



**To: Bay Area UASI Approval Authority**  
**From: Ethan Baker, Emergency Services Coordinator**  
**Date: September 11, 2014**  
**Re: Item 8: Website- Communications Update**

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**Staff Recommendation:**

No recommendation.

**Action or Discussion Item:**

Discussion only

**Background**

This is an update of the Bay Area UASI website and communications activities, including plans to enhance the website, explore a social media presence, and produce a quarterly newsletter.

During the previous year the Bay Area UASI website has been online and fully operational 100% of the time. This website not only provides our regional stakeholders with easy access to meeting and event information, but also outlines the plans, programs and strategies of the Bay Area UASI. As the website evolves we plan to incorporate the feedback received from our stakeholders about the organizational structure, features, and modules of the site to provide for an enhanced end user experience. So far, the feedback that we received suggests that our internet users want a clean, responsive design, that is easy to navigate, and intuitive.

This year we intend to introduce a grants management tool to our website that our sub-recipients can log onto, manage their account, submit invoices, and perform other grant management activities. We also plan to enhance the back and front end ability to manage content, resources, outreach, and provide analytics of how our site is used.

Additionally, the Bay Area UASI is exploring the use of social media into our overall communication strategy. This would add another platform by which the Bay Area UASI can highlight its successes, effectiveness, and its collaboration with our regional partners. Policies, procedures and protocols will be developed prior to integrating this medium into our overall communications strategy.

Lastly, following the best practices of the New York UASI we plan to launch a quarterly newsletter to provide another opportunity to update our stakeholders on the current events, news and opportunities the Bay Area UASI provides. The first issue of the newsletter will be distributed in November 2014.

