



Staff Report

TO: City Council
FROM: Julie Van Hook, Public Information Officer
DATE: June 18, 2024
SUBJECT: Adoption and Implementation of Everbridge Communication Platform Administrative Policy

Description The purpose of this staff report is to seek approval from the City of Beaumont City Council for the policy governing the use of the Everbridge Communications Platform. This policy outlines the procedures and guidelines for using the platform to ensure effective, efficient, and secure communication with residents.

Background and Analysis:

The City of Beaumont has adopted the Everbridge Communications Platform to enhance communication and engagement during emergencies is crucial for public safety and the wellbeing of our community.

This tool allows the city to disseminate information quickly and across multiple channels including text messages, emails, voice calls, and social media.

To maximize its benefits and ensure proper use, it is essential that the city adopt a policy governing the use and operation of Everbridge.

Key Policy Components Include:

- Scope and Objective
- Roles and Responsibilities
- Authorized Users
- Types of Notifications
- Message Approval Process
- Privacy and Data Security
- Monitoring and Evaluation

Implementation Plan:

1. Policy adoption by City Council

2. Staff training: Conduct training for authorized users to ensure understanding and compliance with policy.
3. Public Awareness: Inform residents about the new communication platform, benefits and for others that travel or work in town to opt in.
4. Ongoing Monitoring: Regularly review and update the policy to reflect changes in technology, regulations, and community needs.

Fiscal Impact:

The cost to prepare this staff report was approximately \$50.

Recommended Action:

Approve and adopt the Everbridge Communications Software Policy.

Attachments:

- A. Draft policy for Everbridge Communications Software