

Mass Notification and the Business of Government

Presenter: Jeff Suggs

Title

City of LaPorte, Texas



Jeff Suggs

- Emergency Management Coordinator (EMC) and IT Director for the City of La Porte, TX
 - Hurricanes Katrina, Rita and Ike
- Officer/Captain for La Porte Fire Department
- Dow Chemical
- San Jacinto College, American Military/Public University and West Texas A&M University

City of La Porte, Texas

- Located in Harris County, on Galveston Bay
- Numerous bayous and tributaries
- 26' above sea level
- 35,000 residents
- State critical infrastructure



La Porte Bayshore Area

- Home to the Port of Houston
 - 11,500 Hazardous cargo trucks/day
 - 2nd largest container tonnage port in US
- Home to 45 chemical manufacturing companies. Harris County has the largest petrochemical concentration in the world.
- Home to the largest rail yard in Southeast Texas.



Mass Notification Systems

- The City of La Porte uses several systems to notify employees, citizens, businesses, local industry, media, and other agencies of both emergency and non-emergency events.
- We continually look for new technologies that allow us to improve these systems and provide for better communication.

Notification Systems

| | | | |
|--|---|---|--|
| <p>Blackboard Connect™ -</p> <p>Allows us to notify citizens via phone, text message, & email</p> | <p>Outdoor Warning Sirens -</p> <p>Used during chemical emergencies only</p> | <p>La Porte Citizen's Hotline -</p> <p>Citizens can call for updated information</p> | <p>CAER Line -</p> <p>Telephone system with information on plant activities</p> |
| <p>Emergency Alert Beacons -</p> <p>Stationed at all local schools</p> | <p>Radio Station AM 830 -</p> <p>Used to provide updated information</p> | <p>Website and Social Media -</p> <p>Information posted to City's website, Twitter, Facebook, etc.</p> | <p>Flashing Roadway Signs -</p> <p>Activated to direct citizens to AM 830</p> |

Phone Notification System

- Allows the City to contact citizens via phone, text message and email within minutes
- Ability to create/use pre-scripted messages (Ex: Shelter in Place, Amber Alert, etc.)
- Can target specific areas within the city
- Ability to build various contact groups (Ex: Employees, individual departments, Senior Services, etc.)

Phone Notification System

- Used for emergency and non-emergency information
- **Emergency:**
 - Hurricanes, Shelter in Place, Missing Child, etc.
 - Over 200,000 messages during Hurricane Ike
- **Non-Emergency:**
 - City events, Parks and Recreation classes
 - Court: Failure to appear notices, warrant call, etc.

Public Outreach

- Citizens can sign up for the system through the City's website
- Citizens are encouraged to register their cell phone numbers and email addresses in the system through public outreach:
 - Informational flyers in water bills
 - Emergency Preparedness Guide
 - Articles in local paper
 - Community outreach events/business packets

Website Registration

Low Graphics Version
Current Weather - 82°F (80°F - 93°F) more

CITY OF LA PORTE TEXAS

SEARCH
Search... GO

QUICKLINKS Select a Quick Link

Thursday, August 19, 2010

HOME
ABOUT THE CITY
CITY DEPARTMENTS
ONLINE SERVICES
CITY COUNCIL
BOARDS & COMMISSIONS
eNEWSLETTER
IMPORTANT LINKS
CONTACT US

LA PORTE. BY THE BAY.

Welcome to the City of La Porte, Texas, located on Galveston Bay in Southeast Harris County, Texas. Our community has a long history of welcoming visitors and businesses from all over the world and we're happy to invite you to experience life by the Bay year round. Enjoy your stay and come back often. We're glad you're here!

ECONOMIC DEVELOPMENT
View La Porte's Economic Development Home Page!
GO

CONNECT-CITY™ SIGN UP
Sign Up for Public Notification System
GO

CITY SPOTLIGHT

August 2nd, 2010
San Jacinto Texas Historic District Enters \$250,000 grant competition
Your vote can help create more Epic Art on the tanks along SH 225! Click [here](#) to vote for the San Jacinto Historic District's Pepsi Refresh Project. Be sure to vote every day through August 31.
[More...](#)

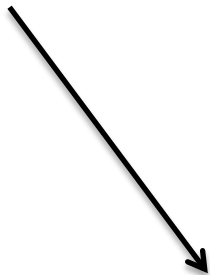
August 9th, 2010
City Presents Tell Us Your Story Video Project at Main Street Morning Brew
La Porte, TX—The August Main Street Morning Brew, presented by the City of La Porte, will feature a presentation of the Tell Us Your Story video project. The August Main Street Morning Brew will be at the Evelyn Kennedy Center, 618 San Jacinto Street, in La Porte, on Wednesday, August 25, from 8:30 – 9:30 a.m. The event is free and open to the public.
[More...](#)

CITY OPTIONS

- NEWS
- VISITORS
- CALENDAR
- RESIDENTS
- MAPS
- BUSINESSES
- EMPLOYMENT
- PUBLIC MEETINGS
- PUBLIC RECORDS
- ORDINANCES

SPECIAL ALERTS

City's
Homepage



Examples of Messages

- Street Sweeping
 - Honor Guard, Fill the Boot, Training, etc.
- Road Work/Closures
- Court Date Reminders
- Failure to Appear Notices
- SWAT Team Activation
- Request for Relief Personnel
- Community Events
- Senior Center Activities
- Fire Department Meetings & Activities
- EOC Call Center Activation
- Amber Alerts
- Drills/Exercises
- Water Past Due Notices

Failure to Appear



Call Center Activation



Street Sweeping Notice



Mosquito Spraying Notice



Water Past Due Notice - Text to Speech



Warrant Round-Up



Warrant Stats

| | # OF WARRANTS CLEARED All warrants, including arrests | TOTAL GROSS COLLECTIONS Costs, fees, fines, bonds | TOTAL FACE VALUE All warrants cleared Arrests + paid + cleared |
|------|---|--|--|
| 2011 | 440 | \$84,399.59 | \$178,263.89 |
| 2012 | 557 | \$106,325.71 | \$195,859.61 |
| 2013 | 522 | \$93,695.32 | \$140,493.96 |

TOTAL CALLS SENT IN 2012 = 2,357

TOTAL CALLS SENT IN 2013 = 3,248

TIME SPENT TO PROCESS EACH CALL = 5-6 MINUTES

*Four different calls were processed and sent

Conclusion

- Easy to use
- Fast and efficient
- Unlimited phone calls, text messages, and emails
- Allows for documentation
- New improvements:
 - Integration with Facebook and Twitter allowing us to simultaneously post messages to our various social media sites

Questions?

Jeff Suggs

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