



# AGENDA REPORT

**TO:** Edward D. Reiskin  
City Administrator

**FROM:** Reginald D. Freeman  
Fire Chief

**SUBJECT:** AC Alert Memorandum of Agreement

**DATE:** May 13, 2022

City Administrator Approval

Date:

May 24, 2022

## **RECOMMENDATION**

**Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator Enter into A Memorandum of Agreement (MOA) with Alameda County Office of Emergency Services to Continue Access To And To Administration of the AC Alert Mass Notification System.**

## **EXECUTIVE SUMMARY**

This Memorandum of Agreement (MOA) sets forth the agreement of the City of Oakland and County of Alameda (hereinafter referred to as "County"), to administer, manage, and utilize the AC Alert system through the Everbridge platform. The agreement will allow the City of Oakland to monitor, manage, and distribute emergency messages to Oaklanders and ensure residents are able to respond to disasters' threats or warnings safely and effectively. Acceptance of this MOA is required in order to continue utilization of the platform.

## **BACKGROUND / LEGISLATIVE HISTORY**

The purpose of this Memorandum of Agreement (MOA) is to establish mutually agreeable guidelines for allowing the City of Oakland (City) access to and use of the County Mass Notification System (MNS).

In 2006, [Executive Order No. 13407 - Public Alert and Warning System](#) determined the necessary components of an alert and warning system that state, tribal, territorial, and tribal governments must employ for effective public alerting systems.

In 2015, the County entered into a contract with the Everbridge platform to administer the public alerts and warning system. Everbridge is a Mass Notification System (MNS) that allows jurisdictions to send emergency and non-emergency alerts to subscribers, as well as to utilize the emergency messaging dissemination through the Integrated Public Alert and Warning System (IPAWS). In collaboration with the County of Alameda, Oakland Fire Department Emergency Management Services Division is authorized to monitor, develop, and disseminate

City Council  
June 7, 2022

## **ANALYSIS AND POLICY ALTERNATIVES**

The adoption of the resolution to enter into a MOA with the County is in line with two (2) city-wide priorities: 1) holistic community safety and 2) responsive and transparent government. Additionally, Federal regulations require jurisdictions to have a messaging system that is compatible with the Federal IPAWS system. Participating in the referenced MOA will ensure Oakland's compliance with EO 13407 and the laws and regulations governing mass notification systems.

The Everbridge system allows for high-speed delivery of alerts and notifications using multiple messaging modalities including: voice messages to landline, mobile and VoIP phones; TTY/TDD messages to enabled hardline phones; text messages to email accounts and/or via SMS to enabled mobile devices; as well as app based notifications to those with the Everbridge app installed on their mobile device; additionally, the system allows users to access the FEMA Wireless Emergency Alert (WEA) system to broadcast emergency notifications to cellular phones in any area of the County. Jurisdictions are required to include in the public alert and warning system the capability to alert and warn all Americans, including those with disabilities and those without an understanding of the English language.

As an alternative to participating in the MOA, the City could purchase and administer an individual mass notification system distinct from other cities within Alameda County. This option would fracture vital interjurisdictional collaboration and response to emergencies. Additionally, the cost of contracting with an independent system would be fully burdened by the City.

Staff has conducted an analysis and determined that AC Alert is not "surveillance technology" as defined and government by Oakland Municipal Code Chapter 9.64."

## **FISCAL IMPACT**

The County's Mass Notification System (MNS), via the Everbridge platform, allows alert disseminators to elect several free channels, such as email, push notifications (from the downloaded phone application), and pager messages. Outside of emergency situations, voice and text messaging are charged per message sent. If the City publishes notifications outside of the Use Policy determined through this MOA, the City will be liable for the costs of message delivery. These charges would still be lower than developing a contract with a distinct MNS service provider. The estimated cost for a city with a population size of Oakland is one hundred thousand dollars (\$100,000).

## **PUBLIC OUTREACH / INTEREST**

Oakland's Emergency Management Services Division (EMSD) has conducted community outreach to promote the benefits of the AC Alert Mass Notification System since 2020. EMSD uses the Equity Map developed by the Oakland Department of Transportation to prioritize outreach communities. 15,760 unique individuals have opted-in to the City's notifications since that time. EMSD will continue to reach out to the community in to ensure equitable distribution of emergency alerts and messaging.

Everbridge functionality allows emergency alerts to be sent in multiple languages, provided translation occurs within the organization. Additionally, the system allows TTY/TDD messages to enabled hardline phones supporting individuals with access and functional needs.

Continuing Oakland's participation in the AC Alert program through this MOA will allow EMSD to continue the outreach work already occurring and will help ensure that every Oaklander has access to vital emergency messaging.

### **COORDINATION**

Public Alert and Warning systems inherently rely on cross-jurisdictional collaboration. The referenced MOA will formally continue this important interjurisdictional work and allow Oakland to coordinate with other cities within the County, as well as the County as a whole.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** In keeping with the mission areas of the National Preparedness Goal: protect, prevent, mitigate, respond and recover; continual efforts to keep the City of Oakland safe and secure support the Bay Area as a desirable place to live, work and play; and continually encouraging and attracting visitors from around the globe, who spend \$16.6 million dollars daily throughout the region. Mass notification systems are necessary to provide individuals with the tools to appropriately respond to emergencies.

***Environmental:*** Emergency management programs proactively approach the rising risks and threats that are a result of climate change. With preemptive research and planning, the effects that disasters can have on general health of the ecosystem – which may be affected by decisions and prioritization of actions taken in the pursuit of long-term recovery, can be mitigated. Through collaboration, these systems and the organizations and communities that surround them can thrive in the aftermath of disaster to become more environmentally sustainable and physically survivable.

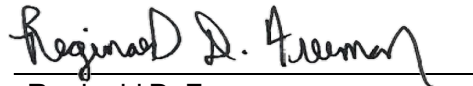
***Social Equity:*** Collaboration and coordination across all levels of government, the private sector, special districts, non-governmental organizations, and everyday people, presents the opportunity for overcoming challenges that affect marginalized populations; not limited to the non-English speaking, persons with access and functional needs, and the economically disadvantaged. Emergency management practices encourage a holistic approach for incorporating ideas of sustainability, resilience, and social equity.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That City Council Adopts A Resolution Authorizing The City Administrator Enter into A Memorandum of Agreement (MOA) with Alameda County Office of Emergency Services To Continue Access To And The Administration of the AC Alert Mass Notification System.

For questions regarding this report, please contact Jessica Feil, Emergency Services Manager, Emergency Management Services Division at (510) 238-6068.

Respectfully submitted,



Reginald D. Freeman  
Fire Chief

Reviewed by:  
Jessica Feil  
Emergency Services Manager

Prepared by:  
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Program Analyst

Attachment (1):

Agreement Between the County of Alameda and the City of Oakland regarding participation in the Alameda County Mass Notification System

