SEATTLE CITY COUNCIL

Legislative Summary

CB 118507

Record No.: CB 118507 **Type:** Ordinance (Ord) **Status:** Passed

Version: 1 124870 **In Control:** City Clerk

File Created: 08/04/2015

Final Action: 09/29/2015

Title: AN ORDINANCE relating to The City of Seattle's (City) emergency notification and alerting system; establishing *AlertSeattle* as the City's emergency notification and alerting system; adopting policies governing the use thereof including administrative guidelines and a governance charter; and repealing Ordinance Number 122527.

Date

Notes:

Filed with City Clerk:

Mayor's Signature:

Sponsors: Harrell

Vetoed by Mayor:

Veto Overridden:

Veto Sustained:

Attachments: Att A – Ordinance 122527, Att B - Use of Community Notification System Policy, Att C - AlertSeattle Use Policy and Guidelines, Att D - AlertSeattle Governance Charter

Drafter: angela.socci@seattle.gov

Filing Requirements/Dept Action:

History of Legislative File

Legal Notice Published: ☐ Yes ☐ No

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Mayor	08/11/2015	Mayor's leg transmitted to Council	City Clerk			
	Action Text: The Council Bill (CB) was Mayor's leg transmitted to Council. to the City Clerk						
	Notes:						
1	City Clerk	08/11/2015	sent for review	Council President's Office			
	Action Text: The Council Bill (CB) was sent for review. to the Council President's Office						
	Notes:						
1	Council President's Office	08/12/2015	sent for review	Public Safety, Civil Rights, and Technology Committee			
	Action Text: The Council Bill (CB) was sent for review. to the Public Safety, Civil Rights, and Technology Committee						

Notes:

1	Full Council	09/14/2015	referred	Public Safety, Civil Rights, and Technology Committee		
1	Public Safety, Civil Rights, and Technology Committee	09/16/2015	pass		09/21/2015	Pass

Action Text: The Committee recommends that Full Council pass the Council Bill (CB).

In Favor: 3 Member Bagshaw, Chair Harrell, O'Brien

Opposed: 0

Absent(NV): 1 Licata

1	Full Council	09/21/2015	passed		Pass

Action Text: The Council Bill (CB) was passed by the following vote and the President signed the Bill:

Notes:

In Favor: 9 Councilmember Bagshaw, Council President Burgess, Councilmember Godden, Councilmember Harrell, Councilmember Licata, Councilmember O'Brien, Councilmember Okamoto, Councilmember Rasmussen, Councilmember Sawant

Opposed: 0

1	City Clerk	09/22/2015	submitted for Mayor's signature	Mayor

Action Text: The Council Bill (CB) was submitted for Mayor's signature. to the Mayor

Notes:

1	Mayor	09/29/2015	Signed

Action Text: The Council Bill (CB) was Signed.

Notes:

1	Mayor	09/29/2015	returned	City Clerk

Action Text: The Council Bill (CB) was returned. to the City Clerk

Notes:

1	City Clerk	09/29/2015	attested by City Clerk

Action Text: The Ordinance (Ord) was attested by City Clerk.

Notes:

CITY OF SEATTLE

ORDINANCE 124870

COUNCIL BILL 118507

AN ORDINANCE relating to The City of Seattle's (City) emergency notification and alerting system; establishing *AlertSeattle* as the City's emergency notification and alerting system; adopting policies governing the use thereof including administrative guidelines and a governance charter; and repealing Ordinance Number 122527.

WHEREAS, in 2007, The City of Seattle (City) adopted Ordinance Number 122527 relating to the Community Notification System for the City, adopting usage policies and providing direction on implementation guidelines for the use of the system; and

WHEREAS, in 2014, the Mayor proposed and the City Council approved funding to replace the Community Notification System; and

WHEREAS, beginning in July 2014, the Office of Emergency Management initiated a competitive procurement process to select a vendor to provide the City with an emergency notification and alerting system to be known as *AlertSeattle*; a contract was signed with the selected vendor on January 23, 2015; and

WHEREAS, the Mayor's Emergency Executive Board and Disaster Management Committee advise the Mayor and Director of Emergency Management in policy level issues related to emergency mitigation, prevention, protection, preparedness, response or recovery, *AlertSeattle* is another policy that would benefit from their review; and

WHEREAS, City departments and offices should follow the guidance set forth in the *AlertSeattle* policies approved by the Emergency Executive Board and included in the City's Emergency Operations Plan; NOW, THEREFORE,

BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:

Section 1. Ordinance 122527, a copy of which is attached as Attachment A, is repealed, along with associated policies and guidelines for the operation of the Community Notification System, a copy of which is attached as Attachment B.

Section 2. The City Council adopts the following policies governing use of The City of Seattle's new emergency notification and alerting system, *AlertSeattle*:

A. The *AlertSeattle* system may be used to send warnings and time-sensitive information to residents, businesses, organizations, and public agencies before, during, and after an emergency event when people are asked to take emergency action.

B. The *AlertSeattle* system may be used to rapidly mobilize emergency responders and to alert City employees of emergencies that affect the workplace.

C. The *AlertSeattle* system may be used to send urgent non-emergency information regarding disruption of services, road closures, and other advisories that contribute to the overall public safety and health of the community.

D. Messages sent through the notification system must be clear, concise, accurate, and informative.

Section 3. The "*AlertSeattle* Seattle Notification and Alerting System Use Policy and Guidelines, revised 5/13/2015," which is attached as Attachment C, and the "AlertSeattle Implementation, Operations and Management Governance Charter, Revision 1.2: May 13, 2015," which is attached as Attachment D, are adopted as administrative and implementation guidelines for *AlertSeattle.* The Office of Emergency Management may submit to the Mayor future modifications to the administrative and implementation guidelines provided that they remain consistent with the policies adopted in Section 2 of this ordinance. The guidelines shall, at minimum, include the following components:

A. Procedures for authorizing the use of *AlertSeattle* and approving outbound messages;

B. A process for maintaining a record of outbound calls that includes the date, time, purpose, description of call recipients and the message delivered; and

C. A system for authorizing the use of *AlertSeattle* that prioritizes various levels of emergency circumstances based on their severity.

Section 4. This ordinance shall take effect and be in force 30 days after its approval by the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it shall take effect as provided by Seattle Municipal Code Section 1.04.020.

Passed by the City Council the 21st day of September, 2015, and signed by me in open session in authentication of its passage this 21st day of September, 2015.

President _____ of the City Council

Approved by me this 29th day of September, 2015.

Edward B. Murray, Mayor

Filed by me this 29th day of September, 2015.

Monica Martinez Simmons, City Clerk

(Seal)

Attachments:
Attachment A - Ordinance 122527
Attachment B - Use of Community Notification System Policy
Attachment C - *AlertSeattle* Use Policy and Guidelines
Attachment D - *AlertSeattle* Governance Charter

City of Seattle Combined Legislative Records Search

Information retrieved on February 20, 2015 9:27 AM

Council Bill Number: 116030
Ordinance Number: 122527

AN ORDINANCE relating to the Community Notification System for the City of Seattle, adopting usage policies and providing direction on implementation guidelines for the use of the system.

Status: Passed
Date passed by Full Council: October 1, 2007
Date of Mayor's Veto:
Note: *Returned unsigned by Mayor 10/11/07*

Vote: 8-0 (Excused: McIver)
Date for Full Council Consideration:
Date of Mayor's signature: October 11, 2007
(about the signature date)

Date introduced/referred to committee: September 24, 2007
Committee: Environment, Emergency Management and Utilities
Sponsor: CONLIN
Committee Recommendation:
Date of Committee Recommendation:
Committee Vote:

Index Terms: DEPARTMENT-OF-HOMELAND-SECURITY, GRANTS, COMMUNICATION-SYSTEMS, TELECOMMUNICATIONS, INFRASTRUCTURE

Fiscal Note: Fiscal Note to Resolution 116030

Electronic Copy: PDF scan of Ordinance No. 122527

Text

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Note to users: {- indicates start of text that has been amended out
               -} indicates end of text that has been amended out
               {+ indicates start of text that has been amended in
               +} indicates end of text that has been amended in
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AN ORDINANCE relating to the Community Notification System for the City of Seattle, adopting usage policies and providing direction on implementation guidelines for the use of the system.

WHEREAS, in 2005, the City of Seattle received federal Urban Area Security Initiative (UASI) grant funds to develop the Community Notification System (CNS); and

WHERAS, the U.S. Office of Management and Budget, along with other Federal Agencies, states that the UASI "provides funding to high-risk urban areas to improve their capabilities to prevent, protect against, respond to, and recover from terrorist attacks and other disasters."; and

WHEREAS, the CNS enables the City to communicate directly with its residents and employees in case of a terrorist event or a disaster necessitating emergency management response; and

WHEREAS, the CNS has the capability of making thousands of outbound telephone calls per hour to residents and businesses by utilizing a database that is integrated with the City's Geographic Information System (GIS); and

WHEREAS, the annual operations and maintenance cost of the CNS is $390,000; and

WHEREAS, in 2005, the City's Department of Information Technology developed a set of written policies outlining the procedures and protocols regarding under what circumstances the CNS could be initiated; and

WHEREAS, in 2007, the City Council conducted a review of the City's coordinated emergency response to the impacts of winter storms in December of 2006; and

WHEREAS, in Resolution 30986, the City Council adopted a citywide goal to provide more timely and accurate information to the public before, during and after a disaster; and

WHEREAS, the CNS was not deployed before, during or after the winters storms in December of 2006; and

WHEREAS, the City Council believes it is appropriate to adopt formal written policies governing the City's use of the CNS; and

WHEREAS, such policies should clearly articulate the types of emergency situations that would warrant the use of the CNS and how such emergencies are defined;

WHEREAS, use of the CNS should not violate the City's Ethics and Elections Ordinance and Rules; and

WHEREAS, City of Seattle Departments and Offices should not be authorized to use the CNS for purposes inconsistent with the adopted policies; NOW, THEREFORE,

BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:

Section 1. The City Council hereby adopts the following policy governing use of the City of Seattle's Community Notification System:

The Community Notification System (CNS) is authorized only for communications with the public and key emergency response agencies under emergency circumstances, or for system testing and for no other purposes. Emergency circumstances for the purposes

of this ordinance shall be defined as circumstances where use of the CNS may help to protect the public's health and safety or to alert the public to an emerging, imminent, or occurring situation that may create danger to life and safety or for planned utility or service outages.

The CNS may also be authorized for communicating with City employees information relevant to their work responsibilities.

Section 2. The Department of Information Technology (DoIT) shall develop administrative and implementation guidelines for the CNS consistent with the policy adopted in Section 1. The guidelines shall, at minimum, include the following components:

1. Procedures for authorizing the use of the CNS and approving outbound messages;

2. A process for maintaining a record of outbound calls that includes the date, time, purpose, description of call recipients and the message delivered; and

3. A system for authorizing the use of the CNS that prioritizes various levels of emergency circumstances based on their severity.

DoIT shall submit to the City Council by no later than January 1, 2008 the CNS administrative and implementation guidelines for review and feedback. Future modifications to the CNS administrative and implementation guidelines shall also be shared with the City Council for review and feedback.

Section 3. This ordinance shall take effect and be in force thirty (30) days from and after its approval by the Mayor, but if not approved and returned by the Mayor within ten (10) days after presentation, it shall take effect as provided by Municipal Code Section 1.04.020.

Passed by the City Council the ____ day of _____, 2007, and signed by me in open session in authentication of its passage this _____ day of _____, 2007. _____ President _____of the City Council

Approved by me this ____ day of _____, 2007.
_____ Gregory J. Nickels, Mayor

Filed by me this ____ day of _____, 2007.
_____ City Clerk

09/25/2007 Version #8 (amendment) t

c

City of Seattle	**COMMUNICATION POLICY:** Use of Community Notification System

Gregory J. Nickels, Mayor
Bill Schrier, Chief Technology Officer

Purpose:
The City of Seattle has potential terrorism and emergency management response reasons for communicating directly with its residents and employees. There are also ancillary needs the City has for such communications ranging from public safety emergencies to enhanced customer services. The City is installing a Community Notification System to serve these purposes. The opportunity to establish this system was provided by the federal Urban Area Security Initiative (UASI) grant program. The City's CNS system can rapidly make thousands of outbound calls per hour using databases that are integrated with the City's geographic information system to improve and augment communication with residents and businesses. City departments need policies to guide use of this notification system, and the public needs to understand how it will be used.

This policy provides definitions of authorized and appropriate uses, prioritizes the calls, defines the approval process, and guides implementation.

Affected Departments and Outside Agencies
This Policy applies to all City departments, legislative branch, judicial branch, and public library and other entities that the City authorizes, listed below:

Public entities inside Seattle City Light service area.

Public entities outside Seattle City Light service area, allowed only in an emergency as defined in the Vendor's license agreement.

Policy
The Community Notification System will be authorized only for uses that do not violate the City's Ethic and Election Rules and Policies, and that further City of Seattle business, assist mutual aid or regional cooperation.

Calls from the Community Notification System must meet one of five criteria, in order of priority level:

1. First priority level calls are necessary to protect public safety or alert the public to an imminent or occurring emergency or disaster, in accordance with the National Incident Management System. This could include acts of terrorism, or other natural or human caused disasters such as a dirty

City of Seattle	**COMMUNICATION POLICY:** Use of Community Notification System

Gregory J. Nickels, Mayor
Bill Schrier, Chief Technology Officer

bomb explosion, dam failure, or other situations that would create a danger to life and safety.

2. Second priority level calls notify the public to situations that involve emergent public safety issues but are less urgent or threatening than first priority calls. Examples include an Amber alert, sewer break, emergency school evacuation, or emergency utility outage.
3. Third priority level calls notify individuals of emergency problems with facilities in their neighborhood, e.g. a water main break.
4. Fourth priority level call are made to small groups of citizens or customers as an enhancement to services that they receive from city government, e.g. senior watch, a drilling reminder, excavation notification, DPD permits status, library books ready/overdue, etc. This category of calls requires advance planning.
5. Fifth priority calls are general interest calls to large groups of citizens/businesses which are not of an urgent nature, e.g. fire station relocation, proposed neighborhood projects, smoke detector battery change public service announcement. These calls should be vetted thoroughly to determine the efficacy of placing these calls via the Community Notification System. This category of calls requires advance planning with approval of the department director, and notification of the Mayor's Office in advance.

Calls to City employees may be made under any of the above priorities for Reasons and purposes determined by the department director.

An approval process will be followed to originate calls from the Community Notification System to the public.

1. First and Second priority level calls must be approved by the Incident Commander or by the City's Director of Emergency Management.
2. Third priority level calls must be approved by either the City's Director of Emergency Management or the Director of the impacted department.
3. Fourth and fifth level priority calls must be approved by the Director of the requesting department

City of Seattle	**COMMUNICATION POLICY:** Use of Community Notification System

Gregory J. Nickels, Mayor
Bill Schrier, Chief Technology Officer

Unlisted Telephone Numbers

Unlisted numbers will be called only under two circumstances:

Public emergencies that affect health and safety of the household

The owner of the unlisted number has specifically given the City permission to call

Listed Telephone Numbers

Listed numbers should be called only under the following circumstances:

Public emergencies that affect health and safety of the household and neighborhood

The owner of the listed number has generally given the City permission to call

Definition of Permission to call: Citizen/Business permission to call can take the form of:

Existing departmental call lists (City would have call anyway using a live person)

Signed up in meetings for follow up calls

Signed utilities customer service contract permitting Utilities to call

Hours of call

Other than the First, second and third priority calls, all other calls should only be place between 9am to 8pm.

Implementation
This policy will be in effect upon authorization by the Chief Technology Officer.

City of Seattle	**COMMUNICATION POLICY:** Use of Community Notification System

Gregory J. Nickels, Mayor
Bill Schrier, Chief Technology Officer

Exceptions
Requests for exceptions to this policy should be made in writing to the City's Chief Technology Officer.

Document Control
- This document is owned and maintained by the Chief Technology Officer.
- This Policy shall be reviewed yearly and updated as required.
- Recommended by the Steering Committee of CNS.

Request Date	Requested By	Changed By	Content Change Description	Approved By
9/25/2006	CNS Steering Committee	Luckj	Remove reference to HLS alerts (outdated). Modified footer date. Removed reference to 'pre-recorded' messages. Adjusted approval process to match remainder of document and current understanding. Removed reference to the City's Web site for registration (does not exist).	Steering in General Barb Graff in detail

Authorized this 2nd day of October, 2006 by:

_____

Bill Schrier
Chief Technology Officer
City of Seattle

City of Seattle	**COMMUNICATION POLICY:** Use of Community Notification System

Gregory J. Nickels, Mayor
Bill Schrier, Chief Technology Officer

IMPLEMENTATION GUIDELINES

Citywide Implementation

A committee made up of a public information officer from SPD, SFD, SPU, SCL, DoIT, and the Mayor's Office will review all pre-recorded messages that will reach large groups of residents/businesses. This committee will be a resource for the deployment strategy.

The following deployment strategy will increase the effectiveness of the Community Notification System.

1. Educate the public about the Community Notification System so that they will be receptive to both the medium and the message.
2. Use discretion when determining whether the Community Notification System is the best tool to reach the desired audience so that overuse will not lessen its effectiveness.
3. Create a branding so that the resident/business will recognize a call from the City of Seattle:
    a. Same Caller ID
    b. Same introduction

Departmental Implementation

Each department that might have use for the Community Notification System will develop a process to follow. Elements of that process may include the following actions:

1. Create a list of the types of calls that are suitable for the Community Notification System.
2. Designate person(s) responsible for vetting and approving message.
3. Designate person(s) who can authorize calls. If this is other than the department director, this designated person(s) must also notify department director prior to authorizing calls.
4. Designate staff(s) authorized to launch the calls. They must be trained technically as well as administratively.

City of Seattle	**COMMUNICATION POLICY:** Use of Community Notification System

Gregory J. Nickels, Mayor
Bill Schrier, Chief Technology Officer

5. Prepare scripts in advance and prerecord message if possible, in multiple language if appropriate.
6. Make sure message is clear, brief, and easily understood.

7. For external calls, department Public Information Officer must review and approve message in advance.
8. Identify on the message if the call is for emergency.
9. Give the called party a way to call back, via bulletin board or live person if possible.
10. Create and update, via departmental system administrator, custom call lists data using called parties input and check against the central "do not call matrix."
11. Check to see if there is potential of a similar message to same called parties being sent from another department. The Public Information Officer group is a good resource of multiple department coordination.
12. Contribute to the central "do not call matrix."
13. Consider the language preference of the called party.

The Community Notification System is capable of providing the following call information:

1. The call log includes call originator, authorizer, number of calls made, time of calls, call event durations, number of successful connections, hang ups, machines, number of feedback from called parties.
2. Call list data bases (only accessible to authorized personnel).

The Citizens Service Bureau should also be notified and provided with a script of call. This is particularly important when a large number of calls are to be made.

AlertSeattle
Seattle Notification and Alerting System
Use Policy and Guidelines

Revised 5/13/2015

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1. Executive Summary

The City of Seattle, with the sponsorship of eight departments, conducted an RFP process in 2014 and selected Rave Mobile Safety's Rave Alert product as its hosted emergency notification and alerting system. The City has named the system *AlertSeattle* and intends to use it to meet three objectives:

1. Sending the public emergency information for taking immediate life-protective measures[1]
2. Rapidly mobilizing emergency responders during events such as active-shootings, serial arsons, urban flooding, landslides or possible oil train derailments
3. Sending important, non-emergency notifications to individuals who have chosen to receive them

The City has prioritized public and City staff emergency notification above non-emergency communication. However, it recognizes that non-emergency notifications will likely comprise the majority of system use. Please see section 4.3 "System Use Guidelines" for details.

AlertSeattle is a hosted, cloud-based solution employing a Software as a Service (SaaS) operating model. The Department of Information Technology (DoIT) will administer the system and provide first tier service desk support. *AlertSeattle* is operated as a an enterprise resource capable of serving all City departments for emergency alerting, public outreach and service advisories. Rave Mobile Safety will provide 7 x 24 customer support to City system users and will provide user training. Rave will also ensure continuity of operations during disaster events employing interconnected redundant data centers and high throughput multiple path communications networks.

Overall governance of *AlertSeattle* will be by the Operating Board as provided for in the system operating charter agreed to by the participating departments. The Office of Emergency Management is designated as the primary business owner and will convene and chair meetings of the Operating Board. This board will coordinate the implementation and application of these operational policies and guidelines. Departments using *AlertSeattle* will be responsible for their internal adherence to City policies and will train and supervise their staff in the use of the system. All policies governing the use and operation of *AlertSeattle* will be approved by the Emergency Executive Board. Coordination of system use and operations, as well as development of operating practices, will be through the Management Team, chaired by OEM and composed of designated representatives from the departments utilizing *AlertSeattle* as outlined in the system operations charter.

1.1 System Objectives

The following describes *AlertSeattle's* capability in meeting the City's three notification objectives.

Conducting Emergency Alerting and Staff Mobilization

AlertSeattle facilitates the creation of emergency text and audio notifications that can be delivered via multiple methods, including texts, e-mails and voice calls. Notification creators can

[1] Alerts will be delivered within the City's boundaries and the service areas of the Utilities as well as other key areas that could be affected by City infrastructure (e.g., communities downstream from City dams on the Tolt River and at Lake Youngs)

choose which notification delivery mechanism(s) to use and craft a notification accordingly. For example, a single notification can involve a recorded voice message sent via phone, a typewritten message sent by email and text message, and a different typewritten note sent via social media and/or posted on a website.

In addition to these notification capabilities, *AlertSeattle* may apply to access the Wireless Emergency Alerting (WEA) service[2]. WEA uses one-to-many broadcasts and doesn't require addressing individual cellular phone numbers. In order to qualify to use the WEA system Seattle must request and receive approval from FEMA, sign a memorandum of understanding and have designated system users successfully complete WEA certification training. WEA can only be used for the most serve alerts where threat to life is imminent.

The public can be reached three ways:

1. By calling phone numbers listed in the White Pages database and 911 database
2. By accessing customer contact lists maintained by City departments and utilities; and
3. By utilizing contact information from the City's public self-registration Web portal.
4. By sending a WEA message broadcast to all Smart phones located in a targeted area to be used only in the most critical emergencies.

Note: phone numbers in the White Pages and 911 databases are primarily landline phones and represent an increasingly smaller portion of the public.

AlertSeattle can notify all recipients listed in its database or target a specific area based on an interactive map interface. Messages can also be targeted by lists which dictate associations to one or more groups. System functionality can be expanded to notifying specific buildings and floors within a building, as well as sending flash messages to computer screens or broadcasting on building public address systems.

Once the emergency notification text and/or audio message has been created and the recipients have been selected, *AlertSeattle* sends notifications according to the delivery mechanisms specified by the notification creator (e.g., text, e-mail, voice call and/or text-to-speech). Emergency notifications are intended for all targeted recipients and accordingly may not adhere to the preferences specified by people who have opted to receive notifications through specific channels (e.g., notify via email but never phone). Non-emergency notifications are sent and delivered in conformance to these preferences. See section 4.4 for details regarding translation capabilities.

Contact information for employees – All City employees have their information loaded from HRIS into *AlertSeattle*, lists have been configured to group employees by department and building location. Currently email addresses and desk phone numbers and some cell numbers are loaded for employees who have these assigned. It remains an open question if the City will require employees to provide personal contact information including home phone number, personal cell numbers and personal e-mail addresses.

[2] WEA is a cooperative public notification system operated by FEMA and wireless service providers (Verizon, AT&T, T-Mobile etc.).

Sending Important, Non-Emergency Notifications

Aside from business process differences that dictate how to create these messages and when they are acceptable, non-emergency notifications can be generated and sent exactly the same way as emergency notifications. *AlertSeattle* provides a few additional capabilities targeted more toward important, non-emergency notifications. These include:

1. Recognition of recipient notification preferences that were selected at the time they signed up through public opt-in web page and ensuring the non-emergency notification adheres to these subscriber preferences.
2. Notification scheduling, which queues notification delivery until a specific time or a window of time.
3. Application Programming Interfaces (APIs) that allow other City systems to initiate, populate and send notifications automatically as established by service delivery procedures.

Non-emergency notifications will not make use of *AlertSeattle's* interface with the City's 911 database. Instead, selecting recipients will rely on APIs, the system's mapping interface and/or pre-defined lists, or manual entry of recipients.

Strict business process controls and policies are critical for using *AlertSeattle* for non-emergency notifications. The City and public are best served by a system that delivers pertinent non-emergency information to people who want to receive those notifications. Sending too many notifications can encourage recipients to stop participating – and potentially prevent them from receiving emergency notifications. The Usage Policies and Guidelines section addresses this topic further.

1.2 Limitations

AlertSeattle's primary use is for sending time-sensitive emergency and non-emergency notifications concerning life safety and/or information about significant interruptions in City services. Because *AlertSeattle* is capable of facilitating general interaction with City customers or stakeholders for other purposes (e.g., announcing a new or revised City process, advertising City events), the City must be mindful of creating notification fatigue that could lead to recipients opting out of receiving emergency notifications.

Accordingly, the *AlertSeattle* Operating Board reserves the right to determine acceptable system use cases for non-emergency notifications.

Please see section 4.3 for further prohibitions.

2. Community Outreach to Facilitate Subscriber Sign-up

AlertSeattle is configured in two domains: a. Public Safety and b. Utilities this provision is made to best manage the differences in service area geography and the types of emergencies and service disruptions.

a. The Public Safety Domain will include police, fire, transportation, emergency management and the general services of the City. The service area will be the corporate boundaries of the City of Seattle

b. The Utilities Domain will include City Light and Seattle Public Utilities and their service and warning areas which are in part located outside the corporate boundaries of the City of Seattle. Seattle Public Utilities may extend the use of this system to water districts who distribute SPU water. The specific purpose is to notify customers of water related emergencies or service disruptions.

This separation of domains will insure that utility customer lists will only be used to contact a customer in a utility service related matter and not for general government or public safety use. Utility customers will be encouraged to sign up to receive general public safety alerts and notifications.

There are three primary methods of obtaining contact information for notifying the public:

1. Utilizing vendor-provided databases containing phone numbers listed in the White Pages and phone numbers supporting the automatic number and location systems for E-911centers – these numbers are primarily for landline phones and represent an increasingly smaller portion of the public to be alerted;
2. Accessing customer contact lists maintained by City departments and utilities (see limitations discussed above regarding domains);
3. Establishing a public subscriber web portal to gather phone, mobile phone, e-mail and social media contact information.

Landline phones are used much less by people in Seattle today. With fewer traditional wired phones in homes, an increasing majority of people use wireless phones for their voice and text messaging. The Seattle Police Department reports that less than 27 percent of all 911 calls originate from landlines. For *AlertSeattle* to successfully reach the majority of people, Seattle must find an effective way for people to subscribe and provide their contact information – including their wireless numbers.

The City's objective is to provide the public with single subscriber web portal to register for both emergency and non-emergency notifications. To ensure the broadest participation, this will require a coordinated public education effort by the City, King County's Smart911 program registration campaign and Rave Mobile Safety. People who live, work or spend time in Seattle will be able to set up a profile page with contact information, language preference, preferred notification methods and specific categories of non-emergency notifications they want to receive, e.g., service disruptions, utility outages, road closures, etc. *AlertSeattle* and *Smart911* are both hosted by Rave Mobile Safety and registration for both services can be completed simultaneously from a common Web portal.

The City may also leverage customer and employee contact information contained in other City systems but City customers must first give the City permission to use this information for purposes outside its original intent. For example, the City's utility customers provide their contact information to Seattle Public Utilities and Seattle City Light for service and billing

activities (the original intent). This contact information cannot be used for general City emergency notifications or other non-emergency notifications unless approved by customers. To reinforce this separation separate operating domains for public safety and the utilities – see explanation above. Participating departments may need to create or modify business processes and/or customer-facing applications to seek permission for using customer contact information for emergency notification purposes. Processes and technology must adhere to the City's six privacy principles[3].

Finally, Rave Mobile Safety has committed to helping the City conduct a subscriber registration campaign to encourage people to provide their information to the opt-in subscriber Web portal. This campaign must address hard-to-reach communities (e.g., visual and auditory impaired people, non-English speakers) as their inclusion will be critical to the program's success.

3. System Governance and Management

Overall governance of *AlertSeattle* will be by the Operating Board as provided for in the system operating charter signed by the participating departments. The Office of Emergency Management (OEM) is designated as the primary business owner and will convene and chair Operating Board meetings. This board will coordinate the implementation and application of these operational policies and guidelines. Departments using *AlertSeattle* will be responsible for their internal adherence to City policies and will train and supervise their staff in the use of the system. All policies governing the use and operation of *AlertSeattle* will be approved by the Emergency Executive Board. Coordination of system use and operations, as well as development of operating practices, will be through the Management Team composed of designated representatives from the departments utilizing *AlertSeattle* as outlined in the system operations charter.

3.1 Emergency Executive Board (EEB)

The Mayor has established the Emergency Executive Board to review and provide advice on emergency issues requiring policy action by the Mayor. The EEB will review and approve all policies governing the use and operation of *AlertSeattle* including all related SOPs developed by city departments. Policies affecting operation of the emergency notification and alerting system will first be reviewed by the AlertSeattle Operating Board and recommended for approval to the EEB via the Office of Emergency Management Director. It is the EEB's responsibility to ensure consistency of these policies within the City's overall public safety priorities and communications strategies.

3.2 Operating Board

The Operating Board is responsible for overall governance of *AlertSeattle*, as indicated by the agreement of participating departments identified in the system operating charter. The Office of Emergency Management is designated as the primary business owner and will convene and chair Operating Board meetings. This board will coordinate the implementation and application of operational policies and guidelines, as well as oversee the effective and accountable operation of the system. The management team provides recommendations to the Operating Board, whose responsibilities include:

[3] The City's privacy principles can be viewed here.

- Executive-level oversight and management of the system
- Review of the recommendations made by the management team
- Support and review of ongoing maintenance, enhancement and budget for the system
- Framework for collaboration and dispute resolution

3.3 Management Team

This team is composed of designated representatives from departments using *AlertSeattle* as outlined in the system operations charter. The management team is responsible for coordination of system use and operations, as well as development of operating practices. The team will be chaired by the OEM Operations Coordinator, who will coordinate meeting agendas and convene quarterly meetings or on an as-needed basis.

3.4 User Group

This group is composed of front-line staff who conduct or participate in both emergency and non-emergency notifications. They serve as a working team to identify system issues, suggest revision to practices and serve in a preliminary policy and decision-making role, as well as an advisory body to the management team and/or operating board.

3.5 Roles and Responsibilities

Departments are responsible for working with the City *AlertSeattle* administrator to provide logins and procedural training to authorized individuals within their organization responsible for using the *AlertSeattle* system.

Participating Departments

Departments using *AlertSeattle* will be responsible for their internal adherence to City policies and will train and supervise their staff in the use of the system. Departments will develop their own internal standard operating procedures (SOPs) guiding how authorized personnel will use the *AlertSeattle* system. All participating departments will designate a management level representative to the *AlertSeattle* Management Team.

City System Administrator

The Department of Information Technology will assign and maintain a designated *AlertSeattle* system City administrator responsible for vendor relationship management through a service level agreement, system accessibility, and administration of system roles and access permissions at a citywide level. Departments will maintain administration of roles and access within their respective organizational frameworks.

The City Administrator is responsible for:

1. System technical coordination and contract management.
2. Security management and compliance.
3. Audit compliance: routine monitoring of System performance and operations to ensure contract compliance.
4. Access management: establish and maintain distribution of department administrator accounts and update local administrator contact list.

5. Data management: Help facilitate access to enterprise and application data for generating internal City contact database for *AlertSeattle* use.
6. Testing: facilitate routine technical test exercises, document overall test results and recommend and execute, as needed, corrective action.
7. System support: provide support to department administrators. Including providing tier 1 service desk support for city users of *AlertSeattle* and access to training on how to operate and administer the system.

Department Administrator

Participating departments agree to appoint a designated *AlertSeattle* administrator responsible for leading, coordinating, monitoring and optimizing use of *AlertSeattle* within their department. Department administrators shall act as the department's central point of contact and will work collaboratively with the City administrator and OEM as the business owner to ensure local use of the system is within policy and operational guidelines.

Department administrators are responsible for:

1. Work with other department staff as appropriate to define notification operating procedures
2. Use compliance: routine monitoring to ensure the system is used within the conditions and terms of City policy and operating guidelines.
3. Access management: local user account distribution and management.
4. Data management: perform routine data management, error-correcting and data integrity updates to contact and geo-coded map data used by the department.
5. Testing: facilitate routine local System test exercise, document local test results and recommend and execute, as needed, corrective action at the local level.
6. System support: provide support to department end-users and access to vendor resources for more in-depth orientation and training.

AlertSeattle System and User Support

The City's contract with Rave Mobile Safety provides for 24x7x365 support of the *AlertSeattle* system. All City of Seattle registered users are able to contact Rave for software support but should defer to department standard operating procedures for specific guidance regarding support activities. During normal business hours all users should contact the City service desk to report service issues, gain help in logging in or basic system questions. After hours users should contact Rave customer service either by e-mail or phone.

4. *AlertSeattle* Usage Policy and Guidelines

Purpose - This policy is intended to outline the City of Seattle's guidelines for the use of *AlertSeattle* in emergency, non-emergency (e.g., service disruptions and road closures) and special event notifications.

Definitions:

AlertSeattle: The City's emergency notification and alerting system

Emergency: Any situation where the public's health and safety are at risk.

Non-emergency: A non-life-threatening situation where the public needs to be notified.

Employee Notification and Mobilization: Alerting City employees according to department standard operating procedures

4.1 System Activation

City departments are responsible for sending messages to affected residents, businesses, organizations and public agencies within their service authority and jurisdiction. Detailed activation procedures shall be included in documented standard operating procedures (SOPs).

The City created the *AlertSeattle* Activation Matrix to provide further guidance on use of the system to send notifications.

The matrix defines two axes – **urgency** and **significance** – that can be rated 1-4. Severity/criticality decreases as the rating increases (i.e., 1 is more critical than 4). The intersection of urgency and significance ratings denotes one of six possible notification levels – each with specific guidelines. *(See Notification Level Guidelines on the following page.)*

The following provides definitions for both significance and urgency.

***AlertSeattle* Activation Matrix**

Urgency \ Significance	1	2	3	4
1			3	4
2		3	4	5
3	3	4	5	6
4	4	5	6	6

Significance:

1. **Most severe** – large-scale emergency with life and safety of large portion of population at risk; justifies wide area alert, including all or most of the City.
2. **Significant** – geographically limited emergency, e.g., a neighborhood, campus, business complex or large facility where a large number of people's lives and health are at risk.
3. **Limited** – a small to moderate event limited to a specific geographic area, e.g., a few residential blocks and/or a small business area where less than five people's lives and/or health are at risk.
4. **Informational** – safety notices, service outage alerts or disruption notifications (e.g., storm warnings, sex offender in neighborhood, utility service outages and road closures)

Urgency:

1. **Most urgent** – not to exceed 15 minutes for assessing the hazard, its potential impact and sending the alert. People's lives, safety and health are in immediate danger.
2. **Urgent** – not to exceed 30 minutes for assessing the hazard, its potential impact and sending the alert. People's lives, safety and health are in danger.
3. **Time sensitive*** – not to exceed 2 hours for assessing the hazard, its potential impact and send the alert. People's lives, safety and health are <u>not</u> in immediate danger.
4. **Important*** – not to exceed 4 hours for assessing the hazard, its potential impact and sending the alert. People's lives, safety and health are <u>not</u> in immediate danger.

Departments responsible for sending notifications must ensure that their SOPs do not result in a notification being sent after the alert time window indicated by the urgency rating.

*Note that urgency ratings of 3 and 4 may place the notification in a level that does not require 24/7 notification (depending on significance). Notifications may be sent after the "not to exceed" timeline in these cases if notification remains relevant.

Notification Level Guidelines

The following defines guidelines specific to each notification level.

Emergency Level	Guidelines
1. Critical Emergency	A. Requires initiation and approval from the authorized City command structure B. Requires Mayor and City Council notification C. Meets criteria established by the Mayor for issuing critical alerts D. Complies with authorization and accountability measures specified in the City's alert activation protocols E. Requires a broad public information effort F. Necessitates 24/7 notification
2. Emergency	A. Follows department SOPs for approval B. Requires Mayor and City Council notification C. Necessitates 24/7 notification
3. Sensitive	A. Follows department SOPs for approval B. Requires Mayor's Office and City Council notification (per SOPs) C. 24/7 notification optional
4. Important	A. Follows department SOPs for approval B. Requires Mayor's Office and City Council notification (per SOPs) C. 24/7 notification optional
5. Localized	A. Follows department SOPs for approval B. Requires Mayor's Office and City Council notification (per SOPs) C. Do not notify 24/7
6. Information	A. Follows department SOPs for approval B. Requires Mayor's Office and City Council notification (per SOPs) C. Do not notify 24/7

Public Notifications

1. Critical Emergency Notifications Level 1 - The Seattle Police Department's 911 Center is the only City agency authorized to send citywide emergencies using the *AlertSeattle* system. Citywide emergency alerts shall be authorized by the City's approved command structure and be in compliance with protocols and criteria prescribed by the Mayor. It is understood that timely notification is essential for warning the public to take life protective measures in response to a critical event. It may not be possible to contact the Mayor and gain approval within critical time limitations. Therefore the Mayor will

preapprove conditions and criteria for authorizing these alerts consistent with approved practices and accountability measures.

When Seattle implements the Wireless Emergency Alerting system (WEA) these alerts will be considered a level 1 Alert and require the same criteria for approval – these alerts will only be sent by the Seattle Police Department 911 center.

2. Public notifications for Levels 2-6 are the responsibility of the individual City departments and will be sent by their designated personnel as provided for by departmental guidelines and procedures. Citywide public notifications initiated by OEM will be sent from the Police 911 center. SOPs will be drafted by departments to outline this authorization process and procedure.
3. Departments who are unable to send a notification should contact Rave Mobile Safety support to assist and/or send the notification for the department.
4. Participating agencies are authorized to develop pre-established notification lists and messages to meet their individual needs. These lists may include special populations (e.g., in-home care, schools, etc.) or those susceptible to certain risks (e.g., homes within known slide areas or flood zones). It is the responsibility of the departments to create, maintain and update these lists.

City Employee Notification and Responder Mobilization

1. City campus and building safety – the Department of Finance and Administrative Services (FAS) is the designated lead for coordinating policies for campus and building safety messaging. FAS in cooperation with departments that operate facilities and their building management firms, may use the *AlertSeattle* system to notify City employees of safety or emergency incidents occurring in or around City facilities. FAS in collaboration with other departments will develop guidelines for advising employees of safety and security issues and provide direction for required action. Additionally, FAS and other property managers may use *AlertSeattle* to advise employees of building closures or service disruptions due to weather or other events.
2. Emergency Operations Center (EOC) activations – The Office of Emergency Management (OEM) may use the *AlertSeattle* system to notify EOC responders and agency managers of developing events that may result in activation and to then call them in should activation be required.
3. All City departments may register to use *AlertSeattle* and may use the system to notify employees and call out responders teams for approved activations. All departments using the system are required to develop standard operating procedures which must be consistent with the City's approved policy and guidelines.
4. All notifications sent to employees regarding reporting to work during city emergencies and/or special work instructions will be authorized and coordinated by the designated representative from the Seattle Department of Human Resources.

4.2 Routine Testing

The *AlertSeattle* System will be tested quarterly. Test exercises will be geared toward ensuring use of the System in an emergency is optimized. This includes testing operational readiness, activation procedures and system effectiveness, as well as validating data and system processes.

Through test exercises, system administrators and users will be able to verify usability and effectiveness of the system and related procedures.

Testing resulting in notifications to the public must be authorized in advance, be well advertised to the community and be connected to a citywide preparedness event or campaign.

Specific test exercise routines, roles, responsibilities and schedules will be detailed in the standard operating procedure (SOPs) document of the departments.

4.3 System Use Guidelines

1. The *AlertSeattle* systems may be used to send early warning and time sensitive information to residents, businesses, organizations and public agencies before, during and after an emergency event when people are being asked to take emergency action.
2. Additionally, the *AlertSeattle* systems may be used to send urgent non-emergency information regarding disruption of services, road closures and other advisories that contribute to the overall public safety and health of the community.
3. Messages sent through the notification systems must be clear, concise, accurate and actionable.
4. The department, authorizing official or incident commander, who is responsible for the content and distribution of each notification message, shall provide a clear point of contact for additional information regarding the message specifics. This contact will be responsible for addressing media inquiries, public complaints, and/or follow-up.
5. While the notification systems can be used for non-emergency events, these notifications will require rigorous review and a stricter approval process. This approval process is needed to avoid desensitizing recipients to City messaging.

Emergency Use

Use of the *AlertSeattle* System for emergency notifications serves two critical needs: (1) sending critical safety information to individuals, businesses, organizations and public agencies within a short timeframe, and (2) mobilizing and communicating with emergency responder staff, volunteers and involved parties about an approaching, present or very recent emergency event.

Critical and Emergency Public Notifications are identified by:

1. Imminent or perceived threat to life or property
2. Disaster notifications
3. Evacuation notices
4. Public health emergencies
5. Public safety emergencies
6. Any notification to provide emergency information to a defined community

As a general rule, *AlertSeattle* is to be used when the public is being asked to take a specific action (e.g., evacuate, prepare to evacuate, shelter in place, boil tap water before drinking, missing child, notification of closure of the incident). The following criteria should be utilized in combination with *AlertSeattle* Activation Matrix to assist with determining the need to issue an alert:

1. *Severity* - how significant is the threat to public life and safety?
2. *Public Protection* - Is there a need for people to take a protective action to reduce loss of life or substantial loss of property?
3. *Warning* - Will providing warning information assist people in making the decision to take proper and prudent action?
4. *Timing* – what factors determine how quickly the City should issue a notification and what timelines do those factors indicate/identify?
5. *Geographical area* - Is the situation limited to a defined geographical area? Is that area of a size that will allow for an effective use of the system, given the outgoing call capacity?
6. *Alternatives* - Are other means of disseminating the information inadequate to ensure proper and time delivery of the information?

Emergency Responder and Key Staff Notifications are limited to:

1. Emergency notification and subsequent updates
2. Request responders and/or key staff report for duty
3. Changing the time or location for staff reporting
4. Exercises

Emergency notification considerations:

1. Notification shall clearly state situation is an emergency.
2. Audio or text-to-speech messages shall not exceed 60 seconds.
3. Provide a phone number or website where the public can obtain additional or updated information.
4. An all clear notification should be sent when applicable.

Non-Emergency Use

Use of the *AlertSeattle* system for single use, non-emergency announcements requires pre-authorization from an authorized manager in the department sending the notification. Use of *AlertSeattle* for ongoing non-emergency notifications requires operating board approval of a business case outlining the proposed notification process, frequency, messaging and recipients. Non-emergency use shall be consistent and in compliance with the non-emergency guidelines included within these guidelines. Departments who use the *AlertSeattle* system for non-emergency activity agree to give precedence to emergency notification call-outs by delaying or terminating non-emergency notification sessions if needed to increase emergency message success. The primary concern for point of failure in this situation is not the *AlertSeattle* system, but the telecommunications capacity of local phone and cell service providers responsible for delivering messages.

Non-emergency public notification use is prohibited for any of the following purposes:

1. Any message of a non-City nature.
2. Any message of a political nature.

3. Any non-official business (e.g., articles, retirement announcements, etc.).
4. Any message sent to an E-911 obtained data source (E-911 contact information cannot be used for non-emergency purposes).

Non-emergency considerations:

1. Recipients can become desensitized to too many government messages.
2. Clearly identify sender or announcement as non-emergency.

The non-emergency public notifications are allowed as outlined below:

1. If the recipient has opted-in through the self-registration process to receive specific non-emergency notifications.
2. If the recipient has a business relationship with a City department and regularly receives notices of payments due, and changes in services – the City department may use the *AlertSeattle* system to contact their customers.

All non-emergency messages must be clearly labeled as non-emergency and clearly state the purpose of the notification. Emergency and non-emergency messages must be immediately and easily distinguishable. Message delineation is critically important (e.g., preface emergency notifications with **EMERGENCY**)! Notifications must not de-sensitize the public/create a situation where people will ignore emergency notifications.

4.4 Accessibility and Languages

A hosted Web portal is operated and maintained by Rave Mobile Safety for the City of Seattle to facilitate subscriber sign-up to receive notifications from *AlertSeattle.* The portal enables translation of content into the City's top 20 spoken languages and more. Language translation capability will enable many Seattle residents to subscribe for notifications using their own languages and receive limited alerts in their selected language.

The portal is accessible to blind and sight-impaired via content and image descriptions that screen readers can verbalize. It is also fully compliant with the industry Voluntary Product Accessibility Template (VPAT) standard.

Deaf and hearing impaired people may subscribe to receive notifications by way of TTY and TDD devices. Messages are sent in multi-mode formats that enable reception on preferred devices.

The *AlertSeattle* system can automatically translate written notifications from English into several other languages and send them to subscribers in the language they selected when registering for the service. Messages automatically translated by the system must be first validated by a native speaker before sending. Seattle's objective is to build a library of key alert messages that are validated and ready to use for the City's top 20 spoken languages. These messages may contain directions to receive additional information from web sites or phone numbers. Automatic language translation capabilities will increase as the technology develops and as the City matures in its ability to provide services in multiple languages.

5. Appendix A: Notification Levels

The following table provides an example of alert levels and attendant hazard examples identified by the *AlertSeattle* Activation Matrix. Note that the Alert Authority column specifies the primary department responsible for *approving* notifications. By policy, SPD is tasked with sending critical emergency notifications (level 1). For lower notification levels, notifications are sent as the specified. Within the named department, SOPs define the process and which role/roles/specific employees have permission to send notifications.

Alert Significance	Urgency	Alert Approval Authority	Send Responsibility	Comments	Hazard Example
					Critical Emergency
1	1	MO (pre-authorization protocol)	SPD		• Severe/multi-point terrorist attack or credible threat • Large-scale hazardous materials incident • Severe water supply danger (chemical or biological agent) • Tsunami/seiche warning/evacuation
					Emergency
1	2	King County Public Health	SPD/KCPH (TBD)		• Infectious disease
2	1	SPD	SPD		• Social unrest (e.g., violent protests, rioting) • Active shooter
2	1	SFD	SFD		• Gas main break – potential fire & explosion • Evacuation or shelter in place order re: o Out-of-control fire o Explosion o Hazardous materials
2	1	SPU/SCL	SPU/SCL		• Dam failure

Alert Significance	Urgency	Alert Approval Authority	Send Responsibility	Comments	Hazard Example
2	1	DPD SPU OEM	SPD SPU SPD		• Evacuation notice for natural events: o Landslides o Floods o Volcanic evacuation
					Sensitive
1	3	OEM	SPD		• Information re: o Earthquakes
2	2	SPU	SPU		• Boil water order • Significant sewer system failure
3	1	SPD	SPD		• Active crime scene
					Important
					Localized
4	2	SPU	SPU		• Water pipe break - flooding
4	2	SCL	SCL		• Power distribution emergencies and outages
					Information
4	4	SPD	SPD		• Notice of registered sex offender living in neighborhood
4	4	SPU	SPU		• Water contamination information • Community/neighborhood drainage system impact/disruption • Water shortages
3	4	SFD	SFD		• Environment contamination o Information o Stay out of area
4	4	SFD/SPD	SFD/SPD		• Serial Arson

Alert Significance	Urgency	Alert Approval Authority	Send Responsibility	Comments	Hazard Example
4	4	SDOT	SDOT		• Significant road closures and traffic disruption • Significant public transportation disruptions
4	4	OEM	SPD	Secondary to NOAA	• Advisories, Warnings and Information re: o Excessive heat o Flooding o Snow, ice and extreme cold o Wind o Landslides o Volcanic
4	4	SPU SPU SCL	SPU SPU SCL		• Service Disruptions o Solid waste o Water outages o Planned power outages

City of Seattle

ALERTSEATTLE

IMPLEMENTATION, OPERATIONS AND MANAGEMENT

GOVERNANCE CHARTER

Revision 1.2 : May 13, 2015

AlertSeattle SharePoint Team Site

Document Purpose & Control

Purpose

2015 is a transitional year for the Emergency Notification and Alerting System project. Rave Mobile Safety was selected through an RFP process by the city as the service provider for AlertSeattle. A contract was signed with Rave on January 22, 2015 and system implementation began the following day. Project staff anticipate that initial setup will require only a few months with data loading, system configuration and testing to be carried out throughout 2015. Therefore, the governance structure which was established to oversee development of system specifications and the vendor selction process will now shift to address governance of system implementation and ongoing operation and management.

This document describes first the structure that was employed for overseeing the procurement project and then the new framework for governance of system implementation and onging operations. Then it outlines how the shift from the former to the latter will occur.

Document Control

Table 1 contains a running history of the major revisions to the charter. The charter is a living document that is updated at key milestones, such as after the project definition allows for refined cost estimates. Stakeholders should review and approve major revisions to the Project Charter.

Table 1. Change Record

Date	Author	Version	Change Reference
1/23/15	Tim Morrow	1.0	Initial Draft
5/4/15	Mark Sheppard	1.1	Revision
5/13/15	Mark Sheppard	1.2	Revision *to include Core Communications Group*

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1 Project Description

Overview: The Department of Finance and Administrative Services and the Office of Emergency Management in collaboration with eight City departments conducted an RFP process in the fall of 2014 selecting Rave Mobile Safety to replace the City's outdated community notification system. The objective is to implement a real-time mechanism enabling the City to send the public information for taking immediate life protective measures and rapidly mobilizing emergency responders during events such as active-shootings, serial arsons, urban flooding, landslides or a possible oil train accident. Expected service improvements will be implemented in two phases.

Phase 1 to be completed in July of 2015, will provide an alert and notification system with:

- Easy to use public on-line sign-up for receiving emergency alerts
- Capability to reliably warn the public in a timely manner
- Ability to better reach all segments of our community including historically underrepresented groups
- Ability to alert city employees of emergencies that affect the work place
- Ability to rapidly mobilize emergency responders
- Capacity to reach larger portions of the community quickly utilizing smart phones, social media and other modes of communication
- Public Outreach - a campaign linked with the *National Night Out Against Crime* event is planned to begin in August and carry through storm season this fall and winter

Phase 2 is planned to follow a successful implementation of Phase 1 and may begin in the second half of 2015. Phase 2 will address non-emergency notifications which may include; service outages (e.g., power, water), road closures and traffic disruptions, and garbage pickup delays.
The City intends for Phase 2 to improve community engagement by offering opt-in notifications on issues such as animal shelter alerts, policy changes, zoning issues and public health advisories.

1.1 Project Background

The City's current Community Notification System (CNS) operates on products supplied by Communicator NXT. This system, administered by the Department of Information Technology has been in service since 2006. The vendor has provided limited upgrades to the technology and functionality during this period. This emergency notification and alert system is at end-of-life and the City has chosen to replace it with a modern system, hosted by a vendor supplying software, data center and network infrastructure services. These services must be highly reliable in order to support the City's emergency requirements and will be administered by a service level agreement with accountability safeguards favorable to the City. DoIT worked with the vendor to perform a limited upgrade of CNS to support current applications operated by City Light and other City departments while a ENAS is implemented.

Budget - The Mayor's 2014 budget contained a proposal to fund the emergency notification and alerting project. The City Council approved the proposal and appropriated funding in the amount of $345,000 in Finance General to pay for vendor selection, system implementation and start-up of system operations. An amount of $75,000 was authorized to hire a project manager in 2014. The remaining $270,000 will be allocated in an amount of $150,000 to FAS for project management to oversee implementation and $120,000 to DoIT to pay the 2015 annual contract with Rave Mobile Safety the system vendor. Additionally, $205,000 was appropriated in Finance General for system operations in 2015. The City Budget Office has recommended that DoIT receive $55,000 to be applied toward a part time systems administrator for the system and OEM receive $75,000 to initiate a public outreach campaign to inform the public of this new service and promote sign-ups.

The project sponsors working with CBO to submitted a supplemental ordinance to appropriate funding for the contract and project management. The funding will be encumbered and carried over into 2015. Additionally, the ordinance will make the necessary transfers of 2015 funds to DoIT for system administration and OEM for public outreach and education. The eight sponsoring departments worked collaboratively with DoIT to write a 2016-2017 BIP that will address ongoing operations and Phase 2 of the project. Additional budget actions in the future may be required.

The New System – The implementation and ongoing operation of City's emergency notification and alerting system *AlertSeattle* is sponsored and overseen by the Office of Emergency Management in collaboration with The Department of Finance and Administrative Services and administered by the Department of Information Technology (DoIT) as an enterprise technology resource capable of serving all city departments for emergency alerting as well as public outreach and engagement. A governance model is in place through this charter agreement of the sponsoring departments to provide for development of

operating practices and procedures, funding and future planning. The new system will be a hosted, cloud-based solution employing a Software as a Service (SaaS) model. The vendor provides for continuity of operations during disaster events, provides capability for data center redundancy and reliability and high throughput communications networks to support alerting volumes during a city-wide emergency.

1.2 Project Mission

To update and manage a City-wide emergency notification and alert system providing modern technology that is consistent with federal and state guidelines and consistent with current and planned communications practices and standards.

1.3 Project Goals

Listed below are specific project goals for the ENAS project.

ID#	Goals
Business and Technical Goals	
G-1	To acquire and implement a new emergency notification alerting system.
G-2	To improve the City's ability to notify the public and mobilize emergency responders.
G-3	The technical solution will be flexible and adaptable to our business needs, requiring little or no customization.
G-4	To provide comprehensive communications plan and training to all end users; ensure that well-documented processes and procedures are in place.
G-5	To develop Citywide policies and procedures for the emergency notification alerting system that comply with requirements for federal and local policy and procedures.
G-6	To create and enable a self registration website.
Project-Specific Goals	
G-7	To provide users with timely, clear communications, logistics management, basic training and responsive customer service/support.
G-8	To manage the Project within the allocated and approved budget and schedule.

1.4 Project Guiding Principles

The purpose of this section is to define principles that represent common beliefs for the project governance teams and guide the project throughout its lifecycle in all circumstances, irrespective of changes in its objectives or strategies.

- Provide transparency into the analysis, design and decision-making process throughout the life of the project.
- Practice open, honest communication among all participants.
- Maintain full disclosure of all assumptions, risks and issues influencing the project.
- Recognize and consider risk as an important influence in all decisions.
- Leverage previous and current work of City Departments.
- Demonstrate flexible thought leadership in priority setting and methodology definition.
- Demonstrate a commitment to the establishment of common operating practices.
- Consider both the goals and objectives of the City as a whole as well as the City department goals and objectives to the fullest extent.
- Demonstrate efficient and effective management of financial and staff resources and ensure that both are utilized optimally.

1.5 Project Success Criteria

The purpose of this section is to define the criteria that must be true in order to consider the Project a success at Project Closeout.

- Select a system that meets the requirements and specifications of the Stakeholders.

- Implement a system that is accepted and used by the end users.
- Departments are provided training on new policies, processes and technology.

2 Project Scope

The Scope, as defined in this Project Charter, represents the current view of what the project will and will not deliver. After this Charter is approved, any changes or additions to scope as described below will be subject to the change management process and approval by the Project Steering Committee.

2.1 In Scope

The project will deliver the following scope elements for the city's public and internal emergency notification and alerting needs.

ID#	Scope Element Description
IS-1	Define notification and alerting policies, processes and procedures to to guide system users and administrators in appropriate use and practices.
IS-2	Define requirements obtained from all levels of end users for the functionality of the new system for notification and alerting.
IS-3	Educate stakeholders on industry current best practices and technologies so they may effectively evaluate proposal in the vendor selection process.
IS-4	Implement a new emergency notification and alerting system to support all city departments.
IS-5	Define and implement operating protocols for the notification and alerting system in accordance with the City's business, legal and departmental security requirements.
IS-6	Configure the emergency notification and alerting system to support the City's alerting requirments and policies.
IS-7	Define and implement system administration procedures associated with managing the public disclosure and litigation components of the application (accounts, rules, security, etc.).
IS-8	Develop an operations plan and associated documentation for the system; identify and train system administrators.
IS-9	Provide system training to end users and system administrators

2.2 Out of Scope

The following components are out of scope for the project.

ID#	Scope Element Description
OOS-1	Two way Public Alerting (not in near term perhaps in the future)
OOS-2	Public reporting (not in near term perhaps in the future)
OOS-3	Implementation of other Public Response capabilities (not near term)

2.3 Deliverables

As a part of the project, ENAS Project Team will create and deliver the following Project Management deliverables.

1. Project Charter
2. Overall Architecture Diagram/Documentation
3. Project Communications plan
4. Project Status reports
5. Project Governance with SC updates and meeting minutes.
6. Project Risk & Issue Log
7. Project Decision Register
8. Project Change management plan
9. Project Resource management plan
10. Project Financial management plan
11. Project Requirements management plan
12. Project Schedule
13. New or Redesigned Business Processes (for key impacted processes such as software upgrade/patching model and service desk support processes)
14. Project Guidelines for key methods and templates to promote consistency across projects (e.g., RAID, readiness checklists, quality management, defect tracking, etc.)
15. Project documentation as defined within Project Scope
16. Support Plan with underlying vendor SLA
17. Project Closeout Report with Lessons learned

2.4 Schedule

The ENAS project restarted on April 17, 2014 , and Phase I is estimated to be complete by June 26, 2015. Implementation began on January 23, 2015 following the signing of the contract with Rave Mobile Safety.

The detailed task list/schedule will be stored on the project's SharePoint site: Milestones

Based on the preliminary schedule, here are the key Project milestones.

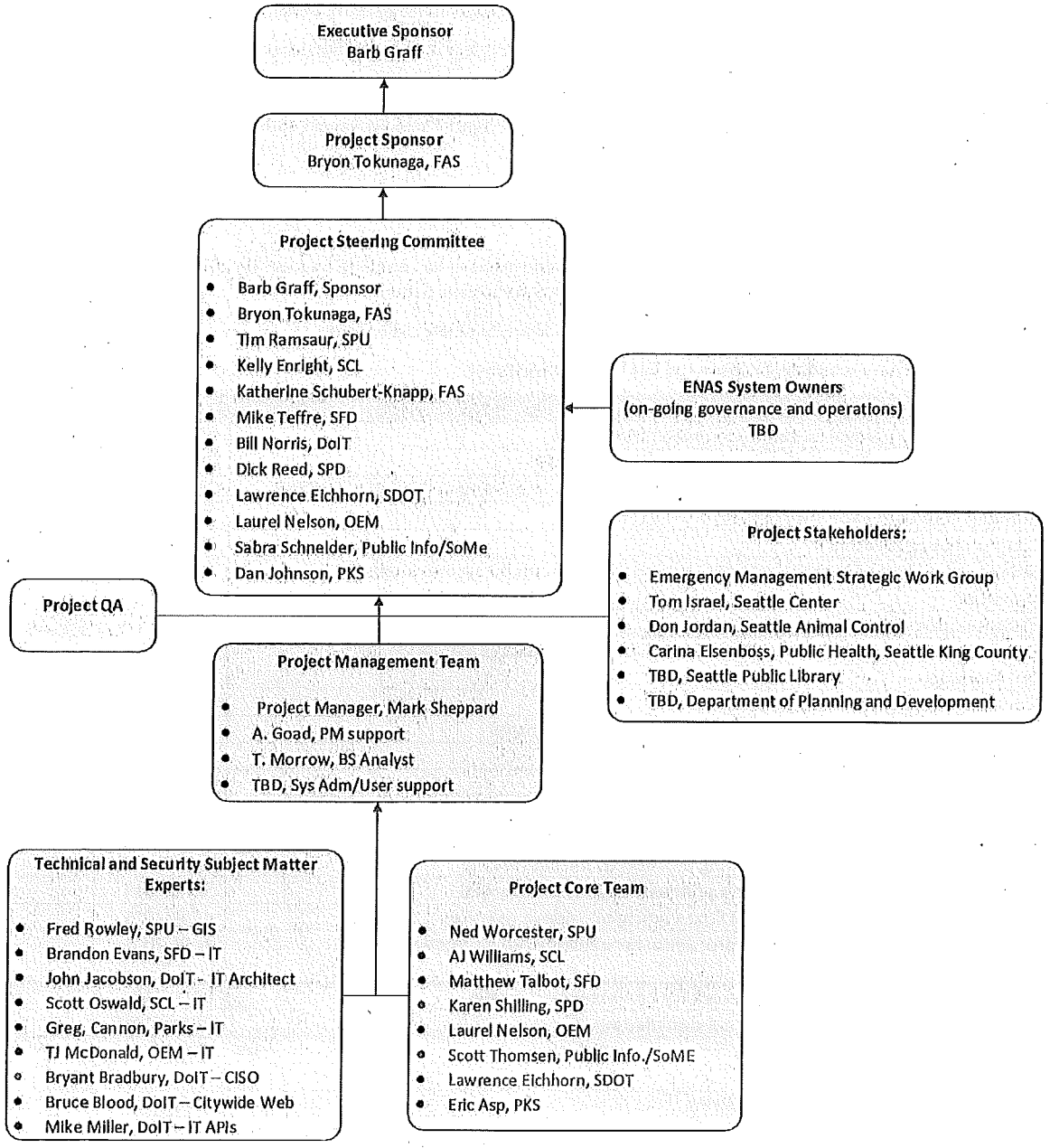
Milestone	Target Date	Actual Date
1. Project Budget Approval (authority to proceed with RFP)	04/17/14	04/17/14
2. ENAS Steering Committee restarts project and calls for RFP	05/05/14	05/05/14
3. Steering Committee approval of updated project charter, requirements and RFP approach	06/09/14	06/09/14
4. Steering Committee approval of RFP	07/14/14	07/14/14
5. City Purchasing issues RFP	07/17/14	07/23/14
6. Submit initial draft of legislation to CBO to appropriate funds for system implementation and operation	07/23/14	07/23/14
7. Proposals due	08/18/14	08/20/14
8. Estimate cost of acquisition and operation; brief CBO and finalize legislation for appropriation	09/01/14	09/15/14
9. Vendor Evaluations and Demonstrations	10/03/14	10/14/14
10. Receive appropriation of funds to contract with selected vendor	10/13/14	NA
11. Announce apparently successful vendor	10/22/14	10/22/14
12. Contract Award	12/08/14	1/22/15
13. Begin Implementation	12/10/14	1/23/15
14. Finalize *AlertSeattle* operating policies and guidelines	5/8/2015	
15. Departmental draft standard operating procedures for *AlertSeattle*	5/13/2015	
16. Review and adoption of *AlertSeattle* policies and guidelines by EEB	5/20/2015	
17. Vendor system setup, orientation, initial training and admin practices	4/30/2015	
18. Design and implement automated procedure for updating city employee contact information in *AlertSeattle*	4/30/2015	
19. Establish City administrative framework for operating AlertSeattle	05/11/15	
20. Demonstration and testing of internal staff alerting	06/01/2015	
21. Public outreach go live for sign-up	07/01/2015	
22. 911 landline loading	06/01/15	
23. Configure public registration web portal	06/11/15	
24. Complete Phase 1 stabilization and testing	12/31/15	
25. Initiate Phase 2 non emergency functionality	07/01/15	

3 Governance Structure, Roles & Responsibilities

3.1 AlertSeattle Governance Organizational Structure for Implementation, Operations and ongoing Management

The project team was organized as a matrix. Team members from each organization continued to report to their organizational management throughout the duration of the project.

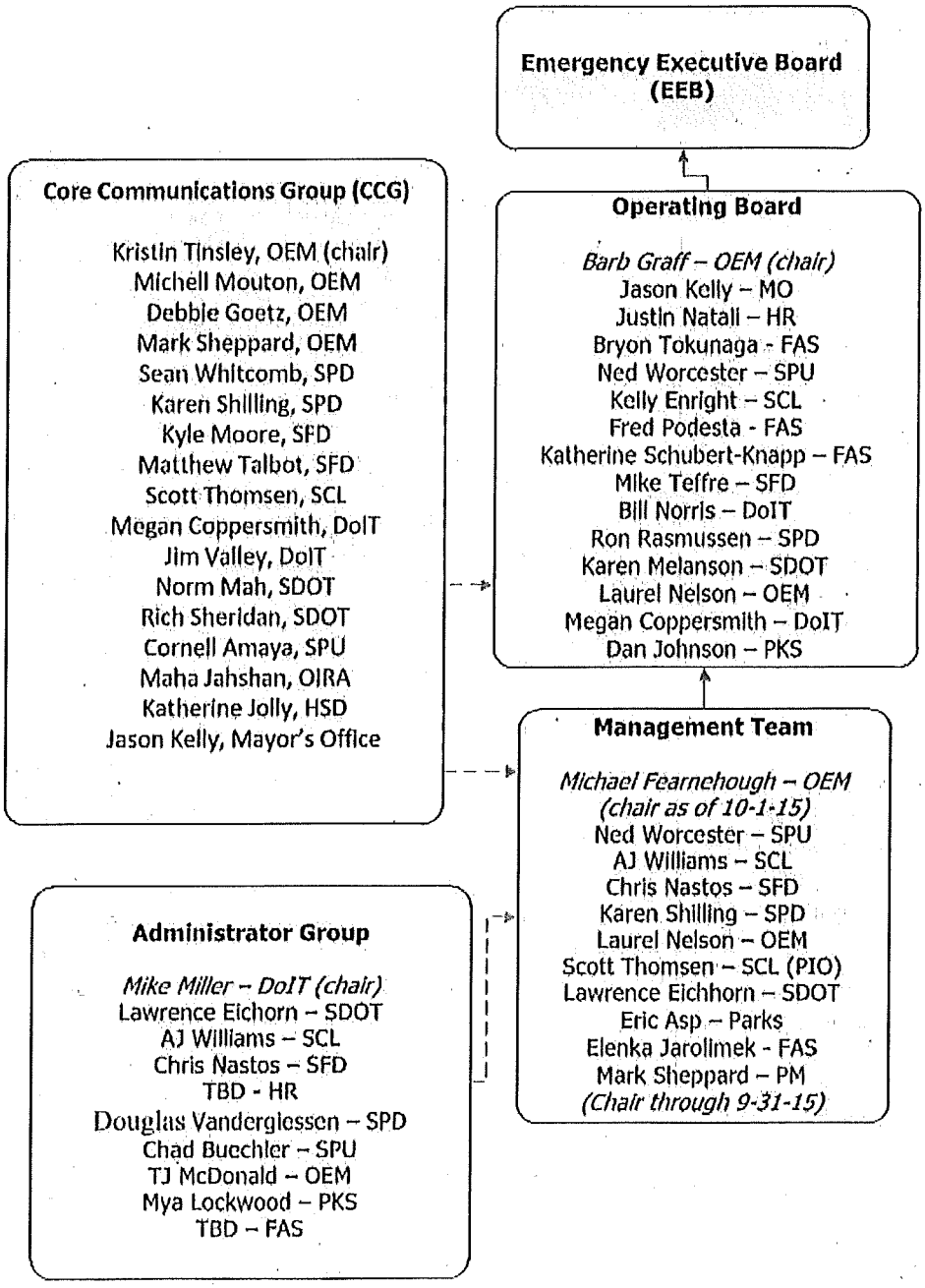
The organizational chart below (diagrahm 1) depicts the project governance and team structure through the RFP vendor selection process. Now that implementation has begun, this project governance framework has evolved to the structure shown in diagrahm 2 that follows this one.



Diagrahm 1

This governance structure has changed as implementation progresses and operation has begun. Implementation and Operation are now managed under the new structure as described in the subsequent sections.

The following diagram depicts *AlertSeattle's* ongoing governance structure. Section 3.3 documents the roles and responsibilities of each group shown here.



Diagrahm 2

3.2 Team Roles and Responsibilities for the Project and Ongoing Operations

The purpose of this section is to identify how the governance entities created for the project change into governance bodies that will guide *AlertSeattle* through implementation and ongoing operations. The following table identifies both project and ongoing governance entities as well as their attendant responsibilities and an estimated time commitment.

The table shows that – with some small changes to their responsibilities – many of the project governance bodies can evolve to perform ongoing governance activities.

Project Entity & Responsibilities	Project Time Commitment	Ongoing Governance Entity & Responsibilities	Ongoing Governance Time Commitment
NA	• NA	**Emergency Executive Board** • Review and advise on emergency issues requiring policy action by the Mayor • Review and approve all policies governing the use and operation of *AlertSeattle* • Ensure policy consistency with the overall public safety priorities and communications strategies of the City	• 4 hours per year (one meeting per quarter for an hour)
Project Executive • Secure project funding. Approve spending outside of approved boundaries & important scope changes. • Provide project guidance and strategic direction. • Champion project to other stakeholders. • Chair and keep Executive Steering Committee apprised of key decisions and issues. • High Level communications to Mayor's Office, Budget Advisory, Legislative, & Council; Primary communicator for Labor Unions; Approves communications for all high level communications & public inquiries; • Final review and sign off of all project decisions and key deliverables. • Resolve project issues and risks escalated from the Steering Committee.	• 2-4 hours per month and occasional involvement to address any issues escalated by the Project Sponsor.	**Chair of the Operating Board** • See operating board	• See operating board

Project Entity & Responsibilities	Project Time Commitment	Ongoing Governance Entity & Responsibilities	Ongoing Governance Time Commitment
Steering Committee • Support the Project Executive Sponsor to produce recommendations on key decisions and recommend policy for approval. • Oversee progress of the project and provide direction as needed • Accountable for project success • Ensure recommendations are achievable. • Resolve escalated issues or risks on a timely basis. • Act as project advocate and champion within departments.	• 1-2 hours per month	**Operating Board** • Executive level oversight and management of the system • Review process and policy recommendations made by the management team • Support and review of ongoing maintenance, enhancement and budget • Provide a framework for collaboration and dispute resolution • Ensure service quality and delivery meet City goals	• One hour per month for the first six months • One hour every other month after implementation
Project Sponsor • Final authority on project escalated issues and risk mitigation • Final authority on decisions related to the project scope, schedule and budget • Communicate the case for change • Establish and approve the strategic direction of the project • Champion the project with all stakeholders • Communicate project progress with customers and IT management • Provide project leadership and direction • Review project progress and results • Review key communication messages for projects • Participate on ENAS Project Steering Committee for project duration	• 30 min. per week through project duration	• **Technical Systems Sponsor** Executive Level final authority on technical operations of the system and ongoing vedor relations	• See Operating Board

Project Entity & Responsibilities	Project Time Commitment	Ongoing Governance Entity & Responsibilities	Ongoing Governance Time Commitment
Project Manager • Manage the project in accordance with industry project management and best practices. • Guide overall project strategy • Develop project communications plan and provide regular project updates per the plan. • Monitor overall project schedule, budget, and scope • Establish and facilitate project steering committee meetings. • Communicate project status to other City governance groups • Manage project level financials, track to budget and forecast to completion • Work with project team to establish a project change management plan and review/approve change requests as appropriate • Track and plan project level risks and issues and act as escalation channel for the projects • Identify common theme or problems and support their resolution • Collaborate with core team to promote consistency of methods and processes • Provide Business Process Redesign support for processes that span the project. (e.g., new upgrade process) • Promote best practices regarding Voice of the Customer, usability, end user training, user adoption, & benefits realization	• Full time	**Project Manager** • Oversee and coordinate implementation	• Full time through implementation

Project Entity & Responsibilities	Project Time Commitment	Ongoing Governance Entity & Responsibilities	Ongoing Governance Time Commitment
Core Team • Provide Departmental vision and direction to the project advisors • Provide detailed knowledge for the development of business process flows and requirements • Identify process gaps for improvement • Identify and make recommendations for policy changes • Identify stakeholder impact • Contribute to the development of detailed demonstration scripts • Evaluate proposed solutions during demonstrations • Develop technical and security requirements for inclusion in the RFP • Evaluate the security capabilities of proposed solutions • Identify technical requirements • Assess proposals for technical compliance • Understand, approve, and support the overall architecture and integrations • Participate and/or execute the design, build/test and implementation activities • Understand and comply with the project and project management processes • Understand high level project activities and schedule for the project	• 2-12 hours per week planning & design phase	**Management Team** • Develop operating processes and policies in coordination with represented departmens • Communicate City policy to respective departments and ensure compliance • Facilitate system use and operations across departments • Identify long term direction and priorities for *AlertSeattle* • Members: o Serve as the principal, departmental point of contact for the City's emergency alerting processes o Coordinate development/updating of department SOPs in accordance with Citywide SOPs	• Weekly for one hour through implementation • Monthly for one hour post implementation

Project Entity & Responsibilities	Project Time Commitment	Ongoing Governance Entity & Responsibilities	Ongoing Governance Time Commitment
Department SMEs/Stakeholders • Review and provide feedback on requirements • Review and provide feedback on RFP • Observe vendor demonstrations • Provide detailed knowledge for the development of business process flows and requirements • Provide technical expertise for processes, policies, requirements, migration etc. • Identify process gaps for improvement • Contribute to the development of detailed demonstration scripts • Develop security requirements • Develop technical requirements • Assess proposals for technical compliance	• 0-4 hours per week (with some spikes)	**Administrator Group** • Identify system issues • Suggest revision to business processes and/or policies • Serve in a preliminary policy and decision-making role as well as an advisory body to the management team and/or operating board • Ensure represented departments adopt AlertSeattle policies and processes • Members: o Train and supervise their staff in the use of the system o Designate a management-level representative to participate in the AlertSeattle Management Team	• Meeting 1 hour per month • Other time as required by tasks
	•	**Core Communications Group (CCG** This group is composed of public information officers and outreach specialists from departments who will use *AlertSeattle*. The Core Communications Group is responsible for successfully launching the public outreach campaign for AlertSeattle and driving the number of opt-ins. This group is chaired by OEM's *AlertSeattle* Public Outreach Lead, who will be the primary contact for consultant services, coordinate meeting agendas, and convene meetings twice monthly before the public launch and then as needed.	• Meets as needed with primary work effort May through the end of 2015.

4 Governance Charter Approvals

Name	Role	Dept	Date/Signature
Graff, Barb	Executive Sponsor	OEM	6/15/15
Tokunaga, Bryon	Project Sponsor	FAS	6/15/05
Norris, Bill	Technical Systems Sponsor	DoIT	6/17/15
Jason Kelly	Project Steering Committee	MO	6/17/15
Justin Natali	Project Steering Committee	HR	6/17/15
TBD FRED WORCESTER	Project Steering Committee	SPU	6/18/15
Enright, Kelly	Project Steering Committee	SCL	Kelly Enright for N Williams 6/18
Fred Podesta or Schubert-Knapp, Katherine	Project Steering Committee	FAS	6-15-15
Teffre, Mike A.D. VICKERY	Project Steering Committee	SFD	6/15/15
Megan Coppersmith	Project Steering Committee	DoIT	
Ron Rasmussen	Project Steering Committee	SPD	
Karen Melanson	Project Steering Committee	SDOT	for
Nelson, Laurel	Project Steering Committee	OEM	
Johnson, Dan	Project Steering Committee	PKS	Dan Johnson by Eric Cap

STATE OF WASHINGTON -- KING COUNTY

--ss.

329282

No. 124869,870,871,872,873,74

CITY OF SEATTLE,CLERKS OFFICE

Affidavit of Publication

The undersigned, on oath states that he is an authorized representative of The Daily Journal of Commerce, a daily newspaper, which newspaper is a legal newspaper of general circulation and it is now and has been for more than six months prior to the date of publication hereinafter referred to, published in the English language continuously as a daily newspaper in Seattle, King County, Washington, and it is now and during all of said time was printed in an office maintained at the aforesaid place of publication of this newspaper. The Daily Journal of Commerce was on the 12th day of June, 1941, approved as a legal newspaper by the Superior Court of King County.

The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:TITLE ONLY ORDINANCES

was published on

10/09/15

The amount of the fee charged for the foregoing publication is the sum of $93.00 which amount has been paid in full.

Subscribed and sworn to before me on

10/09/2015

Notary public for the State of Washington,
residing in Seattle

JENNIFER A. BARNES
COMMISSION EXPIRES
NOTARY
10-24-19
STATE OF WASHINGTON

Affidavit of Publication

State of Washington, King County

City of Seattle

Title Only Ordinances

The full text of the following legislation, passed by the City Council on September 21, 2015, and published below by title only, will be mailed upon request, or can be accessed at http://clerk.seattle.gov. For information on upcoming meetings of the Seattle City Council, please visit http://www.seattle.gov/council/calendar.

Contact: Office of the City Clerk at (206) 684-8344.

Ordinance 124870

AN ORDINANCE relating to The City of Seattle's (City) emergency notification and alerting system; establishing AlertSeattle as the City's emergency notification and alerting system; adopting policies governing the use thereof including administrative guidelines and a governance charter; and repealing Ordinance Number 122527.

Ordinance 124871

AN ORDINANCE relating to the Department of Neighborhoods; authorizing implementation of certain Neighborhood Matching Fund projects in 2015, and specifying that 2015 appropriations for the Neighborhood Matching Subfund shall carry forward automatically to future budget years.

Ordinance 124872

AN ORDINANCE relating to the Stormwater Code; amending Chapters 22.800, 22.801, 22.802, 22.803, 22.805, 22.807, and 22.808 of the Seattle Municipal Code and adding a new Section 22.800.100.

Ordinance 124873

AN ORDINANCE relating to the implementation of the 2016 Stormwater Code update; ensuring that the City's local program for stormwater regulation meets substantive requirements of the State Department of Ecology; amending Sections 22.170.120, 23.22.028, 23.22.074, 23.24.050, and 23.76.032 of the Seattle Municipal Code; amending Section 106 of the 2012 Seattle Building Code; and amending Section R105 of the 2012 Seattle Residential Code.

Ordinance 124874

AN ORDINANCE relating to an open space improvements over and across Utah Avenue South between South Stacy Street and South Lander Street; amending Ordinance 121572; updating the insurance and bond requirements; amending the annual fee and other terms and conditions of the permit; renewing the term of the permit to First & Utah Street Associates, LLC; providing for the acceptance of the permit and conditions; and ratifying and confirming certain prior acts.

Date of publication in the Seattle Daily Journal of Commerce, October 9, 2015.

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