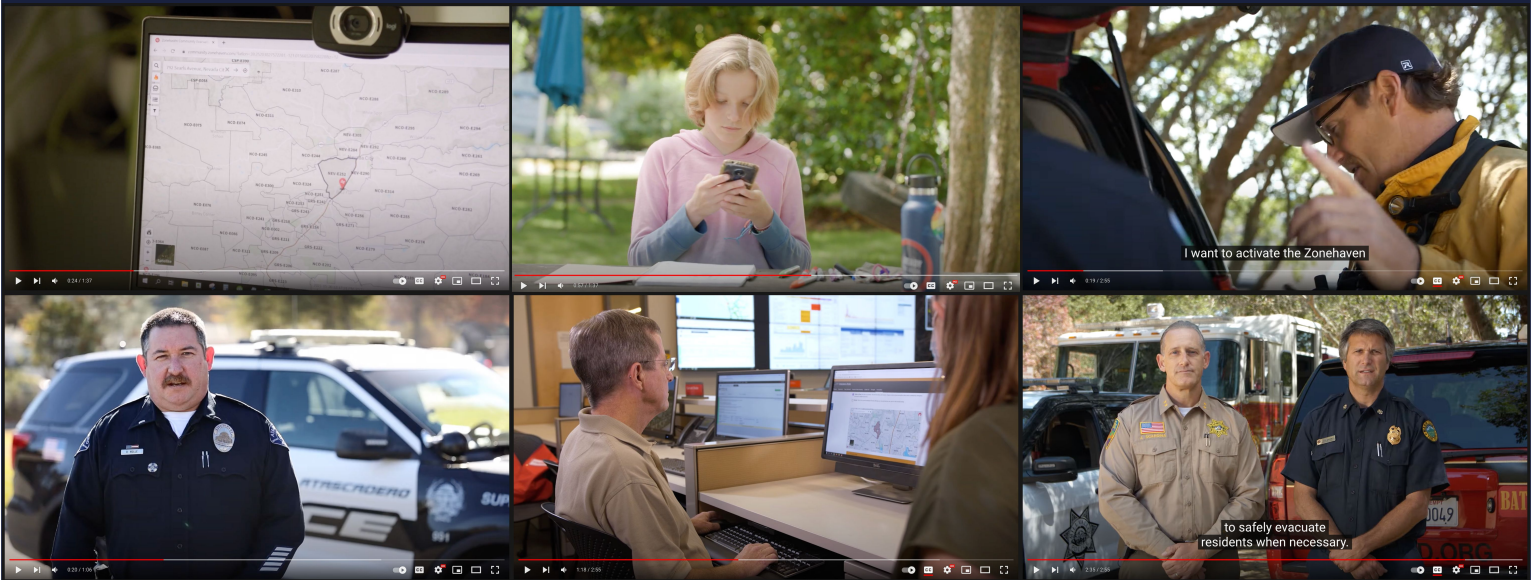


KNOW YOUR ZONE VIDEO GUIDE



Suggested Talking Points

1. Introduction to Evacuation Zones

- Knowing your zone is critical to the evacuation process. If there is a wildfire or emergency situation, this is how you will check if you are in an impacted area.
- If you are ever asked to evacuate or shelter in place, these orders, along with any other critical updates, will be communicated to the public using predetermined areas called zones.
- Pre-established evacuation zones help fire, law, and emergency service agencies prepare for, streamline, and reduce confusion around the evacuation process. By evacuating the most at-risk zones first, emergency personnel are able to manage the traffic flow and more easily prevent the traffic jams that occur when an entire town or city tries to evacuate all at the same time. It also provides a common reference system for all first responders and the community.

2. Understanding Zonehaven

- Zonehaven is a platform that bridges the gap between first responders and community members and will help your county keep you informed with real-time evacuation updates during an emergency.
- Zonehaven AWARE is a web-based platform for community members. Residents can look up their address using the search bar to find evacuation information for their area.
- Agency officials make changes to zone status that are reflected in real time in the AWARE site, so the information you see on community.zonehaven.com is up to date and authoritative.
- Zone statuses and meanings. Official statuses and colors:
<https://help.zonehaven.com/articles/zone-status-and-color-meanings>

3. How to find your Zone

- To find your zone, go to community.zonehaven.com.
- Enter your address into the search bar and your zone will pop up.
- Write your zone down so you have it handy in the case of an emergency and keep it in an easily accessible place.

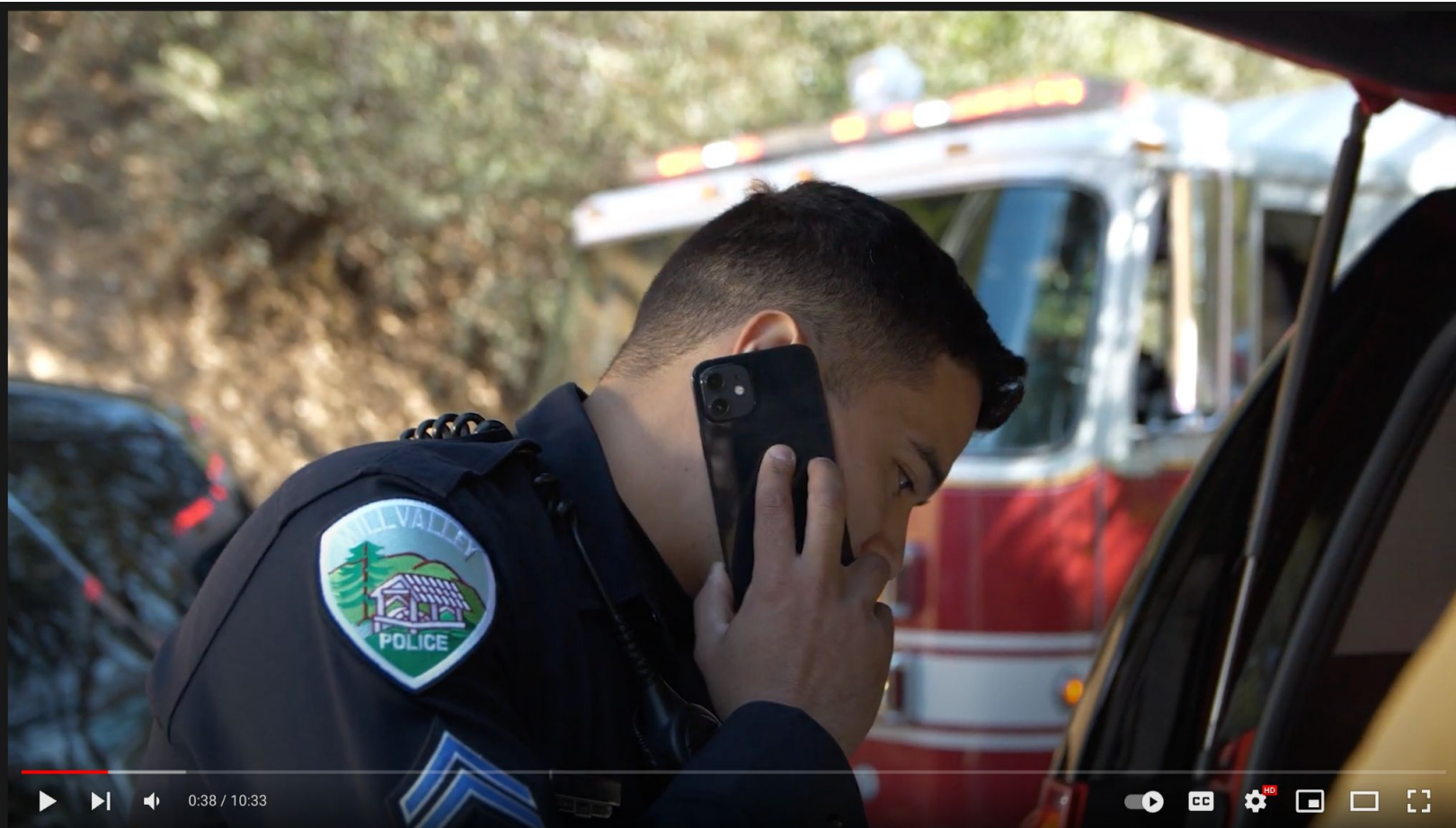
4. The value of knowing your zone

- Know your zone to keep your family safe
 - This new tool will speed up the evacuation process. Knowing your zone will help us get you and your family out of harm's way much faster.
 - Finding your zone before a disaster strikes will keep you from needing to look it up each time you get an alert. If you memorize or write down your zone, you can know immediately if your zone is impacted, giving you more time to take necessary action.
- Know your zone to protect your property
 - Timely evacuations will help us save time so we can focus on protecting homes and businesses.
- Know your zone to keep your community safe
 - Provide county specific information
 - Mention alert system and how Zonehaven supplements it
 - State that the county needs residents to know their zone to help us keep the county safe.

Suggested Scenes

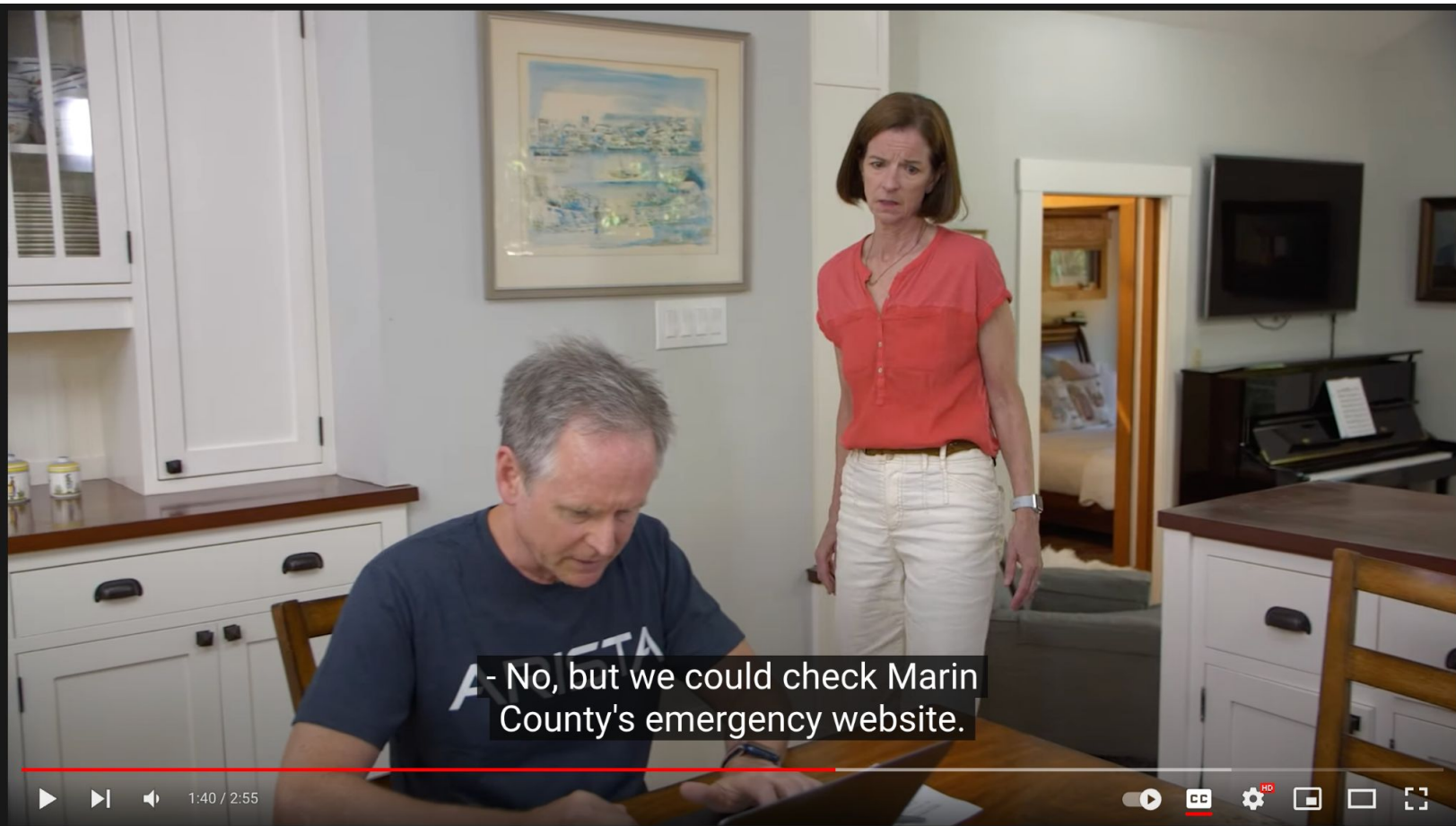
1. County evacuation process (according to county procedures)

- Scene of emergency (ex: fire starting)
- Emergency detected & called in
- Alerter updates zone status on Zonehaven EVAC.
- Evacuation information shows in in Zonehaven AWARE, which is visible to the public.



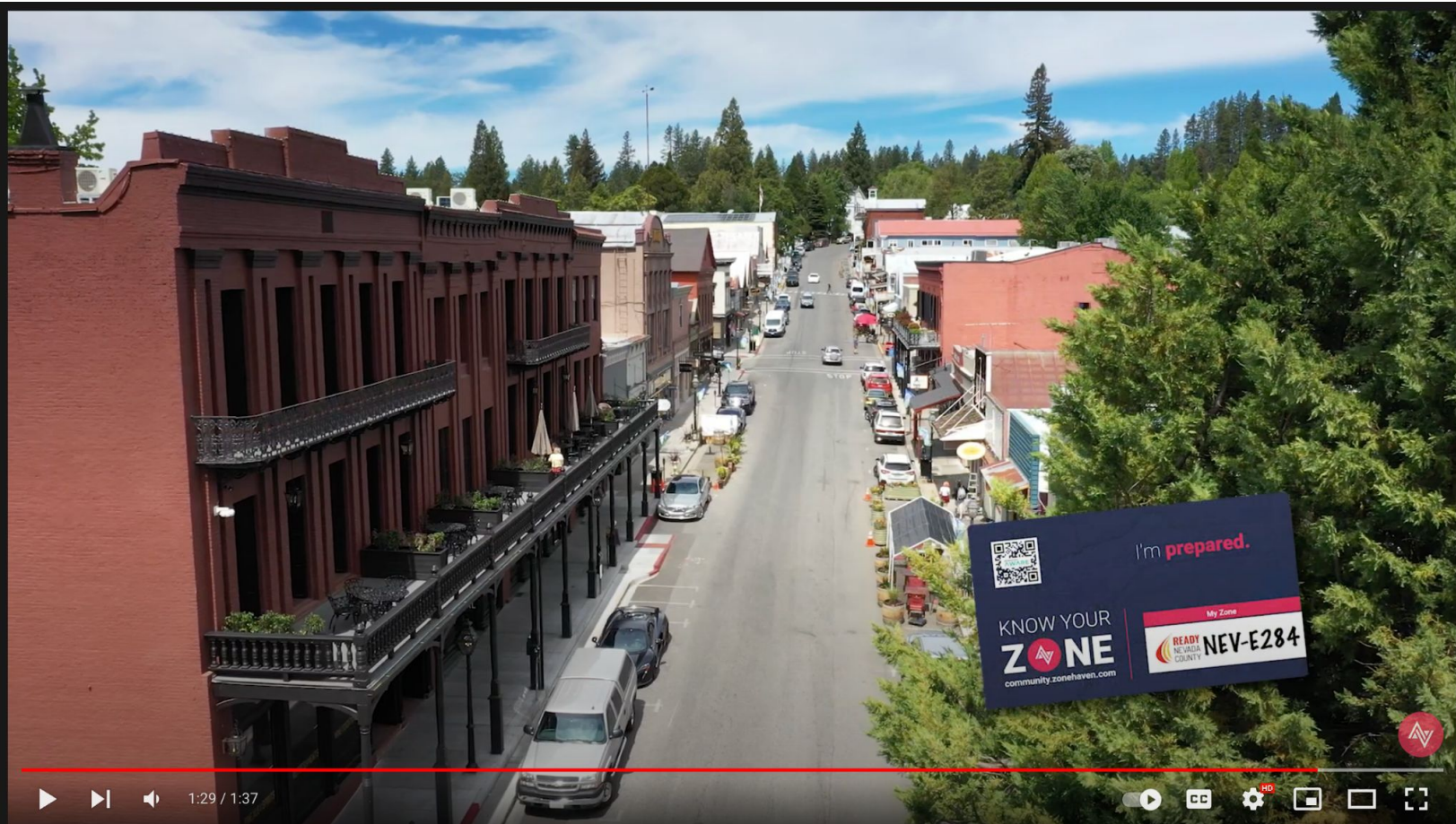
2. Resident response

- Emergency detected - resident sees smoke, hears something on the radio, gets a call from a friend, etc.
- Check Zonehaven - resident uses phone, tablet, or computer to open the community.zonehaven.com site.
- Reference Zone badge (magnet/sticker/paper with zone written down - emphasize knowing zone ahead of emergency)
- Check zone status - navigate site to pull up zone and check the zone status.
- Show resident taking appropriate action (example: evacuation order - grab your go bag and leave).
- Check on neighbors to make sure they know they need to evacuate.



3. Community Scenes

- Community coming together to help each other
- CERT gatherings
- Posting on Nextdoor to tell others about a status change
- Scenes from community outreach events or public community spaces
- People handing out Know Your Zone magnets
- Someone at a Know Your Zone booth interacting with the public
- Someone pointing at a wall map poster and explaining it to the public
- Local scenery: images of popular places / landmarks



4. County Messaging

- Feature various agency officials and first responders to relay talking points and introduce them via lower thirds (name and title displayed in banner at the bottom of the screen) to create familiarity & trust
- Encourage residents to sign up for county / city alerts
- Direct community members to county website / portal and any other resources available
- Reiterate the importance of preparing before an emergency strikes and knowing your evacuation zone

KNOW YOUR
ZONE



CalFire Middletown

Battalion Chief Mike Wink

0:14 / 1:54



Tips & Tricks

1. Engagement & Attention

- Limit videos to under 2 minutes.
- Create an abridged version of the video (limited to under 30 seconds) and use this on social media & where attention spans are typically short.
- Tell a story. Create a narrative through a specific scenario.
- Add interactive elements and calls to action on your YouTube uploads (ex: click this link to find your zone).
- Always include a short & snappy description of the video to draw people in.
- Highlight the source of the video and add agency and county logos to create trust.

2. Accessibility

- Ensure audio is high quality to increase accuracy of closed captions.
- Provide your own captions / text transcripts.
- Create additional videos in different languages (including ASL).

3. Budget

- Consider finding a sponsor to help fund the video production.
- Create a low-budget video by recording a presentation on Zoom and/or making use of free, open source B-roll scenes.
- Partner with other agencies, organizations, or even other counties to reduce your share of the cost.

Suggested Distribution

External Distribution (Public)

- Partner with local organizations, businesses, community groups, CERT, etc. to help with distribution & promotion.
- Upload to YouTube
 - Upload to your county's account
 - Email us your video to be featured on Zonehaven's account
- Post on social media (Facebook, Twitter, Instagram, LinkedIn, etc.)
- External video advertising (on news articles, on other YouTube videos, etc.)
- County websites / portals (link to or embed video)
- Advertise at local theaters
- Send video to local news stations
- Advertise audio file on streaming services or local radio stations
- Play on TV screens in local buildings (libraries, fire/police stations, businesses, etc.)
- Play on screen at community outreach events

Internal Distribution (Within Agency)

- County-wide email
- Agency portal
- Employee onboarding materials

IMPORTANT

Communication Practices

Accuracy Check

Before releasing any information to the public that mentions Zonehaven or the Know Your Zone campaign, please send all materials to your account manager or CSOutreach@genasys.com to verify that the information is accurate and up-to-date.

This also creates an opportunity for Zonehaven to promote your materials across our channels for increased exposure.

URL Check

Please ensure that all of your materials point to the Zonehaven AWARE site at community.zonehaven.com.

In the past we have used the myzone.zonehaven.com site, however this site will soon be removed. Please ignore this URL throughout the asset library – we will provide you with assets using the correct URL.