



CITY COUNCIL AGENDA REPORT

MEETING DATE: January 18, 2011

ITEM NUMBER: Item Number

SUBJECT: Participation in AlertOC - County of Orange Countywide Public Mass Notification System

DATE: December 7, 2010

FROM: Telecommunications Division

PRESENTATION BY: Anna Tellez, Telecommunications Manager

FOR FURTHER INFORMATION CONTACT: Anna Tellez (714) 754-5142

RECOMMENDATION:

1. Approve City of Costa Mesa (the City) participation in the Regional County of Orange (the County), Countywide Public Mass Notification System (the System) program, entitled: AlertOC. The purpose is to disseminate early warning and time sensitive information in emergency situations to city businesses and residents' telephone numbers and e-mail address systems. Emergency notifications are at no cost to the City.
2. Participation is effective upon approval throughout current contract period ending June 30, 2012, unless COUNTY funding of the System becomes unavailable, at which time PARTICIPANTS will be given six months advance notice per termination terms found within the MOU. The City will have the option, at a cost, to continue or terminate participation at that time.
3. Authorize the City Manager, or his designee, to sign Memorandum of Understanding agreement between the County and Participants for use of the System, dated July 31, 2008, signed by Thomas Mauk, County Executive Officer (CEO), the County.
4. Accept compliance with policies and protocols as outlined in following documents as a requirement to be a Participant in using the System:
 - a. Memorandum of Understanding between the County of Orange and Participants for Use of the Countywide Mass Notification System, dated July 31, 2008, signed by Thomas Mauk, County Executive Officer, County of Orange;
 - b. Nondisclosure Agreement between Pacific Bell Telephone Company dba SBC California, and the County of Orange, California, effective date June 26, 2008; signed by Teara Le Blanc, Program Manager, June 30, 2008;
 - c. Orange County Price Agreement No. N1000009880, dated March 25, 2008, Public Mass Notification System with the NTI Group, Inc. (entered into on or about May 6, 2008); and
 - d. County of Orange, County Executive Office, Countywide Public Mass Notification System Policy and Guideline, effective June 30, 2008.

BACKGROUND:

In support of the National Incident Management System (NIMS) requirement to provide efficient multi-agency coordination systems (MACS), Joint Information Systems and Centers (JIS/JIC), and maintain and encourage technological interoperable communications between Agencies with the general public, the County has entered into a contract to affect a System for use by all municipalities with the County. The purpose is to coordinate regional dissemination of early warning and time sensitive information notifications to the public, businesses and residents, during the time of an emergency event. It is designed as a countywide asset, and is available to all Agencies that have a dedicated public safety answering point (PSAP).

The System is licensed for use throughout Orange County's entire region utilizing the County's 9-1-1 landline phone numbers database to complete emergency notifications. The use of the 9-1-1 database is regulated by the California Public Utilities Code (CPUC) Sections 2872 and 2891.1. The information contained in the 9-1-1 database is confidential and proprietary and will not be disclosed or utilized except by authorized personnel for the purpose of emergency notifications. The County also agrees to continue to purchase updated E911 telephone data and geographic maps to keep databases current. The System has sufficient administrative controls for security and bandwidth to manage both County and City public safety jurisdictions, county-wide data for regional use. The County agrees to provide funding for the System for all notifications classified as "emergency use" to the public at no charge to the local Agency.

The County CEO/Chief Information Office will be responsible for ensuring that provisions of the contract are implemented properly and will take appropriate measures to ensure the System is tested on a quarterly basis and is in a state of operational readiness at all times (24/7/365). Authorized users of the City will respect the integrity of the database, understand the privacy issues and fully comply with policies and protocols outlined in aforementioned documents. If violations of the contract provisions or Emergency Management County (EMC)/Operational Area (OA) Executive Board-approved protocols are made by any individual or Agency, the County, the CEO/Chief Information Office has reserved the right to disable that individual's or Agency's login(s) access to and use of the System.

The City acknowledges the use of this System is only one component of overall County Public Warning System and this System will be used in conjunction with other public warning mechanisms including, but not limited to, the Emergency Alert System, sirens, route alerting, the City's website and cable channel access as well as mainstream media. In addition, while the City maintains a public notification system, RapidNotify is not interoperable with, nor can it be launched by any other jurisdiction. This new System can be launched by either the County or the City, providing a flexibility benefiting the City by not having to re-create separate notifications for same emergency notifications being disseminated county-wide.

Definitions

For purposes of the MOU Agreement, the following definitions are:

- “Countywide” shall mean all geographic locations in Orange County, California.
- “Emergency” shall include, but not be limited to, instances of fire, flood, storm, epidemic, riots, or disease that threaten safety and welfare of citizens and property located within boundaries of the COUNTY and PARTICIPANTS’ respective jurisdictions.
- “Emergency information” shall mean information relevant to safety and welfare of recipients in the event of an Emergency.
- “Emergency notification situation” shall mean instances when emergency information is to be distributed through the System.

Public Notifications

1. The County is authorized to use the System to send notifications of regional emergencies to any and all residents within the OA.
2. Upon sending a countywide notification, the Sheriff’s Department will advise the appropriate local Agencies that mass notifications have been sent by the County to residents of their cities.
3. Other than regional emergency notifications, public notifications are the responsibility of the individual Agency. In the event the geographical location of an incident requires a notification to be delivered to multiple jurisdictions, the responsible Agency will inform each individual Agency in order to send notification to those affected within their own jurisdiction. Exception: Unless otherwise agreed by the Sheriff’s Department and the City, unincorporated neighborhoods embedded within City limits will receive mass notification of local city emergency activity from City Officials when the County Emergency Operations Center is not activated.
4. For an Agency wishing to send/receive notifications to/from a neighboring Agency during time of a multi-jurisdictional incident, an MOU should be established between both parties granting permission for the handling Agency to send emergency notification to residents within the affected Agency.
5. In the event a participating Agency is unable to send out an emergency notification, Orange County Control One Coordinated Communications Center (Control One) is available to act on the local Agency’s behalf.

Authorized Users

See County of Orange, County Executive Office, Countywide Public Mass Notification System Policy and Guideline, IX. System Administration/Operations, dated March 16, 2009, for details.

County Administrator: The CEO/Chief Information Office will act as the Countywide Public Mass Notification System County Administrator.

County User: Control One and Emergency Management Bureau personnel will be set up as “County” users. County Users will have permission to access and launch emergency notifications to all jurisdictions within Orange County consistent with County Operational Area public safety response guidelines.

Local Agency Administrator: A minimum of one designated Local Agency Administrator will be required for each Agency participating in the System. The Telecommunications Division Manager will be the primary Local Agency Administrator, with Senior Communications Supervisor as the alternate.

Local Agency User: Participating Agencies may have an unlimited number of Local Agency Users who will have access to resident contact records within their jurisdiction as well as neighboring jurisdictions with an established MOU agreement. Local Agency Users will be authorized and managed by the Local Agency Administrator and may have varied system permissions.

ANALYSIS:

Use of the System would provide:

1. A backup system to Costa Mesa's primary public emergency notification system (Rapid Notify);
2. The County ability to launch regional emergency notifications to County businesses and residents without assistance of local Agencies; and
3. The ability for an MOU to be signed granting permission between the City and neighboring local Agencies in order for both Agencies to send/receive notifications to/from each other during time of a multi-jurisdictional incident within the affected Agency.

Use of the System would require set up and maintenance of:

1. A valid city website address
2. A valid email address
3. Caller ID number
4. Web portal phone number
5. Ongoing interaction with public via email and/or telephone regarding Program and System

Upon signing the MOU agreement, the City is provided a Local Administrator account, user manual, and initial training. The Local Agency Administrator is responsible for implementing and administering use of the System at the local level. Throughout the term of the agreement, the City will be able to use the System to send an unlimited number of emergency notifications to the public describing situation and recommended action the public should take, to affected businesses and households via telephone, email and/or text. The City will participate in the System's quarterly basis testing by the County, and will develop and maintain written procedures to identify and address the City's specific use of the System within scope of the aforementioned documents.

ALTERNATIVES CONSIDERED:

Not to participate in the regional County system.

FISCAL REVIEW:

No direct fiscal impact. Administrative time to implement the system.

LEGAL REVIEW:

Legal has reviewed the documents and approved them as to form.

CONCLUSION:

An original signed MOU Agreement and an original AlertOC Participation Enrollment Form will be forwarded to the County CEO/Chief of Information Office.

ANNA M. TELLEZ
Telecommunications Division Manager

STEPHEN N. MANDOKI
Administrative Services Director

COLLEEN O'DONOGHUE
Assistant Director of Finance

KIMBERLY HALL BARLOW
City Attorney

DISTRIBUTION: Administrative Services Department, Telecommunications Division
City Attorney
City Manager's Office
Finance Department

- ATTACHMENTS:
1. [Memorandum of Understanding between the County of Orange and Participants for Use of the Countywide Mass Notification System, dated July 31, 2008, signed by Thomas Mauk, County Executive Officer, County of Orange;](#)
 2. [Nondisclosure Agreement between Pacific Bell Telephone Company dba SBC California, and the County of Orange, California, effective date June 26, 2008; signed by Teara Le Blanc, Program Manager, June 30, 2008;](#)
 3. [Orange County Price Agreement – No. N1000009880 – Contract for Public Mass Notification System with the NTI Group, Inc. \(March 25, 2008\); and](#)
 4. [County of Orange, County Executive Office, Countywide Public Mass Notification System Policy and Guideline, effective date June 30, 2008.](#)