



Everbridge Mass Notification System Governance
for Pinal, Gila, Graham and Greenlee Counties and their Users
June 2016, Version 1

Purpose and Scope: The purpose of this document is to provide a general governance structure on the administration and use of the Everbridge Mass Notification System (herein known as the “System”, as spelled out in the intergovernmental agreement that was signed by all four counties). In addition to this governance document, each county is authorized to establish additional and/or more stringent or specific written policy and/or procedures as they see fit. Any additional policies or procedures will not supersede nor conflict with this governance document or the established intergovernmental agreement as it pertains to the System. If any county allows other political jurisdictions within their boundaries to become an authorized user of the System, those entities are authorized to establish further specific written policies and/or procedures, in so long that such do not conflict with their county’s policies and procedures nor of this governance document. A county is the only entity that may grant access to the System to a political jurisdiction within their boundary.

The scope of this governance document is to provide certain minimum criteria for the System, including but not limited to: 1) description of the covered entity; 2) message drafting and approval process; 3) notification flow; and use and misuse of the System in emergent and non-emergent times.

It should also be noted that this System is just one means of providing warnings or alerts to the public or internal staff. This System should be used in conjunction with all components of a public information & warning system as necessary and dictated by each entity’s established protocols.

Activation Criteria: Each county shall determine the activation criteria for emergency notifications during a life-threatening emergency. There are any number of situations in which public alerting may be necessary. While the determination of whether a matter is a life-threatening emergency is a discretionary decision, the following criteria may help determine the need to issue an alert:

- ***Severity.*** Is there a significant threat to one or more individual’s life or safety?
- ***Public Protection.*** Is there a need for members of the public to take a protective action in order to reduce loss of life?
- ***Warning.*** Will providing warning information assist members of the public in making the decision to take proper and prudent actions to increase safety?
- ***Timing.*** Does the situation require immediate public knowledge in order to avoid adverse impact to life or safety?
- ***Geographic Area.*** Is the situation limited to a defined geographic area? Is that area of a size that will allow for effective use of the system, given the outgoing call capacity?
- Are other means of disseminating the information inadequate to ensure proper and timely delivery of the information?

PUBLIC WORKS DEPARTMENT

31 North Pinal Street, Building F, PO Box 727 Florence, AZ 85132

T 520-509-3555 **Hours** M-F 8:00 am – 5:00 pm F 520-866-6511 www.pinalcountyaz.gov



Examples of possible appropriate use of the System to make notification to the public include but are not limited to the following:

- Natural disasters such as flooding, wildfires, severe weather;
- Man-made disasters such as bomb threats, hazardous materials emergencies, terrorism threats;
- Crime situations such as prisoner escapes or tactical situations;
- Search & Rescue situations involving missing children, elderly or other endangered persons;
- Evacuation notices and/or routes;
- Public health threats such as contaminated drinking water or infectious disease outbreaks.

Activation Authority: Each county shall put policy in place that determines who has the authority to request and/or activate the System, upon determination of just cause either prior to or during an incident or emergency. For the terms of this governance document, the assumption is that depending on the particular event, an incident commander may include an official from a select number of disciplines: fire, police, public health, emergency management, EMS or other public safety official. Any authorized incident commander who determines that a public message or warning needs to be sent, may request the activation of the System. Each county shall put policy and procedure into place that defines how activation will occur for both public information & warning as well as the employee notification portal for internal notifications. Such policy and/or procedure must include confirmation of the geographic area to be covered; confirmation of message content between the incident command and the authorized, trained user of the System; which officials will be notified of the activation; and who has final authority for sending the message.

Adherence to Existing Policies, Laws & Regulations: At no time will a county create a policy or procedure that is in conflict or direct violation of any Federal and State laws and/or regulations, as well as current, respective county policies. This includes but is not limited to: the use of the System for lobbying, political campaigning, or personal gain; unauthorized access to personal information; and misuse of public funds.

Authorized Users: As the System has been purchased and maintained by public funds, System access will not be allowed to any private citizen, group or non-government agency. Access will be granted to county agencies or departments, as seen fit by each county. Access to the System will be granted to political jurisdictions of each county, so long as that jurisdiction enters into an agreement with the county that follows the conditions set forth in the IGA mentioned above, this governance document and any additional terms and conditions imposed by the respective county. A county may choose to allow access to special taxing districts, if the conditions of use for the System are public safety notification in nature. Any agreement established by any county for System access must include suitable language that will allow that county to disable or discontinue access by the accepting party due to misuse or abuse of the System.

Due to the sensitive date and absolute need for control of the System, each county will determine who has access to the System as an authorized user and to what level of control or administrative rights that they have. As the county that maintains the System, Pinal County will have no more than three "Account Administrators" that have been vetted and approved by the County Manager, upon recommendation of the Public Works Director, Public Health Director, President of the Fire Chief's



Association of Pinal County, President of the Pinal County Law Enforcement Association and the Pinal County Sheriff. These Account Administrators will work individually with each County department, political jurisdiction and special taxing district (as appropriate) to establish their specific and appropriate administrative rights and access.

Pinal County Users (to include county departments, jurisdictions and districts): Additional policy and procedure on use and activation shall be provided to each user which is subject to change without affecting this governance document and/or the established intergovernmental agreement. Individual users of the system will be required to acknowledge all policies and procedures that are a condition for access and use of the System.

Each political jurisdiction shall establish a “geo-fencing” mapping layer for their jurisdictional boundaries only by using the information provided by the Pinal County GIS Division of Information Technology.