

SUBJECT: CODERED EMERGENCY NOTIFICATION SYSTEM	SECTION: 304.06
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PURPOSE

To establish procedures and guidelines governing the use of the City of Reading’s Reverse 911 System: *CodeRED Emergency Notification System*

POLICY

The *CodeRED Emergency Notification System* may be used for both crisis and non-crisis situations to notify those citizens that are provided services by the City of Reading, as deemed necessary by the Safety-Service Director; Police Chief; Fire Chief; Chief of Public Works; Public Health Commissioner; and, or their designees. Examples of information that may be communicated through the *CodeRED Emergency Notification System* are:

<p>Man-Made Disasters</p> <ul style="list-style-type: none"> • Terrorism Threats • Bomb Threats • Nuclear Hazards • Bio Terrorism Threats • Chemical Spills • Gas Leaks • HAZMAT Emergencies • Hostage Situations 	<p>Search and Rescue</p> <ul style="list-style-type: none"> • Missing Children • Missing Elderly • Missing Disabled • Evacuation Notices • Evacuation Routes
<p>Environmental (Natural Disasters)</p> <ul style="list-style-type: none"> • Fires • Floods • Dangerous Water Conditions • Water Safety Alerts • Mill Creek issues 	<p>Public Works</p> <ul style="list-style-type: none"> • Drinking Water Contamination • Viral Outbreaks • Utility Outages • Street Closings • Public Notifications
<p>Administration</p> <ul style="list-style-type: none"> • City government Information of importance to citizens 	<p>Crime</p> <ul style="list-style-type: none"> • Prisoner Escape Warning • Sexual Predator Alert • Amber alerts

The *CodeRED Emergency Notification System* for the City of Reading shall be activated only when approved by the System Coordinators or his/her designee.

The *CodeRED Emergency Notification System* shall not be used for any non-governmental purpose.

DEFINITIONS

The **CodeRED Emergency Notification System** is an extremely high speed telephone communication service that can deliver customized pre-recorded emergency messages directly to homes and business at the proven capacity of millions of calls per day. Any emergency broadcast messages can be from anywhere in the world via a secure Internet web site.

The Police Chief and Fire Chief, or their designee, shall jointly serve as **System Coordinators** and shall oversee the operations of the *CodeRED Emergency Notification System*, including resolving operational issues, ensuring that there are sufficient authorized users, ensuring that users are properly trained to operate the system, development of pre-scripted messages, and ensuring that the system is tested regularly.

The Police Chief, or his/her designee, shall serve as the **System Administrator** and shall be responsible for the software and hardware for the *CodeRED Emergency Notification System*.

Authorized Users are personnel employed by the City of Reading who are trained in the operation of the *CodeRED Emergency Notification System* and have been designated by the System Coordinators to activate the notification system. A list of authorized users will be maintained by the System Administrator and can be found in the Reading Police Department's Dispatch Resource Manual.

PROCEDURE

Activation of a Notification. The following procedures shall be followed to activate a notification through the *CodeRED Emergency Notification System*:

1. A request for any notification will generally be activated by the Safety-Service Director; Police Chief; Fire Chief; Chief of Public Works; Public Health Commissioner; and, or their designees.
2. The party who is proposing that a notification be sent shall verify that accurate and complete information is obtained for the message. A message notification form shall be completed and submitted to a System Coordinator, or a designee for approval which shall include the message being sent and the geographic area to whom the message should be sent. The System Coordinator will have the approved message recorded for system activation.
3. The Mayor, Safety-Service Director and all Department Heads shall be notified of any emergency system activations.
4. The approved message notification form shall be forwarded to an authorized user for activation when steps 1-4 are completed.

5. All non-crisis or informational messages (i.e. planned street closings, etc.) shall be sent so as to be completed prior to 8:00 PM.
6. Emergency messages should be forwarded to listed media contacts for broadcasting on television and/or radio.

System Maintenance. The System Administrator will collect, maintain, and update lists of those authorized to be contacted through the *CodeRED Emergency Notification System*. Those authorized to be included into the system may request to be added or deleted from the database at any time. These requests may be submitted through the City of Reading's website or the automated phone extension designated (240).

The *CodeRED Emergency Notification System* will be tested on a quarterly basis to ensure it is working properly.