

Town of Mahone Bay

Mass Notification System Policy

1.0 Purpose

To establish a standard practice for the use of the Town of Mahone Bay Mass Notification System. The Town of Mahone Bay Mass Notification System will be utilized by the Town to provide emergency and non-emergency communications to residents, businesses, and community partners.

2.0 Scope

The policy applies to all web-based mass notifications sent via the CodeRED System, including those related to public safety information, emergency announcements, service interruptions and non-emergency informational announcements.

3.0 Objectives

The objectives of the Mass Notification Policy will be to:

- i. Provide clear guidelines for the manner in which the mass notification system will be used
- ii. Provide clear guidelines for when the mass notification system will be used to communicate with the public
- iii. Provide clear guidelines for who will be authorized to issue announcements via the mass notification system

4.0 Roles and Responsibilities

4.1 System Administrator - The Administrator of the CodeRED Mass Notification System shall be designated by the CAO. The Administrator has the overall responsibility for the system, its policies, user procedures, system access and credentialing for authorized users. The Administrator will be the main point of contact with the CodeRED Client Support Representative. All system issues are to be reported to the System Administrator.

4.2 Dispatch Team – A staff Dispatch Team will be designated by the CAO as those authorized to launch messages on the MNS. The Dispatch Team will be comprised of representation from the Town departments which are authorized to launch notifications using the Mass Notification System.

The Dispatch Team will assist with plan development/maintenance and will meet periodically to review system usage, discuss best practices, and develop plans for optimal use of the CodeRED system.

4.3 Policy Development – The System Administrator will be responsible for developing the MNS Policy and Procedure document. The Dispatch Team will assist with the development and implementation of MNS Policy and Procedure.

5.0 Messages on the MNS System

5.1 Normal Operations – The Dispatch Team are the designated single point of contact authorized to launch CodeRED mass notifications for non-emergency notifications. The following Town agencies/departments are authorized to launch mass notifications within the guidelines established for emergency and non-emergency messages: Water/Wastewater Utility; Electrical Utility; Public Works; and Administration.

5.2 Emergency Notifications – Emergency notifications are those that pertain to threat to life and/or property and unplanned service interruptions which may require the public to take immediate action. Emergency notifications will be sent to all those potentially affected by the situation, as well as the Dispatch Team, Town Management Team and Elected Officials. r anyone other than an authorized system user, Emergency Messages requiring immediate release should be sent directly to the System Administrator.

5.3 Examples of EMERGENCY MESSAGES:

- | | |
|---|-----------------------------|
| Boil water | Unplanned Electrical Outage |
| Evacuation Orders | Water Main Breaks |
| Shelter-in-Place Orders | Emergency Shelter Opening |
| Law Enforcement Emergency | Hazardous Materials Spills |
| Fire threatening life and/or property in Mahone Bay | |

5.4 Non-Emergency Messages – Non-emergency notifications will only be deployed using the general notification database; they will only be sent via text, email, and phone. All non-emergency notifications must be pre-approved by the most senior management available from the following list:

- Chief Administrative Officer
- CodeRED Main Point of Contact

5.5 Community Notification Messages – The System Administrator and the Dispatch Team shall make recommendation to Council regarding the use of non-emergency categories of messages to be shared via the CodeRED system, to which interested individuals can subscribe. Only those who have subscribed to thee community notification message categories will receive messages other than emergency messages.

5.6 Do Not Call List – Those residents and businesses in the Town of Mahone Bay who do not wish to be contacted by the CodeRED Mass Notification System will have the option to be

added to the Do Not Call List, either through the online registration system or by contact Town staff.

6.0 External Agencies

Agencies external to the Town may request mass notifications from the Town of Mahone Bay Dispatch Supervisors in the event of threat to life and property. The System Administrator is the designated *SINGLE POINT OF CONTACT* authorized to launch CodeRED mass notifications for non-access agencies. The requesting agency must provide authorizing signature from the agency executive officer. The Town of Mahone Bay reserves the right to deny any request to share information from a non-access agency. Only third-party information that is relevant and local will be considered for sharing through the CodeRED mass notification system.

7.0 Approval Goal

The goal of the Message Approval Process is to prevent unauthorized or duplicate messages from being sent to the public. Once authorized approval has been given to send a CodeRED Mass Notification message, the sender is required to notify all others who have the authority to approve messages that an approved message was sent (including the message content). This can be accomplished by the Always Notify List.

8.0 Confirmation Procedure

After launching a message, the sender shall go back into the CodeRED System and view the Mass Notification Session Statistics to ensure that the message was properly delivered. Notify the System Administrator or the CodeRED Client Support Section if there are any concerns with deliverability.

9.0 CodeRED Mobile Alert App

Whenever an emergency message is being sent to the public –the dispatcher shall select the Mobile App dissemination mode and include that mechanism in the launch.

10.0 Creating Contact Groups

Each user agency/department is responsible for establishing and maintaining their own internal contact groups within the CodeRED System. There is no limit to the amount of Groups that can be created for each agency/department. The agency/department name is to be used at the beginning of each Group for ease identification.

11.0 Training and Exercise


The Dispatch Supervisor is responsible for ensuring that the Dispatch Team is fully trained to use the CodeRED System at all times. Webinar-based training and refresher training can be coordinated with CodeRED through the Administrator. Each system user should, at a minimum, conduct a test call monthly consisting of a text message or a recorded phone call to their own phone and that of the System Administrator to exercise their skill and validate familiarity.

Clerk's Annotation for Official Policy Book

Date of Notice to Council Members of Intent
to Consider {7 days minimum notice}: September 10, 2019

Date of Passage of Policy: September 26, 2019

I certify that this Policy was adopted by Council as indicated above.



Clerk



Date

