

Improve Communications, Strengthen Community Proposal

Presented by:
Councilwoman Gleba

Why a mass notification system for Washington Borough?

- Not all residents have access to a computer or regularly visit the Borough Hall or library to read notices.
- Emergency notifications in a timely manner are essential to keep ALL citizens and officials informed, prepared and most importantly protected.
- One-time important announcements can reach ALL residents with one phone call such as the recent special bulk garbage pick-up after Hurricane Irene.
- Quarterly reminders of tax bills may improve the tax collection rate; whereby lowering the \$ amount needed for the Reserve for Uncollected Taxes.
- More efficient, much quicker and less expensive than multiple mass mailings during the year.

Currently our local schools and sports organizations are utilizing a streamlined communication system to keep parents informed and improve communications especially for emergency notifications such as school closings or other important announcements.

IT'S TIME TO DO THE SAME FOR OUR RESIDENTS!

Researched example of a Service Provider:

- One Call Now already provides service to some of our local areas and makes it fast and easy to get the word out to thousands!
- Visit their website www.onecallnow.com for further information.

QuickTime™ and a
decompressor
are needed to see this picture.

Cost Estimate Quote from One Call Now:

- Utilizing Washington Borough demographics there are approximately 2,120 households and businesses combined.
- Prices shown are broken out by number of messages (i.e., 10k = 10,000 messages)

Cost estimate (continued):

- 10k - \$699.95
- 25k - \$1,750.00
- 50k - \$3,000.00
- 100k - \$5,000.00

(For example: rounding and using 10,000 messages and 2,120 households/businesses this would be approximately 5 messages per year for \$700.)

Included in subscription:

- 12 month subscription
- 99 subgroups (can choose to make calls to certain areas)
- 45 second message length
- (For Boro. needs voice messaging is best but email and text messaging are also available.)

Miscellaneous Considerations

- WA Boro. BID may want to have a shared service with us to send reminders of upcoming events in town.
- Possibility of Homeland Security grant funds available to offset costs of service for emergency notification reasons.

Next Steps

- Motion for New Business agenda item at October 4th meeting for discussion purposes.
- Via resolution at October 18th Council meeting Council approval of 2012 budget dollars for Notification System using above cost estimates and deciding on potential # of messages.
- Go through proper purchasing procedures to award service contract to a provider for 2012.