

ASSUMING THE POPULATION HAS THE NEEDED EQUIPMENT AND KEEPS IT ON & OPERATIONAL:												
Arlington Population	RSAN ROAM	EAS	NOAA	Expressway Signs	Metro Signs & Announcements	Mobile Sirens	Emergency Net Service	Expanded Call Center	Block Relay via Civic Associations	Fax Blast (Targeting Doctors)	County Website (www.co.arlington.va.us)	County Cable TV (Comcast Cable Channel 31)
Weekday-Residents at Home	High	High	High	Low	Low	High	Moderate	High	High	Moderate	Moderate	High
Weekday-Business People	High	Moderate	High	Moderate	Low	Moderate	Moderate	High	High	High	Moderate	Low
Weekday-Shoppers, People Engaged in Outside Activities	High	Low	Low	Low	Low	High	Low	Moderate	Moderate	Low	Low	Low
Weekday-People in Transit	Moderate	Moderate	Low	Moderate	Moderate	Moderate	Low	Low	Low	Low	Low	Low
Weekend/Evening-Residents at Home	High	High	High	Low	Low	High	Moderate	High	High	Moderate	Moderate	High
Weekend/Evening- Business People	High	Moderate	High	Moderate	Low	Moderate	Moderate	High	High	Moderate	Moderate	Low
Weekend/Evening-Shoppers, People Engaged in Outside Activities	High	Low	Low	Low	Low	High	Low	Moderate	Moderate	Low	Low	Low
Weekday-People in Transit	Moderate	Moderate	Low	Moderate	Moderate	Moderate	Low	Low	Low	Low	Low	Low
Nighttime-Residents at Home	Low	Low	High	Low	Low	Moderate	Low	High	Low	Low	Low	Low
Nighttime-Business People	High	Moderate	High	Moderate	Low	Moderate	Moderate	High	Moderate	Low	Moderate	Low
Nighttime-Shoppers, People Engaged in Outside Activities	High	Low	Low	Low	Low	High	Low	Moderate	Moderate	Low	Low	Low
Nighttime-People in Transit	Moderate	Moderate	Low	Moderate	Low	Moderate	Low	Low	Low	Low	Low	Low
ASSUMING THE POPULATION IS LOCATED WHERE THEY COULD RECEIVE AN ALERT/MESSAGE												
Sub-Populations												
Hearing Impaired	High	Low	High	Moderate	Moderate	Low	High	High	High	High	High	Moderate
Non-English Speaking	High	High	High	Low	High	High	High	High	Moderate	High	High	Moderate
Sight Impaired	High	Moderate	High	Low	Moderate	High	High	High	High	Low	High	Low
High-Rise Dwellers	High	Moderate	High	Low	High	Moderate	High	High	High	High	High	Low
Poor	High	Moderate	High	Moderate	High	High	High	High	High	N/A	High	Low
Homeless	High	Low	Low	Low	High	High	Low	Low	Low	N/A	Low	Low
Other Factors												
Estimated % of Population That Could Be Reached in Relatively Short Order												
Special Equipment Needed (That's Not Already Available in Most Homes/Cars/Businesses)	High But Becoming More Available	Low	Moderate	Low	Low	Low	Moderate	Low	Low	Low	Moderate	Moderate
Maturity of System	High	High	High	High	High	High	Moderate	Moderate	Moderate	High	Moderate	High
Cost of System to Individuals	High	Low	Moderate	Low	Low	Low	Moderate	Low	Low	Moderate	Moderate	Moderate
Alert Type System	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No
Informational System	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Weakest Point:	Most people don't carry a digital receiver and keep it on all the time	People are often cut off from TVs and radios in business, shopping, outside activities, and transit situations	Most people don't have NOAA radios and/or don't have them outside their homes	Individual has to be at the right place and time to see the message; very little info can be given	Individual has to be at the right place and time to see/hear the message; very little info can be given	Labor intensive to drive through all the streets of Arlington in a timely manner	Individual has to be accessing their e-mail to receive the message	Can be used to answer questions after an alert but it's unlikely to be used to proactively provide info	Labor intensive to touch base with everyone in your area of Arlington in a timely manner	Need to develop & maintain a FAX list of doctors in the area	Individual has to be accessing the web site to receive the message	Individual has to have cable TV