



ADMINISTRATIVE REGULATION

Office of the City Administrator

Number 506
Sections
Effective Date
Responsible Department Administration
Review Date

SUBJECT: ALERT OC

1. **Purpose:** To establish a policy and procedure governing the use of the ALERT OC mass notification system.
2. **Authority:** Section 401 of the Huntington Beach City Charter
3. **Application:** This regulation shall apply to all departments and personnel.
4. **Definitions:**

4.1 ALERT OC

Alert OC is a mass notification system designed to provide timely and accurate information to residents, businesses, and employees during emergency situations. The system is web based, allowing messages to be sent from any location with Internet or phone access.

Alert OC is funded through the County of Orange Operational Area. There is no fee associated with its use when an **emergency message** is sent to the public. Alert OC may also be used internally as an employee notification system. When used in this manner, there is no charge provided the message is sent only to City employees.

4.2 Director of Emergency Services:

The City Administrator is the Director of Emergency Services.

4.3 Emergency:

Emergency is defined as "imminent or perceived threat to human or animal life, and/or property.

4.4 Emergency Message:

Examples of emergency messages include, but are not limited to: disaster notifications, evacuation notices, public safety emergencies, public health emergencies, or any notification to provide emergency information, including critical missing persons.

4.5 Internal Communication:

Alert OC messages sent only to City employees.

4.6 Message Types:

4.6.1 "Priority Communication"

A message that has been scheduled to go to all available numbers and e-mail addresses for the selected contacts. These messages are given top priority in calling queues.

4.6.2 “Community Outreach”

A general announcement message that has been marked to go to the primary phone for each selected contact.

4.6.3 “Interactive Survey”

A message with the ability to ask recipients a question and get a response from them via their telephone keypad.

5. **Policy:** All departments using the ALERT OC system shall adhere to the procedures in this regulation.

6. **Responsibilities:**

6.1 Police Department / Fire Department

The Police Department and Fire Department shall share responsibility for coordination of system users and security.

6.2 Emergency Operation Center

Fire Department Emergency Operation Center personnel shall be responsible for public data management within the system.

6.3 Department Heads:

Department heads shall be responsible for the use of the system by their personnel.

7. **Procedures:**

7.1 Emergency Message (EOC Activated):

7.1.1 Complete an “Alert OC Activation Form.” (An electronic version can be found in the “Forms & Template” area on SurfNet.)

7.1.2 Submit the message to the Director of Emergency Services, or his/her designee for approval.

7.1.3 Contact the Police Department or Fire Department liaison present in the EOC and request assistance in completing the message process in the “Alert OC” system.

7.1.4 If a Police Department or Fire Department liaison is not present in the EOC, contact the Police Department Watch Commander and request assistance in completing the message process.

7.2 Emergency Message (EOC not Activated):

7.2.1 Complete an “Alert OC” Activation Form.” (An electronic version can be found in the “Forms & Template” area on SurfNet.)

7.2.2 Contact the Police Department Watch Commander and submit the Alert OC Activation Form to the Watch Commander for approval.

7.2.3 The Police Department Watch Commander and Police Department Communication Supervisors shall be responsible for ensuring the message is sent.

7.3 Emergency Message Back-Up Procedure: In the event there is no one able to access the Alert OC system and generate an emergency message, assistance can be obtained by contacting:

- Blackboard Connect vendor 24-Hour Client Care Line at (877) 428-9411, or by contacting the Orange County Sheriff's Department Communication Center.

7.4 Internal Communication

- 7.4.1** Contact the Alert OC administrator within your department for assistance in sending a non-emergency internal message.

- 8. Attachment 1—Quick Start Guide:** Alert OC (Blackboard Connect) Quick Start Guide



Fred Wilson, City Administrator

Attachment I: Quick Start Guide

Blackboard
connect™



QUICK START GUIDE

How to reach your entire community in just minutes.
Built exclusively for local government.

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First, Sign in to the Connect-CTY Service



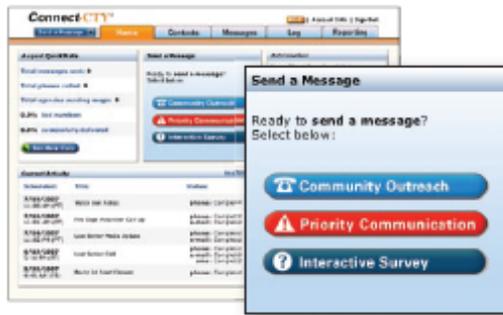
1. Go to www.blackboardconnect.com and click **SIGN IN HERE** located in the top right corner of the screen.

2. Enter your *Username* and *Password* and click **Sign In**.

Did you forget your Username and/or Password? Click *Get Help Here*. Enter your Username or e-mail address. We will send your Username and Password to you by e-mail.

STEP 1 Select or Create Message

From the Home screen, click on the button for the type of message you want to send: **Community Outreach**, **Priority Communication**, or **Interactive Survey**.



To record a new Outreach or Priority message:

1. Click **Create New Message**.
2. Type in a *Title* for your message. From the drop-down menu, select the *Language* you are using to create this message.
3. Check all desired delivery type(s) for your message (*Phone, E-Mail, SMS*). NOTE: E-Mail and SMS addresses may not be loaded in your account. If you click *Phone*, choose the way in which you want to create your message.
4. Click **Next** to continue.
5. Enter a script or select one of the *Available Scripts* from the drop-down menu. Click **Next**.
6. Follow the on-screen instructions and voice prompts to record your message using a telephone, unless using TTS.
7. Click **Next** when finished. Follow the on-screen instructions to enter scripts for E-Mail and SMS, if applicable.
8. Review your message setup. To modify a delivery type, click on the corresponding **EDIT**. To change your current delivery type selections click **Edit Message Setup**.
9. Click **Next** to proceed with STEP 2: **Select Contacts**.

To select a previously recorded Outreach or Priority message:

1. Select a message from the screen.
2. Click **Next** to continue.
3. Proceed with STEP 2: **Select Contacts**.



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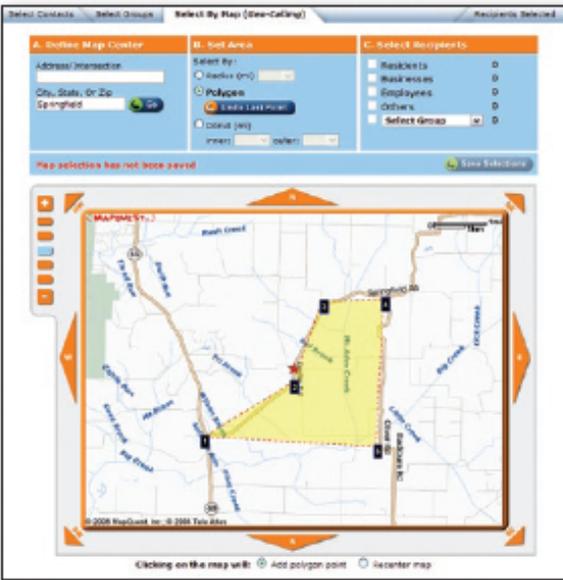
QUICK START GUIDE

STEP 2 Select Contacts



In this step, you may select recipients by list, group, and/or map.

- Select Contacts**—Select from the list of contacts you are viewing by checking the box to the right of each name, or click **Select All** to select your filtered list of contacts.
Filter List—Use the Filter drop-down menus to view only those contacts that meet your criteria:
 - Type (i.e., Resident, Business, Employees, etc.)
 - Language
- Select Groups**—If you would like to select a Group name, click the *Select Groups* subtab and click the checkbox to the right of your desired groups.
- Verify Contacts**—Verify that the number of contacts selected is correct and click **Next**.



Select Contacts by Map using Geo-Calling.

A. Define Map Center

- Click the *Select By Map* subtab.
- Enter an address, city and state, or zip code or an intersection and click **Go** to establish the center-point of your map. Use the zoom tools and the arrows to view more details.

B. Set Area

- Choose the calling area by selecting a radius, doughnut (void), or polygon shape. For polygons, click on the map to indicate area shape and distance.

C. Select Recipients

- Use the check boxes to select *Contacts* from any combination of *Business*, *Residents*, *Employees*, *Others*, or *Group*.
- Verify that your selections are correct and click **Save Selections** to continue.

- Click **Modify Selections** if you wish to make a change, or click **Next** to schedule delivery.
 - You can add more recipients by clicking the *Select Contacts* or *Select Groups* subtab.

Questions?

Answers to most common questions can be found by clicking **HELP** at the top of any screen. If you still have questions, or if we can be of service in any way, please call our 24-Hour Client Care Line at (877) 428-9411 (4-CTY-411) or e-mail us at: support@blackboardconnectcty.com.

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STEP 3 Schedule Delivery 

Schedule Delivery

Select your time zone and when you want your message to be sent. When you are finished, click Next.

Select your time zone:

Send my message now

Send my message on this day:

/ /

At this time:

:

Confirm Your Message

Review the information below for accuracy and click Confirm.

Message: **Urban Search & Rescue Volunteer Call** 

Delivery Type(s): Phone E-mail SMS

Contacts Selected: 19

Unique Deliveries: **12 Phone Deliveries** 
 3 E-mail Deliveries
 4 SMS Deliveries

Delivery Date & Time: **11/15/2008 at 2:39 PM (PT)** 

Delivery Options: Send message via telephone  [Hide Options](#)
 Require PIN Authentication 
 Use Contact PINs
 Enter a PIN for this Schedule
 Send message via e-mail 
 Send message via SMS 

Schedule Delivery

- Schedule**—Select your *time zone* from the drop-down menu. Select either *Send my message now* or use the drop-down menus to schedule delivery by selecting *Send my message on this day (and time)*. Click  to continue.
- Verify**—Make certain that all of your message information is correct, or click on the appropriate  button to make a change.
- Confirm**—Select *Delivery Options*, indicating whether the message should be sent via telephone, e-mail, and/or SMS. If you selected the PIN option and wish to create a special 4-digit PIN for this message only, enter it now.
 - ▶ **Via telephone** – Your recorded message (including voice and text-to-speech) will be sent to selected phone numbers.
 - ▶ **Via e-mail** – Your script will appear in the body of the message. A link to the audio file of your recorded voice message will also be included.
 - ▶ **Via SMS** – Your SMS script will be sent to selected mobile phones and other devices that can receive text messages.
 - ▶ **PIN authentication** – The recipient’s PIN is required to retrieve the message.
- When ready, click . On the Log screen, your message status should indicate *Scheduled* or *Sending*. Your message will be sent when scheduled.

Send a Message Using Only a Telephone



Using Your Dial-In Messaging Card

When you don't have access to the Internet, you can still record and send a message using only a telephone and your Dial-In Messaging Card. Please keep your card with you at all times.

Simply follow the instructions printed on your Dial-In Messaging Card, then follow the voice prompts. Messages will be sent immediately.

IMPORTANT: Before using your Dial-In Messaging Card, you must (1) log in to Connect-CTY online (2) create a Dial-In PIN on the Account Information screen. **PLEASE DO NOT** write your PIN on the card.



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