

MASS NOTIFICATION SYSTEM

Emergency Management Division

06/16/2022

What is a Mass Notification System?

- Provides a way for the City to send simultaneous alerts to groups and individuals whether these alerts are for emergencies, potential threats, employee announcements, or simple day-to-day communications.
- System will help the City get messages out quickly to keep people safe, strengthen operational resilience, reduce costs, mitigate risk, and thrive in an increasingly unpredictable world.

“Regroup” Mass Notification System

- Founded in 2006 at Stanford University
- Over 4,000 clients

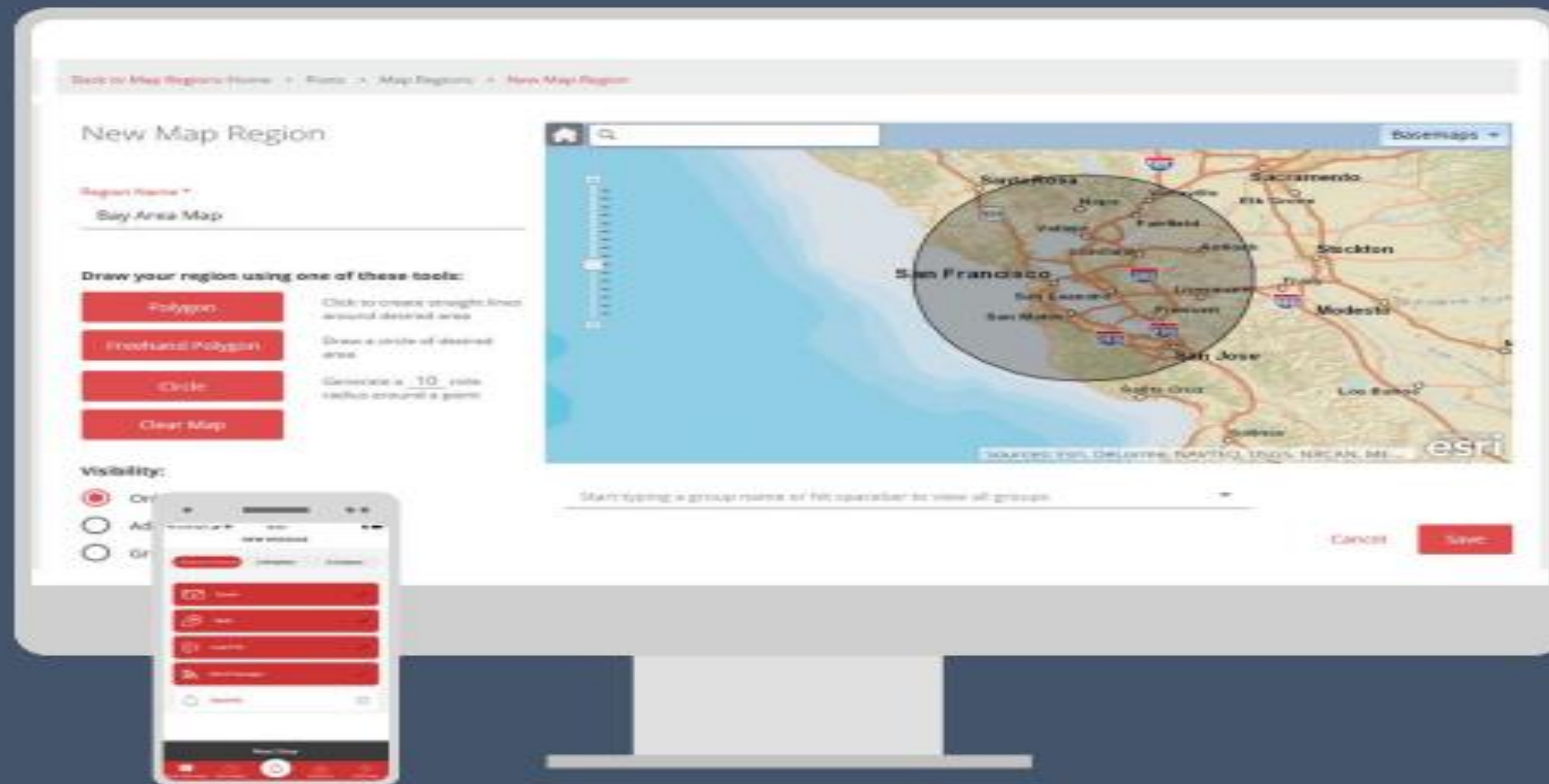
EDUCATION	HEALTHCARE	CORPORATE	GOVERNMENT	NON-PROFITS
Higher Ed	Hospitals	Airlines	Local Government	Houses of Worship
K-12	Clinics	Construction	Police & Fire Departments	Community Service
Vocational & Trade Schools	Pharmaceutical	Logistics	Tribes and Nations	Advocacy Groups
	Insurance	Property Management	Utilities	Professional Associations
	Long-Term Care	Stadiums & Venues	Correctional Facilities	
		Casinos		

FEATURES

- 100% Voluntary basis to Sign Up For and they can STOP anytime
 - Different from Federal Government, NOAA, IPAWS Notifications
- Free for Groups & Individuals to Sign Up For
 - City Limits & City Employees
- Customizable for the Recipients.
 - They can choose what type of messages to receive and when to receive them.
- Vacationers can Sign Up for a Predetermined Time Period
 - Will automatically STOP sending them Messages

FEATURES

- City can Determine Specific Groups and/or Individuals to Receive Certain Types of Notifications.
 - Citywide, Specific Departments, Zip codes, Neighborhoods, GeoFence Messaging Capabilities



TYPES OF MESSAGES

Critical Notifications

- Severe Weather
 - Information Before, During, After
- Human-Caused Events
 - Instructions on what to do during Active Shooter/Terrorist Incident for example.
- Infrastructure Failure
- Power Outage(s)
- Cyber Security Threats

Employee Notifications

- Citywide Alerts
 - Call-In of Additional Staff
 - Service Suspensions
- Department Specific Alerts
 - Notifications or Reminders
- Employee At-Risk or Missing
 - Set the System to Continuously Notify Employee until they make communication with Department
- Two-Way Communications

TYPES OF MESSAGES

Special Events

- Date/Time/Locations
- Traffic Management Plans
- Road Closures
- Any Disruption to City Services

Day-To-Day Communications

- Notice of Office Closures
 - Holidays
- Temporary Disruption of City Services
 - Trash Can Pickup Changes
 - Debris Collection Sites
- General Public Information

Reach Anyone, Anywhere, Anytime

WAYS TO SEND



WEB



REGROUP
APP



EMAIL



SMS TEXT



AUTOMATED



SUPPORT
24X7



CAP 1.2

WAYS TO RECEIVE



EMAIL



MOBILE
TEXT / VOICE



LANDLINES
OR IP



REGROUP
APP



SOCIAL
MEDIA



PA SYSTEMS



LED / LCD
SIGNS



SEARCH
ENGINES



DESKTOP
ALERTS



ALERT
BEACONS



WEBSITES
AND FORUMS



FIRE
ALARMS



MS TEAMS



PAGERS

IF YOU CAN SEND EMAIL, YOU CAN USE REGROUP MASS NOTIFICATION

SIGN UP

- Website/EMAIL/Text/QR Code Scan



Regroup SMS Short Code

Send a text to 30890
and enter the words
JOIN REGROUPSAFETY

Enter with a space in between:
JOIN REGROUPSAFETY

Regroup
Mass Notification

SCAN ME

JOIN REGROUPSAFETY

send

The graphic features a red background with white text and icons. At the top right, a blue box contains the text 'Regroup SMS Short Code'. Below this, a white text box instructs users to 'Send a text to 30890 and enter the words JOIN REGROUPSAFETY'. A smaller white text box below that says 'Enter with a space in between: JOIN REGROUPSAFETY'. In the bottom left, the 'Regroup Mass Notification' logo is displayed. To the right of the logo is a QR code with the text 'SCAN ME' below it. Further right is a white smartphone illustration showing a text message input field with 'JOIN REGROUPSAFETY' typed in and a 'send' button at the bottom.

AUTOMATIC MESSAGE TRANSLATION

Keep the City's Multilingual Network Safe and Informed in their
Primary Language

ReGroup's Automatic Message Translation

Enables Administrators to have Notifications automatically
translated into **over 60 Languages !**

Based on their Recipient's Preferred Settings they will receive
notifications and instructions that can be easily understood.

"In our diverse global workplace, organizations need to ensure messages are understood by all recipients, regardless of their native language. Now in addition to Regroup's assurance of delivery, admins will be certain their message is understood by all recipients."

Chris Utah, COO of Regroup

AVOID MISTAKES & CONFUSION

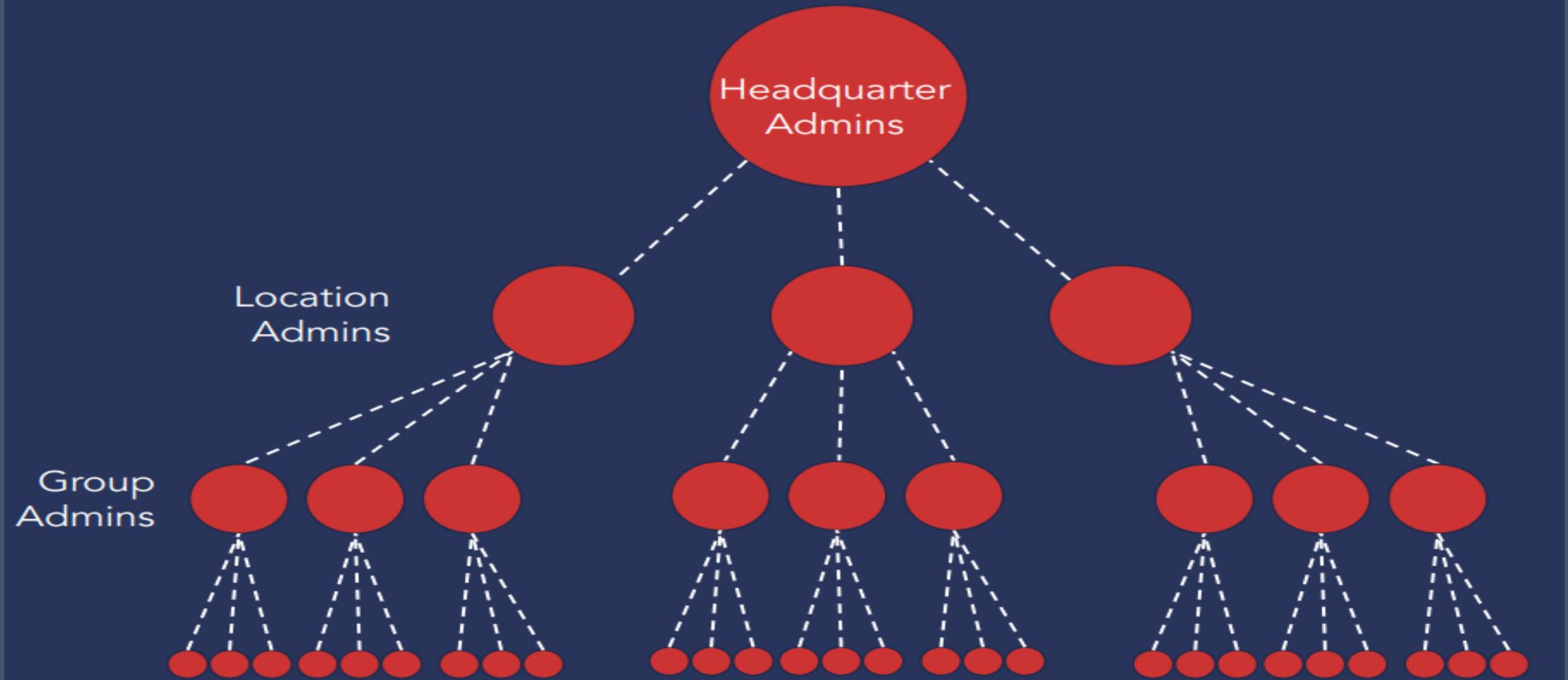
- Messages are sent to the SENDER prior to being sent out to the recipients. Allows for SENDER to see the message and ensure no mistakes/typos made.
- Messages will be stamped with the City/Department information to ensure recipients don't view it as SPAM

EXAMPLE

{COMB}: The National Weather Service has announced a Winter Weather Warning for the City of Myrtle Beach. Take appropriate precautions. Follow instructions from emergency personnel. {COMB}

Systems-of-Systems Approach

Each Department May Act As Its “SYSTEM”



SEAMLESS INTEGRATIONS

Cloud Based Platform That Can Work With (Basically) Any System

- ❑ Public Safety Programs
- ❑ Esri: GIS Mapping Software
- ❑ Active Directory: Used by Human Resources

Gov't Alerts	Software	Hardware		
  	   	   	    	     

SITUATIONAL AWARENESS & THREAT INTELLIGENCE

Departments can monitor City assets, nearby threats and breaking alerts from a gallery of customizable sources.

- Weather Service Alerts
- Power Outage Mapping
- Social Media monitoring and rumor control
- Health Alerts and Exposures
- Supply Chain Disruptions
- Monitoring of City brand and reputation



APAC COVID-19 Monitor

Asia Monitor

Central & South Americ...

Dallas COVID-19 Monitor

Dallas, TX Overview

Dallas/Fort Worth, TX ...

EMEA COVID-19 Monitor

Europe Monitor

Hurricane Tracker - Nor...

Middle East & North Af...

North America Monitor

North America Severe ...

North America Wildfire ...

TX Global: Wildfires (Past 7 days)

Amador & El Dorado Counties, CA: Evacuation Orders and Warnings expanded due to 177,260-acre Caldor Fire east of Omo Ranch; fire 14% contained (Update)

Size: 177,260 acres (~30% / + 40,617 acre increase since August 26th)
Containment: 14%

1 hour ago • Mon Aug 30 2021 10:26:00 AM • published by 8n

Western Oregon: Red Flag Warning issued today for region including Portland, Salem, and Eugene from 1:00-8:00pm PDT

RED FLAG WARNING IN EFFECT FROM 1 PM THIS AFTERNOON TO 8 PM PDT THIS EVENING FOR WIND AND LOW RELATIVE HUMIDITY FOR FIRE WEATHER ZONE 604... The National Weather Service in Portland has issued a Red Flag Warning for wind and low relative humidity, which is in effect from 1 ...

yesterday • Sat Aug 28 2021 2:00:00 PM • published by foreca

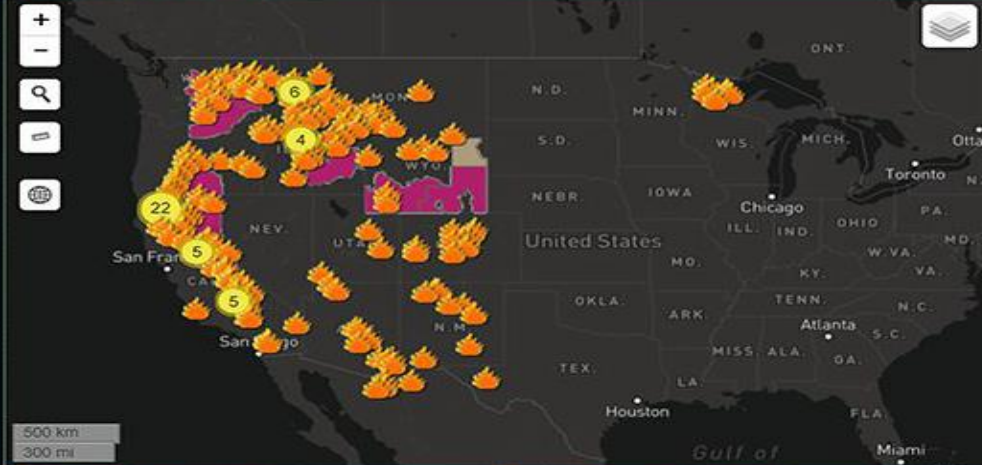
Lane County, OR: Middle Fork Complex grows to 17,503 acres with 10% containment; evacuation orders remain in place, new evacuation warnings issued for Oakridge, Westfir and surrounding areas (Update)

Size: 17,503 acres (373% / + 13,800 acres since August 9th) **Containment:** 10% **Level 3 (GO NOW)**
Evacuation Notices:...

2 days ago • Fri Aug 27 2021 4:19:00 PM • published by regist

Yakima County, WA: Schneider Springs Fire northwest of Naches grows to 75,055 acres with 8% containment; evacuation orders in place (Update)

TX Global: Wildfires (Past 12hrs)



Wildfire News (Past 3 days)

RT @CALFIREAEU: Caldor Fire Evacuation Order - 8/30/21 10:00 a.m. https://t.co/CARGD8NAT8

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— KPIX 5 (@KPIXtv) August 30, 2021

Wildfire Alerts from Officials (Past 7 days)

RT @CAL_FIRE: Today, 15,958 firefighters remain on the frontlines of 15 active large wildfires that have burned more than 1.7 million acres...

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WHAT ELSE IS OFFERED

- Multiple TEMPLATES already created to use or create our own depending on the circumstances.
 - City Holidays for example
- 24/7 Technical and Customer Support.
 - City will have the same group of people assigned to it.
- Unlimited Training by Professionals.
 - Don't have to rely on a select few to be Trainers.
- Stats & Analytics
 - We can see how many people are signed up and how often we use the program. Is it being utilized effectively?!

QUESTIONS???

- Emergency Management Division
 - Travis Glatki – (843) 918-2319
 - Dana Rush – (843) 918-1396