To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington
Councilmember Gordon Wozniak

Subject: City Manager Referral: Consider Implementing a Neighborhood Notification System for the City of Berkeley

RECOMMENDATION:
Refer to the City Manager to look into a mass communication system for the City of Berkeley as a way for Berkeley’s government departments to send residents important notifications through text messages, email, and the web.

BACKGROUND:
Many cities across the country are establishing community notification systems that allow government departments and public safety agencies to connect with local residents and disseminate information such as emergency alerts, zoning notifications, community news, local crime updates, traffic alerts, etc.

This type of mass notification system could be extremely effective and beneficial in improving communication between the Berkeley governmental agencies and residents of Berkeley. Specifically, this could quell residents’ complaints about lack of notification before zoning and public works action in Berkeley.

The following are several communication programs used by other cities:
• Nixle: http://www.nixle.com/nixle_connect.html
• CodeRED (Emergency Communications Network): http://www.ecnetwork.com/codered/
• Everbridge: http://www.everbridge.com/
  http://www.everbridge.com/industries/government/
• MIR3: http://www.mir3.com/mass-notification-for-government/

ENVIRONMENTAL SUSTAINABILITY:
Communication via text, email, and web minimizes paper usage and maximizes swift dispersion of information in an environmentally friendly manner.

FINANCIAL IMPLICATIONS:
Unknown. Depends on the program.
CONTACT PERSON:
Councilmember Kriss Worthington      510-981-7170