

Reverse 911 Emergency Notification System

Public Safety Committee Briefing

October 1, 2007

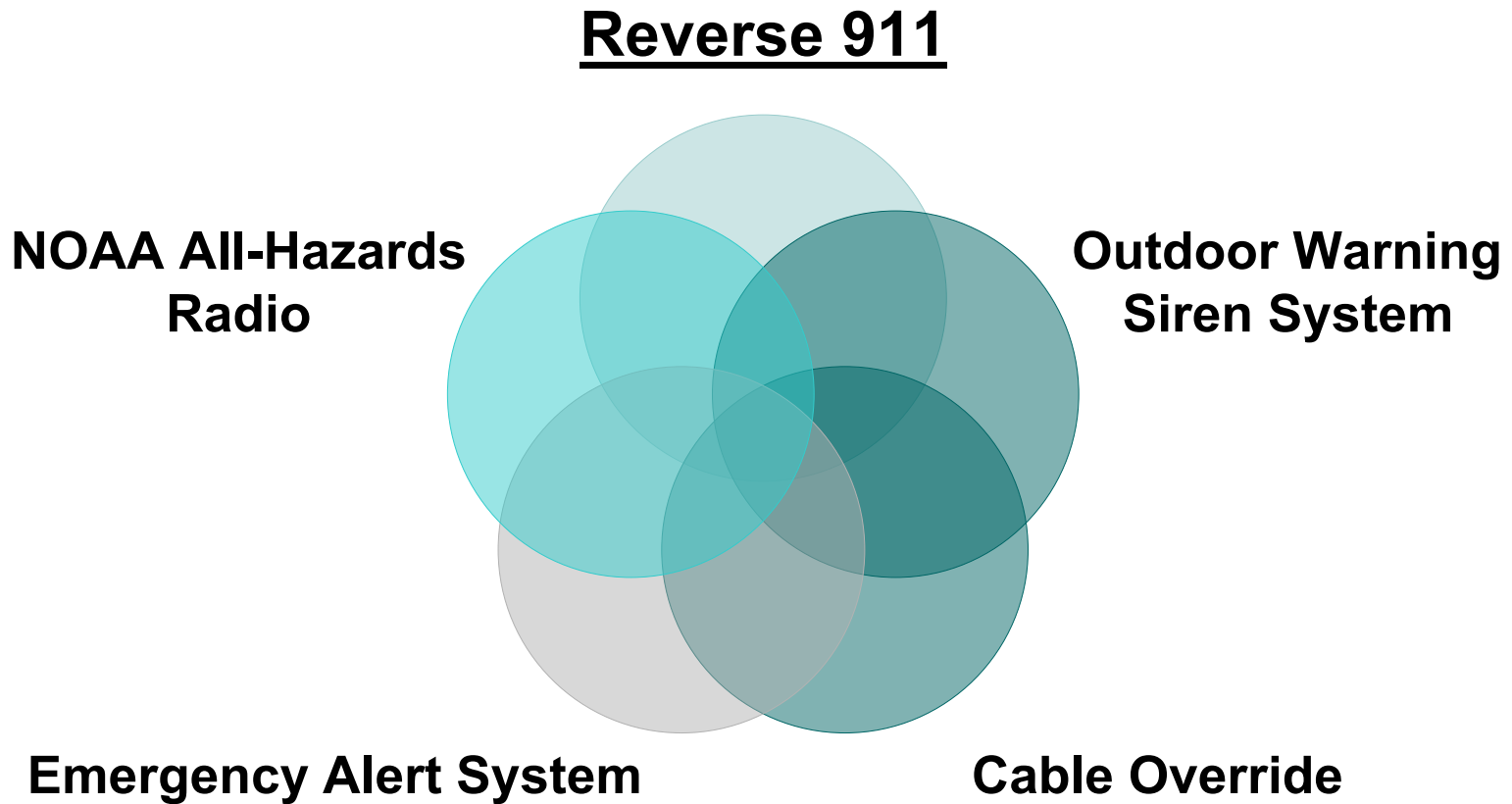
Office of Emergency Management



What is Reverse 911?

- **REVERSE 911 is a computerized system that will allow us to contact thousands of recipients in minutes during emergencies.**
- **We can use it to notify special teams or groups (SWAT, Hazmat, etc) or the general public of an incident in their neighborhood.**
- **We will have 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[®] 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 target date for online registry is March 2008 for:

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





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

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

City Departments Authorized 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.

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



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.

Cost Overview

- R911 System - \$381,250
 - Purchase and year 1 phone line costs will be included
- 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

Timeline (Tentative)

- October 10, 2007 – Have contract signed and presented to council
- November 2007 – Develop Project Plan
- December – City of Dallas staff will provide AT&T Database and GIS Data to Reverse 911
- January 2008 – Order hardware and begin system configuration
- February 2008 – System installation and begin acceptance testing and completion of project



Summary

In summary, this project will provide an additional means of warning the citizens of Dallas.

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