

**CITY OF LA VISTA**  
**MAYOR AND CITY COUNCIL REPORT**  
**JANUARY 21, 2014 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
STANDARD OPERATION POLICY COMMUNITY MASS NOTIFICATION SYSTEM	◆ RESOLUTION ORDINANCE RECEIVE/FILE	JEFF CALENTINE ASST. TO CITY ADMINISTRATOR

**SYNOPSIS**

A resolution has been prepared for the approval of a Standard Operation Policy on the use of a Community Mass Notification System.

**FISCAL IMPACT**

N/A

**RECOMMENDATION**

Approval.

**BACKGROUND**

The City Council approved a contract with Nixle LLC on July 16, 2013 to provide community mass notification services. Prior to the implementation of this service, which is scheduled to begin in February, a policy has been developed to outline guidelines and procedures as to how and when the notification system will be used. This policy was developed by the internal employee group that worked on selecting Nixle LLC as the service provider. In addition to having discussions regarding how La Vista would utilize the system, they researched similar policies from other cities.

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA APPROVING A STANDARD OPERATION POLICY PERTAINING TO A COMMUNITY MASS NOTIFICATION SYSTEM.

WHEREAS, the City Council has determined that it is necessary and desirable to create Standard Operation Policies as a means of establishing guidelines and direction to the members of the City Council and to the city administration in regard to various issues which regularly occur; and

WHEREAS, a Standard Operation Policy to govern the use of a Community Mass Notification System has been reviewed and recommended.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby approve the Standard Operation Policy entitled Community Mass Notification System, and do further hereby direct the distribution of said Standard Operation Policy to the appropriate City Departments.

PASSED AND APPROVED THIS 21ST DAY OF JANUARY 2014.

CITY OF LA VISTA

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Douglas Kindig, Mayor

ATTEST:

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Pamela A. Buethe, CMC  
City Clerk

**SUBJECT: COMMUNITY MASS NOTIFICATION SYSTEM**  
**DATE ISSUED: JANUARY 21, 2014**  
**ISSUED BY: BRENDA GUNN, CITY ADMINISTRATOR**

This policy establishes guidelines and procedures for use of a community mass notification system that utilizes telephone, text, and/or email to distribute information. The system may be used to send emergency and other notifications to the general public and as an internal communication tool with employees. Discretion will be used in determining when the system will be used for notifications other than those of an emergency nature.

System administrators will be identified and are expected to have the capability to send an emergency alert at all times.

In addition to system administrators, select other staff will be able to access the system for internal communication functions. These users will have different permissions, controlled/limited access to specific areas of the system and will not be authorized to send alerts, advisories or community messages.

Four types of messages have been identified for use:

**Alert** level messages are reserved for emergencies and urgent information involving health, life, safety and property dangers, such as an Amber Alert, a hostage situation, a boil order for drinking water, a health pandemic, or a shelter-in-place order. In extreme and unusual situations the City will utilize the federal IPAWS capability, which will follow the standards and requirements set forth by FEMA, NEMA and Sarpy County. The City will not be issuing alerts regarding severe weather.

**Advisory** level messages would be sent to residents in a specific geographic area and examples include lost children, missing persons, shootings, crime sprees, water main breaks, and major road closures.

**Community Messages** are neighborhood notifications sent only via e-mail and would include information about such things as City-sponsored events, situations that will impact a specific area, and important public meetings or gatherings.

**Internal Communication** messages will be sent only to City staff and will include notifications about facility closings and mobilizations for emergency and/or after-hours operations, including snow and/or debris removal and the activation of the Emergency Operations Center or other similar as determined necessary.

System Administrators will comply with the following guidelines when sending mass notification messages from the City Account:

- Alerts will be messages about immediate health, life, safety and property dangers and System Administrators shall have the authority to send Alerts. However, if an Incident Commander has been designated, information included in the Alert will be reviewed and approved by the Incident Commander or their designee. As soon as possible after sending an Alert, the System Administrator will notify the City Administrator or their designee.
- Advisories will be issued after a System Administrator has evaluated the necessity of sending such a message by taking into consideration the duration of the event or incident and the number of people impacted by the situation. If a System Administrator determines an Advisory is necessary, they are authorized to do so.
- Community messages should be sent to a System Administrator at least five business days in advance. A System Administrator will evaluate the necessity of sending such a message by taking into consideration the potential disruption to the area impacted by an event, the duration of the event and the importance of any meeting or gathering. If a System Administrator determines a Community Message is necessary, they are authorized to do so.
- The use of internal communication messages will be at the discretion of each department. It will be the responsibility of each department to maintain the emergency contact information for their staff.