RAPID

Frequently Asked Questions (FAQ)

1. What is RAPID?

Real-time Accessible Public Information Delivery (RAPID) is an incident messaging toolkit with pre-developed, fully customizable, and pre-translated alert and warning messages, paired with tools and resources to support emergency communications planning.

2. Who should use it?

RAPID is designed for public safety professionals, such as public information officers and emergency managers, as well as the local and community partners they depend on to share critical messages. RAPID includes tools for use during an emergency and for preparedness planning, exercises, and activities.

3. How do I bring the message into EAS, WEA, or NWEM?

Messages are pre-vetted WEA/IPAWS-compatible. Before downloading the message from the platform, check the character count on the page to ensure you are within the character limit for the platform you are using to share the message. Then, following standard jurisdictional/organizational processes, download the message and place into your message delivery platform to send.

4. How do I customize a message?

Enter the Create a Message dashboard to begin customizing a message. You will have a number of options to select for any given message, which will update to the languages you have selected. Once you download a message you can also further edit the file if needed.

5. What messages are included?

RAPID includes 100 messages covering a wide range of environmental conditions (i.e. winds, flooding, temperature), public safety alerts (i.e. law enforcement activity, missing persons) and emergency calls to actions (i.e. evacuation, shelter-in-place, emergency road closure, volunteer/donations management). If you select browse types on the website's main page, you will see more information about the relevant messages.

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6. How do I export messages?

After finding a message you would like to download, you can immediately download an editable version of the message. If you fill in selection tools on the message development page, you can then download translated messages with the prefilled messages selected while on the platform.

7. What do I do if I experience problems with the platform or if I need another message to be included?

The platform is currently still in development, but if you experience any issues or have any suggestions to make the platform better, we welcome feedback to help improve future user experiences. We have a feedback form to submit IT tickets and suggestions.

8. What other resources are included?

RAPID also includes resources for planning, including identifying priority languages and developing targeted outreach. For response, this toolkit also includes posters and icons to support social media and public outreach. Resources include exercise support, additional information and training to improve crisis messaging. RAPID also includes guidance for navigating reimbursement.

9. What costs are eligible for reimbursement?

The reimbursement toolkit on the website provides step by step guidance for local jurisdictions navigating California AB 1638 requirements. Examples of reimbursable costs include bilingual staffing costs, translation services, Multilingual outreach materials, and accessible communication resources.

10. What else do I need other than the message?

After downloading a message, the effective outreach page can help shape planning for how else you ensure messages reach people when it matters most. Download posters and icons if relevant to share on social media and build message disbursement beyond emergency messaging tools.

11. How do I know which message to use?

When creating a message, you can use the search tool to find messages related to the event or to a particular call to action. Once you have selected a message, you will also see multiple options for customizing that message. For instance, you can select the shelter in place message from the main page, or you can search extreme heat that may have a take shelter in an air conditioned space related call to action. You can browse all messages instead of searching if wanting to see all options that could be available to you.

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