Parkersburg / Wood County Neighborhood Watch Co-op

STANDARD OPERATING PROCEDURE

EVERBRIDGE NOTIFICATION SYSTEM

The Everbridge Notification System is the "Reverse 911" system of Wood County 911 (the Wood County Central Communications Center), who has graciously given the Parkersburg and Wood County Neighborhood Watch Co-op access to their system, providing us with an effective method of notifying our members with important information in an efficient and timely manner.

HOW THE SYSTEM WORKS

When it is appropriate for the Wood County Office of Homeland Security and Emergency Management (WCHSEM) to provide residents of the county with information about any situation that may adversely affect their safety, that information is provided to Central Communications where a system administrator prepares the information for distribution to citizens who have enrolled in the Resident Alert Notifications System. Citizens of Wood County may enroll in the system as a business or as an individual to get alerted about emergencies and other important community news. This system enables WCHSEM to provide you with critical information quickly in a variety of situations, such as severe weather, unexpected road closures, missing persons, and evacuations of buildings or neighborhoods.

You will receive time-sensitive messages wherever you specify, such as your home, mobile, or business phones, email address, text messages, and more. You pick where; you pick how. To register, you create a username and password, then enter your address, phone number(s), and other information, and then select which types of situations for which you wish to be notified. You may choose from:

- Wood County Alerts
  - Boil Notices
  - Public Meeting
  - Road Closures
  - School Information
  - Special Events
  - Other Emergencies
- Weather Alerts
  - Wind
  - Flood
  - Winter Conditions
  - Non-Precipitation
  - Severe Weather

Central Communications has provided Neighborhood Watch with access to our own segment of the system to create our own database and to determine for ourselves what information we wish to provide to our members. The Resident Alert Notifications System and Neighborhood Watch Notification System are operated as separate systems. *Enrolling in one system does not enroll you in the other.* You enroll in the county program on their website at woodcountywv.com/county-offices/e911.html.

You are automatically enrolled in the Neighborhood Watch system when you join a Watch Group and your Watch Captain provides the IT Coordinator with your contact information. To be entered correctly into the system, you must provide your complete contact information.

How Members are Added to the System

When you apply to join a Neighborhood Watch Group, your Watch Captain submits that application to President, who forwards it to the IT (Information Technology) Coordinator, who enters your information into the Co-op Membership database *and* the Neighborhood Watch Notification System. So, when you join you are automatically enrolled in the system. *Please note that the system is available only to active members of the Neighborhood Watch Co-op*. If your contact information changes at any time, you may email the updated information to the IT Coordinator, give it to the IT Coordinator at any regular Co-op meeting, or send it to the meeting with your Watch Captain.

System Requirements

To be properly entered into the Everbridge system, the system needs your:

a. Full name (First, Middle Initial, Last)
b. Street Address
c. SMS/Text (cell) Number
d. Cell Phone Number
e. Home Phone Number
f. Email Address (if any)

Without your name, address, and at least one valid form of contact, you cannot be added to the system.

System Notifications

The Neighborhood Watch Notification System is administered by the IT Coordinator, who is responsible for maintaining the database and preparing notifications. Watch Captains may initiate notifications for their Watch Group by contacting the IT Coordinator with the information. When a notification is sent, it is sent in the following order (we do not put your work phone or business email in the Everbridge system):

1 TEXT#1 (10 Digit #)	6 Personal E-mail	11 Extension Phone 1
2 Mobile Phone #1	7 Mobile App	12 Extension Phone 2
3 Business E-mail	8 TEXT#2 (10 Digit #)	13 Mobile Phone #3
4 Home Phone #1	9 Mobile Phone #2	
5 Business Phone #1	10 Business Phone #2	

If you do not respond to the text message right away, the notification is then automatically sent to your cell phone number. If you do not answer your cell phone, the system leaves a voice mail and then calls your home phone number. If you do not answer your home phone, it leaves a voice mail and sends you an email of the notification. As soon as the system receives your first response, it stops sending. This is why some members are receiving multiple copies of the notifications.

CHANGING/STOPPING NOTIFICATIONS

Do not contact the 911 center with unsubscribe or change requests.

To change your contact information, email your request to the IT Coordinator[1] with "NW CHANGE CONTACT INFO" as the subject and provide the new contact information. Indicate if the phone number is a landline or cell number and indicate if the cell number can receive text messages. You may also call the IT Coordinator with the new information. Alternatively, simply provide the IT Coordinator with your updated contact information at the next meeting.

To stop receiving Neighborhood Watch notifications altogether you may reply STOP when responding to a text notification or press ZERO when answering a *live* phone notification (this will *not* work on a recorded message). To unsubscribe via email, send your request to the IT Coordinator with "NW UNSUBSCRIBE" as the subject.

NOTE WELL

Because we must be able to contact our members via the system, *participation in the Notification System is a condition of membership.* If you opt out of the Notification System, it will be assumed that you no longer wish to participate in the Neighborhood Watch program and *you will be removed from the membership database*.

[1] Current contact information for Co-op officers is at www.pkb-wood-neighborhoodwatch.org/contact.html.