

REPORT TO CITY COUNCIL

DATE: MAY 26, 2021

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

BY: LOUIS CELAYA, DEPUTY CITY MANAGER

SUBJECT: INTRODUCTION OF CODERED – MASS NOTIFICATION SYSTEM

At the conclusion of the Woolsey Fire, among the many internal items that were reviewed was the City's mass notification system. As the current notification system had been in place for several years, an internal review was completed to examine similar type systems to ensure the City was receiving the most up-to-date service technology, as well as cost equity.

After reviewing several notification systems, staff concluded the CodeRed system would provide better service and ease of use by the public who wish to enroll in the system. Like the previous service, CodeRed is a software as a service platform, whereby the City has access to the system for use, but does have the maintenance aspect of the service platform to address. This is handled by the company that operates CodeRed, OnSolve.

Staff has been working to set up all internal processes to prepare to launch the CodeRed notification system. The City will brand the CodeRed system as, "Alert AH". Following is a summary of actions taken to prepare:

- All current user data under current notification system has been transferred to CodeRed
- Applicable City staff members have been trained in use of the system
- ALERT AH Banner included on the City's main website page with direct link to CodeRed enrollment page
- City emergency services website page has been updated with link to the CodeRed enrollment site
- A user friendly URL redirect has been established to make enrollment site access easier from a web browser

Staff has prepared the following timeline to officially announce the new notification system:

- May 26, 2021 - CodeRed Presentation to City Council
- May 27, 2021 – Half Page Advertisement in Acorn announcing change
- June 1, 2021 – "All Call" announcing change to system enrollees
- June 2, 2021 – June 4, 2021 – Social media messaging announcing Alert AH and encouraging enrollment

- June 7, 2021 – Information posters and flyers at City Hall, Recreation and Event Center, and park kiosks

As a reminder, this mass notification system is yet another important tool for the City to assist in disseminating important notifications to businesses and residents. This service is not intended to replace or supersede the existing public safety services also being used by other public safety entities. Should residents receive specific instructions from public safety personnel such as Fire, Sheriff, etc., prior to receiving a message from this system, those directions should be followed. Finally, staff continues to recommend that, as the system can send both general and emergency messaging, in order for the system to be fully effective, the City's use of this system be solely for emergency messaging.

RECOMMENDATION

Staff respectfully recommends the City Council receive and file the report.