CONTRA COSTA COUNTY
COMMUNITY WARNING SYSTEM

CWS Quarterly Communications

4th edition, February 2017

4TH QUARTER SPOTLIGHT:
NEW INITIATIVES

In the last quarter CWS worked on finalizing the system updates implementation and paved the road for new initiatives coming up in the first part of 2017. These initiatives include a newly redesigned, user friendly public website, and Spanish alerts from hazardous materials facilities including a Spanish registration portal.

CONTACT US:

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CWS Year in Review

In 2016, we were able to significantly increase our outreach efforts resulting in a 40% increase in New Account registrations, 30% increase in Facebook Likes, 187% increase in Public Outreach events attended and 170% increase in presentations provided to the public.

CWS was able to achieve these results by collaborating with numerous organizations in Contra Costa County including youth and families organizations, access and functional needs, businesses, schools and other public and private organizations. We are looking forward to an even more successful 2017 as we are developing new and exciting outreach projects. Feel free to reach out to us any time if you need more information on 2017 CWS outreach initiatives.

CWS Tip: CWS on Social Media

Did you know CWS alerts are also posted on Social Media? Alongside other traditional communication channels, such as SMS, voice calls and e-mail, CWS alerts are also instantly posted on Facebook and Twitter.

Follow CoCoCWS on Facebook and Twitter today!

CWS's Mission is to **alert** the affected community about imminent hazards to their life or health, **provide initial information** on the incident and direct the public to more detailed information. It is also our mission to **reassure** the public that the information received is sufficient to take the correct protective action and help each other.