

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: FIRE/ Office of Emergency Management

AGENDA DATE: July 20, 2010

CONTACT PERSON NAME AND PHONE NUMBER: Deputy Chief Ralph Johnson

DISTRICT(S) AFFECTED: All

SUBJECT:

Power Point presentation on the Reverse Notification Project to be placed on the City Manager's Report portion of City Council.

BACKGROUND / DISCUSSION:

See above, this will be a presentation to be given at City Council on the status of the Reverse Notification System for the City of El Paso.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one? N/A

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

Project has been previously purchased thru Urban Area Strategic Initiative (UASI) grant.

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD: Authorized by Mr. William Studer for late approval for City Council on July 20, 2010.
(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

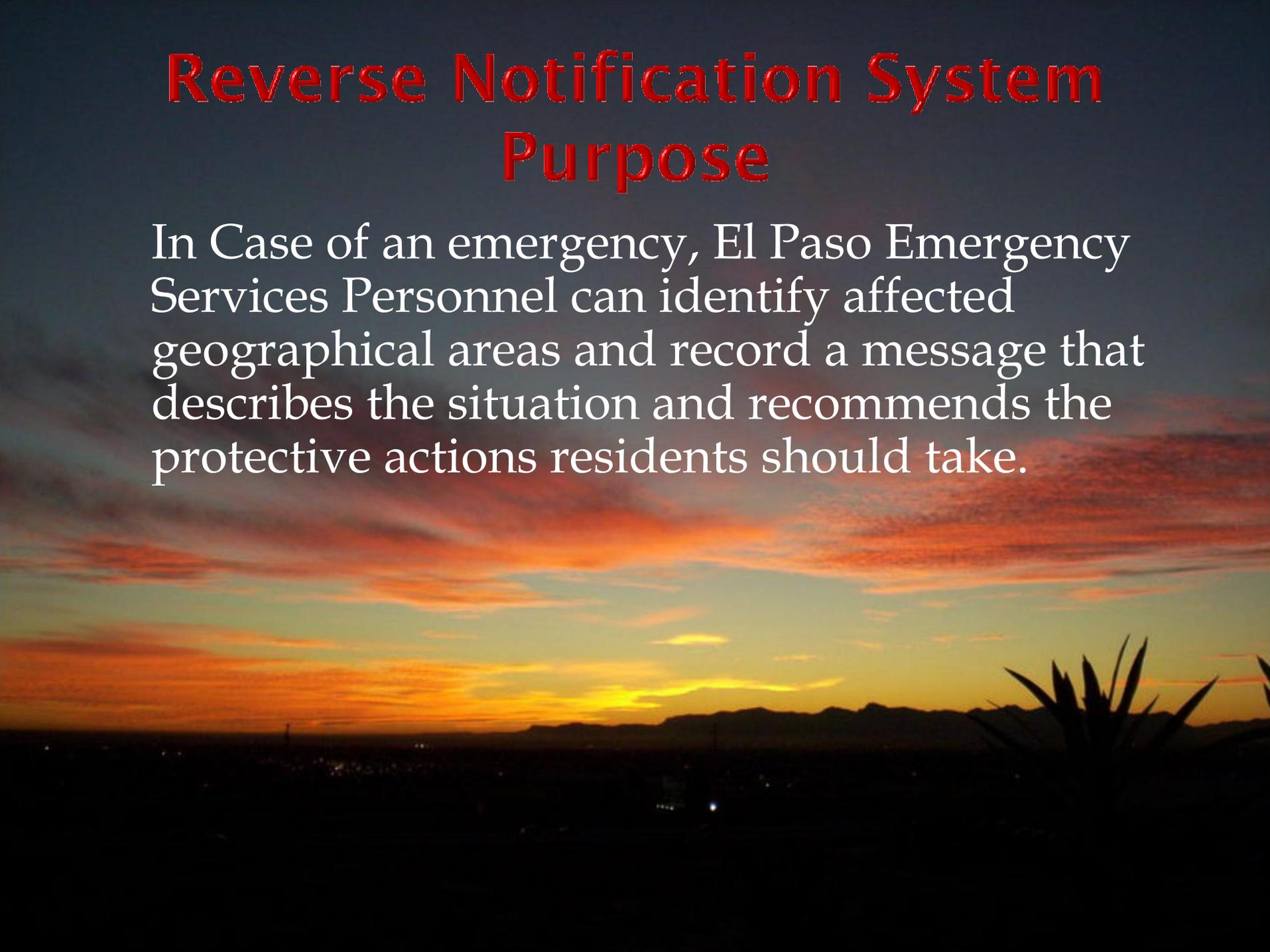
Information copy to appropriate Deputy City Manager

**EL PASO CITY/ COUNTY
OFFICE OF EMERGENCY
MANAGEMENT REVERSE
NOTIFICATION SYSTEM**



Reverse Notification System Purpose

In Case of an emergency, El Paso Emergency Services Personnel can identify affected geographical areas and record a message that describes the situation and recommends the protective actions residents should take.



System Features

- ▣ It can provide an initial warning as well as specific instructions to protect at-risk citizens.
- ▣ System can target specific geographic locations, warning only those who are directly at risk.

Alerting Methods

System can deliver messages in a variety of methods to include:

- ▣ Land-line Telephone
- ▣ Cellular Telephones
- ▣ Text Messages on cell phones
- ▣ Email Alerts
- ▣ TTY/TDD Devices for deaf or hard of hearing

Uses of System

- ▣ Emergency Evacuations
- ▣ Missing Person Alert
- ▣ Natural Disaster Alerts
- ▣ Hazardous Material Leaks
- ▣ Search and Rescue Operations
- ▣ Crime Prevention
- ▣ Neighborhood Emergency Notifications
- ▣ Special Community Notifications

Previous Uses

During the 2007 wildfires, the City and County of San Diego both employed telephone-based emergency notification systems to assist in the safe evacuation of over 515,000 residents.

System Database

- ▣ Because the system uses 9-1-1 telephone databases, only land-line numbers are currently in the system.
- ▣ There are currently over 260, 000 land-line telephones in the system, both residential and business.
- ▣ If you want to be notified by cell phone, email, TTY/TDD devices or text message, you must register on line at:

<https://elpaso.smartmsg.com/>

The following are some of the community partners that have committed to assist register their special needs consumers:

- ▣ 2-1-1 program
- ▣ Area Agency on Aging
- ▣ DSHS- Division for Blind Services
- ▣ DSHS- Deaf/Hard of Hearing
- ▣ VOLAR
- ▣ LULAC Project Amistad
- ▣ MHMR
- ▣ And many more.

Register at: <https://elpaso.smartmsg.com/>

Federal Signal Codespear - Citizen Alerting - Welcome - Windows Internet Explorer

https://68.22.12.43/demo/ Certificate Error Live Search

Federal Signal Codespear - Citizen Alerting - Welcome

In English (English)

CODESPEAR
Fail-safe communications for everyone

COUNTY WIDE ALERTING

Citizen Alert Web Portal

INFORMATION
Learn more about Citizen Alerting
This program is provided free to residents, students, parents, and commuters.

SUBSCRIBE
Sign-up to participate in CA
The decision you make may mean the difference between life and death.

WELCOME, CITIZEN.

EXISTING SUBSCRIBERS
Enter your existing User ID and Password to login and manage devices and alerts.

User ID
Password
[Forgot Password](#)

Not an existing subscriber?

STAY SAFE.
Everyone wants safety and security. Federal Signal Codespear provides the Citizen Alerting service to municipalities and government agencies that save lives.
Using our SmartMsg interoperability platform you will be notified the moment disaster strikes no matter where you are or what communications device you own; email, pagers, cell-phones, they all work the same way.

STAY HAPPY.
Do not worry about tuning into radio stations, turning on the television, or visiting local web sites anymore.
Citizen Alerting can do the footwork for you. Monitor road closings, be notified before severe weather occurs, and take evasive action in the event of a terrorist attack.
All you need is an email address, a pager, or a cellphone to stay safe and happy.

STAY INFORMED.
Life is hectic. Sometimes in our haste we forget the little things like looking up at the sky before we take the dog on a walk, or making poor decisions due to lack of information for our morning commute adding stress and discomfort to our already chaotic lives.
Citizen Alerting can help to ease your pain and frustration acting as a guardian angel informing you of what's happening around you.
[Sign-up to participate in our CA program](#)

Done Internet 100%

start | Inbox - Micr... | RE: FS Cod... | STORE N G... | Federal Sig... | Microsoft P... | 8:07 PM

Register in Spanish

Federal Signal Codespear - Alerta al Ciudadano - Welcome - Windows Internet Explorer

https://68.22.12.43/demo/ Certificate Error Live Search

Federal Signal Codespear - Alerta al Ciudadano - Welc...

En Espanol (Spanish)

CODESPEAR
Código de Comunicación para todos sin falla

ALERTA AL CIUDADANO

Portal de Alerta al Ciudadano

INFORMACIÓN
Aprenda mas sobre la Citizen Alerting
Este programa es gratuito a residentes, estudiantes, padres, y personas que trabajan.

SUBSCRÍBASE
Inscríbese para participar en
La decisión que usted haga hace la diferencia entre la vida y la muerte.

BIENVENIDO CIUDADANO

SUBSCRIPTORES ACTUALES
Ponga su número de identificación y su contraseña para entrar y manejar recursos y alertas.

Numero de Usuario
Contraseña

[Olvido su contraseña](#)

¿No esta registrado actualmente?

MANTENGASE SEGURO
Todos queremos seguridad. El Código Federal de Señalamiento provee el servicio de Citizen Alerting a municipalidades y agencias de gobierno que salvan vidas.
Usando el sistema de mensajes inteligentes, usted será notificado al momento de un desastre no importa donde se encuentre o que dispositivo de comunicación usted tenga; correo electrónico, beeper, teléfono celular, todos ellos funcionan de la misma manera.

MANTENGASE FELIZ
Ya no se preocupe mas acerca de prender la radio, o la televisión, o visitar paginas de Internet locales.
Citizen Alerting puede hacer el trabajo por usted. Monitorear cierre de carreteras, ser notificado antes de que un clima severo ocurra, y tomar acción evasiva en caso de un ataque terrorista.
Todo lo que necesita es una correo electrónico, un beeper, o un teléfono celular para mantenerse seguro y feliz.

MANTENGASE INFORMADO
La vida es agitada. Algunas veces en nuestro ajetreo olvidamos las pequeñas cosas como mirar al cielo antes de sacar al perro a caminar, o hacemos decisiones tontas debido a la información en nuestra ajetreada mañana agregando stress y preocupaciones a nuestras vidas ya confusas.
Citizen Alerting nos puede ayudar a aliviar un poco el dolor y la frustración actuando como ángel guardián informándole que es lo que pasa alrededor suyo.
[Inscríbese para participar en nuestro programa de CA](#)

Done Internet 100%

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Questions

