteria: Both
 List Name: SB Harbor DISASTER LIST

Queued Date: 2009-09-18 00:04:27.0
 Number of Calls Queued: 2612
 Stop Date: 2009-09-18 12:05:44.95
 Priority: 1
 Maximum Retries: 2
 Retry Interval: 5 minutes
 Response Required: NO
 Play to Answering Machine: YES

Result Totals

Result	Total
Answering machine	1368
Busy Call	114
Fax tone detected	29
Hung up	93
Operator intercept	264
Successful	687
Call timed out	57
Total Calls Made:	2612

Session Messages

Session Type	Description	Message Text
Voice	SB Harbor Test 09	This is the Santa Barbara County Reverse911 system with a test for the Santa Barbara Waterfront area. This is only a test, and you do not need to take any action at this time. In the event of a community emergency involving the waterfront, 911 will be one of the methods used to contact you. Following this test, the Waterfront will conduct a survey to gather your input and determine our effectiveness. Thank you for your support.

Calls made on Node:

Calling Session Details

ATTACHMENT #1

**Reverse 911 Survey - Results Compilation
As of October 30, 2009**

NOV 19 2009

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Mailed to 1081 Harbor Billing and 68 Waterfront Billing Accounts (1149)

Number of returns: 153 13.3%

1. Did you and your slip permit partners (if any), receive the test Reverse 911 message?
Approximately what time did the message arrive?

Yes: 124 No: 29 Time: *Of those answered, most stated am.
Afternoon, 8 responses.
Quite a few didn't recall time.*

2. How many of your phones received the message? Which ones? Home? Cell? Boat?
Other? Would you like us to add or delete any of your phone numbers from our
emergency contact phone list?

*Individual records will be updated in the Marina Management Program.
To be determined is how often an updated database will be sent to County.*

3. Was the message audible and concise?

Yes: 118 No: 2 Comments: *Extremely difficult to understand
Said Reverse 911 too quickly*

4. What changes, other than specifics of an emergency and any directions pursuant to the
emergency, would you make in the message itself?

- *Identify what action is required on part of slip permittee*
- *Add level or grade of emergency, perhaps a 1 to 10 rating*
- *Be more explicit who is calling and why*
- *Should be on all cell phones too*
- *Primarily ignored since they knew it was a test*
- *Include time/date of call in message, sometimes voice mail doesn't time stamp correctly*
- *Notify slip permittees living at a distance first/sooner than locals*
- *There was a long delay between the phone ring and message startup, almost hung up.*

5. In what emergency situations do you believe a Waterfront-related Reverse 911 message
like this would be most useful?

Topic	How many designated	% of Returns	Comment
Earthquake	7	4.6%	
Tsunami/Tidal wave Threat	43	28.1%	Recent tsunami warning not issued - should have been
High tide/Surf/Big waves	4	2.6%	
High Wind/Major Weather Alert/Storm/Hurricane	39	25.5%	
Fire	58	37.9%	
Electrical Outage	2	1.3%	
Flooding	7	4.6%	

ATTACHMENT #2

JUL 19 2008 #4

Any disaster/port emergency relating to safety of vessels and/or persons on vessels	11	7.2%	Very useful. Emergency that would require our immediate presence at harbor.
Threat to boats/possibility of damage to boats/Serious vandalism	6	3.9%	
Impassable channel	1	.7%	
Active shooter	1	.7%	
Dangerous criminal activity	2	1.3%	
Homeland security	1	.7%	
Harbor lock down	1	.7%	
Missing person	1	.7%	
All water related incidents	2	1.3%	
Pollution affecting boats	2	1.3%	
It's your call, not mine	3	2%	
City land-based emergency affecting harbor access	2	1.3%	
Explosion	1	.7%	
Broken dock lines	1	.7%	
Sinking of docks	1	.7%	
Sinking of boat	2	1.3%	
Evacuation	2	1.3%	
Live too far to respond	1	.7%	
Fuel spill	1	.7%	
Many	4	2.6%	
Usual big ones	1	.7%	
Never	2	1.3%	Boat specific messages more useful. I can't think of a reason to use. May just cause panic - cars/congestion.

6. Any other comments or suggestions you wish to share with us regarding Reverse 911 at the Waterfront?

(One response each of the following comments)

- *Why spend money on this?*
- *Do you include calls to Waterfront tenants also?*
- *Should include boat partners*
- *Information to boats that need immediate attention.*
- *Strongly support effort to implement reverse 911*
- *911 system is wonderful*
- *Feel free to test it more.*
- *If phone has blocking, do they still get reverse 911 calls?*
- *Would like to know the message sending-out phone number to add to their permitted phone call list*

Comments on search for phone messaging system for non-emergency messages:

- *Great idea (4)*
- *Thanks (1)*
- *Good for non-emergency harbor status (1)*
- *Good idea for electrical outage - avoid food poisoning potential (2)*

ATTACHMENT #2