



Mass Notification System

What is a mass notification system?

Mass notification systems simultaneously broadcast real-time alerts and information to large numbers of individuals. The primary function of mass notification systems is to quickly alert people to potential threats or emergency situations and direct them how to respond to those situations.

Regroup vs. CodeRED



- ▶ VERY User Friendly (both residents and administrative ends)
- ▶ Robust Mobile App (both residents and administration)
- ▶ Automatic translated messages
- ▶ Unlimited Groups
- ▶ Broadcasts unlimited messages via email, text/sms, voice calls (automated or recorded), push notifications**
- ▶ GeoFence Messaging**
- ▶ Automated Alerts -For FEMA, IPAWS, NOAA and more. Regroup is the only NOAA Weather Ready Nation Ambassador
- ▶ Annual cost is \$5,000



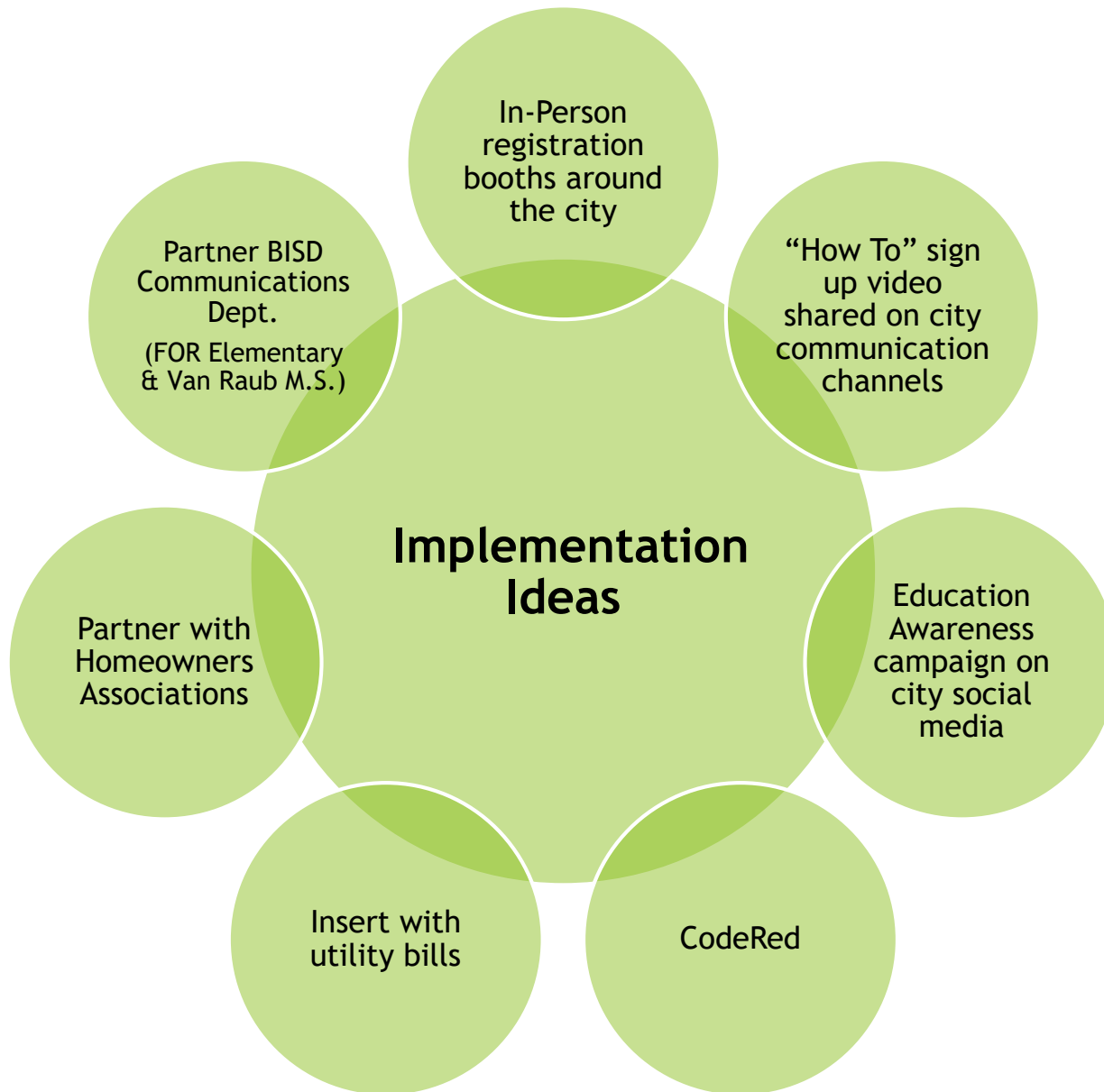
- ▶ NOT User friendly (difficult to sign up, log in to update info, unsubscribe, etc.)
- ▶ Mobile app is for administrators only not made for subscribers
- ▶ Only translates in Spanish
- ▶ Broadcasts messages via email, text/sms, automated voice calls
- ▶ Automated Alerts for IPAWS only
- ▶ Annual cost is \$5,785

Enhanced Features

- ▶ Mobile App**
 - ▶ Two-way messaging; Push Notifications, View all alerts
- ▶ Unlimited Groups and messages
- ▶ GeoFence Messaging**
- ▶ Geo-Targeting
- ▶ Enhanced analytics on all messaging
- ▶ **EASE OF USE!**



Regroup Mass Notification is ranked #1 (out of 23) in the market for top emergency technologies. **|**



Day 1:	Code Red and Newsflash to all residents to inform of new system
Week 1:	In person registration events
Week 2:	“How to sign up” and feature walkthrough video
Week 3:	Information or brochures sent out via community partners and schools
Week 4:	Other physical media (mailers**, bill inserts etc.)
After first month:	Bi-weekly reminders
After first quarter:	Reminders to sign up sent out once a month via social media

Communications Timeline

Communication Samples

What Happens When You Sign Up to Receive Emergency Alerts?

- ✓ Stay up-to-date on important information
- ✓ Receive Emergency Notifications from other cities when visiting*
- ✓ Alerts and messages in your native language



The City of Fair Oaks Ranch logo is a circular seal with a tree in the center and the text 'CITY OF FAIROAKS RANCH TEXAS' around the perimeter. To the right of the list is a stylized white figure with a large green bandage wrapped around its chest.



A smartphone is shown with a lock screen displaying the time '07:00' and a blurred background image of people running. To the right of the phone is a white card with green text.

● **STAY INFORMED**

EMERGENCY NOTIFICATIONS

Make sure you and your family stay informed during important events and emergencies.

● ● ● Fairoaksranchtx.org



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Questions



City of Fair Oaks Ranch
Human Resources & Communications Department

