




ADMINISTRATIVE DIRECTIVE

Title: Mass Notification Procedures for Town Employees
Issuing Department: Human Resources
Effective Date: May 25, 2021
Approved: Terry Rozema, Town Manager 
Type of Action: New

1.0 PURPOSE

Pima County has granted the Town use of the Everbridge Mass Notification System for internal mass notification to Town employees. The Everbridge Mass Notification System notifies all Town employees at once regarding an emergency or provides notification to specific departments. The purpose of this Administrative Directive is to set forth the procedures regarding how the Town informs Town Employees in the event of an emergency or other situation that requires mass notification to Town Employees at the same time, while simultaneously maintaining the integrity and usefulness of the Everbridge Mass Notification System by limiting overuse.

2.0 DEPARTMENTS AFFECTED

All Town Departments.

3.0 REFERENCES

3.1 Town of Marana Administrative Directive: Use of Town Distribution List for E-mail

4.0 DEFINITIONS

- 4.1 All Clear Notification: a notification that an emergency has ended sent to all employees using the Everbridge Mass Notification System.
- 4.2 Department Emergency Alert: an Emergency Alert sent to employees in a department or departments to address a situation where an emergency response is required due to a likelihood that there will be a loss of life or property or damage to the environment. This includes, but is not limited to, extreme weather conditions, criminal investigations, or traffic incidents.
- 4.3 Department Publisher: Town employee authorized to create and publish a Department Emergency Alert in the Everbridge Mass Notification System.

- 4.4 Emergency Update: a notification to provide necessary updated information or instructions regarding an ongoing emergency sent to all employees using the Everbridge Mass Notification System.
- 4.5 Everbridge Mass Notification System: a Pima County system that can push messages to all kinds of devices, quickly and reliably, when mass notification is required.
- 4.6 Town Emergency Alert: an alert issued to all Town employees using the Everbridge Mass Notification System regarding an emergency or dangerous situation involving an immediate threat to the health or safety of Town employees or visitors. This includes, but is not limited to, an active shooter, a bomb threat, a building emergency, or unplanned facility closures.
- 4.7 Town-wide Notification: an Everbridge Notification sent to all Town Department Heads Deputy Department Heads, and Managers regarding a non-emergent situation that is likely to affect all Town employees. This includes, but is not limited to, a traffic alert that would affect Town employees, a technology challenge affecting Town systems, and an electrical outage.
- 4.8 Town-wide Publisher: Town employee authorized to create and publish a Town Emergency Alert and a Town-wide Notification in the Everbridge Mass Notification System.

5.0 POLICIES AND PROCEDURES

5.1 Limited Use of the Everbridge Mass Notification System for Town Emergency Alerts and Town-wide Notifications.

- 5.1.1 A Town-wide Publisher will only issue a Town Emergency Alert via the Everbridge Mass Notification System upon the confirmation of an emergency or dangerous situation involving an immediate threat to the health or safety of Town employees or visitors, unless issuing a Town Emergency Alert will worsen or compromise efforts to contain the emergency. Confirmation of an emergency shall come from a credible source, such as local law enforcement, Emergency Management, or the National Weather Service.
- 5.1.2 The Marana Police Department, Public Works Department, Technology Services Department, and Water Department are authorized to utilize the Everbridge Mass Notification System for Department Emergency Alerts. A Department Publisher will only issue a Department Emergency Alert via the Everbridge Mass Notification System upon confirmation of a situation where an emergency response is required due to the likelihood that there will be a loss of life or property or damage to the environment. Confirmation of an emergency shall come from a credible source, such as local law enforcement, Emergency Management, or the National Weather Service.
- 5.1.3 A Town-wide Publisher will only issue a Town-wide Notification via the Everbridge Mass Notification System to address a non-emergent situation that is likely to affect all Town employees. Confirmation of the non-emergent situation shall come from a credible source such as a representative from a Town department.

- 5.2 Content of a Town Emergency Alert. A Town Emergency Alert sent using the Everbridge Mass Notification System must provide immediate, clear guidance regarding the type of emergency and pertinent information and instructions.
- 5.2.1 A Town Emergency Alert shall be sent by a Town-wide Publisher using the Everbridge Mass Notification in the following order: 1) Text message to employee's cell phone; 2) Phone call to employee's cell phone; and 3) Phone call to employee's work phone.
 - 5.2.2 Following the issuance of a Town Emergency Alert, an employee authorized to send email to the Town distribution list shall send an email transcribing the content of the Town Emergency Alert verbatim.
 - 5.2.3 A Town Emergency Alert sent in text message shall be titled as "Town of Marana EVERBRIDGE Town Emergency Alert".
 - 5.2.4 A Town Emergency Alert sent by phone call shall state at the beginning "This is a Town of Marana EVERBRIDGE Town Emergency Alert."
 - 5.2.5 The content of the Town Emergency Alert shall provide the basic information in clear, concise, and accurate terms and, if applicable, simple instructions for Town employees.
 - 5.2.6 Following the issuance of a Town Emergency Alert, Town-wide publishers can issue an Emergency Update when new information or instruction is available or an All Clear Notification when the emergency situation is resolved.
 - 5.2.7 The Town-wide Publisher who issues the Town Emergency Alert shall track the confirmations from Town employees in the Everbridge Mass Notification System. The Town-wide Publisher shall contact the Department Head, Deputy Department Head, or Manager of an employee who does not confirm receipt of the Town Emergency Alert.
- 5.3 Content of Department Emergency Alert. A Department Emergency Alert sent using the Everbridge Mass Notification System must provide immediate, clear guidance regarding the type of emergency and pertinent information and instructions.
- 5.3.1 A Department Emergency Alert shall be sent using the Everbridge Mass Notification in the following order: 1) Text message to employee's cell phone; 2) Phone call to employee's cell phone; and 3) Phone call to employee's work phone.
 - 5.3.2 Department Emergency Alert sent in text message shall be titled as "[NAME OF DEPARTMENT(S)] EVERBRIDGE Department Emergency Alert".
 - 5.3.3 A Department Emergency Alert sent by phone call shall state at the beginning "This is a [NAME OF DEPARTMENT(S)]EVERBRIDGE Department Emergency Alert."
 - 5.3.4 The content of the Department Emergency Alert shall provide the basic information in clear, concise, and accurate terms and, if applicable, simple instructions for employees in the Department.

- 5.4 Publisher. A Town-wide Publisher or a Department Publisher is a Town employee authorized to use the Everbridge Mass Notification System.
- 5.4.1 The Town Manager or designee shall identify and authorize Town-wide Publishers, including, at a minimum, the Deputy Town Manager, the Communications Manager, a member of the Command Staff at Marana Police Department, and the Technology Services Director.
 - 5.4.2 The Town Manager or designee shall identify and authorize Department Publishers in the following Departments: Marana Police Department, Public Works Department, Water Department, and Technology Services Department.
 - 5.4.3 All Publishers shall attend a yearly training regarding the Everbridge Mass Notification System and the contents of this Administrative Directive.
 - 5.4.4 A Publisher must use the Everbridge Mass Notification System only as set forth in this Administrative Directive.
 - 5.4.5 A Town-wide Publisher may issue a Town Emergency Alert, Emergency Update, and an All Clear Notification in the event of an emergency.
 - 5.4.6 A Department Publisher may issue a Department Emergency Alert.
 - 5.4.7 A Town-wide Publisher may issue a Town-wide Notification when there is a non-emergent situation that is likely to affect all Town employees.
- 5.5 Town-wide Notification Procedure. A Town-wide Notification is distributed to Department Heads, Deputy Department Heads, and Managers via the Everbridge Mass Notification System. The content of the Town-wide Notification is then distributed to all Town employees via text message and email.
- 5.5.1 A Town-Wide Notification shall be sent to Department Heads, Deputy Department Heads, and Managers using the Everbridge Mass Notification in the following order: 1) Text message to employee's cell phone; 2) Phone call to employee's cell phone; and 3) Phone call to employee's work phone.
 - 5.5.2 A Town-Wide Notification sent in text message shall be titled as "Town of Marana EVERBRIDGE Town-Wide Notification."
 - 5.5.3 A Town-Wide Notification sent by phone call shall state at the beginning "This is a Town of Marana EVERBRIDGE Town-Wide Notification."
 - 5.5.4 The content of the Town-Wide Notification shall provide the basic information in clear, concise, and accurate terms and, if applicable, simple instructions for Town employees
 - 5.5.5 Upon receipt of a Town-wide Notification, Department Heads, Deputy Department Heads, and Managers shall immediately confirm receipt and then relay the message to all the supervisors in their Department via text message, where appropriate and email. It is expected that each Department Head, Deputy Department Head, and Manager shall have the telephone contact information for all the supervisors in their Department in their cell phone so that supervisors can be sent the information in the Town-wide Notification via text message.

- 5.5.6 Upon receipt of a Town-wide Notification, the supervisor shall confirm receipt of the text message from the Department Head. The supervisor shall then immediately send a text message and email with the information in the Town-wide Notification to all employees who report directly to the supervisor. It is expected that each supervisor shall have the contact information for all the supervisor's reporting employees in their cell phone, so that all employees can be sent the information in the Town-wide Notification via text message.
- 5.5.7 The Town-wide Publisher who issues the Town-wide Notification, shall track the confirmations from Department Heads, Deputy Department Heads, and Managers in the Everbridge Mass Notification System. The Town-wide Publisher shall contact the Department Heads, Deputy Department Heads, or Managers who do not confirm receipt of the Town Emergency Alert.
- 5.5.8 The Human Resources Department shall ensure that an incoming employee's name and cell phone number is added to the Everbridge Mass Notification System. If an employee does not have a cell phone number, the Human Resources Department will inform the employee's supervisor and Department Head. The Human Resources Department shall remove outgoing employees from the Everbridge Mass Notification System.
- 5.5.9 The Human Resources Department shall ensure that an employee that transfers into or out of a Department that receives Department Emergency Alerts is updated in the Everbridge Mass Notification System. The Human Resources Department shall ensure that an employee that transfers into or out of a position as a Department Head, Deputy Department Head, or Manager is updated in the Everbridge Mass Notification System.
- 5.5.10 The Safety Committee shall have a standing agenda item to ensure that supervisors are updating the cell phone numbers of their direct reports in their cell phones.
- 5.5.11 The Human Resources Department shall maintain a list of all approved Town-wide Publishers and Department Publishers.
- 5.5.12 The Human Resources Department shall conduct the Everbridge Mass Notification System training and ensure that all Publishers attend the training.
- 5.5.13 The Technology Services Department shall add Town-wide Publishers and Department Publishers to the Everbridge Mass Notification System after notification from the Human Resources Department.
- 5.6 Testing. Tests of the Everbridge Mass Notification System are necessary to ensure the system is operating properly and effectively.
- 5.6.1 Tests shall state "TEST OF TOWN OF MARANA EVERBRIDGE SYSTEM - this is only a test."
- 5.6.2 At least once annually, a Town-wide Publisher shall publish a test Town Emergency Alert. Department Heads and Deputy Department Heads will report to the Human Resources Department whether all employees in the Department received the test alert.

- 5.6.3 At least once annually, a Town-wide Publisher shall publish a Test Town-wide Notification. Department Heads, Deputy Department Heads, and Managers shall follow the Town-wide Notification procedure as outlined in Section 5.5 clearly communicating that it is only a test notification. Department Heads, Deputy Department Heads, and Managers will report to the Human Resources Department whether all employees in the Department received the test Town-wide Notification.
- 5.6.4 Department Publishers shall conduct a monthly test within their Department to ensure the Everbridge system is working effectively.
- 5.6.5 In the event that a test fails using the Everbridge Mass Notification System, the Technology Services Director or designee shall be immediately notified.

6.0 RESPONSIBILITIES

- 6.1 The Human Resources Department is responsible for updates, training, and testing of the Mass Notification System.
- 6.2 The Technology Services Department is responsible for immediately addressing any failures in the Everbridge Mass Notification System and allowing Publishers access to the Everbridge Mass Notification System.

REVISION HISTORY

<i>REV</i>	<i>DESCRIPTION OF CHANGE</i>	<i>DATE</i>
OR	Original Release	5/25/21

Caution: A copy of this Administrative Directive is an uncontrolled document. It is your responsibility to ensure you are using the current version. The electronic version is the only acceptable and controlled Administrative Directive.