Emergency Mass Notification Alert System

Adopted:

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1. **INTRODUCTION**

This introduction defines the purpose and use of the emergency alert mass notification system which applies to all employees.

2. **POLICY STATEMENT**

The purpose of this document is to outline the standard operating guidelines for the city's emergency alert mass notification system (MNS). This policy outlines the functions of the MNS and details the criteria for dissemination of critical information.

3. **PURPOSE AND USE**

The primary intent of the MNS is to disseminate early warning and time sensitive information to city businesses and residents during a time of an emergency event. An alert notification should be sent out when action needs to be taken by residents to preserve loss of human life, or for their safety. The system should be used in conjunction with other public outreach including, but not limited to, social media, city website, and news releases.

The MNS is available 24/7 and has been pre-loaded with the City of Beaumont's landline phone numbers, cell phones, and the city geographic maps. Additionally, those interested in receiving alerts from the City of Beaumont, may sign up using the member registration portal, Everbridge Mobile App, or anonymously by texting BEAUMONT to 888777.

Upon the decision of the City Manager to activate, the system will be used to send a message, describing a situation and recommended action the public should take, to affected businesses and households via telephone, email, voice, and/or text.

   a. **MNS PLATFORM**
   The City of Beaumont utilizes Everbridge enterprise software company as its MNS. Everbridge offers external mass notification capabilities, as well as internal notification and communication capabilities.

   b. **AUTHORIZED TO ACTIVATE**
   The City Manager is the primary person responsible for the activation of the City of Beaumont's MNS. However, if the City Manager or designee(s) are not available to initiate a mass notification, an authorized City of Beaumont Official may activate the system.

   c. **NOTIFICATION USES**
   The emergency notifications will be limited to:

- Imminent or perceived threat to human life or property
- Disaster notifications
- Evacuation notices
- Public health emergencies
- Public safety emergencies
- Other time-sensitive notifications to provide emergency information as deemed appropriate by the City Manager

Non-emergency uses may include, but not limited to:
- Planned or unplanned road closures
- Other notifications deemed appropriate by the City Manager

Non-emergency public notification use is strictly prohibited for commercial, political or non-official business.

Messages should be relevant with all necessary details, and confidential or sensitive information shall not be shared unless deemed necessary by the City Manager.

Draft messages should be reviewed by a second authorized user whenever possible. Pre-developed message templates will be available within the system for common scenarios to ensure consistency. Test notifications will be conducted annually to ensure alert readiness and familiarity.