



Item No. 5e

AGENDA ITEM REQUEST FORM

Municipal Services Director

Department Submitting Request

Don Prince

Dept Head's Signature

REGULAR
COMMISSION MTG
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

ROUNDTABLE
MEETING
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

- Nov 9, 2010
- Dec 7, 2010
- Jan 25, 2011
- Feb 22, 2011
- Mar 22, 2011

- Oct 29 (5:00 pm)
- Nov 30 (5:00 pm)
- Jan 14 (5:00 pm)
- Feb 11 (5:00 pm)
- Mar 11 (5:00 pm)

- Nov 22, 2010
- Dec 14, 2010
- Jan 11, 2011
- Feb 8, 2011
- Mar 8, 2011

- Nov 12 (5:00 pm)
- Dec 3 (5:00 pm)
- Dec 30 (5:00 pm)
- Jan 28 (5:00 pm)
- Feb 25 (5:00 pm)

***Subject to Change**

- | | | | |
|--|---|---------------------------------------|---------------------------------------|
| <input checked="" type="checkbox"/> Presentation | <input type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

SUBJECT TITLE: Presentation on how Code Red will work in Lauderdale-By-The-Sea by Don Hall, Director of Government Relations

EXPLANATION:

RECOMMENDATION:

EXHIBITS: Code Red Informational Brochures

Reviewed by Town Attorney
 Yes No

Town Manager Initials CP

how

CODE RED[®]
Emergency Communication Made Easy.



How are clients utilizing the CodeRED high-speed notification solution?

Users from coast to coast rely on the web-based CodeRED[®] service from Emergency Communications Network. The CodeRED service enables local government officials to record, send and track personalized voice, email and text messages to thousands of citizens in minutes. The cornerstone of emergency management preparedness plans in areas both large and small, clients use the system daily for a variety of time-sensitive communications functions.

Administration

- General Information
- Disaster/Major Event Follow-up
- Severe Weather Warnings (floods, hurricanes, tsunamis)

Elected Officials

- Get Out and Vote
- Community Meeting Information

Emergency Management

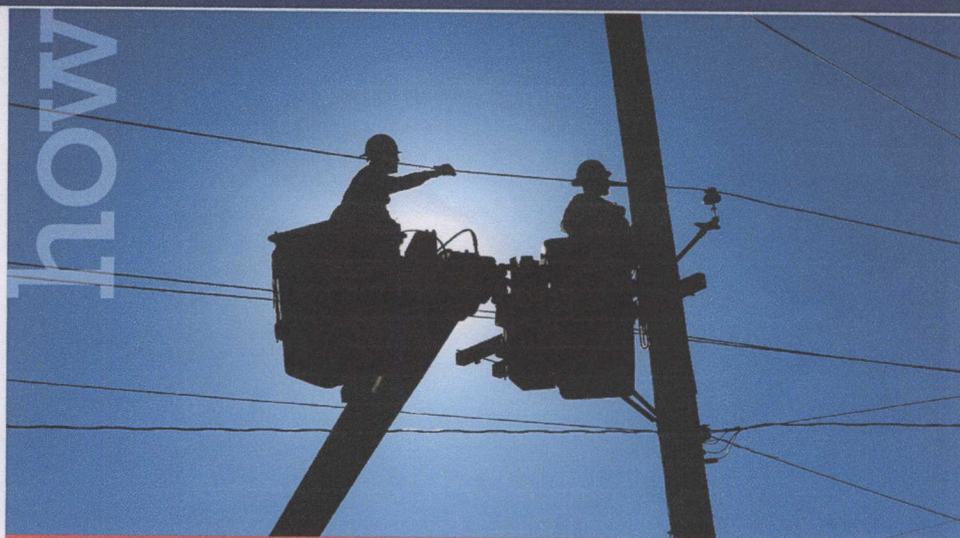
- Chemical Spills
- Nuclear Hazards
- Terrorist Threats
- Mudslides
- Snow Emergencies (avalanches)

Health

- Drinking Water Contamination
- Flu Pandemics
- Viral Outbreaks

Public Works and Utility

- Planned Outages
- Snow Plowings
- Street Closures
- Dam/Levee Breaks



Fire

- Evacuation Notices and Routes
- HAZMAT Emergencies
- Gas Leaks

Law Enforcement

- Missing Children
- Missing Elderly, Disabled or At Risk Adults
- Bomb Threats
- Hostage Situations
- Escaped Prisoner Warnings
- Sexual Predator Alerts
- Neighborhood Crime Watch Support

And don't forget internal communications. To ensure message consistency, use CodeRED for:

- **First Responder Notifications** - call those who need to know first, fast.
- **Official Comment Direction** - make sure personnel know the facts and how to respond to questions.
- **Critical Incident Call Out** - contact relevant parties at multiple numbers simultaneously.



EMERGENCY COMMUNICATIONS NETWORK[®]

For more information
866-939-0911
ecnetwork.com

what

CODE RED[®]
Emergency Communication Made Easy.



What are you receiving with the CodeRED high-speed notification solution?

Emergency Communications Network (ECN) has built many unique capabilities into the web-based CodeRED[®] service. Designed to enable local government officials to record, send and track personalized voice, email and text messages to thousands of citizens in minutes, CodeRED's sophisticated platform is built on the latest technology balanced by a user-friendly interface.



Some stand out features and benefits of the CodeRED solution:

Technology and Support

- **Patented delivery system.** Your messages will be delivered in their entirety whether the call is picked up live by a person or an answering device.
- **Powerful infrastructure.** Constructed to maintain control over dialing, this provides a unique advantage over systems which rely on third-party shared lines to place your calls.
- **Proprietary mapping interface.** When you need to geographically steer your messages, intuitive mapping tools easily target residents and businesses by specified area.
- **Universal ANI[®].** To relieve inbound calling pressure on your network, message recipients may dial the toll-free number displayed on their Caller ID to hear the last message delivered to that phone number.
- **Real time reporting.** Statistics will be available as soon as your job is created, once launched the stats are constantly updated.
- **Training and live customer support.** ECN representatives are available 24/7 to answer any questions you may have.

Calling Data and Mapping

- **Initial calling database and mapping are included.** ECN provides both residential and business calling data for your area.
- **Integration of your residential and business data.** Supply any additional data you have and ECN will geo-code it and integrate it into your master database at no additional charge.
- **Validata[®].** Your database will be scrubbed through this unique process creating a cleaner list which will result in more connected calls and less network congestion.
- **Citizen update page.** A personalized web page will be created to allow your community to provide additional contact numbers.



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why



CODE RED[®]
Emergency Communication Made Easy.

Why select the CodeRED high-speed notification solution?

The web-based CodeRED[®] service, from Emergency Communications Network (ECN), was designed specifically to enable local government officials to record, send and track personalized voice, email and text messages to thousands of citizens in minutes.

Simple implementation. The CodeRED system is operational right now – calling data, mapping and dialing systems are all in place and ready for immediate use.

Ease of use. The CodeRED system was designed to be easy to use even under the most strenuous of conditions. Authorized users may launch messages via telephone or the Internet, from anywhere at any time.

Experience. ECN has been in the critical communications business for over a decade, pioneering technology that has delivered more than a billion messages.

Technology. Behind the scenes, ECN uses proprietary, patented technology to ensure messages are delivered in their entirety whether the call is picked up live by a person or an answering device. Real time reporting allows users to view the status of every communication.

Reliability. With multiple redundancies built in, ECN's sophisticated infrastructure has been designed to ensure delivery of critical communications. And since dependability is paramount, ECN manages its entire network and uses no third party dialers, eliminating an entire layer of potential failure.

Speed. ECN's massive system capacity is able to transmit millions of messages an hour. For each account, system resources are allocated to match local telephone infrastructure. This results in more connected calls, less network congestion and fewer busy signals during time-sensitive situations.

Affordability. ECN has priced its CodeRED solution to be cost-effective and all inclusive. There are no set-up fees to pay, no equipment to buy, no phone lines to lease and no annual maintenance is required. System time, training and support, initial calling database, mapping, integration of client supplied data and database clean-up are all included.



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