



County of San Mateo Department of Emergency Management

Emergency Communication
Farmworker Advisory Commission

July 10, 2024

Presenter: Sandra Firpo, DEM

Agenda



Overview

History

Mission, Vision, and Goals

Communications

Communication Discussion

Upcoming Initiatives

Closing and Final Remarks

History



San Mateo
Office of
Emergency
Services and San
Mateo Operation
Area Joint
Powers Authority
Founded



1950s-
1960s

1970s-
1996



Director
Kent Paxton

Transition from
civilian
leadership to the
San Mateo
County Sheriffs
Office



1996

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

Director
Dr. Shruti Dhapodkar

2023

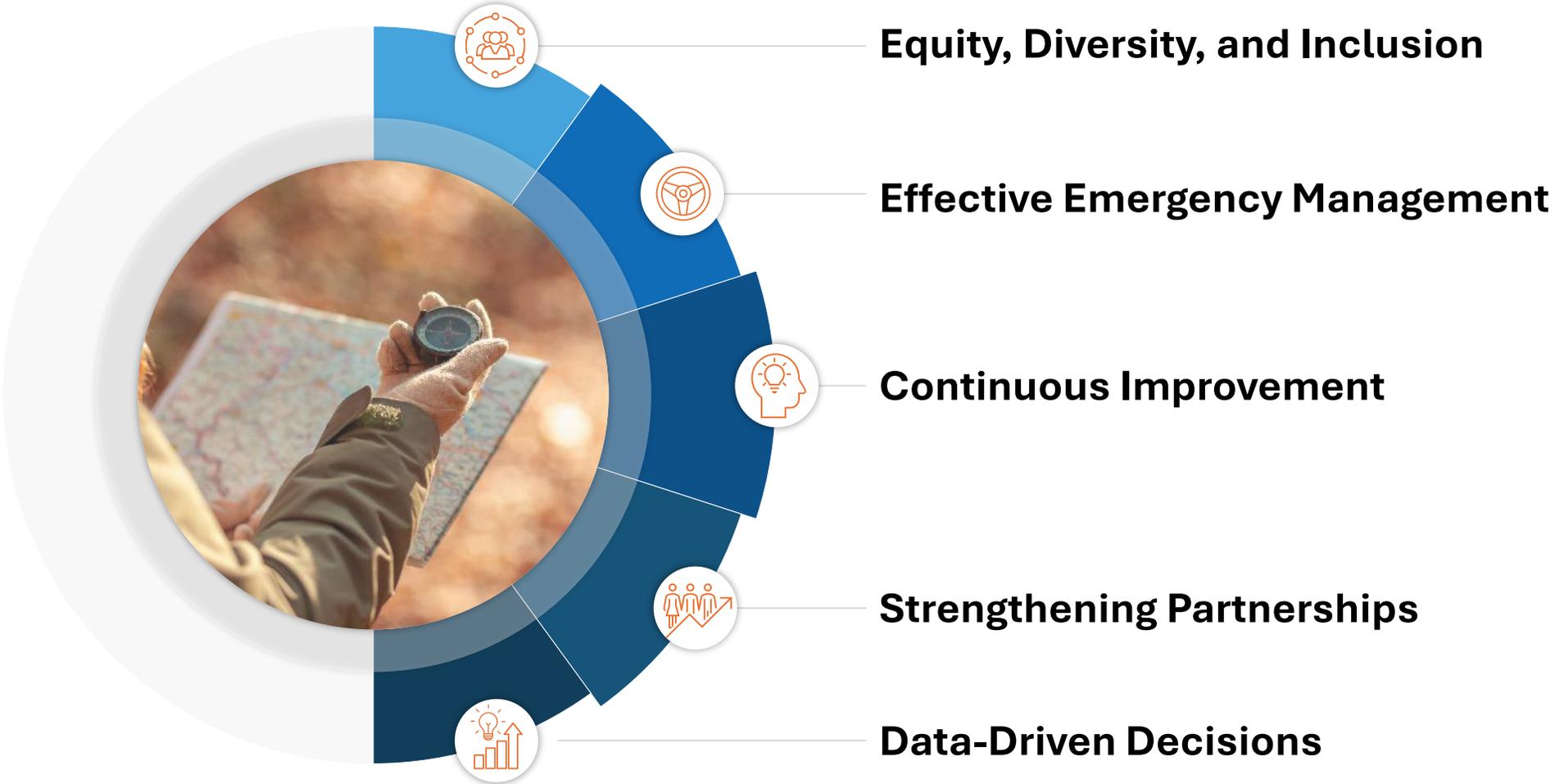


About Us



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





Communication Experiences

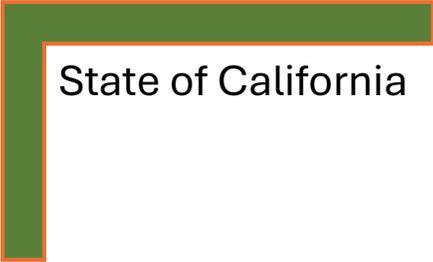
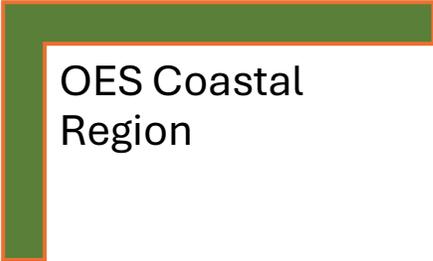
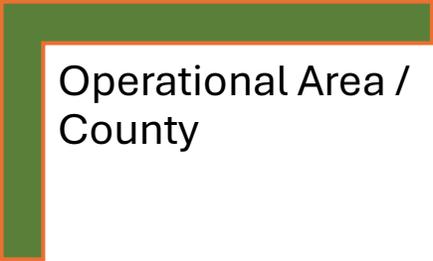
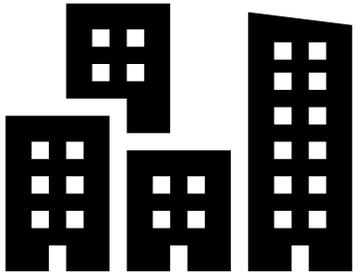
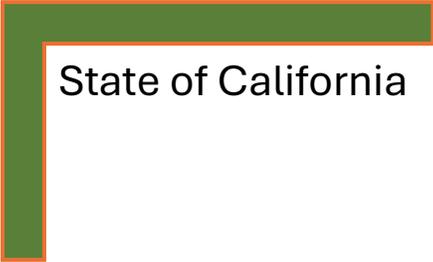


Standardized Emergency Management System (SEMS)

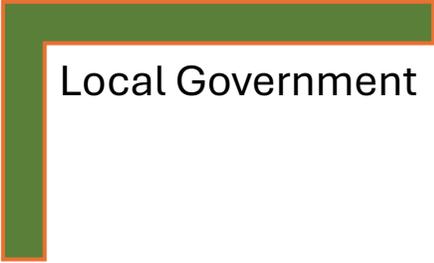
How Emergency Messages Move Up and Down the Chain



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



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.SMCAAlert.info



Genasys Protect

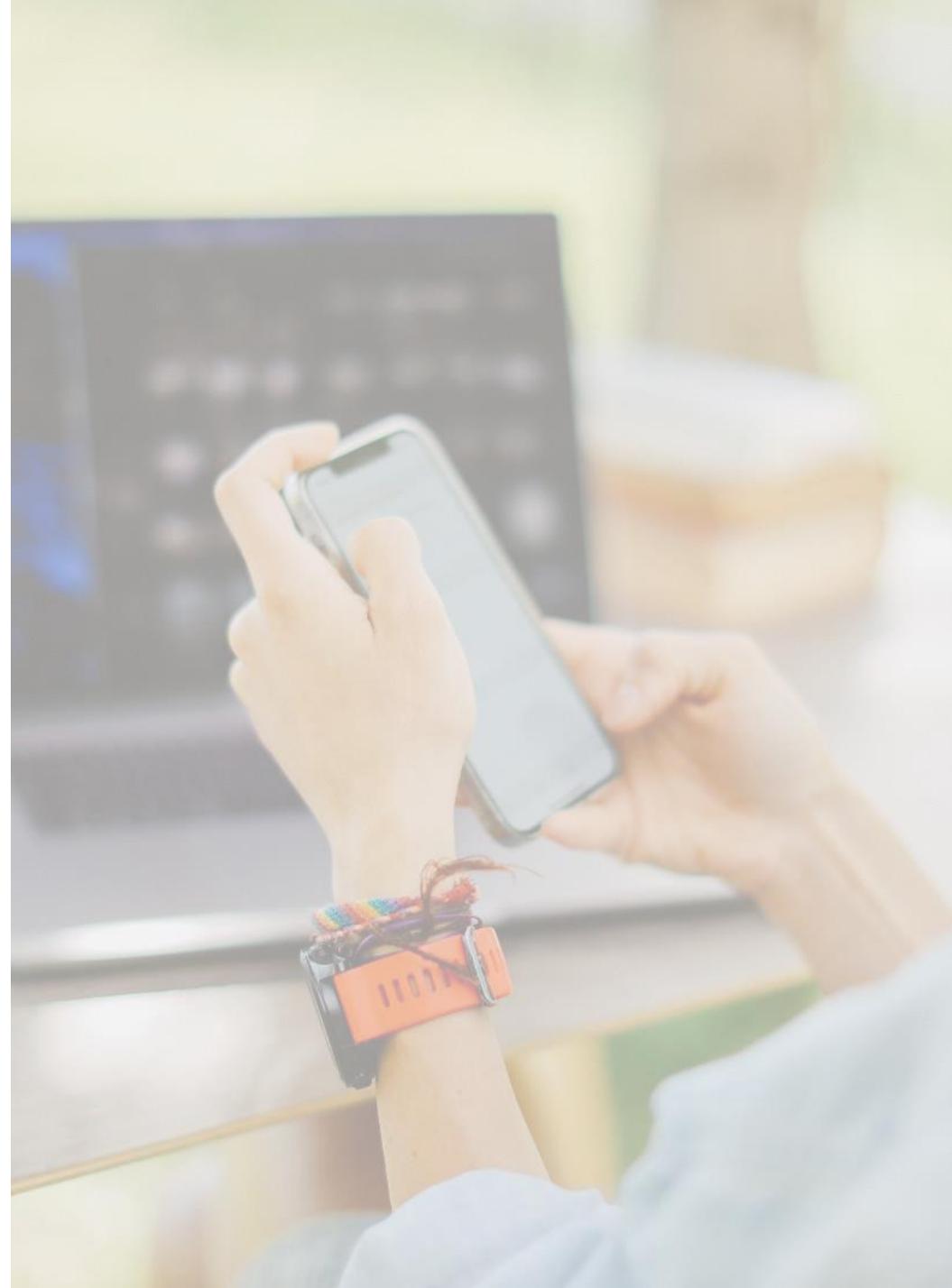
Free smartphone app to identify your evacuation zone and track evacuations as they are ordered.

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

Conclusion



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!

