



TOWN OF DOUGLAS

MUNICIPAL TOWN-WIDE ELECTRONIC NOTIFICATION SERVICE(S) POLICY

1. It is the policy of the Town of Douglas that an electronic notification system utilizing telephone, electronic mail and/or electronic text messaging, may be used to distribute information related to significant incidents and events where timely communication to an effected population or geographic area of the City is essential or highly desirable.

2. Examples of the types of incidents or events where the system may be highly effective in notifying our citizens include, but are not limited to, the following:
 - Fires
 - Floods
 - Tornado Warnings
 - Dam / Levy Breaks
 - Terrorism Threats
 - Bomb Threats
 - Nuclear Hazards
 - Bio Terrorism Threats
 - Chemical Spills
 - Gas Leaks
 - HAZMAT Emergencies
 - Hostage Situations
 - Missing Children
 - Missing Elderly
 - Missing Disabled
 - Evacuation Notices & Routes
 - Drinking Water Contamination
 - Viral Outbreaks
 - Utility Outages
 - Street Closings and/or Detours
 - Crime in Progress
 - Shelter In Place / Dangerous Person(s)
 - Municipal Facility Closures / Parking Bans
 - Sexual Predator Alert

3. In emergency situations, Police and Fire Incident Commanders (IC) are authorized to initiate usage of the system when necessary and/or desirable in management of incidents occurring in and/or adjacent to the Town of Douglas consistent with the foregoing. The respective Department's Director (Police Chief or Fire Chief) shall be notified as soon as practical once an (the) IC has directed utilization of the system.
4. In non-emergency situations, the Town Administrator shall approve instances in which the system is used.
 - a. Non-emergency messages shall not be sent before the hour of 6:00 AM, or after the hour of 8:00 PM.
 - b. There shall be an annual test / update of the system, which shall include opt-out / opt-in instructions for recipients.
5. All messages shall clearly identify the Town as the caller, the date and time of the communication, and whether or not the message relates to an "emergency," "public notification," or "test."
6. Designated department personnel shall complete a review of the audio message, geographical area affected by the message, and the date/time that it is scheduled to be broadcast. Each Department that uses the system shall designate a liaison who will be trained on how to use the system.
7. Each Department shall be provided with a password and subaccount of the master Town account which will allow for auditing of the minutes used or other costs generated under the system contract.
8. Citizen complaints regarding the use of the system shall be handled by the Department Director responsible for the message in question.
9. System performance issues are the responsibility of the Town Administrator and shall be forwarded to the Board of Selectmen's Office for resolution with the vendor.