

Memorandum



Date: August 14, 2009

To: Mayor Pro Tem Dwaine R. Caraway, Chair
and Members of the Public Safety Committee

Subject: **Reverse 911 Emergency Notification System Update**

On August 17, 2009, the Public Safety Committee will be briefed by the Office of Emergency Management on the "Reverse 911 Emergency Notification System".



Ryan S. Evans
First Assistant City Manager

Attachments

c.c: Honorable Mayor and Members of the Dallas City Council
Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Victor Lander, Administrative Municipal Judge
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Forest E. Turner, Assistant City Manager
Dave K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager Mayor/City Council Office



Reverse 911 Emergency Notification System Update

Public Safety Committee Briefing

August 17, 2009

Office of Emergency Management



What is Reverse 911?

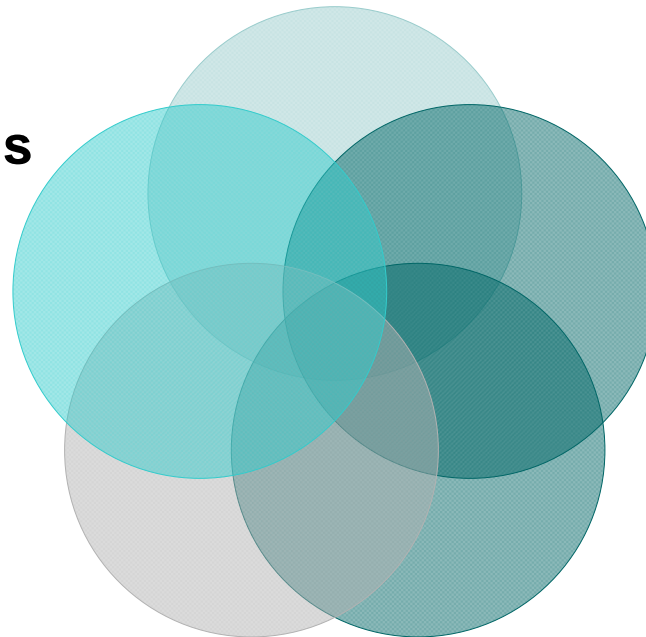
- **REVERSE 911 is a computerized system that will allow us to contact thousands of recipients in minutes during emergencies.**
- **It can be used to notify special teams or groups (SWAT, Hazmat, etc) or the general public of an incident in their neighborhood.**
- **It has the ability to quickly target a precise geographic area and saturate it with thousands of calls per hour. Bilingual messages can be recorded and included in outgoing messages.**
- **It can target any neighborhood within the City.**
- **This project is funded with a Homeland Security Grant.**

City of Dallas - Comprehensive Warning System

Reverse 911

**NOAA All-Hazards
Radio**

**Outdoor Warning
Siren System**



Emergency Alert System

Cable Override



Reverse 911[®] System Limitations

- Intended for Emergency Use Only
 - AT&T Database can only be used in the event of an emergency
- Limited number of phone lines will limit the amount of phone calls that can be placed
- Not intended to be a primary notification system – but another communications option

Notify via Multiple Devices

- Land Line Telephones & TTY/TDD for the hearing impaired - (Primary)

*Citizens will have the opportunity to register online and provide alternate means of notification from the primary land line telephone. The website to register is at:

<https://reverse911.dallascityhall.com/>

We will do some public service announcements and mail inserts to advertise this as well.

- Mobile / Cell Phones*
- Email*
- Fax*
- Digital and Alpha Pagers*
- Personal Digital Assistant's (PDA's)*





Reverse 911[®] System Design

- System will have a total of 144 phone lines
 - Able to call 250 numbers in 1 minute
 - Able to call 15,000 numbers per hour
 - Systems will be redundant
- One system will be located at City Hall and the redundant system will be placed at an off-site City facility
- REVERSE911.NET[®] will allow the City to link into other neighboring cities that have it to create a regional system when needed.

Example of Use – Hazardous Material Spill Shelter-in-Place Message



- Evacuation area will be determined by Fire Dept. using a GIS based computer system.
- System will start by calling phone numbers closest to the incident and make its way outward

Actual Events when Dallas Used Reverse 911[®]

Flash Flooding Event

- March 19, 2006
 - Turtle Creek
 - Old East Dallas
 - White Rock

- June 11, 2009
 - West Dallas near Hampton Road
 - Canada Drive



Reverse 911[®] Potential Uses

- Chemical Spill Evacuations
- To Mobilize Emergency Response Teams
- Water Contamination Warnings
- Certain Emergency Police or Fire Operations
- Downed Power Lines and Road Closings
- Notify “All Schools” or “All Hospitals”, etc.
- Internal Staff Emergency Communications

City Departments Authorized and Trained to Activate Reverse 911[®]

- Police Dispatch
- Fire Department Dispatch
- Office of Emergency Management

- Approval from a Police or Fire Dept. Deputy Chief or higher, or the OEM Director will be required to activate a Reverse 911 call. Standard Operating Procedures for Dispatchers are being developed now.

Cost Overview

- R911 System - \$381,250
 - Purchase and year 1 phone line costs
- Year 2-3 Costs (Annual) - \$71,000
 - First three years of system maintenance included in initial purchase
 - Phone Charges and AT&T Database Maintenance
- Year 4+ (Annual) - \$105,000
 - System maintenance must be paid with City general funds unless further grants become available
 - Phone Charges and AT&T Database Maintenance



Summary

In summary, this project has provided an additional means of warning the citizens of Dallas.

The Reverse 911 system is part of a comprehensive warning system. In conjunction with all the other warning mechanisms the Reverse 911 Emergency Notification System is one more aid in getting emergency messages to the public and making Dallas a safer community.

Reverse 911[®] Users

Users in North TX:

- City of Richardson
- City of Fort Worth
- City of Rockwall
- Denton County

Users with a Population over 1 Million:

- San Diego County, CA
- State of Rhode Island
- Suffolk County, NY
- Miami-Dade County, FL
- Hillsborough County, FL
- Essex County, ON Canada
- Region Wide System in Pennsylvania

Other:

- Federal Government Agencies throughout the United States