AlertChathamBorough

Annual Report
2014

2014 was a productive year for the AlertChathamBorough (ACB) system, the borough's emergency mass notification system. It was the second year of operation, and it was the first full twelve month period of utilizing the Everbridge system. During 2014 seventy-four messages were sent out to residents by the AlertChathamBorough system. Between January 1, 2014 and December 31, 2014, one hundred forty one additional residents registered to receive AlertChathamBorough messages.
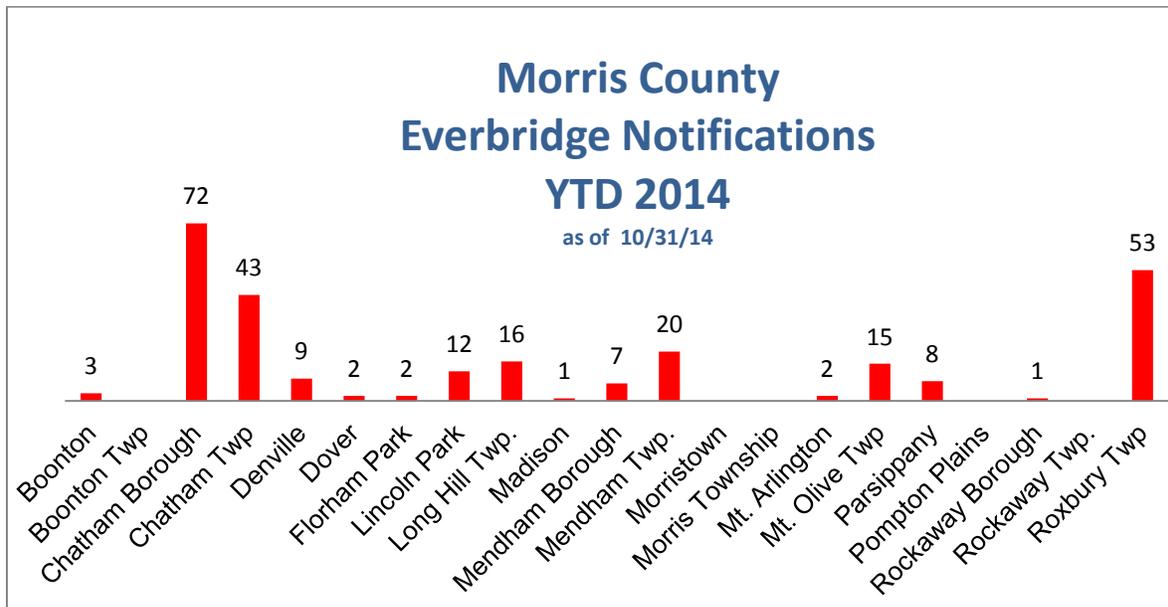
AlertChathamBorough is managed by the Chatham Borough Office of Emergency Management. The AlertChathamBorough Program Manager is directly responsible for the operation of the system and serves as a Deputy Emergency Management Coordinator. AlertChathamBorough is offered to citizens 24 hours a day, 7 days a week, 365 days a year.

During 2014, Chatham Borough continued to partner with Morris County to utilize this emergency mass notification system to keep Chatham Borough citizens informed of important information concerning Chatham Borough and critical information during emergencies.

Residents and businesses listed in Morris County's 911 databases will automatically be 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 or pager. This ensures that residents and citizens who 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.

The graph below represents the number of messages towns in Morris County sent out during the first ten months of 2014. Chatham Borough ranks #1 in the county sending out 72 messages during this time. You will see that this graph is completed through October 31, 2014. Morris County OEM completed the migration to the newest Everbridge platform, Everbridge Manager, during the first part of November 2014. With the new platform, each town can only see the number of messages their municipality sends out, thus precluding the completion of this report for November and December 2014. Chatham Borough sent an additional two AlertChathamBorough messages during November and December 2014.

Morris County
Everbridge Notifications
YTD 2014
as of 10/31/14

Boonton 3
Boonton Twp —
Chatham Borough 72
Chatham Twp 43
Denville 9
Dover 2
Florham Park 2
Lincoln Park 12
Long Hill Twp. 16
Madison 1
Mendham Borough 7
Mendham Twp. 20
Morristown —
Morris Township —
Mt. Arlington 2
Mt. Olive Twp 15
Parsippany 8
Pompton Plains —
Rockaway Borough 1
Rockaway Twp. —
Roxbury Twp 53

The table below shows the number of cumulative Community Sign Up's for the AlertChathamBorough system from January 1, 2014 through year's end.

AlertChathamBorough
Community Sign up Report

Date	Total Community Sign Up's	Traffic	Road Closure	Severe Weather	Power Outages	Water Outages	Crime Alerts	Missing Persons	Miscellaneous Alerts
1/31/14	1462	772	892	1146	1123	846	1057	633	577
2/28/14	1501	793	918	1175	1154	870	1087	653	592
3/31/14	1542	815	943	1204	1178	894	1115	673	615
4/30/14	1559	824	953	1212	1188	903	1127	680	623
5/31/14	1568	830	961	1220	1196	911	1135	688	630
6/30/14	1583	841	974	1232	1207	925	1150	697	644
7/31/14	1599	852	987	1245	1220	973	1162	706	650
8/31/14	1615	860	997	1257	1233	946	1176	719	660
9/30/14	1693	902	1043	1315	1288	994	1247	754	698
10/31/14	1703	908	1050	1325	1396	1000	1257	758	701
11/30/14*	1597	827	963	1207	1183	907	1143	693	640
12/31/14	1603	833	969	1213	1189	913	1149	699	646

*During November 2014 Morris County OEM migrated to the new Everbridge Manager Platform and only identified Geocoded addresses, thus the decrease in Community Sign Ups/

Respectfully submitted:

Stephen W. Williams,
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and AlertChathamBorough-Program Manager