KNOW YOUR ZONE, THE POWER OF ALERT AND WARNING:
GIS for Emergency Management in Riverside County

with Moses Martinez and Dr. Catherine Farrokhi
from Riverside County's Emergency Management Department

TUESDAY JANUARY 28, 2025

Dinner at 5:30 p.m.
Talk 6:15 – 7:15 p.m.

University of Redlands, Orton Center
1250 E Brockton Ave, Redlands, CA 92374

RSVP by January 24
tinyurl.com/CSB2025

In the event of an incident in Riverside County, the County's Emergency Management Department (EMD) uses GIS to quickly receive intelligence from the field and send alerts to the public in order to notify and alert them of constantly changing status, and Emergency Management response.

GIS allows the free flow of information from the Incident Commander and straight to the residents of Riverside County, ensuring the public has all the tools they need to keep their families, themselves and even their pets safe. In this talk, EMD's use of GIS to identify hazards zones, plan the appropriate response, and notify the public of incidents impacting their environment are showcased using recent case studies.

ABOUT MOSES MARTINEZ, GIS ANALYST
Moses Martinez is a GIS Analyst with over 8 years of hands-on experience in geographic intelligence and spatial analysis. Currently serving with the Riverside County Emergency Management Department, Moses has played a pivotal role in EOC incidents such as the Airport Fire, the Oleander Hazmat Incident, and Tropical Storm Hilary. Moses' foundation in GIS was built during his service in the United States Marine Corps, where he attended specialized GIS training at the National Geospatial-Intelligence Agency (NGA) in Fort Belvoir, Virginia. Moses remains dedicated to his craft and continues to serve as a Geographic Intelligence Analyst with the Marine Corps Reserves.

ABOUT DR. CATHERINE FARROKHI, SUPERVISING RESEARCH SPECIALIST
Dr. Catherine Farrokhi is a Supervising Research Specialist in the Emergency Management Department at Riverside County. In this role, she leads a team of six research and emergency medical services specialists in data collection, reporting, geospatial intelligence, and data-driven decision-making in emergency management. Her team transforms complex emergency and public health data into actionable insights to inform policies, enhance education, improve services, allocate resources, and support community resilience. Catherine is a research psychologist with over 20 years of experience spanning behavioral neuroscience, public health, emergency management, and research leadership. She earned her Ph.D. and M.A. in Behavioral Neuroscience from the University of Hawaii.

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