

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: NEIL BREGMAN, EMERGENCY PREPAREDNESS  
COORDINATOR  
FIRE DEPARTMENT  
SUBJECT: APPROVAL OF MEMORANDUM OF UNDERSTANDING  
BETWEEN CITY OF SANTA ROSA AND COUNTY OF SONOMA  
FOR USE OF SOCOALERT SYSTEM

AGENDA ACTION: MOTION

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RECOMMENDATION

It is recommended by the Fire Department that the Council, by motion, approve the Memorandum of Understanding (MOU) between the City of Santa Rosa and County of Sonoma for use of the SoCoAlert system.

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EXECUTIVE SUMMARY

SoCoAlert is an emergency notification service that provides Sonoma County first responders the ability to notify residents and businesses by telephone, mobile phone, text message, email, social media and mobile app regarding time-sensitive emergency notifications.

BACKGROUND

SoCoAlert is the new, Operational Area-wide (all of Sonoma County) alert and warning system. The Sonoma County Board of Supervisors approved a contract with CodeRed on March 1, 2016, to perform this important emergency function. SoCoAlert will replace the existing Telephone Emergency Notification System (TENS) that the City of Santa Rosa (City) has been using with County of Sonoma (County). With the prior system, we were limited in our ability to broadcast messages to only landline telephones.

With the SoCoAlert system, we will be able to provide residents and businesses time-sensitive emergency notifications by telephone, mobile phone, text message, email, social media and mobile app. As a County partner in emergency notification and warning services, we have been invited to participate directly in the new system.

PRIOR CITY COUNCIL REVIEW

NONE

APPROVAL OF MEMORANDUM OF UNDERSTANDING BETWEEN CITY OF SANTA ROSA AND COUNTY OF SONOMA FOR USE OF SOCOALERT SYSTEM  
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ANALYSIS

Participation by the City in the new SoCoAlert system will make it easier to notify and warn the public about emergencies using newer technology on the communication channels that today's citizens prefer. SoCoAlert is for emergency notifications only and is not intended for community news or announcements. Many City residents have asked for a "reverse 911" system to be put in place and this is that system.

FISCAL IMPACT

This service is being made available with funding from the existing Operational Area Joint Powers Agreement with the Cities and the Fire & Emergency Services Department. The Operational Area (Sonoma County) purchased a contract for 100,000 system minutes for voice and text messages; email and social media messages are unlimited. Costs for any minutes over the 100,000 will be \$.09 per minute. The initial 100,000 minutes will be shared with participating cities based on their populations. We expect that there will be surplus minutes at the end of the year, at which time those minutes will be allocated to cover any overages, if needed. There is no cost to the City for the use of the system unless we go over our allotted minutes. The potential for the City to go over our allotted minutes would only occur in a large scale emergency.

ENVIRONMENTAL IMPACT

NOT APPLICABLE

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

NOT APPLICABLE

NOTIFICATION

NOT APPLICABLE

ATTACHMENTS

- Attachment 1 – Memorandum of Understanding

CONTACT

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