Memorandum

CITY OF DALLAS

DATE April 9, 2024

TO Honorable Members of the Public Safety Committee
Cara Mendelsohn (Chair), Kathy Stewart (Vice Chair), Tennell Atkins, Jesse Moreno
Gay Donnell Willis

SUBJECT **DallasAlert Emergency Notification System**

The Office of Emergency Management (OEM) is in the final stages of implementing a new emergency notification system, Rave Alert. This system will serve as both the internal City Employee Notification System, as well as our public-facing emergency notification program, DallasAlert.

DallasAlert was originally implemented in 2012 as the public face of our previous notification software, Vesta Alert. While marketing efforts saw some early results, registrations quickly plateaued and have remained low for several years. In large part, we believe that can be attributed to mostly passive marketing tactics and the system being difficult to interact with as a resident.

With the implementation of a new system, we see the opportunity to renew our efforts to market the DallasAlert program. To begin, OEM has worked with Communications, Outreach, and Marketing (COM) to refresh and rebrand our marketing collateral. English language examples are attached to this memo; versions in Spanish and other languages are in progress and will be complete prior to launch.

We will continue to make DallasAlert a core component of our emergency preparedness outreach efforts, but we also intend to employ more direct and deliberate marketing tactics to reach deeper into the community. A few of these tactics will include:

- Leveraging assistance from our partner departments that have more frontline and regular contact with residents to provide information about DallasAlert
- Identifying the customer “touch points” throughout the city and ensuring program information is made available through flyers, posters, pamphlets, and other physical media
- Engaging with homeowners’ associations, neighborhood watches, and other community organizations to disseminate program information through their networks
- Working through our ISD partners and higher education partners to share information with their students
- Partnering with event organizers to leverage the “text-to-sign-up” feature using customized keywords
- Regular, consistent messaging through all our communication platforms about the value of registering for alerts

- Exploring outside marketing subject matter expertise to help bolster and focus our efforts
- Working directly with each Council District office to understand the most effective approach to reaching your constituents

Approximately three percent of City of Dallas residents have registered for DallasAlert over the last twelve years. It is OEM's goal to increase the registration by at least 10% each year for the next three years. We believe that our renewed focus on making this program a cornerstone of our departmental outreach efforts will make this possible.

DallasAlert notifications fall into two primary categories, emergency notifications and advisories. These are defined as:

- **Emergency Notification:** A message containing information and/or protective action instructions when a hazard is occurring or imminent and poses a threat to life safety or property. (e.g., shelter-in-place alert, evacuation alert, or weather warning)
- **Advisory Notification:** A message containing information about a public safety-related hazard or event that could cause impacts or disruptions, with potential safety or security impacts. (e.g., major/extended road closure, curfew notices, boil water notices).

All DallasAlert notifications must be approved by OEM and fall into one of those two alert categories. OEM Standard Operating Procedures (SOPs) have been updated to reflect the approved and restricted uses of the Rave Alert system.

Our target date for public rollout of the refreshed DallasAlert program is April 23rd, 2024. As we near that date, we will share additional information and resources that you can share with your constituents. If you have any questions, please contact Travis Houston, Director of Emergency Management, at (214) 670-4279 or travis.houston@dallas.gov.

Jon Fortune
Deputy City Manager
[Attachment]

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizor Tolbert, Deputy City Manager
Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

City of Dallas

DallasAlert Emergency Notification System

April 9, 2024

Travis Houston
Director

Office of Emergency Management
City of Dallas

Presentation Overview

- Introduction
- IPAWS
- DallasAlert
- Outreach and Marketing Strategy
- Marketing Collateral

Introduction

- City of Dallas Public-Facing Alerts
  - **IPAWS** – alerting capability based on geographic area
  - **DallasAlert** – alerting capability based on opt-in registrations

IPAWS

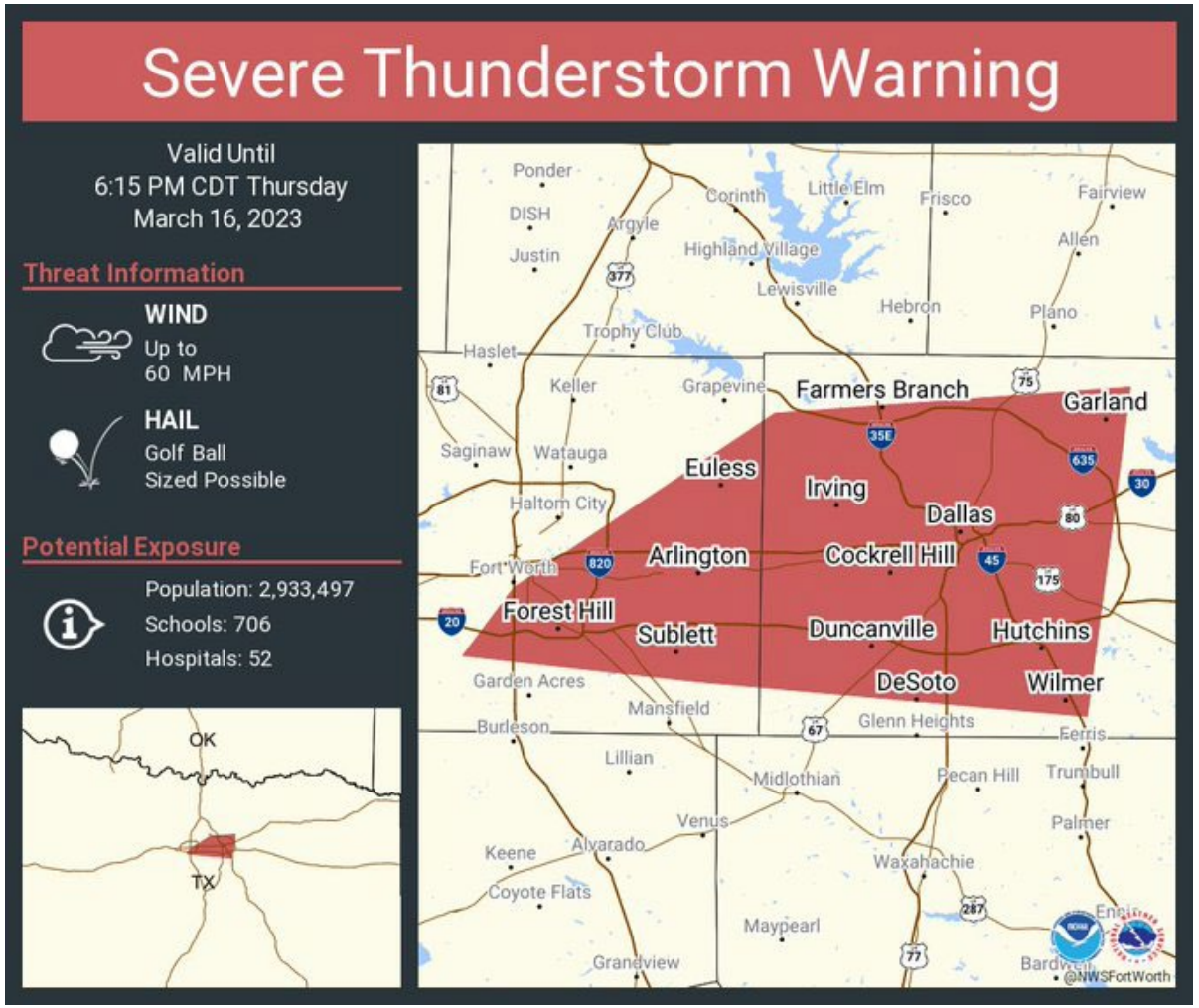
- Integrated Public Alert and Warning System (IPAWS)
  - *Allows Dallas to send geographically-targeted alerts via:*
    - **Wireless Emergency Alerts** – mobile phones
    - **Emergency Alert System** – radio and television
    - **National Oceanic and Atmospheric Administration's (NOAA) Weather Radio** – 24/7 radio broadcast, weather-related and Non-Weather Emergency Messages (NWEM)

DallasAlert

- Opt-in system - notifications via text, email, or phone call
- *Four notification types currently set up:*
  - **Advisory Notifications**– A message containing information about a public safety-related hazard or event that could cause impacts or disruptions, with potential safety or security impacts. (e.g., major/extended road closure, public health notices, boil water notices).
  - **Emergency Notifications** – A message containing information and/or protective action instructions when a hazard is occurring or imminent and poses a threat to life safety or property. (e.g., shelter-in-place alert, evacuation alert
  - **Non-Severe Weather Notifications** – automatic notifications for Flood, Severe Thunderstorm, or Tornado Watches issued by NWS
  - **Severe Weather Notifications** – automatic notifications for Flood, Severe Thunderstorm, or Tornado Warning issued by NWS

DallasAlert (Cont.)

- NWS Warning Polygon Example



DallasAlert (Cont.)

- Features
  - **Notification Translations**
    - Supports 62 languages
    - Only Spanish will be initially used
  - **SMS Opt-in**
    - “Text DALLAS to 67283”
    - Special Event uses – “Text STATEFAIR to…”
  - **Polling**
    - Freeform responses or selecting provided answers

DallasAlert (Cont.)

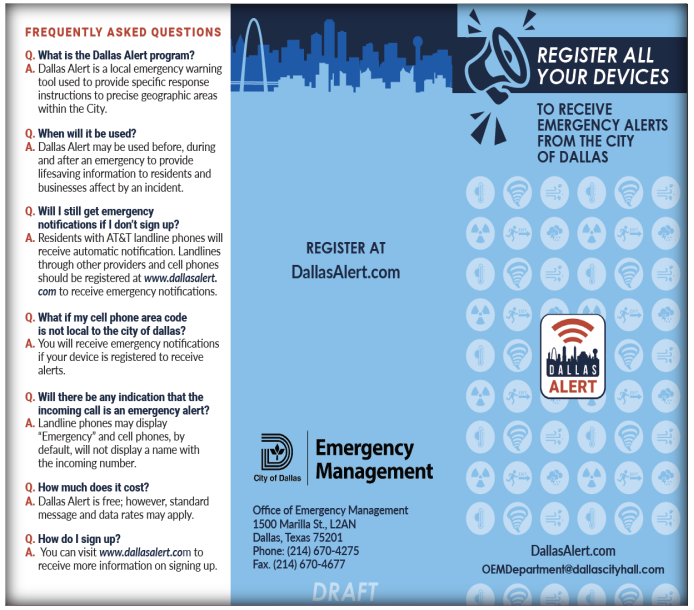
- Features (Cont.)
  - **Privacy**
    - System Admins cannot see details of opt-in user data without permission from the user
  - **ADA Considerations**
    - “Account Assistant” – Users can have someone else create their account for them. That person will receive some account-related information on the user’s behalf
    - Public registration and user portals meet web-accessibility requirements

Outreach and Marketing Strategy

- Outreach
  - **In-person** – OEM, Dallas CERT, partners and stakeholder events
- Marketing
  - **City and OEM Social Media** – X (formerly Twitter), Facebook, and NextDoor
  - **Media Advisories** – Dissemination through tv, radio, and newspaper
  - **Website** – DallasAlert.com

Outreach Collateral – Physical Collateral

- Outreach Collateral
  - **Brochure** – Pamphlet with FAQs
  - **Flyer** – One-page sign-up

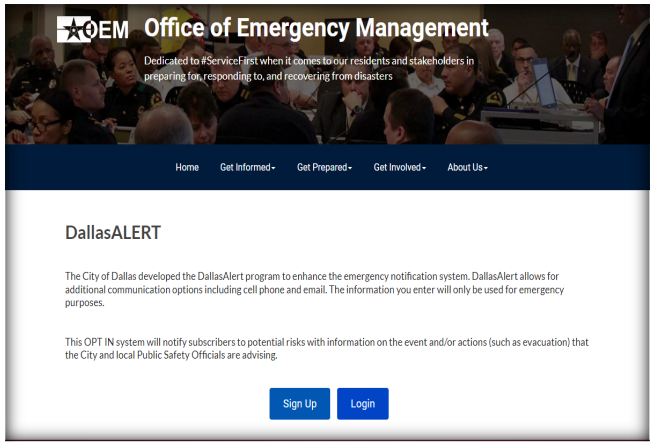


Brochure

Flyer

Marketing Collateral – Virtual Collateral

- Marketing Collateral
  - **Social Media Collateral** – Graphics, Banners, and Updated Emblem
  - **Website** – DallasAlert.com



DallasAlert.com

Social Media Graphics

FREQUENTLY ASKED QUESTIONS

Q. When will it be used?
A. DallasAlert may be used before, during, and after an emergency to provide lifesaving information to residents, businesses, and visitors affected by an incident. You can also adjust your settings via your online profile to receive non-emergency notifications and automatic weather notifications.

Q. Will I still get emergency notifications if I don't sign up?
A. To receive DallasAlert notifications you must sign up and complete your online profile. However, you may still receive alerts through radio, television, official social media sources, and All-Hazards NOAA Weather Radio.

Q. What if my cell phone area code is not local to the City of Dallas?
A. You will receive notifications if your device is registered for DallasAlert.

Q. How much does it cost?
A. DallasAlert is free; however, standard messaging and data rates may apply.

Q. How do I sign up?
A. To sign up, visit DallasAlert.com

Q. Will my information be confidential?
A. All personal information submitted to DallasAlert will remain confidential.

REGISTER ALL YOUR DEVICES

TO RECEIVE EMERGENCY ALERTS FROM THE CITY OF DALLAS

REGISTER AT
DallasAlert.com

DALLAS ALERT

City of Dallas | **Emergency Management**

Office of Emergency Management
1500 Marilla St., L2AN
Dallas, Texas 75201
Phone: (214) 670-4275
Fax. (214) 670-4677

DallasAlert.com
OEMDepartment@dallas.gov

WHAT IS DallasAlert?

Welcome to the City of Dallas. The Dallas Office of Emergency Management (OEM) maintains and operates DallasAlert, powered by Smart 911. DallasAlert is a local emergency notification system used to provide notifications and specific response instructions from City of Dallas officials to Dallas residents, businesses, and visitors.

Sign up today to receive text, phone, and email notifications from the City of Dallas!

WHY REGISTER?

DallasAlert allows you to receive notifications to your cellular phones, landline phones, and emails addresses. DallasAlert allows you to register your home or work address to receive geolocated notifications. Dallas OEM will use DallasAlert to send notifications to residents, businesses, and visitors during emergency and non-emergency situations.

SOURCES OF EMERGENCY INFORMATION

DallasAlert should not be your only source of information during an emergency. Dallas OEM recommends that you have multiple ways to receive emergency information, including via radio, television, official social media sources, and All-Hazards NOAA Weather Radio.

HOW TO REGISTER:

REGISTER VIA SMS

Text *DALLAS* to *67283* to sign up for text notifications from DallasAlert.

You will receive a text confirmation and you can visit the link or follow the steps below to complete your profile to include your address, email address, and additional phone numbers.

REGISTER VIA WEBSITE

1. Visit *www.DallasAlert.com*
2. Click "Sign Up"
3. Provide required information
4. Agree to the *Terms of Use*
5. Click "Create Account"
6. Add any other optional profile information once logged in

SIGNING UP HOME AND BUSINESS ADDRESSES

The geolocation feature is activated when you include your home address while completing your profile. If you work and live in Dallas, you can add both home and work addresses under the same account profile.

UPDATE OR DELETE ACCOUNT INFORMATION

Return to *DallasAlert.com* at any time and log in to update or delete your account.

TYPES OF NOTIFICATIONS

DallasAlert will allow you to opt-in to receive both emergency and non-emergency notifications for incidents or events that impact the City of Dallas. You can also opt-in to receive automatic weather notifications that originate from the National Weather Service and are sent from DallasAlert.

PRIVACY NOTICE

The City of Dallas will not share or distribute personal information submitted to DallasAlert unless required by law.

DALLAS ALERT

SIGN UP TODAY

TO RECEIVE EMERGENCY ALERTS!

The City of Dallas developed Dallas Alert so residents and businesses can add additional communication options in which to receive these emergency notifications.

Dallas Alert will be used by City of Dallas public safety officials, during emergencies only, to deliver incident-specific information or potentially life-saving instruction to those in the affected area(s).

TEXT DALLAS TO 67283
TO REGISTER FOR DALLASALERT

Register at
DallasAlert.com

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