
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: PATRICK J. ROLLINS, CHIEF OF POLICE
SUBJECT: DISCUSSION: EMERGENCY MANAGEMENT PLATFORM
CAPABILITIES FOR NOTIFICATION TO RESIDENTS AND
BUSINESSES
AGENDA: JULY 7, 2020
DATE: JUNE 30, 2020

ISSUE

Should the Village discuss the Emergency Management Notification System with an overview of our program along with a platform to best accomplish the notification in an efficient timely manner.

DISCUSSION

Background: we utilize multiple methods for communicating our Village business messages through many delivery platforms, such as the Village website, Facebook, Next Door, formal alerts, answering telephones, walk-ins to our lobbies, Portable Message Boards, and press releases.

COVID-19, civil unrest, severe weather watches or warnings, water main breaks, missing individuals, road closures, village road construction projects, hazardous material spill incidents, and major police incidents, are just a few categories that residents and businesses ask us to communicate timely information on.

Technology has adapted at warp speed and real-time alerts are now expected from our residents and business communities. If something is happening in the Village, our phones are ringing with callers wanting to know what is going on, and is there a message that can be pushed out. Our existing platforms we currently have would remain. However, is there a better way to communicate emergency alerts/notices targeted to the residents and businesses? For instance, motorists passing our portable message boards displaying "Neighborhood boil order in effect" is a great tool, but unless you are out and pass by the message board, did you know that you needed to boil your water for cooking or drinking purposes? (Or see the door hanger on your front door about the boil order) Is there other ways we can be delivering the emergency alerts to the affected areas?

Staffing is limited with handling multiple phone calls and having a dedicating individual to respond to the influx of inquiries is not always possible, especially after business hours. If there is a need to reach a targeted audience (not the entire world wide web via Facebook or our website), without having to dive into other databases and extract out the geographic area for telephone numbers or email addresses can be time consuming and burdensome to accomplish the task.

Today's technology has evolved where we could push out targeted information to our residents and businesses. Many neighboring communities are utilizing Everbridge/Nixle to deliver information across many platforms including text messages, google alerts, Facebook, Twitter, GIS targeted of households and neighborhoods, and email alerts. The benefit of pushing out a Nixle Alert it integrates across multiple platforms. End users who opt in will receive emails and/or text messages alerts.

Nixle is an annual subscription service that we could utilize in many incidents as previously mentioned. The annual subscription cost is based on the Village's current census population size.

Nixle provided staff with a quote for their services. Two products, Nixle Engage and Nixle 360 were quoted out.

Nixle Engage: \$3,500 annually with a one-time implementation fee of \$400.

Nixle 360: \$4,400 annually + \$400 annually for data refresh with a one-time implementation fee of \$400

I would be happy to provide more detail between the two products during the discussion portion of the meeting.

Staff believes there is a need to provide this service to our residents and business today and in the future, however this is an unbudgeted expenditure. The many concerns previously stated has Village Department Heads looking at solutions to handle the communication during a crisis, or a planned event in a timely manner.

The Village Board has many options with most listed below as the list in not all-inclusive:

Option 1- Leave existing practices in place and revisit during next budget year.

Option 2 - Purchase Nixle Engage for this Fiscal Year with a total cost of \$3,900 with a reoccurring annual cost of \$3,500.

Option 3 – Purchase Nixle 360 for this Fiscal Year with a total cost of \$5,200 with a reoccurring annual cost of \$4,800.

If Option 2 or 3 is selected, staff discussed funding the product through three cost centers. Police Department would pay annually 25% of the overall cost with Public Works Street Projects also paying 25% of the overall costs, and 50% would be paid through the Water/Sewer fund. Potentially the Police Department and PW Streets project could carry a deficit for this year for these costs since it is an unfunded budgeted purchase.

Continuation of the service would be dependent upon annual funding. Staff has not identified a future dedicated funding source.

COST

To Be Determined

RECOMMENDATION – That the Village Board discuss options and provide any feedback to staff.