



## **Committee of the Whole Meeting - Final**

January 25, 2024

6:30 PM

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**A. COW2024-005** CivicReady Discussion – Smyrna Fire Department

# CivicReady

Stay Connected



# For Emergency & Routine City Alerts

You have the ability to customize your notification preferences; communication can be received through email, text and/or phone call according to your selections and based on address locations that you specify.

The information you provide is confidential and will not be shared.

- Stay updated on the following topics through CivicReady.
- **Emergency Alerts**, including local threats, public health, etc.
- **General Notifications**, including city closures, technical difficulties, property tax reminders, fireworks and other noise-related alerts, etc.
- **Board & Council Updates**, including special called meetings, cancellations, vacancies, etc.
- **Elections**, including important dates, reminders and results
- **Event Updates**, including cancellations, major changes, fireworks, event-related traffic information, etc.
- **Smyrna Sanitation**, including route delays and other reminders
- **Traffic Alerts**, including road/lane closures, expected delays due to construction and/or filming, etc.

# Intent of CivicReady Alerts

CivicReady alerts notify the subscriber of a situation and prompt them to seek more information through traditional news media, social media, website(s), etc.

# CivicReady Alert

- Geofenced
- 423 total recipients
- 218 Text-to-Join subscribers (no app)
- 205 Internal contacts (employees)
- 14 App users (*CivicReady* or *myAlerts* app)
- Alert package included email, text and app alerts

## Message

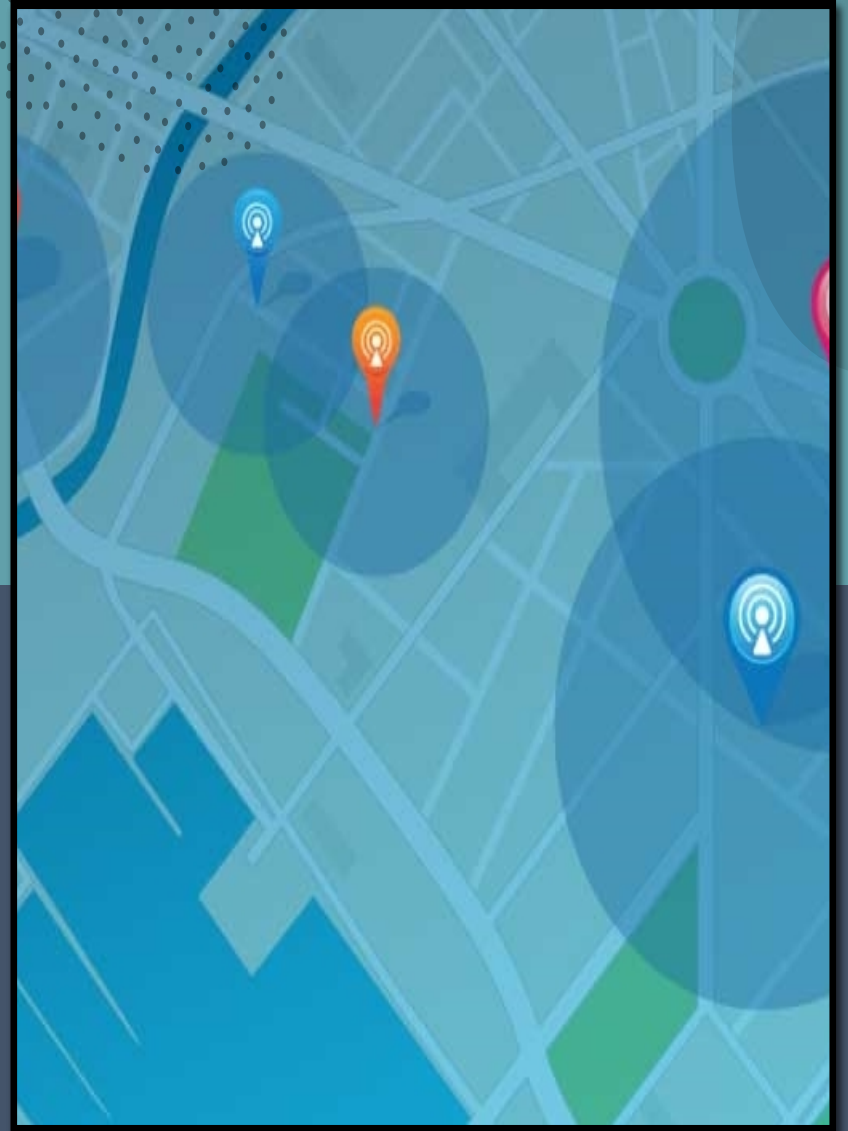
\*\*\*BOIL WATER ADVISORY\*\*\*

A Boil Water Advisory is in effect for your area. Please boil water for at least 1 minute prior to drinking.

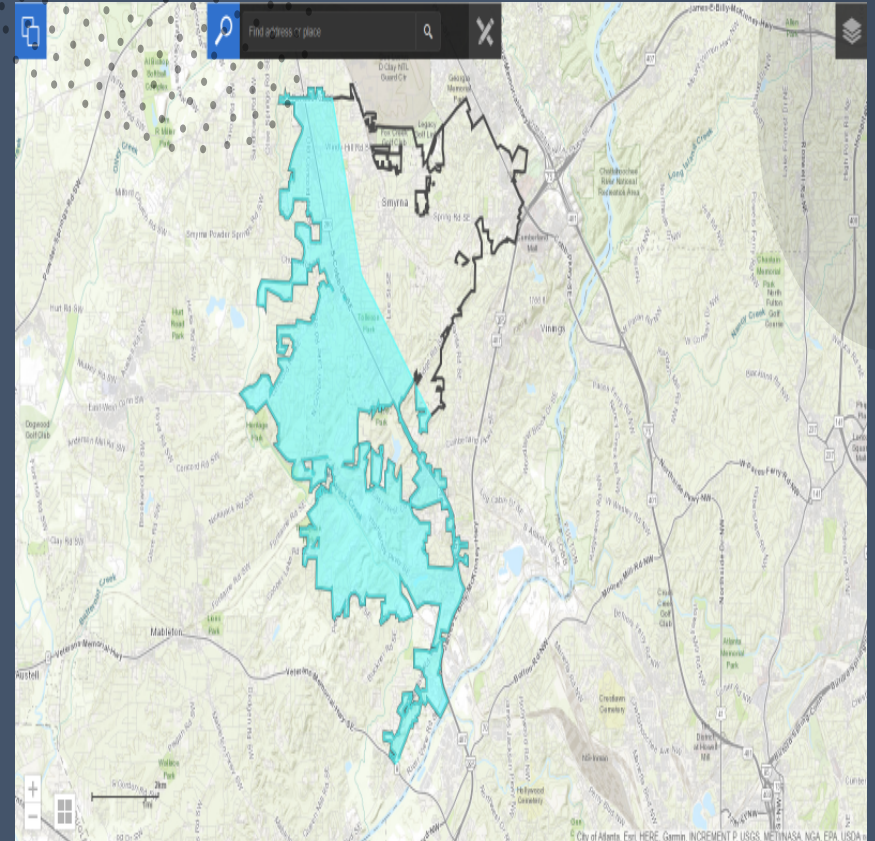
Smyrna EMA

# What is Geofencing?

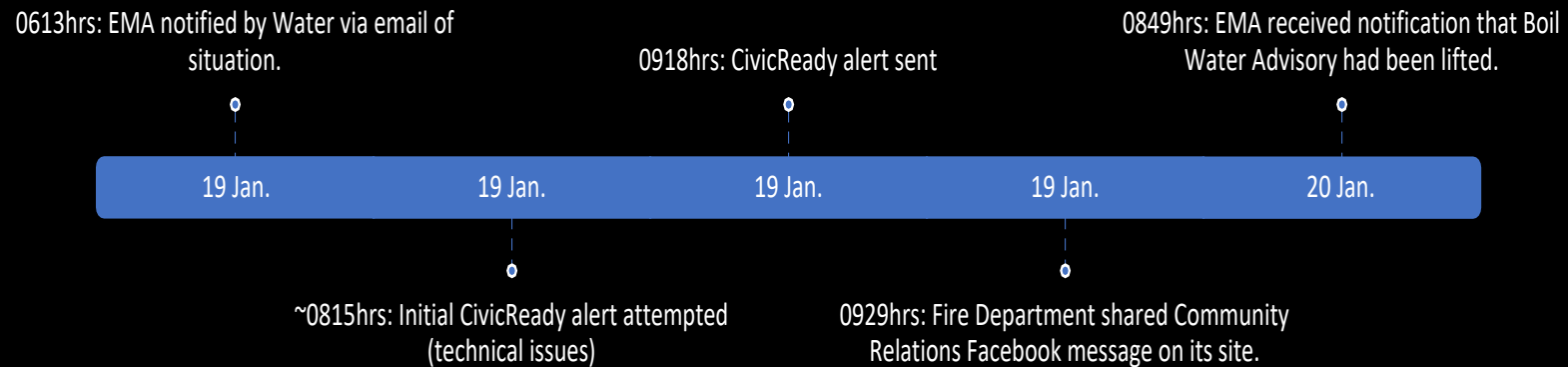
Geofencing uses the location information (GPS, cellular, wi-fi, Bluetooth, etc.) of a device to trigger notifications once that device has entered a specified boundary.



# Geofenced Alert Map



# Recent Example: Boil Water Advisory



Communication between EMA, Community Relations, and Water & Sewer were frequent during situation.





The logo for CivicReady, featuring the word "CIVIC" in black and "READY" in orange, with a registered trademark symbol (®) at the end. The background is a teal gradient with abstract shapes and a dotted pattern.

# CIVICREADY®

NEXT STEPS: Establish a workgroup to develop policy, alerting procedures, public access, and advertising strategies for the *CivicReady* service.