



# **SPECIAL CITY COUNCIL MEETING**

**Monday, January 31, 2011  
7:00 p.m.**

**CITY OF EVANSTON, ILLINOIS  
COUNCIL CHAMBERS  
LORRAINE H. MORTON CIVIC CENTER  
2100 RIDGE AVENUE, EVANSTON 60201**

## AGENDA

- 1) Roll Call
- 2) Public Comment
- 3) Adoption of 311 Service Level Agreements
- 4) Adoption of Mass Notification Policy
- 5) Adjournment



## Memorandum

**To:** Honorable Mayor and Members of the City Council

**From:** Joseph McRae, Assistant to the City Manager  
Sue Pontarelli, Supervisor 311/Police Front Desk  
Pandora Pratt, Assistant Supervisor, 311/Police Front Desk  
Adelita Hernandez, Community Information Specialist

**Subject:** 311 Service Level Agreements and Mass Notification System Policy

**Date:** January 28, 2011

### **Recommended Action:**

Staff recommends approval of departmental service level agreements (SLA) for the 311 Center. Service level agreements, also known as performance measures, will go into effect March 1, 2011 with the opening of the 311 Center.

Staff recommends approval of use policy for the new Mass Notification System, provided by Everbridge, Inc. The new reverse 911 system is anticipated to go live on February 1, 2011.

### **Summary:**

#### **311 Service Level Agreements Overview**

As the City Council is aware, the City of Evanston will implement a 311 Customer Service Center on March 1, 2011. This center will handle inquiries and service requests for all non-emergency issues citywide.

To ensure that the 311 Center is efficient and effective in its operations, the new center will feature a customer relationship management tool called Gov QA. This web based solution will host a knowledge base of approximately 800 frequently asked questions and answers as well as approximately 140 unique service requests citywide. It will be available via the City website and will allow constituents to track the status of their service requests via phone or online with the use of a confirmation number.

At the January 31, 2011 Special City Council Meeting, city staff will provide the City Council with an overview of the 140 service requests (please see attached document) along with the specific service level agreement (SLA) that coincides with each respective request type. SLA's are the performance measures that set tangible timeframes for staff to complete each request. Once approved by City Council, these service level agreements will be the standard by which staff seeks to achieve the numerous non-emergency requests for services received via phone or email in the 311 Center. A demonstration of the Gov QA product will be provided at the meeting.

### **Mass Notification System Use Policy**

On February 1, 2011, the City of Evanston will go live with the Mass Notification System provided by Everbridge Inc. This web based mass communication tool, more commonly referred to as reverse 911, allows authorized staff to create and rapidly disseminate time-sensitive alerts and information to employees, residents, businesses, and other identified groups using telephone numbers, email addresses and/or text-capable devices stored in the Everbridge notification database.

The system will utilize 911 telephone data, as well as vendor provided white page data for the primary contact information. Staff will also encourage residents and businesses to sign up for the service, online or via a phone call to 311, to update or modify contact information and provide preferential contact methods such as email, text message or fax.

The Everbridge product was selected via a competitive bid process and is also used by the Northwest Central Dispatch System, which provides emergency communications and Police/Fire/EMS dispatch services for Arlington Heights, Buffalo Grove, Elk Grove Village, Hoffman Estates, Inverness Police, Mount Prospect, Palatine, Palatine Rural Fire Protection, Prospect Heights Police, Rolling Meadows, Schaumburg, and Streamwood. Funding for the project is provided via a Health Department Emergency Preparedness Grant.

Attached please find a copy of the Mass Notification System Use Policy and as well as an executive summary of the policy for City Council review. This document lays out the recommended uses for the system according to departmental emergency and non-emergency needs. A brief presentation of the Mass Notification System will be provided at the January 31, 2011 Special City Council Meeting.

#### Attachments:

311 Service Level Agreements by Department Spreadsheet  
Mass Notification System Use Policy Executive Summary  
Mass Notification System Use Policy

**SERVICE REQUESTS LIST - 1/25/11 - SORTED BY DEPARTMENT**

Request Category(ies)	Name of Request	Description of Request	Assigned Department	Service Level Agreement (# of business days to complete)
Purchasing & City Vendors	Vendor Information	To change your business address, business phone number, business email address or company name in the City's records.	Administrative Services	5
Tax Forms	W-9 Form.	Complete and submit a W9 Form if you have done/will do contract work for the City and will need a 1099 Form from the City detailing payment of services from a non-employee.	Administrative Services	2
Parking	Parking Waiver	To obtain a parking waiver for a special event.	Administrative Services	3
Parking	Reserve Parking Meter(s)	To reserve parking meter space(s) for all-day parking	Administrative Services	3
Licenses, Permits & Registrations	Taxi Complaints	To complain about a taxi-related incident.	Administrative Services	2
Cable TV	Comcast Complaint	To complain about Comcast service.	City Manager's Office	2
Inspections / Property Maintenance / Police	Trash Accumulation	To report trash accumulated on any lot.	Community & Economic Development	2
Landlords & Tenants	Landlord / Tenant	To make a confidential complaint about a tenant.	Community & Economic Development	1
Planning & Zoning	Neighborhood	To request assistance in developing a neighborhood plan.	Community & Economic Development	3

Landlords & Tenants	Landlord / Tenant	To make a confidential complaint about a landlord.	Community & Economic Development	1
Landlords & Tenants	Landlord / Tenant	To request one or more 10-day or 30-day notice forms.	Community & Economic Development	2
Planning & Zoning	Garage, Yard, or Estate Sale Permit	To apply for a permit from the City to hold a Garage, Yard, or Estate Sale in a Residential District.	Community & Economic Development	2
Planning & Zoning	Landmark Alteration	To report any alteration, construction, relocation, and demolition of a designated landmark building or building within an Evanston historic district.	Community & Economic Development	5
Planning & Zoning	Inspection of Historic Preservation Work	To request an inspection of historic preservation work in progress or completed.	Community & Economic Development	5
Planning & Zoning	Landmark Status Nomination	To request a nomination form for a historic district or a historic landmark designation.	Community & Economic Development	10
Housing	Neighborhood Stabilization Program (NSP2)	To add my name and contact information to the City's list of interested NSP2 housing buyers and renters.	Community & Economic Development	1
Graffiti	Graffiti	To report graffiti on public property other than parks or civic buildings.	Community & Economic Development	2
Graffiti	Graffiti	To report graffiti on private property.	Community & Economic Development	2
Inspections / Property Maintenance / Police	Trash Dumping	To request an investigation and removal of trash or construction material dumped on my property by someone else.	Community & Economic Development	2
Planning & Zoning	Neighborhood	To request information about current neighborhood plans and statistics.	Community & Economic Development	3

Planning & Zoning	Contaminated Sites	To request information on agency databases regarding Evanston sites that may be contaminated.	Community & Economic Development	5
Planning & Zoning / Community Development Block Grants / Crime Prevention	Building Exterior Security Improvement Assistance Program	To request assistance in making exterior improvements that enhance security to your building and property.	Community & Economic Development	5
Planning & Zoning / Refuse, Recycling & Yard Waste	Fancy Can Program	To apply to adopt a Fancy [trash] Can.	Community & Economic Development	5
Inspections / Property Maintenance	Structural Damage Danger	To report apparently dangerous structural damage to existing a radio tower, a cell tower, or large sign board.	Community & Economic Development	1
Inspections / Property Maintenance	Unshoveled Snow	To report homeowner or business not shoveling snow off the sidewalk.	Community & Economic Development	1
Building, Property & Zoning	Vacant Building	To request the form for registering a vacant building as required by ordinance.	Community & Economic Development	2
Inspections / Property Maintenance	Illegal Trespass at a Vacant Building	To report that a boarded up building has been broken into.	Community & Economic Development	2
Inspections / Property Maintenance	Vacant Building Identification	To report a deteriorating vacant building.	Community & Economic Development	2
Inspections / Property Maintenance	Uncut Grass or Weeds	To report weeds or tall grass on any lot.	Community & Economic Development	3
Inspections / Property Maintenance	Overcrowding	To report apparent overcrowding of an apartment or house or other residence.	Community & Economic Development	3

Inspections / Property Maintenance	Animal Waste	To report accumulated animal waste ON PRIVATE PROPERTY that is not being cleaned up by the animal's owner.	Community & Economic Development	3
Inspections / Property Maintenance	Downspout	To report a neighbor's downspout positioned toward my property.	Community & Economic Development	3
Planning & Zoning	Landmark Building Plaque	To request historic designation plaque for my building.	Community & Economic Development	10
Fire & Life Safety	Fire Hazard	To report a fire hazard.	Fire & Life Safety	2
Fire & Life Safety	Fire Prevention	To request a Fire Prevention Bureau inspection of a commercial property. This includes: Hydrostatic Tests, Sprinkler Inspections, Fire Alarm Test, Fire Pump Test, Occupancy Inspection.	Fire & Life Safety	2
Fire & Life Safety	Fire Prevention	To request a Fire Prevention Bureau inspection of a single family home. This is a complimentary service to all Evanston residents for their homes.	Fire & Life Safety	5
Fire & Life Safety	Fire Prevention	To schedule a tour of one of the Fire Stations	Fire & Life Safety	5
Fire & Life Safety	Fire Prevention	To schedule a fire safety presentation.	Fire & Life Safety	5
Fire & Life Safety	Emergency Preparedness	To request a review of Emergency Operations/Crisis Plan.	Fire & Life Safety	5
Landlords & Tenants	Alarms	To make a complaint against your landlord for failing to install the required smoke alarm in your rental unit	Fire & Life Safety	5
Fire & Life Safety	Alarms	To register a fire alarm or burglar alarm.	Fire & Life Safety	10

Fire & Life Safety	Fire & Life Safety Drill	To schedule the Fire Department to witness a fire/life safety drill. <b>Must schedule 14 days in advance.</b>	Fire & Life Safety	14
Health Inspections	Food Truck/Mobile Vendor /Ice Cream Truck	To report a vendor operating illegally or in violation of food code	Health	1
Health Inspections	Sidewalk Café	To report an unlicensed café operating or a café operating with violations.	Health	1
Health Inspections	Resident selling food from home	To report a vendor operating illegally or in violation of food code	Health	1
Health Inspections	Insects	Report seeing an insect	Health	1
Health Inspections	Sewage	To report sewage backing up in a building or business	Health	1
Health Inspections	Mosquitoes	To report mosquitoes observed in an area.	Health	1
Health Inspections	Birds	To report of a dead bird, sick bird, or bird acting in an odd way. Includes complaints about pigeons roosting and bird droppings	Health	1
Health Inspections	Garbage	To report of garbage overflowing, odor produced, also rats seen around garbage - not in parks or play lots.	Health	1
Health Inspections / Property Maintenance / Police	Odors	To report offensive odors.	Health	1
Health Inspections	Public Swimming Pool	To report unsanitary conditions at a public swimming pool.	Health	1
Health Inspections	Smoking	To report a person observed smoking in area where smoking is not allowed.	Health	1



Health Inspections	Cats	To report a home overrun by cats; or neighbors property smells because of cats.	Health	1
Health Inspections	Dog waste	To report an accumulation of dog feces in a yard.	Health	1
Health Inspections	Tanning	To report unsanitary conditions at a tanning salon	Health	1
Health Inspections	Restaurant	To report getting sick from food served at an Evanston restaurant.	Health	1
Health Inspections	Restaurant	To report a restaurant with unsanitary conditions or unhealthy food.	Health	1
Health Inspections	Rodents	To report seeing a rodent	Health	2
Health Inspections	Long Term Care	To report unsanitary conditions at a long term care facility (nursing home, hospital, etc.)	Health	1
Health Inspections/Police	Bats	To report a bat observed in a residence.	Health	1
Forestry	Parkway	To find out when a parkway tree is scheduled to be replaced.	Parks, Recreation & Community Services	5
Forestry	Private Tree/Plantings Blocking Sidewalk	To report a private tree or plantings blocking sidewalk	Parks, Recreation & Community Services	45
Forestry	Tree Blocking Street Lighting	To report parkway tree blocking street lighting.	Parks, Recreation & Community Services	10
Forestry	Parkway Sunk from Tree Removal	To report a parkway has sunk from old tree removal.	Parks, Recreation & Community Services	30 days unless ground is frozen
Forestry	Parkway Tree Blocks Traffic Signal	To report parkway tree blocking street traffic signal.	Parks, Recreation & Community Services	2

Parks	Broken Fence or Bench	To report a broken fence or bench in a park or play lot.	Parks, Recreation & Community Services	5 days initial response Up to 90 days for repairs to be completed
Forestry	Parkway	To request the City to trim a parkway tree.	Parks, Recreation & Community Services	5 days initial response Up to 8 years for actual tree trimming
Facilities	Repair Park or Play Lot Fountain.	To report a broken water fountain.	Parks, Recreation & Community Services	2 days unless repairs are extensive
Forestry	Evaluate Sidewalk for Replacement	There is a sidewalk that is buckling, and it seems like tree roots are the cause. Can you evaluate that?	Parks, Recreation & Community Services	5 days for determination of cause Up to 12 months for repairs
Forestry	Tree/Branch Debris in Alley	To report dumping of tree/branch debris in alley if necessary.	Parks, Recreation & Community Services	5
Forestry	Parkway Tree Swing	To report a swing hung from a parkway tree.	Parks, Recreation & Community Services	45
Forestry	Parkway Tree Line of Sight Blockage	A low parkway tree is encroaching on the line of sight.	Parks, Recreation & Community Services	5
Forestry	Parkway Planting Line of Sight Blockage	Tall parkway plantings are blocking the line of sight.	Parks, Recreation & Community Services	45
Forestry / Parks	Bee/Wasp Infestation	There is a bee/wasp infestation low in a parkway tree or a park or play lot. The nest and bees/wasps need to be removed.	Parks, Recreation & Community Services	5
Parks	Park Light(s)	To report a light or lights out in a park or play lot.	Parks, Recreation & Community Services	2 days unless repairs are extensive

Parks, Recreation, and Community services	Garbage in Parks	To request the pickup of overflowing trash cans or litter or the replacement of damaged trash cans in a park or play lot.	Parks, Recreation & Community Services	1
Forestry	Trees	To report a fallen tree or limb.	Parks, Recreation & Community Services	5
Forestry	Trees	To request the evaluation of a tree located on public or private property to determine its condition.	Parks, Recreation & Community Services	2
Parks, Recreation, and Community Services	Broken Park/Playground Equipment	To request a repair of items such as benches, tables, play equipment and lights within a park or playground.	Parks, Recreation & Community Services	2
Parks, Recreation, and Community services	Parks	To have long grass and tall weeds mown in a park.	Parks, Recreation & Community Services	2
Parks, Recreation, and Community Services	Graffiti	To report graffiti on equipment, trash cans, signs, sidewalks, retaining walls, storage boxes, etc., located in an Evanston park or play lot.	Parks, Recreation & Community Services	5
Parks/Recreation and Community Service	Program Information	To request program information/registration packet for Dog Beach, Boating Permit, or Adult Softball League.	Parks, Recreation & Community Services	2
Parks/Recreation and Community Service	Renting an athletic field(s)	To request information on renting an athletic field.	Parks, Recreation & Community Services	2
Recreation / Parks & Beaches	Adult Softball	To get on the list of players looking to be placed on a softball team.	Parks, Recreation & Community Services	2
Recreation, Ecology or Arts	Program Guide or "Arts + Recreation" magazine	To request a copy of the latest Program Guide or "Arts + Recreation" magazine.	Parks, Recreation & Community Services	2

Recreation, Ecology or Arts	Summer Camp Guide	To request a copy of the latest Summer Camp Guide.	Parks, Recreation & Community Services	2
Parks/Recreation and Community Service	Inclusion Aids	To get information on the availability of an inclusion aid for a child in one of our programs.	Parks, Recreation & Community Services	2
Parks/Recreation and Community Service	ADA Service Request	To request ADA services, such as a sign language interpreter, etc. for a program or event	Parks, Recreation & Community Services	2
Recreation	Open Gym	To request a copy of Chandler-Newberger Open Gym Schedule.	Parks, Recreation & Community Services	2
Parks/Recreation and Community Service	Seasonal Employment Application	To request a seasonal employment application be emailed to me..	Parks, Recreation & Community Services	3
Police	Citizens' Police Academy	To get information about or apply for Citizens' Police Academy.	Police	3
Parking	Illegally Parked Vehicle	To report an illegally parked vehicle so it can be ticketed or towed.	Police	1
Police	Child seat installation or inspection	To request a child seat installation or inspection.	Police	3
Police	Leaf Blower Complaint	To complain about leaf blower usage violation.	Police	5
Police	Police Tour	To schedule a tour of the Police Station.	Police	2
Police	Security Survey	To request <b>a security survey</b> (crime prevention survey, safety audit) <b>of my business</b> by the Evanston Police Department.	Police	2
Police	Security Survey	To request <b>a security survey</b> (crime prevention survey, safety audit) <b>of my home</b> by the Evanston Police Department.	Police	2

Parking	Abandoned Vehicle	To report an abandoned vehicle so it can be ticketed and towed.	Police	3
Sidewalks	Sidewalk	To report a brick sidewalk that is in poor condition or a trip hazard.	Public Works	1
Streets / Alleys	Pot Hole	To report a pot hole on a primary (snow) route - see City snow route map ( <a href="http://www.cityofevanston.org/maps/pdfs/SnowRoutes24000.pdf">http://www.cityofevanston.org/maps/pdfs/SnowRoutes24000.pdf</a> ).	Public Works	1
Sidewalks	Sidewalk	To report a sidewalk that is not in front of my property but that is in poor condition or a trip hazard.	Public Works	3
Streets	Snow	To request snow removal from a public sidewalk.	Public Works	3
Traffic / Parking	Parking	To reserve a space on the street for a moving truck (van). <b>Note: a four-business-day lead time is required!</b>	Public Works	4
Alleys	Alleys	To request that an alley be repaired/regraded due to poor condition.	Public Works	5
Streets	Street Sweeping	To report missed street sweeping.	Public Works	5
Streets / Alleys	Pot Hole	To report a pot hole on a secondary or residential route.	Public Works	5
Streets	Bike Racks	To report a broken bike rack.	Public Works	10
Refuse, Recycling & Yard Waste	Trash	To report missed garbage (trash) pickup.	Public Works	1
Refuse, Recycling & Yard Waste	Trash Cart	To request a special pickup.	Public Works	3

Refuse, Recycling & Yard Waste	Trash	To report fly (illegal) dumping.	Public Works	3
Refuse, Recycling & Yard Waste	Trash	To request appliance pickup.	Public Works	3
Refuse, Recycling & Yard Waste	Trash	To request tire pickup.	Public Works	3
Refuse, Recycling & Yard Waste	Yard Waste	To report a missed yard waste pickup.	Public Works	3
Refuse, Recycling & Yard Waste	Trash	To request a cart repair when yours is not in working condition.	Public Works	10
Refuse, Recycling & Yard Waste	Trash Cart	To request a smaller (65 gallon) trash cart.	Public Works	10
Parking	Construction Parking	To reserve a space on the street for construction related parking and materials. <b>Note: a 4-business day lead time is required!</b>	Public Works	6
Streets	Accessibility	To report a handicapped person denied access to his/her driveway during pavement resurfacing.	Public Works	1
Alleys	Alleys	To request that an alley be resurfaced to eliminate flooding (50/50 alley program).	Public Works	5
Sidewalks	Sidewalk	To request participation in the 50/50 Sidewalk & Curb Replacement Program to replace a sidewalk in disrepair in front of my property.	Public Works	5
Street & Traffic Lights	Street Light	To report a cluster or group of street lights that are not working.	Public Works	1
Street & Traffic Lights	Traffic Signal	To report a traffic signal that is not working.	Public Works	1

Street & Traffic Lights	Street Light	To report a single (one) street light that is not working.	Public Works	5
Refuse, Recycling & Yard Waste	Recycling	To report a missed recycling pickup.	Public Works	1
Utilities	Sewer-Poor Drainage	To report poor drainage in a street, alley, parkway or public location.	Utilities	1
Utilities	Sewer-Broken Sewer	To report a broken sewer line..	Utilities	1
Utilities	Water Leak - Outdoor - during business hours	To report a water leak or gush outdoors.	Utilities	1
Utilities	Water Leak- Outdoor - during non-business hours	To report a water leak or gush outdoors ( this form can only be filled out by a 311 operator.)	Utilities	1
Utilities	Water Service Disruption.	I have no water in my house.	Utilities	1
Utilities	Water Service Disruption	I have no water in my apartment/condominium.	Utilities	1
Utilities/Water	High Water Bill - Water Charge	Why is my water bill so high?	Utilities	1
Utilities	Open Manhole Cover on a City Street or Parkway.	To report an open manhole cover on a City street or parkway.	Utilities	1
Utilities	Broken Buffalo Box	To report an open or damaged buffalo box.	Utilities	1
Utilities	Damaged Fire Hydrant.	To report damage to a fire hydrant.	Utilities	1
Utilities	Water Service	I need to turn on/off my water service	Utilities	1
Utilities	Low Water Pressure.	My water pressure is low.	Utilities	1

Utilities	Sewer-Street/Alley Flooding	To report water standing in a street or alley after more than two hours.	Utilities	1





## **City of Evanston Mass Notification Use Policy**

### **Executive Summary**

Effective February 1, 2011, the City of Evanston will roll out the Mass Notification System. This system will allow authorized City staff (CMO, Public Safety) to create and rapidly disseminate time-sensitive alerts and information to employees, residents, businesses, and other identified groups using telephone numbers, email addresses and/or text-capable devices stored in the Everbridge notification database. Notifications may include items such as priority communications or declared emergencies/alerts, informational and precautionary messages. The Mass Notification System will also be utilized internally to communicate with staff as deemed appropriate and to conduct call down drills.

There are four types of notifications. Please see a brief overview of each below:

#### **1. Priority Communications – Declared Emergency**

This type of notification may only be initiated by the City Manager's Office or their designee, the Police Chief or the Fire Chief. Priority Communication alerts may be sent in situations involving declared emergencies, and/or immediate, pending or perceived threats to the City of Evanston's public safety or property. A Priority Communication alert is recommended when "immediate" notification will enable individuals to take steps that will reduce the likelihood of injury or death or provide critical information to avoid panic or reduce concern. The primary goal is to ensure that the community and staff are informed about incidents as soon as possible.

The following are examples of situations classified as priority communications, broken down by alert category and type, in which time-sensitive emergency notification via the System may be utilized:

**Level 1: Citywide Alerts** - These alerts will be distributed to the entire City.

##### **Health Emergencies:**

- Outbreaks and recalls
- water boil orders

##### **Emergency Management:**

- Chemical release/hazardous material incidents (requiring evacuation or shelter-in-place)

- Weather emergencies (severe weather conditions, natural disasters, and/or post disaster)
- Road closures (due to structural road failures)

**Snow Emergency**

- Day time parking restrictions on side streets

**Snow Route Parking Ban**

- Over night parking restrictions on main thoroughfares

**Level 2: Geographic Alerts** – These alerts will be distributed via the affected geographic area.

**Police Emergencies:**

- Civil unrest
- Public building or street closure due to emergency
- Bomb threat
- Active shooter
- Kidnapping/abduction
- Community crime alerts

**Utilities Emergencies (notified by affected geographic area):**

- Water main break
- Flooding
- Water conservation
- Power outage and back up failures
- Natural gas leak

**2. PUBLIC INFORMATION**

This type of notification may be initiated by the City Manager or their designee. These alerts provide the residents or businesses with non-emergency messages based on their selected preferences. These notifications are Opt-in only and in addition to the Priority Communication notifications.

Sample Public Information notifications include but are not limited to the following topics:

- Special Events
- Programs and Services
- Ward Meetings & Public Meetings
- Public Building Closures (not related to emergencies)

### **3. CALL DOWN DRILLS – Staff Communication**

This type of notification may be initiated by the City Manager, Department Heads or their designee for the purpose of internal staff communication. The Health Department and Fire Department (specifically, the Emergency Response teams) will utilize the Mass Notification System to conduct call downs quarterly in order to update and maintain emergency and after hour contact information. These call down drills capture the total number of staff called, time period in which they were called, the number of people who are able to respond in the defined timeframe and assemble.

There are different call down contact lists depending on the drill; an internal City emergency contact list (senior managers and department heads), Health department contact list for specific health emergencies, and the Fire Department's CERT team are a few examples.

The departments may also utilize this feature for call back and/or hire backs as specified by Department Heads or their designee.

**MASS NOTIFICATION SYSTEM USAGE POLICY**  
*Distributed February 1, 2011*  
*By City Manager's Office***A. PURPOSE**

The purpose of this policy is to establish uniformity and standards in the use of the City of Evanston's Mass Notification System. The City of Evanston contracted these services with Everbridge, Inc., utilizing its web based solution as the City's Mass Notification System. Everbridge, Inc. provides a mass communication system that is capable of rapidly communicating with employees, customers, residents, businesses, and identified groups over multiple paths including telephones (cellular and landline), email, and wireless devices.

**B. POLICY**

Effective February 1, 2011, the City of Evanston will roll out the Mass Notification System. This system will allow authorized City staff (CMO, Public Safety) to create and rapidly disseminate time-sensitive alerts and information to employees, residents, businesses, and other identified groups using telephone numbers, email addresses and/or text-capable devices stored in the Everbridge notification database. Notifications may include items such as priority communications or declared emergencies/alerts, informational and precautionary messages. The Mass Notification System will also be utilized internally to communicate with City staff as deemed appropriate and to conduct call down drills.

The Mass Notification System policy establishes procedures to ensure only City Manager approved and verified information is distributed to employees, residents, businesses, identified groups. This policy also designates the staff that is authorized to access and utilize the system.

Any modifications to the policy going forward will require the approval of the Evanston City Council. To ensure the policy remains relevant and accurate, it will be reviewed on a regular basis by the Office of the City Manager as well as public safety departmental staff.

**C. DEFINITIONS****1. Priority Communication – Declared Emergencies**

For the purposes of this policy a “Priority Communication” is defined as a notification used in a situation that has an effect, or may have an effect, on a certain number of people involving immediate or pending threats to public safety or property, where immediate notification is needed or if an emergency is declared. Priority Communication notifications can be classified as Level 1 Citywide alerts or Level 2 Geographic Alerts.

Examples include:

- Natural disasters or man made disasters such as earthquake, fire, flood, riot or biological or chemical incidents
- Incidents involving vehicular accidents that will require augmented staff
- Incidents where a timely notification may render the safe return of a missing child or at-risk adult
- Drills (Fire Drills)
- Emergency evacuation reasons
- Severe weather alerts
- Bomb threats
- Terrorist activities or threats
- Gas leaks/hazardous spills
- Testing of emergency procedures & emergency systems

**2. Public Information**

For the purposes of this policy “Public Information” is defined as a notification used in a situation regarding important non-emergency alerts or notifications. Examples of this include special events, public meetings, ward meetings, crime alerts, and public building closures. These notifications will be available on a subscription or opt-in basis only.

**3. Staff Communication**

For the purposes of this policy, “Staff Communication” is defined as a notification to City staff for organizational needs in regards to emergencies and/or need for augmented staff.

**4. Call Down Drill**

For purposes of this policy, “Call Down Drills” through the System allows users to send a message with a question to staff/team members. In turn, recipients can respond using their telephone keypad. Users will be able to determine staff availability and response time by utilizing this function.

**5. Authorized User**

For purposes of this policy, an “Authorized User” is an individual who has been designated to access the System and has completed the Everbridge training class. The City Manager’s Office shall maintain a list of authorized users within the respective departments.

**6. Designee**

For purposes of this policy, a “designee” is defined as an individual(s) who has been pre-identified by the City Manager’s Office to approve and authorize, as appropriate, notifications in accordance with this Policy.

**D. NOTIFICATION DATABASE**

It is the City of Evanston’s intent to have contact information for every household and facility within the City limits of Evanston stored in the mass notification system database for emergency purposes only. To that end, the City of Evanston will utilize 911 data (landline telephone data) as well as white page data provided by Everbridge and voluntary data provided by residents and businesses.

The System will store distribution lists for notification of additional staff based on specialized need and designated roles (e.g., emergency response teams, snow team, etc) in the following departments

- Health
- Police
- Fire

- Public Works
- Community Development
- Parks Recreation & Community Services.

The City Manager's Office will work on a continuous basis to ensure the information in the database remains accurate.

The City of Evanston takes security and privacy concerns seriously. Everbridge only utilizes secure transmissions with its customers. No confidential information is ever transmitted between Everbridge and its customers using email or File Transfer Protocol (FTP), but rather always utilizes Secure Socket Layer (SSL). Data is hosted in facilities with extensive physical and electronic security. All data is encrypted prior to being placed on tape for offsite storage. Everbridge also retains an external, independent security firm to perform annual security audits.

#### **E. NOTIFICATION DATABASE ACCESS**

Only authorized users, as defined in this policy, may access the System database and *only* for those purposes outlined in this policy.

#### **F. SYSTEM PROCEDURE**

##### **1. Responsibilities**

The City Manager's Office shall have primary responsibility for ensuring that timely system alerts are generated, whenever appropriate, based on the type and severity of each incident/event. It is the responsibility of the Department Head or his/her designee to initiate a notification alert, when appropriate and approved by the City Manager, if that department has primary responsibility for the event, communication, or emergency.

#### **G. NOTIFICATIONS**

There are three levels of notifications.

##### **1. Priority Communication (2 levels) – Declared Emergency**

This type of notification may only be initiated by the City Manager, the Police Chief, the Fire Chief or their designee. Priority Communication alerts may be sent in situations involving declared emergencies, and/or immediate, pending or perceived threats to the City of Evanston's public safety or property. A Priority Communication alert is recommended when "immediate" notification will enable individuals to take steps that will reduce the likelihood of injury or death or provide critical information to avoid panic or reduce concern. The primary goal is to ensure the community and staff are informed about incidents as soon as possible.

The following are examples of situations, broken down by alert category and type, in which time-sensitive emergency notification via the System may be utilized:

**Level 1: Citywide Alerts** - These alerts will be distributed to the entire City.

**Health Emergencies:**

- Outbreaks and recalls
- water boil orders

**Emergency Management:**

- Chemical release/hazardous material incidents (requiring evacuation or shelter-in-place)
- Weather emergencies (severe weather conditions, natural disasters, and/or post disaster)
- Road closures (due to structural road failures)

**Snow Emergency**

- Day time parking restrictions on side streets

**Snow Route Parking Ban**

- Over night parking restrictions on main thoroughfares

**Level 2: Geographic Alerts** – These alerts will be distributed to the impacted geographic area.

**Police Emergencies:**

- Civil unrest
- Public building or street closure due to emergency
- Bomb threat



- Active shooter
- Kidnapping/abduction
- Community crime alerts

**Utilities Emergencies (notified by affected geographic area):**

- Water main break
- Flooding
- Water conservation
- Power outage and back up failures
- Natural gas leak

**2. PUBLIC INFORMATION – Opt in only**

This type of notification may be initiated by the City Manager or their designee. These alerts provide residents and/or businesses with non-emergency messages based on their selected preferences. These notifications are Opt-in only, and are in addition to the Priority Communication notifications.

Sample Public Information notifications include but are not limited to the following topics:

- Special Events
- Programs and Services
- Ward Meetings and Public Meetings
- Public Building Closures (not related to emergencies)

**3. CALL DOWN DRILLS – Staff Communication**

This type of notification may be initiated by the City Manager, Department Heads or their designee for the purpose of internal staff communication. The Health Department and Fire Department (specifically, the Emergency Response teams) will utilize the Mass Notification System to conduct call downs quarterly in order to update and maintain emergency and after hour contact information. These call down drills capture the total number of staff called, time period in which they were called, the number of people who are able to respond in the defined timeframe and assemble.

There are different call down contact lists depending on the drill; an internal City emergency contact list (senior managers and department heads), Health

department contact list for specific health emergencies, and the Fire Department's CERT team are a few examples.

The departments may also utilize this feature for call back and/or hire backs as specified by Department Heads or their designee.

#### **H. RESTRICTIONS**

The Mass Notification System shall only be used for the intended purpose of providing information to Evanston residents, businesses and City staff during emergencies or other quality of life issues or incidents. Any use of the system for marketing, advertising, public relations, or other commercial purposes of any nature related to City business, will be limited to residents and businesses that sign up for Public Information alerts (Opt-In categories) only. The contact database is confidential and shall not be used as a substitute for investigative procedures to identify unlisted or unpublished phone numbers.

#### **I. ADDITIONAL NOTIFICATION**

Any Department issuing a public notification using the mass notification system must obtain approval from the City Manager or his/her assigned designee prior to dissemination. The City Manager must approve the content of the notification and be advised of the dissemination date to allow appropriate preparation time for response to media and/or public inquiries. The need for a related press release or other public announcement will be evaluated based on the type of event or incident.