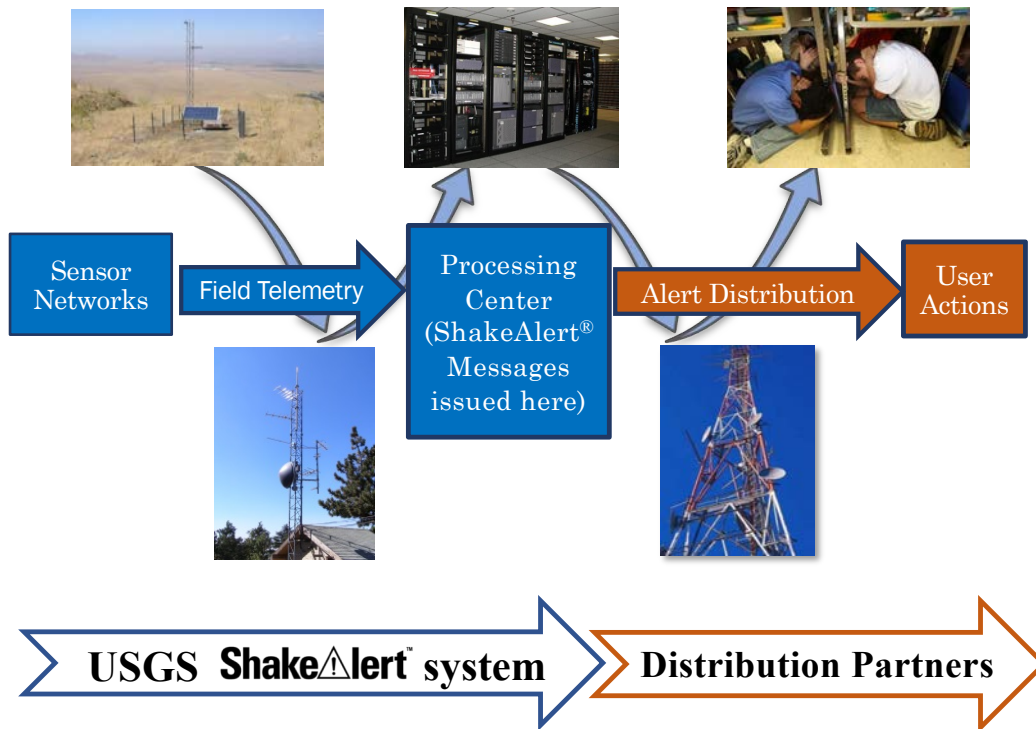


# ShakeAlert™

ShakeAlert Earthquake Early Warning System  
California – Oregon – Washington  
Technical Engagement Program

## Licensing Pathway

# West Coast Earthquake Early Warning System Components





To foster the development of an earthquake early warning industry that contributes to reducing earthquake risk.

# Overview

- Why new agreements?
- Types of licenses
- Which is best for me?
- How to obtain a ShakeAlert® license
- Next steps



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# Why New Agreement Template?

- An opportunity to revisit and ensure that the ShakeAlert® core goal – public safety
- To implement a sustainable licensing pathway for an operational ShakeAlert® System
- Developed non-technical agreement (CEO Agreement)
- Feedback from over 50 Technical Partners over 4 years to
  - Streamline agreement process
  - Eliminate need to execute multiple agreements
    - A carryover from the ShakeAlert® R&D phase
  - Offer flexibility to expand use of ShakeAlert® Messages for new applications

# Why New Agreement Template? (cont.)

- Adds terms helpful to Technical Partners
  - Strengthens confidentiality clause to better protect partners
  - Clarifies and simplifies subcontractor involvement
  - Clarifies USGS role in technical support and notifications
    - 14 days for changes, fixes, patches, or updates
    - 24 hours for unexpected disruptions or malfunctions
    - Provide technical resources (e.g. GitLab)
      - Partners are abreast of ShakeAlert® system upgrades
      - USGS committed resources for the JCCEO Technical User Working Group
- Conversion from Pilot License to License to Operate
  - All in one document
  - Legal review only once
  - Amendment form
- Clarifies ShakeAlert® and **Shake!Alert™** trademark use

Evaluation  
License (ELA)

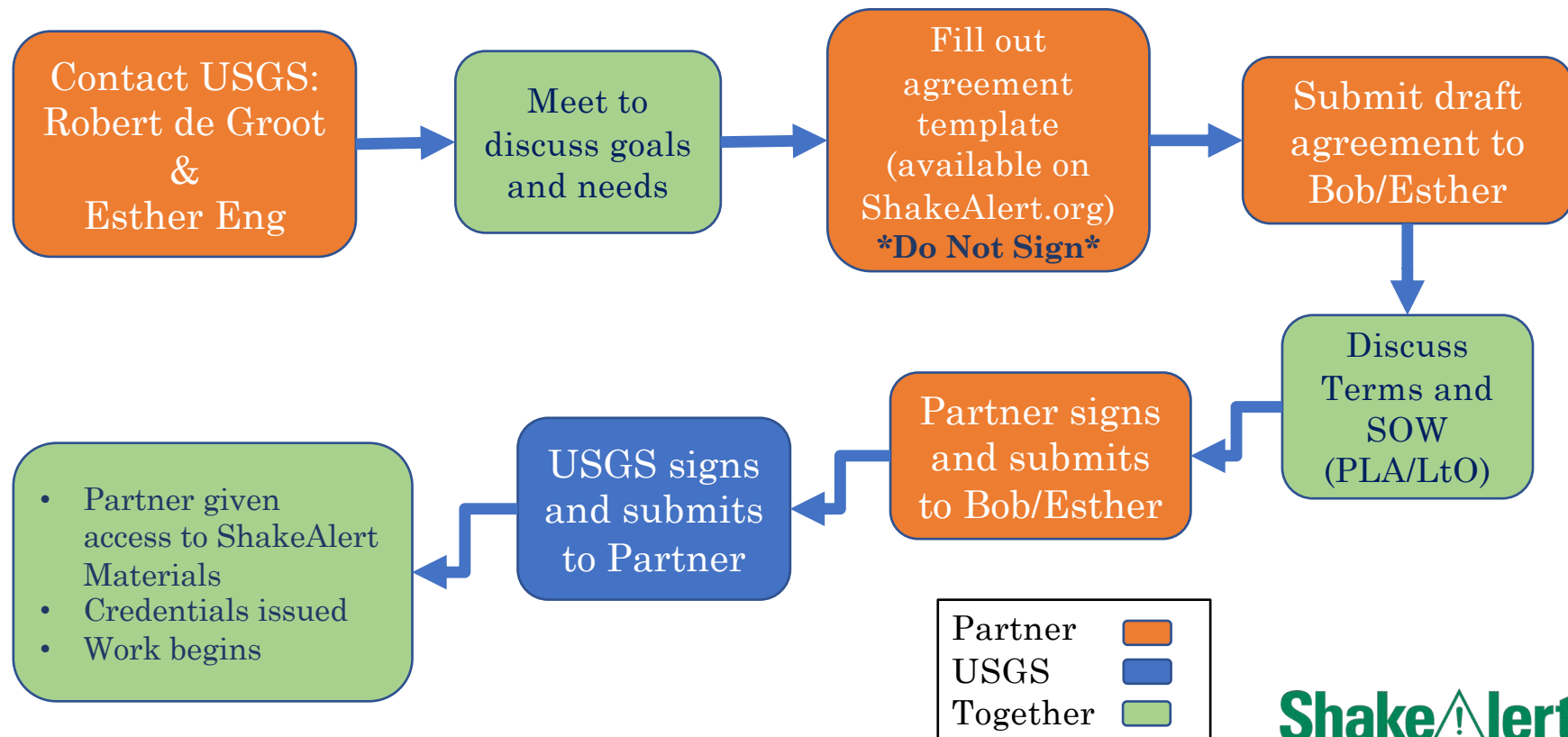
Pilot  
License (PLA)

License to  
Operate (LtO)

Communication,  
Education, and  
Outreach (CEO)  
*\*new\**

## Types of Agreements

# Executing a License Agreement – Summary



# Evaluation License Agreement (ELA)

- Access the ShakeAlert Materials
  - Data stream (subscribe only access) and
  - UserDisplay
  - Limited number of credentials
    - Appendix A – list specific emails
- ShakeAlert Materials are not for operational alerting purposes
- Cannot prompt or inform a personal protective action or other actions
  - Notify others (e.g. employees or the public) to perform a work action
  - Signal people Drop, Cover, and Hold On
  - Sound an alarm
  - Perform an automated action (e.g. close a door, valve, etc.)
- Term - 1 year
  - Renewals possible

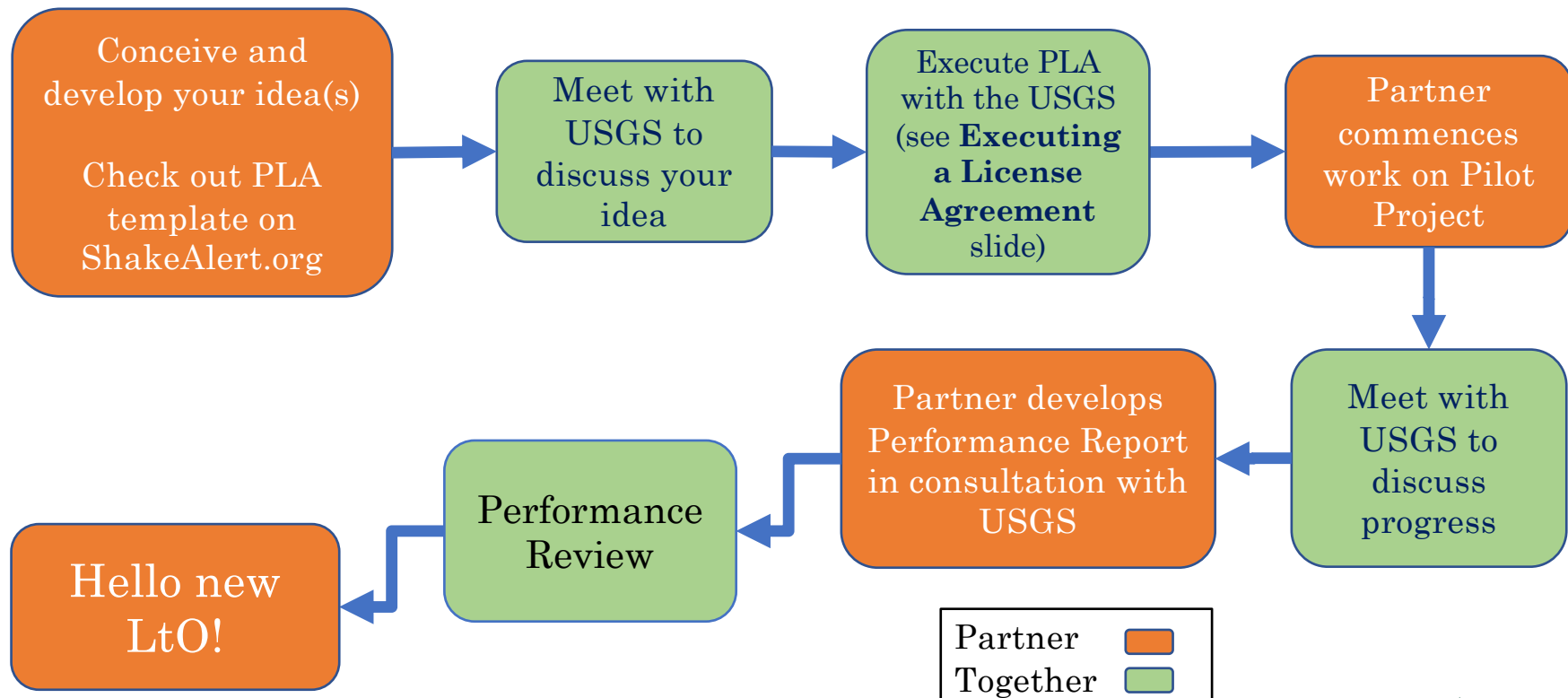
# Pilot License Agreement (PLA)

- Research and development license
  - New product, software, service, process, etc.
  - Operation intent
- 1 year term, extensions possible with USGS approval
- Access to the ShakeAlert Materials plus access to:
  - ShakeAlert GitLab resource repository
  - ShakeAlert Scenario (aka Test) Server
  - Content experts from the ShakeAlert Technical User Working Group
  - USGS ShakeAlert technical team (on a limited basis)
- Key PLA Components
  - Statement of Work (SOW)
    - Sufficient information on the project
      - What is the project
      - Where is the test site
      - How ShakeAlert performance benchmarks are met
    - Update SOWs anytime

# Pilot License Agreement (PLA)

- Key PLA Components (cont.)
  - Education & Training (E&T) Plan
    - Must be ready for implementation *before* LtO conversion
    - Work directly with the TUWG E&T team
      - TUWG E&T team composed of subject matter experts
      - Will provide you with the needed resources, guidelines, etc.
- When pilot is complete, submit:
  - Performance Report
    - Sufficient information and data on how benchmarks were met
  - E&T Plan
- Performance Review
  - Meet with USGS
  - USGS will determine if LtO is granted
  - If granted, LtO conversion begins

# Have an idea for a Pilot Project?



\*ShakeAlert Technical User Working Group (TUWG)

# License to Operate

- Converts old LtO agreements to new agreement terms
- Launch successful pilots to public
  - Only execute specifically described functions
- Implement communication and education plan
- Noncommercial and commercial use
- 2 ways to LtO
  - PLA conversion
  - New LtO

# CEO Agreement

- Nontechnical partnership
- Establishes formal relationships with partners and USGS
- Develop CEO products, programs, etc. specific to your sector
  - Training materials, e.g. handouts, slides, curriculum
  - Campaigns
  - Drill exercises
  - Shared programming
  - Videos
- Defines expectations
  - USGS contributions
  - Partner contributions



# CEO Agreement (cont.)

- Technical partners (i.e. those with PLA and LtO)
  - Do not enter into CEO agreements
  - CEO requirements are already in PLA and LtO agreements
- No confidentiality and IP clauses
  - No protection
- Term
  - “... development of the Collaborator implementation plan of the USGS communication, education, and outreach (CEO) requirements and standards. The implementation plan will be specific to the Collaborator’s operational environment and needs. The Collaborator will coordinate all CEO planning with the USGS Primary Contact, who leads the ShakeAlert Joint Committee for Communication, Education, and Outreach (JCCEO).”

# FAQs

- **Do I need more than one agreement?**
  - No
  - CEO requirements are also included in the PLA and LtO agreements
- **What happens if we're not ready to enter into an agreement before December 31, 2020?**
  - You can enter into an agreement with the USGS at any time
- **What happens to the old agreements at the end of the year?**
  - Old agreements will be terminated
  - Access to ShakeAlert Materials (e.g. UserDisplay) will end until a new agreement is signed.
- **We have confidential information. Can we to enter into a CEO agreement with the USGS?**
  - Yes, only if you do not share confidential information with the USGS.
  - If you have to share it with us, we can use alter the PLA to protect your information
- **What is the cost for the ShakeAlert Materials?**
  - The USGS does not charge for ShakeAlert.

# FAQs (cont.)

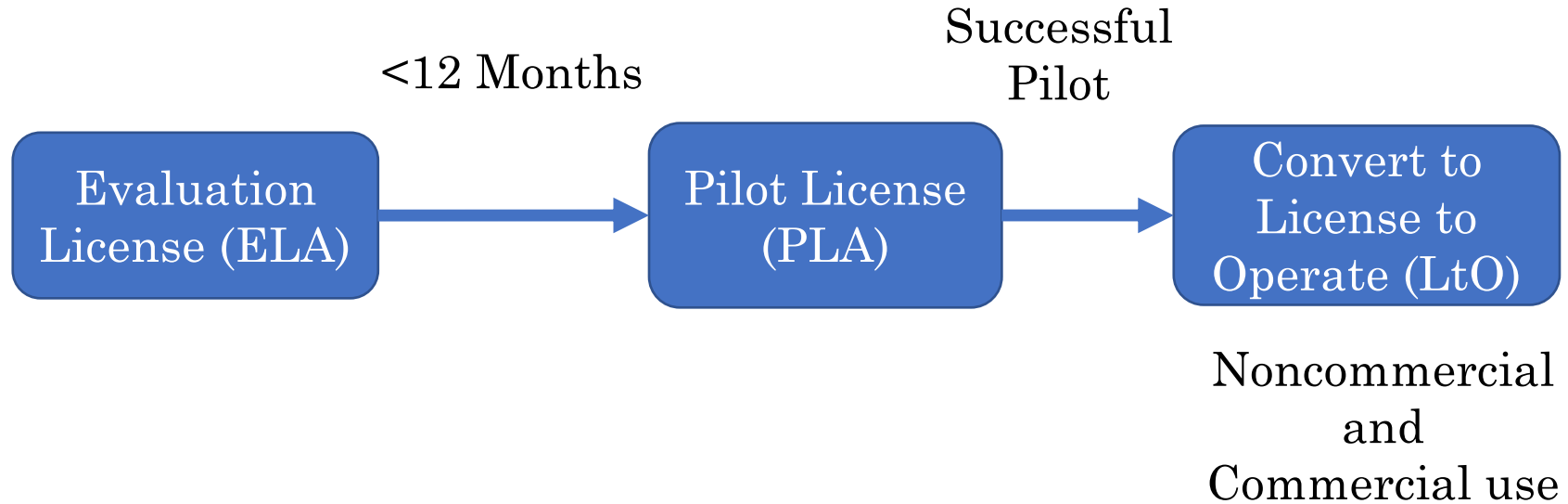
## ➤ What kind of confidential information is protected?

- Business financial, trade secret, PII
- Not everything is legally considered confidential

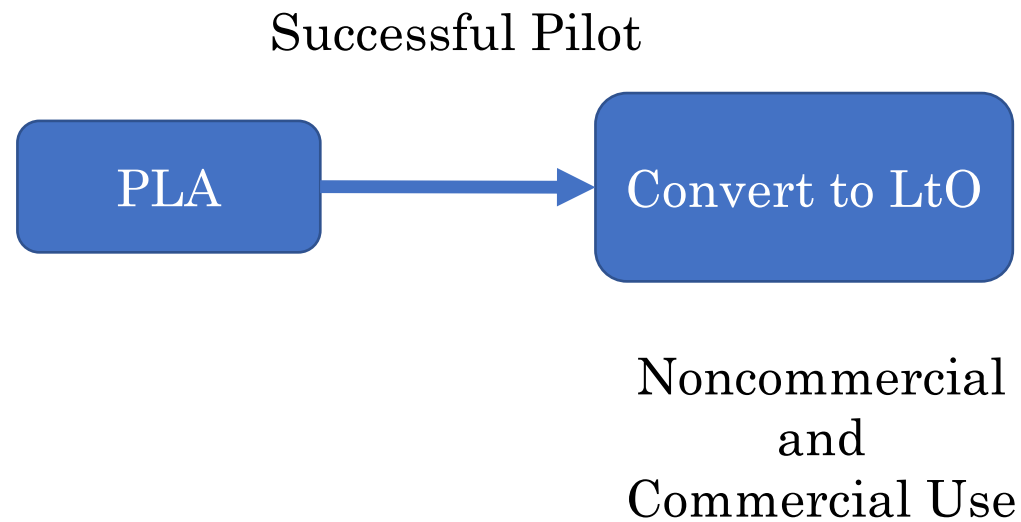
## ➤ Do I have to have an agreement?

- Not everyone needs an agreement including:
  - State and Local stakeholders that are part of our normal routine/activities don't need agreement
  - Using already posted materials (e.g. ShakeAlert education and training resources posted to ShakeAlert.org)
  - If you are a customer and/or subscriber of a licensed operator (LtO/PLA).
- Examples of when we need an agreement
  - Access the ShakeAlert data stream (e.g. to power UserDisplay)
  - Developers of technology using ShakeAlert Materials
  - Developing specific education and communication materials

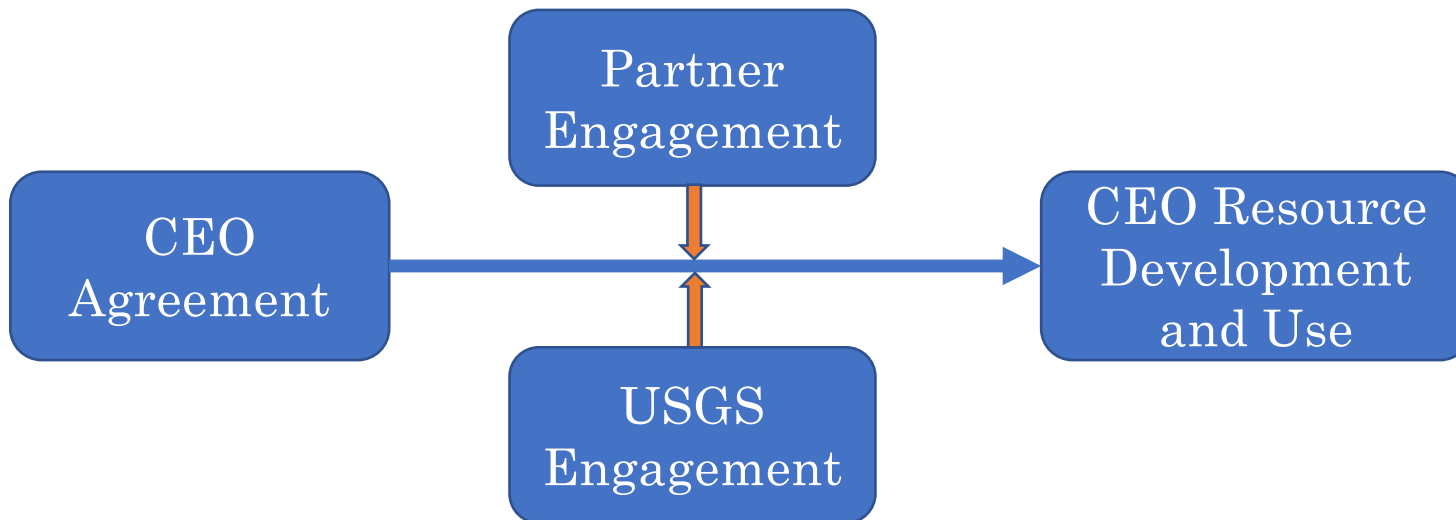
# Scenario 1: Technical Partners



# Scenario 2: Technical Partners



# Scenario 3: Nontechnical Partners





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