

Aitkin County Board of Commissioners
Request for County Board Action/Agenda Item Cover Sheet



To: Chairperson, Aitkin County Board of Commissioners Date: 03/15/13

Via:

From: Sheriff Scott Turner

Title of Item: CodeRED Emergency Communications Network

Requested Meeting Date: 03/26/13 Est. Presentation Time: 15 min

Presenter: Sheriff Scott Turner

Type of Action Requested (check all that apply)

- For info only, no action requested Approve under Routine Business
- For discussion only with possible future action Adopt Ordinance Revision
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt proposal by motion Approve/adopt proposal by resolution (attach draft resolution)
- Authorize filling vacant staff position
- Request to schedule public hearing or sale Other (please list)
- Request by member of the public to be heard
- Item should be addressed in closed session under MN Statute _____

Fiscal Impact (check all that apply)

- Is this item in the current approved budget? Yes No (attach explanation)
- What type of expenditure is this? _____ Other (attach explanation)
- Revenue line account # that funds this item is: 254-5310 allowable expense under E911 state funding
- Expenditure line account # for this item is: _____

Staffing Impact (Any yes answer requires a review by Human Resources Manager before going to the board)

- Duties of a department employee(s) may be materially affected. Yes No
- Applicable job description(s) may require revision. Yes No
- Item may impact a bargaining unit agreement or county work policy. Yes No
- Item may change the department's authorized staffing level. Yes No



Supporting Attachment(s)

- Memorandum Summary of Item
- Copy of applicable county policy and/or ordinance (excerpts acceptable)
- Copy of applicable state/federal statute/regulation (excerpts acceptable)
- Copy of applicable contract and/or agreement
- Original bid spec or quote request (excluding complex construction projects)
- Bids/quotes received (excluding complex construction projects, provide comparison worksheet)
- Bid/quote comparison worksheet
- Draft County Board resolution
- Plat approval check-list and supporting documents
- Copy of previous minutes related to this issue
- Other supporting document(s) (please list) Discounted CodeRED Multi-Year Proposal

Provide eleven (11) copies of supporting documentation NO LATER THAN Wednesday at 8:00am to make the Board's agenda for the following Tuesday. Items WILL NOT be placed on the Board agenda unless complete documentation is provided for mailing in the Board packets. (see reverse side for details)

SCOTT A. TURNER

SHERIFF OF AITKIN COUNTY

217 Second Street NW
Aitkin, MN 56431

218-927-2138 Emergency 911
Sheriff Fax 218-927-7359 / Dispatch Fax 218-927-6887

MEMO

To: Aitkin County Board of Commissioners

Date: March 20, 2013

From: Sheriff Scott Turner

Re: Code Red Mass Notification System

Attached is a copy of the proposal from CodeRED for providing of an emergency communications network to the citizens of Aitkin County. During times of Emergency, this will allow Aitkin County to quickly notify the affected parties and provide them with critical information to further help keep them safe.

A number of similar companies exist that provide a similar service. After looking at some of those, this is the product that we feel would best serve Aitkin County. At this time, 32 of the 87 counties in Minnesota have gone with CodeRED for their Emergency Communications needs.

Some of the emergency scenarios that could be helped with this increased capability are severe weather events, power outages, road closures and one that we are all too familiar with: flooding. It could also be of assistance when we are looking for lost or missing persons, abducted children, or alerting a community about criminal activity in their neighborhood. It can be used for simple things like alerting specific groups or calling in personnel in times of need or assisting local units of government with their emergency communications needs.

This service is an allowable expense for use of the dedicated E911 funds. It is also an expense that would certainly aid in helping keep the people who live, work and recreate in Aitkin County more informed and safe.

The proposal is a multi-year proposal with an opt-out every December if the money is not allocated for such service. If approved I would envision putting this on the board agenda for reauthorization until such service is determined to not appropriate the funds for such service.

I am recommending this expenditure of the dedicated E911 funds for this service. The annual cost would be \$6884.

If you have any questions prior to the March 6, 2013 Aitkin County Board Meeting, please do not hesitate to call.



EMERGENCY COMMUNICATIONS NETWORK
9 Sunshine Boulevard, Ormond Beach, FL 32174

TEL 866 939 0911
FAX 386 676 1127
WEB ecnetwork.com

March 13, 2013

Sheriff Scott Turner
Aitkin County Sheriffs Office
217 2nd Street NW
Aitkin, MN 56431

Sheriff,

Thank you for expressing your concerns regarding the standard CodeRED and CodeRED Weather Warning (CRWW) 1-year pricing that Emergency Communications Network (ECN) presented to Aitkin County. Enclosed please find eight new multi-year discounted cost proposals. This new proposal includes non-appropriations contract language that will allow Aitkin County to cancel the agreement each December if the necessary renewal funds are not appropriated in the following year's budget.

Not only do the enclosed proposals state a new discounted multi-year cost, but they also include new information, success stories and testimonials that show why CodeRED and CRWW are the industry leaders for county and city government mass emergency notification.

As we briefly discussed, and I stated in a previous email, there are many important differences between CodeRED other services available. Our offering will not be the cheapest bid you receive, in fact it may be the most expensive, but the level of service and reliability you receive from ECN is unparalleled in this industry. I encourage you to reach out to other sheriffs, emergency management directors, county administrators, police and fire chiefs throughout the Minnesota. Many of your peers have all been in your shoes as they have compared systems that appear on paper to be a similar offering to CodeRED and CRWW. During this due diligence, each agency quickly realized that there is a difference and it makes a difference.

If CodeRED and CRWW are approved at the Tuesday, March 26 Aitkin County board meeting and all of the necessary paperwork is signed and returned, ECN guarantees that both services will be fully functional on April 1 for the beginning of the contract and the start of storm season.

With the recent addition of McLeod County to the ECN family, we are now providing service to 32 counties in Minnesota and we are scheduled to add several other agencies prior to the start of storm season. We hope our new discounted multi-year offer will be a good fit and are looking forward to adding Aitkin County to our growing list of CodeRED clients in your region.

Best,

Brian Choyka
Emergency Communications Network
866-939-0911 x308
bchoyka@ecnetwork.com

CODE RED

Trusted by Thousands of Government Agencies Nationwide

**Discounted Multi-Year
Proposal Presented to
Aitkin County, Minnesota
on March 13, 2013.**

BRIAN CHOYKA REGIONAL SALES MANAGER

TEL 866 939 0911 x308

CELL 610 823 8846

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OFFICE 3500 American Blvd. West, Suite 300 Bloomington, MN 55425
9 Sunshine Blvd., Ormond Beach, FL 32174

EMERGENCY COMMUNICATIONS NETWORK

Currently providing mass notification service to 32 Minnesota counties



Superstorm Sandy

proves no match for Emergency Communications Network

Strong wind gusts, heavy flooding, sudden fires and uncharacteristic snowfall across the Eastern Seaboard are what made October 2012's Hurricane Sandy more of a Superstorm. Before, during and after the storm's landfall, clients relied on Emergency Communications Network's (ECN) CodeRED system to provide seamless message delivery.

There is a difference and it makes a difference

Because ECN staffs an in-house, highly skilled client support team, clients in the affected area received preemptive calls as we provided assistance to launch test calls and ensure data was properly loaded. The ECN client support team worked around the clock providing help and support, even making follow-up calls after the storm to ensure the safety of our clients and the communities they serve. It is our outstanding client support team that truly makes a difference for our clients.

By the numbers, Superstorm Sandy CodeRED system use:

- **15 million calls** – The CodeRED system launched millions of calls to citizens on behalf of community clients. The CodeRED system successfully contacted 100 percent of records in each client's database, even through reported national telecommunication network congestion and widespread power outages.
- **1.8 million CodeRED Mobile Alert app notifications** – CodeRED clients provided integrated methods of receiving time-sensitive information as they launched Hurricane Sandy alerts to the CodeRED Mobile Alert app. App subscribers received instant, location-based alerts directly on their smartphones as soon as a notification was launched by a CodeRED client.
- **Nearly 1 million text and emails** – Clients accessed text message and email capabilities as additional tools in the CodeRED tool kit. These alternate communication methods proved useful after wireless providers encouraged use of text messages to prevent network congestion at the height of the storm.
- **Tens of thousands new data entries** – CodeRED clients proactively encouraged their communities to enroll in the CodeRED system, which received a record number of entries. To ensure data accuracy, citizens had the opportunity to pinpoint their exact home or business location during the enrollment process to receive targeted notifications. All information was immediately added to the CodeRED system, creating the most up-to-date notification database for client use.

Types of messages: Emergency Operation Center activations • Evacuation orders • Travel bans • Curfews
Shelter locations • Power outages • Parking bans • Road closures • Beach closures • School closures
Trash and recycling pickup delays • Government office closures • Down power lines • Falling trees • Flooding
Boll water advisories • Change of polling locations • Trick-or-treat rescheduling

Photo credit: NOAA-NASA GOES Project; mbonus / Penn Daily News Group Inc.; U.S. Army / army.mil

There is a difference and it makes a difference.

CODE RED

We had almost half a town with no power and 38,000 homes that had up to 6 feet of water in it but word still got out about the system. We received a lot of secondary phone numbers to put into the system, with 600 new people signing up for CodeRED. The system worked really, really well.

—**Don Rowan**, *Freeport Emergency Management Coordinator*
Freeport, NY

Leading up to the storm I received some calls from Pete and the other customer service reps letting me know that if there are any questions or any problems to give them a call. One thing we've always liked about CodeRED is that we know you guys are always there for us, customer service has always been there and the system works, that's the bottom line...it works.

—**Ken Hanks**, *Fire Chief*
Naugatuck, CT

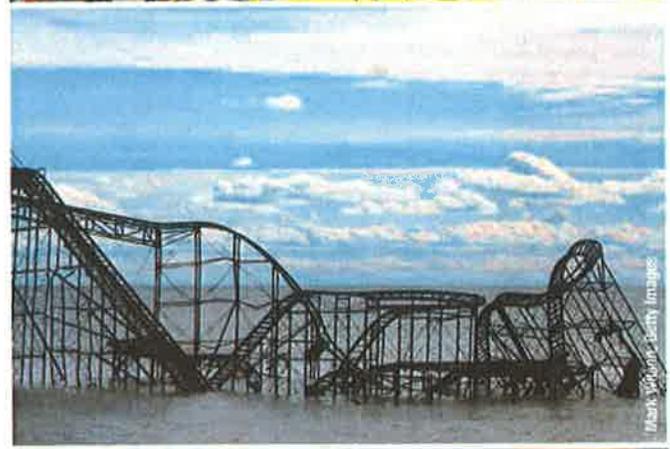
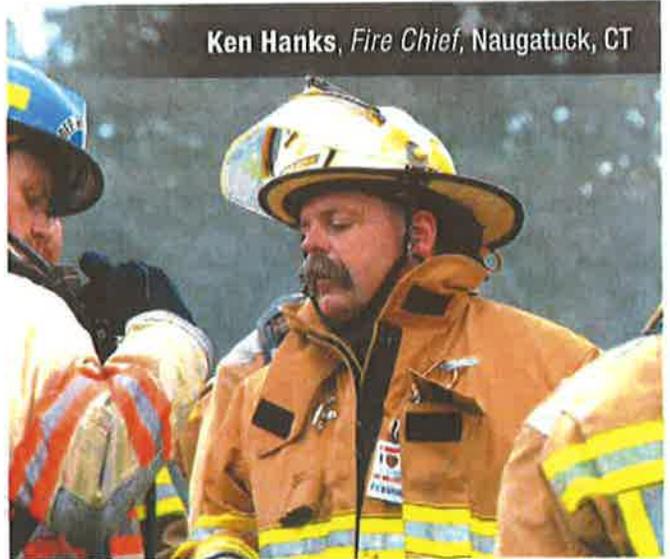
What Town Supervisor, Frank Petrone found when he continued sending update messages with important things to tell residents, was CodeRED became the lifeline for people, their connection to the town and to some extent the outside world. Based on experience, we have been very happy with CodeRED.

—**AJ Carter**, *Public Information Officer*
Huntington, NY

The CodeRED system really had an impact; it made a huge difference in keeping people safe. I've been Mayor for 22 1/2 years and using the system during the storm was one of the best things I have ever done as Mayor.

—**Adam Schneider**, *Mayor*
Long Branch, NJ

Ken Hanks, Fire Chief, Naugatuck, CT

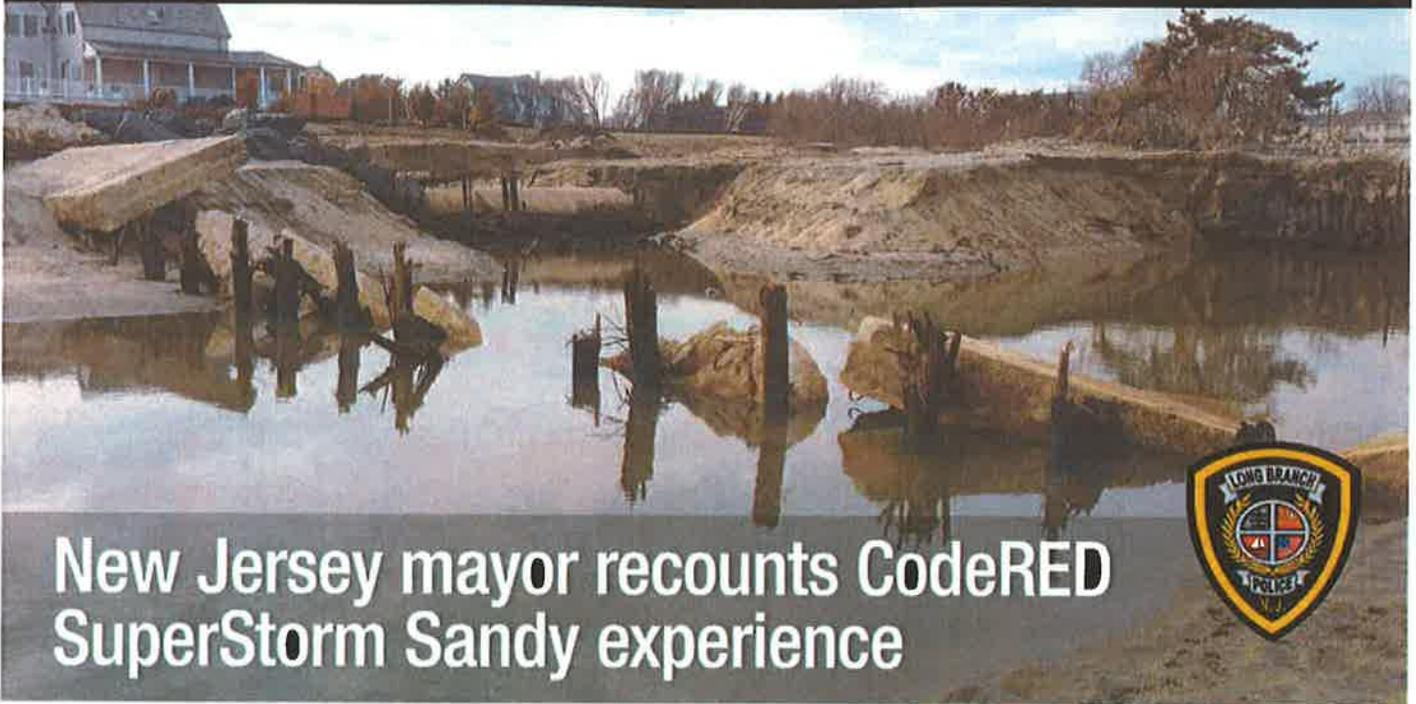


Emergency Communications Network, LLC
866-939-0911 | ecnetwork.com

CODE RED

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There is a difference and it makes a difference.



New Jersey mayor recounts CodeRED SuperStorm Sandy experience



Adam Schneider has been mayor of Long Branch, New Jersey for 22 ½ years. He was more than halfway through his sixth term when Hurricane Sandy washed ashore on October 29, 2012.

Before CodeRED

Before Sandy hit and the town had implemented CodeRED, a record setting blizzard immobilized Mayor Schneider's town in 2010. With 3-feet of snow impacting 40,000 people, the town became impassable for days. Complaints started to trickle in with residents questioning what the town response was. They didn't know what was going on and Mayor Schneider knew those complaints were right. "We evaluated our performance afterward and knew we didn't communicate well. We knew we had to find a more efficient way to communicate with people and that's when we found CodeRED," he said.

Leading up to Sandy

Long Branch officials began sending out announcements about mandatory evacuations and provided residents with an emergency number. What services they anticipated would be available and where residents could find them were other key message details, prior to the storm. The very next day after Sandy washed ashore, the community response to the information was overwhelming. "People were coming up to me saying we got your message, we really appreciate it, and we really enjoyed it," Mayor Schneider said. Based on the feedback, one of the Mayor's council members suggested he deliver messages every day.

After lunch each day, the Mayor would gather his department heads and write a statement about what people needed to know. Messages included polling locations, generator safety tips, garbage pick up times, FEMA locations and contractor concerns. The most well received messages? Light hearted stories of the Mayor talking about he and his wife's anniversary falling during

the recovery period, motivating neighbors to check on each other and encouraging his community to work together to get through it.

"I did my first message on Oct. 30, 2012, and my last one on the day before Thanksgiving. I made a promise at some point that I would not stop doing them until all the storm issues were essentially resolved," Mayor Schneider said. During the course of the storm recovery, an additional 2,100 residents enrolled to begin receiving CodeRED messages.

In the midst of the devastation and destruction in his community, people looked forward to the phone calls. "There's only so many times you can tell them we're distributing water, ice and food. So I would tell a few stories and try to make people laugh. Let them know they are going to be OK, being as encouraging as I could," Mayor Schneider recalled.

The Mayor still runs into people who thank him for the calls. He said the calls made an impact, a huge difference in keeping people safe. "CodeRED became an incredibly valuable tool to us. People loved it."

CODE RED



Using CodeRED was one of the best things I've ever done as Mayor. It was one of the things that had the biggest impact.

— Adam Schneider, Mayor
Long Branch, New Jersey



There is a difference and it makes a difference.



Wes Shifflett
Page County
Emergency Manager

CodeRED system leads to apprehension of alleged felon

The CodeRED system was credited for the arrest of a Luray, VA suspect who is believed to be linked to more than 30 felonies.

In December 2012, a resident called the Luray Police Department to report suspicious activity near a neighbor's car. This lead came shortly after more than 1,200 time-sensitive CodeRED messages were delivered to residents via phone, email, text and the CodeRED Mobile Alert app. The message asked residents to remain vigilant of an alleged suspect assumed to be accountable for several auto thefts.

"It took basically minutes to reach a thousand residents. Had we needed to go door to door to do that, it would have exhausted a lot of man hours," Luray Assistant Police Chief Wayne Petefish said.

Police apprehended the alleged robber moments after receiving information from a citizen about the suspect's location. "Within a week, we received information from our citizens that led to the arrest of a person who is going to be charged with over 30 felonies that are now able to be closed by arrest because of the CodeRED system," Petefish said.

The town of Luray is divided into 4 sections and all reports of an individual breaking into cars and stealing personal items came from the southern part of town. Therefore, when the Luray Police Department collaborated with Page County, VA to issue the CodeRED message, they made sure only those who may be directly impacted were notified.

"We used the drawing tool, allowing us to send a message to just the areas where the incidents were happening," Page County Emergency Manager Wes Shifflett said.

The CodeRED system has been operational in Page County for several years and has yielded similar, successful results throughout the years. "On multiple occasions we've had quite a few good outcomes from using the CodeRED system, not only in this case, but we've had good outcomes with emergency management and during storms," Shifflett said.



There is a difference and it makes a difference.



CodeRED helps locate missing girl within minutes

When an 8-year-old went missing in Milwaukie, OR in January 2013, Milwaukie Police didn't think twice about using CodeRED to help find the young girl.

"Within the first ten minutes, we were discussing the use of the CodeRED system to notify the surrounding areas," Milwaukie Police Captain David Rash said.

The girl's mother was searching for her missing daughter for roughly 20 minutes before calling police to aid in the search.

"We had probably 15 of our officers, detectives and command staff out there, and we had search and rescue on the way. The speed of finding her because of CodeRED saved a ton of resources," Rash said.

Police had immediately contacted dispatch to issue a CodeRED alert for a 1-mile radius from where the girl had been reported missing. Within minutes, the girl was found unharmed at a Taco Bell less than a quarter mile away from the police station and about a half mile away from her home. The manager at Taco Bell received the CodeRED alert, recognized the description of the girl and called police.

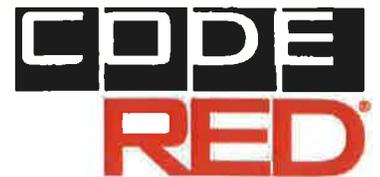


Missing 8-year-old was found a half mile away from her home in Milwaukie, OR

"It's a fantastic system to have. Would we have eventually found her? Probably. But there was also the potential that somebody else would have found her before we did, who had different intentions," Rash said.

The City of Milwaukie has used the CodeRED system for more than five years. This is the first time the Milwaukie Police Department has issued a CodeRED alert for a missing child and say they would certainly use the system again if there was another case like this in the future. In the past, the system has been successful and well received for notifying residents about Hazmats, shootings and for emergency management.

"I would recommend CodeRED, I think it has been a good system for us and I know our Public Safety Advisory group also appreciates the system," Rash said.



ECN

CodeRED is making a difference.

CodeRED system aids residents affected by gas leak

WICHITA FALLS, KS - February 25, 2013



An alert system helped to keep Wichita Falls residents informed when a gas leak forced them to evacuate.

Using the CodeRED system, city officials were able to relay information to hundreds of people in the matter of minutes.

More than 200 homes were affected during the natural gas leak and using the CodeRED system, city officials mapped out the homes impacted and made about 400 phone calls warning residents.

The city first got the system in 2007 and purchased the 911 phone number database, but now city leaders are working to expand the system's reach.

Wichita Falls resident Tim McMath didn't know he needed to leave his home during Saturday's natural gas leak until a fire truck came down the street and he found out that he needed to evacuate. It prompted him to register for the CodeRED system and it was those alert messages that brought him good news hours later.

"The text alert said hey you can finally go home so we were really pleased the way the system worked," McMath said.

System informs residents of missing man considered dangerous

ISABELLA COUNTY, MI - February 19, 2013



When Lorraine Greizis got the call at her home Saturday that police were looking for a missing man who was considered dangerous, she was glad to have the information.

When she got a CodeRED call Sunday night that there had been another armed robbery in Mt. Pleasant, her landline and cell phone rang simultaneously. Monday morning, she called Isabella County Central Dispatch to tell Director Marc Griffis how much she appreciated the new service.

"I just think it's such an outstanding service," she said. "It's very important. I'm very impressed with what Isabella County is doing for their residents."

CODE RED

CodeRED system used to warn of apartment standoff

FAIRFIELD, CT - February 25, 2013



Fairfield Police urged residents to sign up for an emergency alert system they used recently to alert residents near where a standoff took place in an apartment complex. Police said the alert system helped spread the word quickly. Police also say part of the reason the CodeRED

system works so fast is because unlike a Reverse 911 system, residents can receive alerts on their cell phones.

"We had a barricaded subject with high power weapons," a police official said. "We were concerned that people would come out of their houses and apartments into a dangerous situation," he added.

To make sure that didn't happen, police turned to CodeRED, an emergency alert system with an edge. "The system can isolate just two homes, or the entire town, or half the town or even just one block," the official said. ■

There is a difference and it makes a difference.



Term

Data

Emergency Communications Network (ECN) has the ability to provide all clients an initial residential and business database, as well as access to use client supplied data. ECN regularly cleans data by removing duplicate records. Data is our worry—not yours.

Citizen opt-in page

Called the Community Notification Enrollment (CNE) page, citizens can provide multiple telephone numbers, text and email addresses. Information is immediately geo-coded and added to the database upon submission. Citizens can launch a test call when registering their information. Citizens may immediately verify the precise location of their address on an interactive map. No third party reliance.

Dialing

ECN utilizes a Universal ANI®, a trademarked technology that relieves inbound calling pressure. Message recipients may dial the toll-free number displayed on their Caller ID to hear the last message delivered to that phone number. Toll-free numbers are registered as Emergency Comm or ECN Community. Calls are launched via a secure Interactive Voice Recorder from anywhere you have a telephone.

Calling Capacity

Higher calling capacity available. ECN takes great effort to analyze and then match each community's telephone infrastructure limitation before discussing calling throughput with our clients. Using this advanced technique results in more connected calls, less network congestion and fewer busy signals during a time-sensitive situation, and allows the client better planning for emergency situations.

Mapping

Triple redundant, in-house ESRI mapping. ECN has the ability to work closely with clients to integrate custom GIS files to create additional detail that they may find pertinent to improve notifications in their specific geographic areas. Additional map layers are quickly added by in-house GIS experts.

Weather alerts (optional)

Automated tornado, severe thunderstorm and flash flood warnings to citizens who have opted-in. Clients in tsunami or winter storm prone areas may enable text and email warnings for their communities. Based on the National Weather Service's polygon methodology, only citizens in the path of severe weather are contacted. Call capacity enables ECN to provide these warnings without delay in time sensitive situations.

Apps

Ability to launch emergency and general notifications through the CodeRED Mobile Alert app to app subscribers within the reach of a given notification. Quick Text allows clients to send text-only messages without deductions from the minute bank. An IPAWS app inside the CodeRED system allows authorized local government officials to send secure critical communications to their citizens. Allows the delivery of Presidential Alerts, Imminent Threat Alerts and AMBER Alerts. Bulletin Board gives clients the opportunity for 2-way communication. Clients may record a customized message and share that message with citizens via a secure toll-free telephone number. When citizens call in, they can listen to the recording and leave a message. Messages left by citizens are provided through audio files and the client may indicate notes on each message as messages are resolved. IPAWS and Bulletin Board applications are available for an additional cost.

Text

Access to SMTP or SMS. SMTP text messages are free of charge.

Experience

Emergency Communications Network (ECN) has been in the critical communications business for over a decade, pioneering technology that has delivered more than a billion messages. In operation since 1998, the CodeRED® solution was designed specifically to enable local government officials to rapidly record, send and track personalized messages. From its inception as a high-speed telephone delivery system to the greater reach afforded by new communication devices, today messages may also be delivered via email, text and social media.

The staff at Emergency Communications Network has maintained a laser-like focus on building and maintaining the most reliable and robust network infrastructure in the industry while simultaneously providing the highest level of customer support. Our track record of success extends beyond our impressive renewal rate and operational efficiencies under the extreme pressure imposed during emergency situations, to distinguish our solutions from all other products on the market today. Putting the experience we've gained to use for our clients' benefit has been at the core of our commitment to our system users, from data management to citizen interaction with notifications to reporting and mapping and much, much, more. Remaining at the forefront of our industry for so many years is no accident, ECN delivers on the promise we make to each and every client when they trust our systems to deliver their critical communications.

Here are a few questions to ask about any system you are considering.

Make sure to ask us too.

Was your system designed specifically for community use in emergency situations or is this type of use in addition to another fundamental usage type?

Who owns your outbound dialing infrastructure? If you outsource to another vendor(s), please provide a list.

Name an event in which use on your system totaled over a million notifications in a day.

Describe an event from five or more years ago when multiple agencies used the system for a single event.

What percentage of the total use of your system is for state and local government?

 The first time that I activated CodeRED, we had a glitch with our local phone company and everything crashed. Without the expertise of your staff it would have been one undesirable task to take on fixing it alone. Thank you CodeRED, keep up the good work.

—**Dala Johnson**, *Community Services Coordinator*
Police Department **Lebanon, Oregon**

Technology

As part of Emergency Communications Network's (ECN) commitment to providing customers with the highest quality solutions, we manage our entire network, not just dialing, but mapping, web hosting, reporting, security and data. We have a complete and proven understanding of this technology which allows us to innovate in ways other vendors simply cannot.

Our robust network platform and sophisticated infrastructure include multiple built-in redundancies which enable our system to reliably support thousands of jobs running simultaneously. Additionally, we manage our entire network so as not to rely on third party, shared lines to place calls. This dedicated infrastructure ensures client jobs launch immediately and do not have to be queued or compete for available phone lines with other dialing priorities. And by eliminating dependence on third party Service Level Agreements (SLAs), an entire layer of potential failure is removed.

To further ensure client jobs are delivered quickly, ECN's system capacity is able to transmit millions of messages an hour, enough to overwhelm even the most sophisticated local telephone system infrastructures. To counterbalance this power, each client account is throttled and system resources are allocated to match local infrastructure, resulting in more connected calls, less network congestion and fewer busy signals. After all, the CodeRED® system was built for use during time-sensitive situations, when what matters most is communications getting through as quickly as possible.

Here are a few questions to ask about any system you are considering.

Make sure to ask us too.

Who do you outsource dialing to and what are the details of the SLAs in place?

How long will it take to geo-code my 911 data?

As part of the new client implementation process, how long will it take for an initial database to be available for use?

Where is your system network housed?

How do you manage your system's dialing capacity to maximize throughput?

From the moment a notification is initiated, how long will it take for the first recipient to receive a call?

 The system worked great. We are thrilled with the speed in which the messages got out but also with the connectivity. Suffice it to say that we are all very pleased with the system's capability and performance but also with the customer service provided. Can't say enough about it!!

—**Joseph O'Leary, Police Captain Lexington, Massachusetts**

Data

At Emergency Communications Network we have an entire team, and sophisticated processes, dedicated to securely managing data integrity. We go to great lengths to ensure that citizen privacy is maintained so that data entered into the CodeRED® system cannot inadvertently become subject to public records requests.

Building a robust database is the key to any successful high-speed notification system and we do our part by accepting and integrating all data at no charge. To begin, we provide a foundation of calling data, acquired through various commercial sources, for immediate use. Data may also be supplied by the client and typically includes data from their local utilities as well as their 911 data. Additionally, data may be entered directly by citizens on the Community Notification Enrollment (CNE) webpage—a unique feature of the CodeRED system is the instant availability of all information entered through CNE.

Since the database our clients access is populated by drawing from multiple sources, we have developed the proprietary Validata® process to de-duplicate and verify all data entered into CodeRED, numbers that cannot be confirmed as valid are removed to create a cleaner, more efficient calling list. And to ensure the indisputable accuracy of the mapping functionality within CodeRED, addresses are each assigned lat/long coordinates by our custom, multi-layer geo-coding service.

Here are a few questions to ask about any system you are considering.

Make sure to ask us too.

How long will it initially take to have my data ready?

Has any client community ever released calling data from your system to a public records request? How would you know?

Is there a one-time fee or ongoing fees associated with adding data to the system?

How many records are in your system at this time for my community?

What is the average percentage of opt-in records within your database for client communities?

CITIZEN SUPPLIED DATA

CUSTOMER SUPPLIED DATA

ECN SUPPLIED DATA

Data Pyramid

Customer Support

One of the reasons customers are so loyal to Emergency Communications Network is the wonderful support they receive, day and night, from our in-house Operations Department. Run by a former client and Police Sergeant, we hear from our clients all the time how much they enjoy speaking with our Operations Specialists, no matter the situation, they are always cheerfully poised and ready to assist.

From initial client training to more advanced user webinars, the Operations team is constantly interacting with clients. Thoroughly trained in all aspects of the CodeRED® system, their primary responsibility is to provide a direct link between clients and technical departments within the organization. They are always the first to see new features and they serve as the voice of the client when previewing system enhancements to make sure they will be seamlessly and positively received by CodeRED system users.

But this is not nearly all they do for our clients. In addition to handling inbound inquiries, the Operations Department monitors activity on the CodeRED system and uniquely provides targeted outreach to clients when they are impacted by an event. They also closely watch weather and other news feeds to stay on top of developing situations, and when appropriate they reach out to clients to provide suggestions and support for system use.



In my job I deal with numerous software/hardware vendors and IT companies and I have never encountered one that had representatives who showed such genuine concern for their customers. You should be very proud to have people of this caliber on your staff and I can't thank them enough for their assistance and dedication.

—**Michael Bruno**, Police Chief Tenafly, New Jersey

Here are a few questions to ask about any system you are considering.

Make sure to ask us too.

How many representatives are dedicated to supporting community public safety clients?

Can I expect customer service representatives to proactively communicate with me?

How many outbound calls did your customer service team make to community public safety agencies last week?

What's happening on your system right now?

Can you tell me how many residents are on the enrollment page at this moment?

If I call customer service with a list to upload (such as a community watch group or the city council), how long would it be before I could send my notification to the group?

Emergency Communications Network, Inc. and CodeRED are registered trademarks of Emergency Communications Network, Inc.

CODERED weather WARNING™

Where severe weather threatens, protect citizens with automatic notifications from CodeRED Weather Warning.

To rapidly alert citizens affected by severe weather, Emergency Communications Network has built CodeRED Weather Warning™, a unique product that automatically sends messages to citizens in the path of severe weather.

Automatically initiated messages.

Warnings are generated through proprietary computer algorithms, so calls launch just moments after a bulletin is issued by the National Weather Service (NOAA) with no staff action required to initiate the notifications. This sophisticated feature of the CodeRED Weather Warning system takes pressure off internal resources while also providing citizens threatened by severe weather extra time to prepare.

National Weather Service's polygon methodology. Using the information provided by NOAA to define the storm's heading and speed, CodeRED Weather Warning geographically targets calls to reach only those in the projected path of the storm, thereby increasing relevance and reducing false alarms.



Types of Warnings

- Severe thunderstorm
- Flash flood
- Tornado
- Tsunami
- Winter storm

Storm Based Warnings



Broadcast Based Warnings



Personalized website for enrollment.

Citizens who sign up to receive the notifications may elect to receive alerts for any combination of severe weather warnings.

Pricing. Communities pay a flat annual fee for the service. There are no additional per subscriber charges.



EMERGENCY COMMUNICATIONS NETWORK®

For more information
866-939-0911
ecnetwork.com

CodeRED Weather Warning Impacting Lives When Natural Threats Emerge

County and city officials depend on CodeRED Weather Warning™ to alert those who are in the direct path of severe weather. These true stories, along with many others, validate CodeRED Weather Warning as a positive difference maker in the lives of people in communities across the country.

Improved Policy Removes Guesswork

The City of Brecksville, Ohio takes the threat imposed by tornadoes seriously and provides citizens with CodeRED Weather Warning. “CodeRED Weather Warning has improved our tornado siren policy,” said Fire Chief Ed Equit. He continued, “prior to CodeRED Weather Warning, staff was required to call the officer in charge to determine whether or not to set off tornado sirens. Our new policy removes the guess work and is a no brainer. When our staff receives a CodeRED Weather Warning call, we know it’s time to set off the tornado sirens.”

While They Were Sleeping

Aiken County, South Carolina introduced CodeRED Weather Warning in 2010 and thousands of citizens have since signed up to receive severe weather alerts including the son of Aiken County Emergency Management Coordinator, David Ruth.

“My 31 year old son and his family live in Trenton, South Carolina, just about 18 miles away from me. During a recent storm he received a weather warning that woke him out of a sound sleep,” Ruth said. The late night weather alert came at just the right time.

After receiving the alert Ruth’s son was tempted to brush the alert aside but instead decided to give his father a call. Based on the weather alert delivered to his phone and the quick conversation with his father, Ruth’s son moved his family to a safe spot in the house. “Right after he hung up the phone and moved his family to safety, the storm knocked down a tree and a huge limb blew out the window in my grandson’s room. There were shards of glass and debris everywhere, including my grandson’s bed,” said Ruth.

“Without a doubt I can tell you that CodeRED Weather Warning pinpoints the exact location and path of the storm. I learned from personal experience that CodeRED Weather Warning works,” said Ruth.

Automated Technology Proves to Be a Great Fit

Sirens are potentially on the chopping block in the city of Prairie Grove, Arkansas. Mayor Sonny Hudson hopes to see the old sirens go. “Sirens are not very effective during storm events.

They need someone to manually turn them on and we’re a small town, we don’t have the additional staff to make sure that the sirens are turned on during severe weather. We’ve also been told for years that people can’t hear the sirens during storms or when we test them during calm conditions,” Hudson said.

While Hudson and the City Council have been discussing the future of their aging siren system, and the hefty price tag to replace/repair the sirens, the citizens of Prairie Grove have been relying on CodeRED Weather Warning. “After determining the seriousness of our siren situation we began looking for an alternative. We needed a modern, reliable system and CodeRED Weather Warning fit the bill. It’s so much more advanced than sirens. We don’t need to monitor the system, it works automatically and our citizens know they can depend on it,” said Hudson.

He concluded, “I made a statement recently in an article for our local newspaper and I stand by it. A higher percentage of people will get a phone call from CodeRED Weather Warning during a storm than the percentage of people that will be able to hear the sirens.” ■

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Minnesota Emergency Preparedness Starts Here



WINTER STORM warnings now available in Minnesota

Extreme cold, relentless snow, ice and strong winds may be what Minnesota residents are most familiar with during the winter, but these are not the elements that characterize just another winter day. These elements are what define a winter storm and require advanced notice for preparation.

CodeRED's upgraded weather warning system now includes winter storm alerts. This system provides the means to communicate winter storm notifications, keeping the residents of Minnesota safe.

Moments after an alert is issued by the National Weather Service (NWS), residents who have opted in will receive winter storm warnings and will get the alert via email or text message. A winter storm warning issued by the NWS gives

residents advanced notice to adequately prepare for the harsh conditions ahead.

The NWS refers to winter storms as deceptive killers, as most deaths are indirectly related to the storm. Hypothermia due to extended exposure to the cold and icy roads that could lead to car accidents are just some examples related to winter storm casualties.

The winter storm upgrade was added to CodeRED's current weather alerting system that includes warnings for severe thunderstorm, tornadoes and flash floods.

Winter storms spawned by Mother Nature are certainly out of our hands, but now, the way we prepare Minnesotans for her wrath is right at our fingertips.

County administrator advocate for CodeRED Weather Warning winter storm alerts



Bruce Messelt
County Administrator
Chisago County

County Administrator of Chisago County may be the current title of Bruce Messelt, but after requesting a winter storm alert be added to CodeRED Weather Warning, it is the title of pioneer that suits him best. Messelt is a loyal Emergency Communications Network (ECN) client, who throughout the years has worked closely with ECN staff. He advocated CodeRED and CodeRED Weather Warning in four different Minnesota communities, first using the system in 2005 in Moorhead. The systems' reliability to enhance public safety was evident and so he implemented both CodeRED and CodeRED Weather Warning in Clay County, Lake Elmo and Chisago County.

"A weather alert system is only as good as the weather it covers," Messelt said regarding CodeRED Weather Warning, his county's advanced weather warning service. "There is the recognition that the winter storms in the northern half of the United States are as severe and as dangerous as some of the other storms we face in the summer."

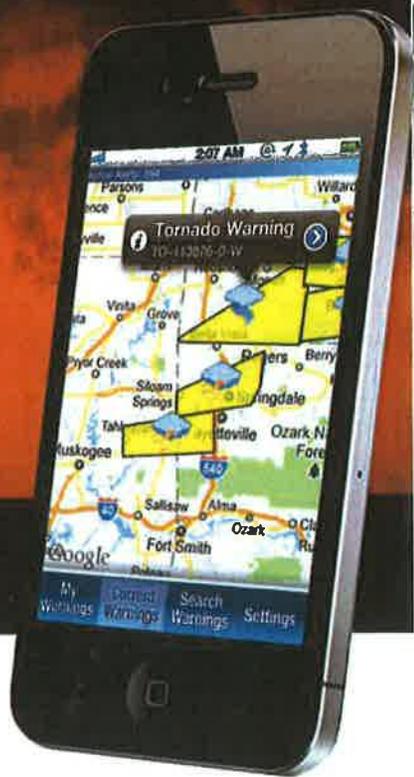
Upgrading CodeRED Weather Warning to include winter storm alerts came in early August. At ECN, client feedback is important and is a valuable factor for system upgrades. ECN understood the significance of Messelt's suggestion to upgrade CodeRED Weather Warning, and implemented the feature to benefit all clients who are affected by winter storms.

According to Messelt, there are at least half a dozen winter storms impacting Minnesota yearly.

"That risk of half a dozen is more of a risk to our citizens than when we're talking about tornadoes during our tornado season," he said.

The upgraded system will provide citizens who have enrolled in their local CodeRED portals, with a winter storm alert via text message or email, just moments after a notification is issued by the National Weather Service.

"We really hope that through allowing the weather alerts, people will be more prepared to deal with winter storm issues," Messelt said.



CodeRED Weather Warnings

play key role during record breaking storms

Severe storms ripped across the Midwest and South recently, taking the lives of at least 39 people and damaging hundreds of homes and businesses across seven states. CodeRED emergency notifications and CodeRED weather notifications from Emergency Communications Network helped keep hundreds of thousands of citizens informed and ahead of the storms.

Impressive showing:

- **Calls** – The CodeRED system launched more than 2 million calls to citizens on behalf of community clients. Even with the massive amount of calls launched, the CodeRED system didn't even graze the surface of its calling capacity – meaning that millions of additional calls could have been placed without any delay if the need arose.
- **Data entries** – The CodeRED Community Notification Enrollment page received thousands of entries from citizens entering their contact information to begin receiving alerts. All information collected was immediately added into the calling database so there was no delay in them receiving emergency notifications.
- **Mobile app downloads** – The new CodeRED Mobile Alert App for iPhone had thousands of new downloads so citizens could stay informed no matter what their location, whether they rode out the weather or took shelter elsewhere. And, because our weather notifications come directly from the National Weather Service, users typically receive storm alerts from the app before they hear about it on the news or on the radio.
- **Jobs launched** – 20 states launched emergency notifications, including Indiana, Arkansas and Missouri.
- **Client support** – Our hard-working client support team monitored the impending storm, made preemptive calls to our clients to help with test calls and ensured their data was properly loaded. With client support available 24/7, our team made follow-up calls after the storm to make certain our clients and their communities were safe.

CodeRED Weather Warnings delivered: Severe thunderstorm warning, tornado warning, flash flood warning

CODE RED™

Proposal presented to
Aitkin County, Minnesota
on March 13, 2013.

*CodeRED is a high-speed
notification solution brought
to you by Emergency
Communications Network.*



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Did you know?

**ECN's new office in
Minnesota is now open**



EMERGENCY COMMUNICATIONS NETWORK

Currently servicing 32 Counties in Minnesota



EMERGENCY COMMUNICATIONS NETWORK



Discounted Multi-Year Cost Proposal (PRICING GOOD FOR 90 DAYS FROM 3/13/2013)

The Web-based CodeRED® service, from Emergency Communications Network, LLC (ECN), was designed specifically to enable local government officials to record, send and track personalized voice, email, text and social media messages to thousands of citizens in minutes. ECN's dedicated, triple redundant network is capable of sending critical communications at maximum throughput (as determined by local telephone infrastructure). The proprietary mapping technology and patented delivery methods employed by ECN add to the value of this affordable, high-speed notification system that has been in operation since 1998 and is currently used every day by clients from coast to coast.

A four (4) year, nine (9) month license, with non-appropriations contract language, includes 24/7/365 uninterrupted CodeRED system access and the following:

- CodeRED system set-up and training
- 21,250 system minutes, replenished annually
- Unlimited smtp text, email and social media messaging
- Initial residential and business calling database supplied by ECN
- Integration and geo-coding of customer supplied data (911 data, utility data, etc.)
- ECN standard mapping and geo-coding
- 24/7 technical support
- Complimentary system time for testing and training
- Design and hosting of custom web page for community enrollment

\$6,884 = Discounted Annual Cost

(based on 2010 U.S. Census Population of 18,220)

A Non-appropriations contract allows the Aitkin County to cancel the multi-year agreement each December if the necessary renewal funds are not appropriated in the following year's budget.

Thank you for the opportunity to present CodeRED and submit this cost proposal. If you have any questions, please feel free to contact me.

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CODERED
weather
WARNING

Product Overview and Cost Proposal
presented on March 13, 2013 to
Aitkin County, Minnesota.

*CodeRED Weather Warning
is an automated severe
weather warning product
developed by Emergency
Communications Network.*



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Minnesota is now open**

ECN

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CODERED
weather
WARNING.

Discounted Multi-Year Cost Proposal (PRICING GOOD FOR 90 DAYS FROM 3/13/2013)

Emergency Communications Network's innovative, geographically targeted weather warning product was built to alert citizens in the path of severe weather. Developed on the same calling network infrastructure as the CodeRED solution for community notification and tapping into the National Weather Service's Storm Based Warnings, CodeRED Weather Warning automatically sends messages to affected citizens moments after a **severe thunderstorm, flash flood, tornado, tsunami* or winter storm* warning** has been issued.

**Tsunami and winter storm warnings are only available to those regions prone to such conditions.*

A four (4) year, nine (9) month add-on contract, with non-appropriations contract language, for CodeRED customers includes

- CodeRED Weather Warning system set-up
- Free one time use of the CodeRED system
 - A community-wide call will be made to introduce the weather warning product and direct citizens to sign up to receive alerts
- Unlimited severe weather warnings: 24 hours a day, 365 days a year
- Detailed call statistics
- Design and hosting of custom web page for community enrollment

\$1,188 = Year 1 Cost (50% Discount)
\$2,375 = Discounted Annual Renewal Cost

(based on 2010 U.S. Census Population of 10,220)

A Non-appropriations contract allows the Aitkin County to cancel the multi-year agreement each December if the necessary renewal funds are not appropriated in the following year's budget.

Thank you for the opportunity to present CodeRED Weather Warning. If you have any questions, please feel free to contact me.

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