

June 11, 2015

EM-15-075

MEMORANDUM

To: Distribution

From: Director, Volusia County Emergency Management

Subject: USAGE PROCEDURE FOR CodeRED COUNTYWIDE EMERGENCY NOTIFICATION SYSTEM

Purpose: The purpose of this memorandum is to provide information concerning the procedure for using the CodeRED countywide emergency notification system.

Background: Volusia County has had a telephone Emergency Notification System since 2002. The previous provider, FirstCall, was recently purchased by CodeRED. Accordingly, effective immediately, CodeRED is the countywide emergency message notification provider.

The change is transparent to the citizens of Volusia County. Usage procedures for the system remain standard.

A telephone notification system is one tool employed to notify the public of emergency conditions. With the prevalence of cell phones as a primary communications method, the connect rate during a mass telephone notification will continue to decline. Therefore, in the event that there is a situation that requires action on the part of the public – for example, a boil water notice, mandatory evacuation order, shelter in place, etc – alternative means of communication will be utilized at the same time the telephone notification is issued. Examples include press releases, social media, neighborhood notification by law enforcement personnel, and so on.

Information: Implementation of the CodeRED Emergency Notification is transparent to the citizens of Volusia County. The purpose of the system will continue to be to provide the citizens of Volusia County with notifications of **immediate emergency situations** that could result in injury to the population to be notified.

Examples of emergency situations include, but are not limited to: Hostage situations, hazardous materials incidents, fast-moving wildfires, rabid animals, lost Alzheimer's patients, sink holes impacting infrastructure, escaped inmates, boil water notices, and flooded neighborhoods or roadways preventing travel.

There will continue to be **no cost to municipalities and agencies using the system for emergency situations**. The system continues to be available twenty-four hours a day, seven days a week, 365 days a year and may be accessed by appropriate supervisory personnel from all public safety agencies through the Volusia County Sheriff's Communications Center using the procedures outlined in the attachment.

Action: This memorandum is provided for appropriate implementation by addressees and further coordination with respective public safety agencies. Please provide further distribution of this memorandum as appropriate. Questions about system usage should be directed to the Volusia County Emergency Management Division (Attention: Larry LaHue at one of the numbers listed below.)

Distribution:

City Managers, Emergency Management Coordinators, Police Chiefs, Fire Chiefs, Public Works Directors
Attachment 1

Attachment 1

PROCEDURE TO USE THE COUNTYWIDE EMERGENCY NOTIFICATION SYSTEM

1. Call the Volusia County Sheriff's Office Communication Center at 386-248-1777 or 386-736-5999 Identify yourself and the agency you are representing.
2. Inform the Center that you would like to use the Emergency Notification System and the situation requiring the notification.
3. Describe the **geographic area** that you would like to notify. Streets should be used to define the boundaries of the call in a N-S-E-W fashion (example: From the intersection of Clyde Morris Blvd and US 92 east to Nova Rd, south to Beville Rd, west to Clyde Morris Blvd.) Alternatively, a distance from a single geographic point can be used (Example: .5 mile radius centered at 3825 Tiger Bay Road Daytona Beach).
4. The requesting agency is responsible for developing the message. Please use the following format as a guide:

1. This is an emergency/public safety message from _____.
2. Time and date of the call
3. Nature of the emergency/public safety notification
4. Areas affected by the emergency/public safety notification
5. Protective actions that need to be taken
6. Directions to get more information (**phone number and point of contact required**).

Example: "This is an emergency message from Volusia County Fire Services. At 4:30 PM June 11 2015, a tanker truck containing sulfuric acid overturned at the intersection of interstate 95 southbound at mile marker 261, spilling approximately 500 gallons of sulfuric acid. Interstate 95 southbound is closed at mile marker 261 until further notice. Residents within a two mile radius of the spill should remain indoors, close all windows and doors, and turn off air conditioning units. Residents will be advised when it is safe to go outdoors. For further information, contact Volusia County Fire Services at 386-555-1212."

5. Provide any other information related to the notification. For example, if you would like to have the notification repeated more than once, or at a specific time in the future, etc.
6. Consider initiating a call that concludes the actions directed by the earlier message. Example: "The precautionary boil water notice that was issued for the City Daytona Beach is no longer in effect."

Please note:

1. **UNLISTED LAND LINES, CELLULAR TELEPHONES, AND VOIP TELEPHONE NUMBERS ARE NOT INCLUDED IN THE NOTIFICATION SYSTEM DATABASE.** If someone with an unlisted land line/cell phone would like to be included in the database, please refer them to www.volusia.org/emergency and click on the link for the CodeRED secure registration. For those without computer access, Volusia County Emergency Management will enter the data. Direct citizens requesting this service to call 386-254-1500. Please note that due to the prevalence of cell phone usage as the only means of telephone communication, a successful connection rate of 50% or less is to be expected. If there is no answer to the first call, the system will automatically re-dial the number three times; please note that the system will leave the message on an answering machine.

2. If an organization would like to and is able to provide any type of utility records, Volusia County Emergency Management will coordinate with CodeRED to include this information.
3. When a request for an emergency notification has been made by any jurisdiction that may directly or indirectly impact another jurisdiction, **coordination between jurisdictions must be effected** by the initiating agency.