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## Community Notification System

### 335.1 PURPOSE AND SCOPE

The purpose of this policy is to establish authority for system administration, control, access, maintenance and usage of the Community Notification System (CNS).

This Department encourages employees to evaluate the use of the CNS to make proactive notification to citizens during incidents that meet the criteria established in this policy. The system may also be used for internal notifications and callouts.

### 335.2 GENERAL SYSTEM DESCRIPTION

The CNS is a regional system managed by the County Office of Emergency Services and available to public safety agencies throughout Sacramento, Yolo, and Placer Counties. The system allows the user to initiate a voice message broadcast to residents or businesses by their predetermined group or geographic location.

The system utilizes the 9-1-1 database to complete geographic notifications and thus has published and unpublished numbers. The use of this database is regulated by California Public Utilities Code Sections 2872 and 2891.1. The information contained in the 9-1-1 database is confidential and proprietary and shall not be disclosed or utilized except by authorized personnel for purposes described in this policy. Notifications to unpublished numbers must be delivering a public safety message.

The CNS may only be used for official business, including, but not limited to the following:

- Evacuation or Disaster Notification
- Imminent Threat to Life or Property
- Other Public Safety Notifications
- Internal Notifications or Callouts
- Crime Alerts/Prevention (published numbers only)

The CNS *shall not* be used for any of the following:

- Any message of a commercial nature
- Any message of a political nature
- Any non-official business (i.e. Department events, retirement announcements, etc.)

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The CNS system offers a self-registration portal that allows citizens within the community to register cellular telephone devices and/or voice over internet phone (VOIP). The self-registration portal can be accessed through the Elk Grove Police Department's web page. The self-registration portal is strictly voluntary and the citizen must agree to the terms and conditions set forth. The Communications Bureau oversees the self-registration portal for the community of Elk Grove.

### **335.3 SYSTEM ACTIVATION**

A Sergeant or Watch Commander must authorize the activation of the CNS.

Requests for routine activations should be made to a Dispatch Supervisor.

Requests for urgent activations should be made to the Dispatch Center.

Missing Person activations shall only be done between the hours of 0700 and 2200 unless the public is being asked to actively search their area.

After obtaining authorization from a Supervisor, the employee requesting activation shall provide the Dispatch Center with the following information:

- Geographic area to be notified
- Reason for the notification
- Message content (instructions or involved party descriptions)

Following use of the CNS, a management notification page shall be sent.

In situations where a citizen demands to be excluded from future calls by the CNS, an 'opt-out' letter is available through the Communications Bureau. Upon receipt of the letter, a Dispatch Supervisor will remove the citizen's address from the CNS data base. The original letter will be kept in the Communications Bureau.