



February 9, 2018

To: Bay Area UASI Members  
Federal, State and Local Public Information Officers

Subject: Bay Area JIS Framework and Toolkit

The need for well-coordinated emergency public information is greater today than ever before. We face a wide range of audiences that are fractured across networks and devices we couldn't have imagined in the era of traditional news networks and printed newspapers. People get their news from everywhere, making it difficult to sort fact from fiction in an emergency.

That's why the Bay Area UASI funded and coordinated effort to develop the Bay Area Joint Information System (JIS) is so important. As described in the Bay Area JIS Framework, "The JIS is a network of individuals with emergency public information and warning responsibilities from multiple agencies, disciplines, and jurisdictions throughout the Bay Area." In the spirit of California's Standardized Emergency Management System (SEMS), the Bay Area JIS supports coordination and information flow among agencies responding to emergencies.

Our Office of Crisis Communications and Media Relations has supported the Bay Area JIS's regional preparedness efforts, from co-facilitating trainings for Bay Area public information staff to providing a state agency perspective in the development of the Bay Area JIS Framework and Toolkit. Our office looks to JIS members, and their representatives on the JIS Leadership Committee, to provide insight on regional public information and warning capabilities, as well as needs for regional trainings and exercises.

In an emergency, as our agency works directly with affected Operational Areas, our office and the State Public Information Officer also collaborate with the JIS Coordination Team – and the Bay Area JIS Coordinator. The JIS is a source for our team to better understand regional messaging, trending topics, and potential mutual aid needs.

While our office recognizes that the communities across the Bay Area have unique audiences, cultures, and interests; we also believe the JIS reflects a shared commitment to communication and coordination that traverses jurisdictional boundaries. Cal OES encourages regions across the State to use lessons learned from the work of the Bay Area JIS in developing their own local plan. This will help ensure emergency public information throughout California will be more timely, accurate, accessible, and consistent before, during, and after emergencies.

Sincerely,

KELLY B. HUSTON  
Deputy Director  
Calif. Governor's Office of Emergency Services

