



CITY OF DUNWOODY

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MEMORANDUM

To: Honorable Mayor and City Council
From: Billy Grogan, Chief of Police
CC: Warren Hutmacher, City Manager
Date: July 15, 2009
Item: **Reverse 911 Technology**

Background:

Recently, the City Council has expressed interest in the deployment of a “reverse 911 emergency communication technology” by which citizens may receive notifications of inclement weather, power outages, boil water advisories, and other incidents impacting both residents and businesses.

Discussion:

A variety of vendors, technologies, and costs are associated with this type of emergency notification system. Many systems are heavily map based which allow notification based upon geographic areas associated with an incident. Different vendors provide either; selective notifications which include group(s) advisory for municipal staff, prerecorded standardized messages, “opt in / opt out” participation, address validation for citizen participation, and multiple telephone number notification for single participants.

Cost for this type of service also varies from a per minute per use cost from one vendor to flat rate calculations based upon services requested and population to be served. Reoccurring maintenance fees also vary from vendor to vendor. The point of commonality is that in the instance of an incident specified by the city for activation of an alert, telephonic notification to participants is made from a participant data base.

Staff Recommendation:

It is recommended that implementation of a reverse 911 technology be in stages which will allow the city to determine and gauge the level of interest of the residential and business community for expanded services.