



## MEMORANDUM

**TO:** Community Relations Committee

**FROM:** Stephanie Calvillo  
Communications and Marketing Coordinator

**DATE:** June 10, 2024

**SUBJECT:** Everbridge Mass Notification System

### **Introduction**

The purpose of this memo is to propose the purchase and implementation of the Everbridge mass notification system for the Village. Everbridge is a comprehensive platform designed to facilitate effective communication during critical incidents and for internal coordination among Public Works staff. The system's capabilities can significantly enhance our emergency response and operational efficiency.

### **Background**

Previously, the Village utilized the CodeRed system for emergency notifications. However, CodeRed was discontinued due to its significant limitation of only being able to reach residents who had opted into the service. This left a substantial portion of our community uninformed during critical incidents. Since discontinuing CodeRed, the Village has relied on existing communication channels and email lists for crisis communications. Unfortunately, these methods have similar limitations, as they still depend on residents opting in to receive updates.

### **Everbridge Overview**

Everbridge is a mass notification system that provides several features beneficial to our community and internal operations. The system offers the ability to quickly disseminate critical information to residents during emergencies such as natural disasters, public safety threats, and severe weather conditions. Messages can be sent through multiple channels including SMS, email, and voice calls, ensuring broad reach.

The Everbridge Mass Notification System addresses the limitations of previous methods by allowing users to opt-in while also offering the capability to push out messages to the entire village or selected areas within the village, regardless of opt-in status. This feature ensures broader coverage and more effective dissemination of critical information. Additionally, it offers features for internal communication, which will help streamline communication for our Public Works staff, enabling efficient coordination for call-outs and routine operations.

### **Cost**

The contract period is 36 months. The cost for year one, which includes set-up and professional services, is \$14,685.72. Years two and three would cost \$13,035.72 each.

**Staff Recommendation**

Staff has met with Everbridge and discussed the need for a mass notification system. Based on the information learned and conversations with neighboring communities who also use this platform, we believe this would be a critical tool in our response to crisis situations.

**Next Actions**

The Community Relations Committee will discuss the proposal and provide a recommendation to the Village Board for further action.