



CITY COUNCIL AGENDA REPORT

MEETING DATE: June 18, 2013 ITEM NUMBER: CC-6

SUBJECT: PARTICIPATION IN THE COUNTY OF ORANGE, COUNTYWIDE PUBLIC MASS NOTIFICATION SYSTEM - ALERTOC

DATE: June 4, 2013

FROM: POLICE DEPARTMENT – SUPPORT SERVICES DIVISION

PRESENTATION BY: LES GOGERTY, CAPTAIN

FOR FURTHER INFORMATION CONTACT: LES GOGERTY – 714.754.5190

RECOMMENDATION:

1. Approve the City's continued participation in the County of Orange, Countywide Public Mass Notification System - AlertOC.
2. Authorize the Chief Executive Officer (CEO) or his designee to sign the annual Memorandum of Understanding (MOU) between the County and City for participation in AlertOC.

BACKGROUND:

On January 18, 2011, the Costa Mesa City Council approved the City's participation in the County of Orange, Countywide Public Mass Notification System - AlertOC. The system was developed to coordinate regional dissemination of early warning and time sensitive information notifications to the public, businesses, and residents of Orange County during the time of an emergency event. It is designed as a countywide asset and is available to all agencies having a dedicated public safety answering point (PSAP). AlertOC can be launched by either the County or City. The current Memorandum of Understanding expires in June 2013.

ANALYSIS:

The use of AlertOC is designed to keep those who live and/or work in Orange County informed of important information during emergency events. The system is sponsored and led by the County of Orange, in partnership with 33 Orange County cities. Public mass notification systems have become a critical component of emergency preparation and response. Residents prepare to be notified of emergencies by registering and providing their landline phones, cell phones, and/or e-mail addresses. Public safety officials respond by using the system to rapidly send out messages when there is a perceived, upcoming, or imminent situation requiring notification to their community.

Based on the severity of the event, AlertOC may be used to contact residents by one or all of the following methods: home phone, work phone, cell phone, e-mail, and/or text message. Public mass notification systems have been attributed with saving lives by quickly notifying residents of evacuation instructions at all hours. Over the last year, the City of Costa Mesa has used AlertOC on several occasions to notify the community of critical information.

The legal authority (County or City) responsible for announcing emergency notifications depends on the nature and scale of the incident. With the AlertOC partnership between the County and Cities, residents and businesses only need to provide their contact information once to receive emergency messages from either the County or City in which they live or work.

The County has agreed to continue providing the funding for AlertOC. The County has purchased “Unlimited Emergency & Inter-Department Message Usage” for all participants. Any non-emergency or non inter-department messaging is not covered under this agreement, but can be purchased as an optional cost, separately between the City and contractor.

ALTERNATIVES CONSIDERED:

Not to participate in the countywide mass notification system - AlertOC.

FISCAL REVIEW:

There is no direct fiscal impact to the City for its participation in AlertOC as outlined in the MOU. If the City chooses to utilize AlertOC for “non-emergency” mass notifications to the public there would be a cost depending on the frequency of the notifications and the target population.

LEGAL REVIEW:

Legal has reviewed the documents and approved them as to form.

CONCLUSION:

Approve the City’s continued participation in the County’s Mass Notification System – AlertOC and authorize the Chief Executive Officer or his designee to sign the AlertOC Memorandum of Understanding.

THOMAS HATCH
Chief Executive Officer

TOM GAZSI
Chief of Police

TOM DUARTE
City Attorney

BOBBY YOUNG
Director of Finance & IT

LES GOGERTY
Captain

- ATTACHMENTS:
1. [Memorandum of Understanding between the County of Orange and Participants for Use of the Countywide Public Mass Notification System](#)
 2. [Nondisclosure Agreement between Pacific Bell Telephone Company dba SBC California, and the County of Orange, California](#)
 3. [Orange County Price Agreement – No. N1000009880 – Contract for Public Mass Notification System with the NTI Group, Inc.](#)
 4. [Orange County Price Agreement – No. N1000009880 – Contract for Public Mass Notification System with the NTI Group, Inc. \(Amendment #1\)](#)
 5. [County of Orange, County Executive Office, Countywide Public Mass Notification System Policy and Guideline](#)