



AlertChathamBorough

Annual Report 2015

This past year was a very productive year for AlertChathamBorough, the Borough's emergency mass notification system. It was the third year of operation, and it was the second full twelve-month period of utilizing the Everbridge system. During 2015, forty-six messages were sent out to residents by Borough officials using AlertChathamBorough. Between January 1 and December 31, 2015, one hundred eighty four additional residents registered to receive AlertChathamBorough messages, bringing the total web registrations to 1,787.

AlertChathamBorough is managed by the Chatham Borough Office of Emergency Management with assistance from the Chatham Borough Police Department. The AlertChathamBorough Program Manager is directly responsible for the operation of the system and also serves as Assistant Borough Administrator and a Deputy Emergency Management Coordinator. AlertChathamBorough is offered free of charge to citizens 24 hours a day, 7 days a week, 365 days a year.

Chatham Borough continued to partner with Morris County Department of Law and Public Safety/Office of Emergency Management. This partnership optimized the utilization of this robust emergency mass notification system to keep Chatham Borough citizens informed of important information concerning Chatham Borough and delivery of essential information during emergencies.

Residents and businesses listed in Morris County's 911 databases are automatically enrolled to receive Reverse 911 alerts on their home and business phones. In addition, residents can register with the AlertChathamBorough link on Chatham Borough's website to receive other emergency information, such as notifications of severe weather, electrical outages, fires, flooding and street closings, as well as non-emergency community information. These messages can be sent to residents using a variety of communication pathways—cell phone, home phone, email, text messaging, fax, business phone or pager. This ensures that residents and citizens who live and work in Chatham Borough receive important information and public service announcements on a timely basis. The AlertChathamBorough system allows each user to indicate which communication pathways are preferred and the order in which they will be used.

AlertChathamBorough is powered by Everbridge, the leading emergency notification provider in the United States, and is being provided by Morris County at no additional cost to the residents of Chatham Borough.

During 2015 AlertChathamBorough had an 11.5% increase in Web Registrations, increasing from 1,603 in 2014 to 1,787 individuals Web-registering by year end.

Phase Two of the implementation of the Everbridge platform in Chatham Borough allows the Borough to communicate electronically with employees and volunteers as needed. In 2015 Chatham Borough transitioned from a manually driven telephone calling chain to communicate when Borough Hall is closed or opening is delayed due to inclement weather or other situations. This new electronic system was used on three different occasions to notify employees of a delayed opening and a Borough Hall closure. When the previous “calling chain” method was used it would take nearly two hours to complete calls to all employees. With this system, messages can be sent as pre-recorded templates from a smart phone or iPad and all employees are notified simultaneously within one minute of the message being sent.

Phase Three of the Everbridge implementation was the initiation of the Chatham Fire Department using the non-emergency platform to communicate with its members through voice, text and email messages. With this system, the Fire Chief or Borough officials can initiate a message/telephone call with all members of the Fire Department which results in a single conference call with all members at one time. This method of communication could be used in preparation of a storm such as Super Storm Sandy, where it is imperative that members receive a single briefing and be at different locations at the same time. Since implementation of this phase in late November, sixteen messages have been sent to members of the Fire Department

The table below shows the number of cumulative Web Registrations for the AlertChathamBorough system from January 1, 2015 through year end.

Web Registration Report

Date	Total Web Registration	General	Traffic	Road Closure	Severe Weather	Power Outage	Water Outages	Crime Alerts	Missing Persons	Misc. Alerts
12/31/14	1603		833	969	1213	1189	913	1149	699	646
1/31/15	1645	1598	870	1007	1251	1227	952	1190	738	685
2/28/15	1660	1604	874	1011	1257	1232	957	1195	743	690
3/31/15	1662	1614	882	1019	1265	1240	965	1204	750	697
4/30/15	1671	1623	889	1027	1273	1247	972	1213	758	704
5/31/15	1689	1635	899	1036	1284	1259	984	1225	770	716
6/30/15	1714	1666	928	1066	1317	1291	1016	1258	801	744
7/31/15	1729	1681	941	1079	1331	1304	1029	1271	814	756
8/30/15	1745	1695	955	1092	1345	1317	1041	1285	829	770
9/30/15	1762	1713	968	1105	1361	1334	1056	1302	841	779
10/31/15	1775	1727	981	1118	1375	1348	1069	1316	851	792
11/30/15	1784	1730	988	1124	1380	1352	1075	1322	858	798
12/31/15	1787	1734	992	1127	1383	1355	1078	1326	861	802

Respectfully submitted.

Stephen W. Williams

*Assistant Borough Administrator,
Deputy Coordinator-Emergency Management
and AlertChathamBorough-Program Manager*