



Town of LYNNFIELD

ROBERT P. MacKENDRICK, Chairman
AL MERRITT, Selectman
ARTHUR J. BOURQUE III, Selectman

WILLIAM J. GUSTUS
Town Administrator

BOARD OF SELECTMEN

Reverse 911 System Policy

POLICY:

The purpose of this policy is to establish procedures and guidelines governing the use of the Town of Lynnfield's Reverse 911 System.

The Reverse 911 System may be used for both crisis and non-crisis situations to notify citizens of the Town of Lynnfield as deemed necessary by the Town Administrator; Police Chief; Fire Chief/Emergency Management Director; Director of Operations, Department of Public Works; Public Health Director or their designees. Examples of information that may be communicated through the Reverse 911 System are:

- a. Urgent information related to police, fire, or public health emergencies affecting Lynnfield residents.
- b. Notification of a lost child.
- c. Notification of a search for a fleeing felon.
- d. Evacuation of a specified area.
- e. Information about road closings, water main breaks, or other problems affecting specific addresses.
- f. Information to employees of the Town of Lynnfield.

The Reverse 911 System for the Town of Lynnfield shall be activated only when approved by the Town Administrator. If the Town Administrator can not be promptly reached, the Chairman of the Board of Selectmen shall approve such activation. If neither the Town Administrator nor Chairman of the Board of Selectmen is available to approve such activation, the Police Chief and Fire Chief may jointly approve such activation. The Reverse 911 System shall not be used for any non-governmental purpose.

DEFINITIONS:

The Reverse 911 System is an automated notification system with the ability to notify all town residents or a subset of residents or Town employees.

The Police Chief and Fire Chief shall jointly serve as System Coordinators and shall oversee the operation of the Reverse 911 system, including resolving operational issues, ensuring that there are sufficient authorized users, ensuring that users are properly trained to operate the system, and ensuring that the system is tested regularly.

The Town's IT manager will serve as the System Administrator and shall be responsible for the software and hardware for the Reverse 911 system. Authorized Users are personnel employed by the Town of Lynnfield who are trained in the operation of the Reverse 911 System and have been designated by the Town Administrator, Police Chief, and Fire Chief/Emergency Management Director to activate the Reverse 911 System. A list of authorized users will be maintained by the System Administrator. Scenario Activation is the procedural step to start a notification using the Reverse 911 system.

PROCEDURE:

Activation of a Notification

The following procedures shall be followed to activate a notification through the Reverse 911 System:

1. A notification will generally be activated by a department manager.
2. The department manager who is proposing that a notification be sent shall verify that accurate and complete information is obtained for the message. A message notification form shall be completed and submitted to the Town Administrator or if unavailable to the other authorized personnel as outlined hereinabove for his/ her approval which shall include the message to be sent and the geographic area or subset of residents to whom the message should be sent. The message shall be recorded by the department manager initiating the notification.
3. Both Police and Fire Department dispatch centers as well as the Town Administrator, Police Chief, Fire Chief, DPW Director and any other directly affected Department Manager will be notified prior to the Reverse 911 notification by the department manager initiating the notification.
4. The Board of Selectmen will be notified by the Town Administrator prior to the Reverse 911 notification.
5. The approved message notification form shall be forwarded to an authorized user for Activation when steps 1-4 are completed. .
6. All non crisis or informational (planned street closings, etc.) messages shall be sent so as to be completed prior to 8:00 p.m.

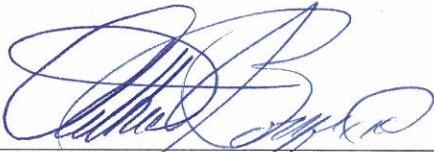
7. The message will be sent again to a list of news media contacts that have requested to be notified in the event of a Reverse 911 System notification.

SYSTEM MAINTENANCE:

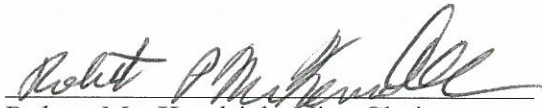
The system administrator will collect, maintain, and update lists of all residents authorized to be contacted through the Reverse 911 System. Residents of the Town of Lynnfield may request to be added to or deleted from the Reverse 911 System at any time. Requests must be made in writing and contain the person's name, address, telephone number, and signature. All resident request forms, operator logs, reports, and authorized personnel information updates shall be forwarded to the system administrator and maintained in a file. The Reverse 911 System will be tested on a weekly basis to ensure that it is working properly.

Approved this ____ day of July, 2011

BOARD OF SELECTMEN



Arthur Bourque, Chairman



Robert MacKendrick, Vice Chairman



Al Merritt, Clerk



Town of LYNNFIELD

ROBERT P. MacKENDRICK, Chairman
AL MERRITT, Selectman
ARTHUR J. BOURQUE III, Selectman

WILLIAM J. GUSTUS
Town Administrator

BOARD OF SELECTMEN

Reverse 911 Message Notification Form

Directions: Please fill in the spaces below with your information. Using the spaces provided at the bottom of the paper, please specify what area of the town, or special group, should be notified. The form shall then be sent to the Town Administrator or other authorized Activation Official(s) for approval using one of the following means:

william-gustus@town.lynnfield.ma.us

Fax 781-334-9419

Phone 781-334-9410

Cell 781-389-2827

Once the signature is received, the message will be recorded and sent.

Date(s) and time(s) for message delivery: _____

IS THIS A CRISIS MESSAGE: YES / NO

Message will read as follows:

This is (name, title, etc.) of the Lynnfield _____ Department
with an important message to the community:

Geographic area or group the message is to be delivered to:

Fire Department _____
Police Department _____
Emergency Management Team _____
Approval: _____

Public Works _____
Health Department _____
Dept. Managers _____

Town Administrator / Authorized Activation Official(s)