

**CHAPTER 6**  
**FEATHER ALERT**  
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**CHAPTER 6**  
**FEATHER ALERT**

1. PURPOSE. The purpose of this chapter is to establish policy and procedures associated with a Feather Alert. The goal of a Feather Alert is to provide information to the public via media broadcasts and other notification resources to solicit help from the public in the safe recovery of the missing person.

2. BACKGROUND. Assembly Bill (AB) 1314 established California Government Code (GC) Section 8594.13, later amended by AB 2348 and AB 1863, which states if a person is reported missing to a law enforcement agency and that agency determines that the requirements are met, the law enforcement agency may request the Department to activate a Feather Alert.

a. If a person is reported missing to a law enforcement agency and that agency determines that the criteria are met, the law enforcement agency or Tribe of California may request the Department of the California Highway Patrol to activate a Feather Alert.

(1) A law enforcement agency shall make a determination the criteria are met within 24 hours, following the initial report being made to the agency.

(a) If the law enforcement agency does not make a determination within 24 hours as required by clause, then the Tribe of California may directly request the Department of the California Highway Patrol to activate a Feather Alert.

b. If the CHP concurs that the requirements have been met, it shall activate a Feather Alert within the appropriate geographical area requested by the investigating law enforcement agency.

3. FEATHER ALERT CRITERIA. In accordance with GC Section 8594.13, a law enforcement agency or tribe may request a Feather Alert be activated if the agency determines the following conditions are met:

a. **The missing person is an indigenous woman or an indigenous person.**

b. **The investigating law enforcement agency has utilized available local and tribal resources.**

- c. **The law enforcement agency determines that the person is missing.**
- d. **The law enforcement agency or tribe believes that the person is in danger and is missing under circumstances that indicate any of the following:**
  - (1) **The missing person's physical safety may be endangered.**
  - (2) **The missing person may be subject to trafficking.**
  - (3) **The missing person suffers from a mental or physical disability, or substance use disorder.**
- e. **There is information available that, if disseminated to the public, could assist in the safe recovery of the missing person.**

4. **PROCEDURES.** All requests for a Feather Alert activation or assistance, shall be forwarded to the Emergency Notification and Tactical Alert Center (ENTAC).  
**Department personnel shall not activate a Feather Alert without the approval of ENTAC.**

5. **RESPONSIBILITIES.**

- a. **Departmental Employees.** Any on-duty employee who receives an initial report of a missing indigenous person shall immediately report it to their supervisor.
  - (1) Department employees should follow policy and procedures for missing persons outlined in Highway Patrol Manual 100.69, General Law Enforcement Policy Manual, Chapter 6, Missing Persons.
- b. **Supervisors.** Upon notification of an incident that meets the criteria for a Feather Alert, supervisors shall notify the appropriate CHP communications center and request ENTAC be notified. If the incident occurred in another CHP Area, the on-duty supervisor for the CHP Area in which the incident occurred shall also be notified.
  - (1) Supervisors shall ensure that the appropriate law enforcement agency with investigative authority is notified immediately.
- c. **Area Commanders.**

(1) Area commanders shall ensure all personnel are made aware of Feather Alert policies, as well as any related local standard operating procedures.

(2) Area commanders shall meet with their counterparts in local allied law enforcement agencies to discuss Feather Alert criteria, notification processes, and departmental resources available to assist during a Feather Alert.

d. Division Commanders.

(1) Division commanders shall ensure all employees within their command are familiar with the policy and notification procedures associated with Feather Alerts.

e. Communications Centers.

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telephone number shall only be provided to law enforcement agencies.

**(2) Under no circumstances will a communications center initiate a Feather Alert without the express approval of ENTAC.**

f. Transportation Management Centers. At the direction of ENTAC, the appropriate Transportation Management Center will coordinate with the local California Department of Transportation district for the activation/deactivation of Changeable Message Signs (CMS) in conjunction with a Feather Alert activation. **A CMS activation shall not be initiated without the approval of ENTAC.**

6. DEPARTMENTAL RESOURCES. To provide the highest level of public broadcast and maximum dissemination the Department may assist local law enforcement with dissemination of Feather Alert information through secondary notifications systems. These notification systems are discretionary and activated at the discretion of ENTAC with input from the investigating agency. Some of these systems include:

- a. Wireless Emergency Alerts
- b. Social media posts
- c. Changeable Message Signs

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