

TOWN OF
AURORA
CODE RED PROPOSAL

NOVEMBER 8, 2021



WHAT IS CODE RED?

- Easy to use mass notification system
- Unlimited messages sent via landline phone, cellphone, text message, e-mail, Facebook, Twitter, and more





Connect quickly by launching mass notifications in seconds from wherever you are located via web, email, text or mobile app to every recipient's preferred device.



Geo-target alerts precisely based on key characteristics, including specific geographic location, to ensure the right people receive the alert.



Automate severe weather warnings based on official bulletins from the National Weather Service® so your community can act quickly.

Town of Aurora Code Red Demo - Shared screen with speaker view

The screenshot shows a web browser window displaying a dashboard for emergency services. The main feature is a map of East Aurora, Colorado, with a red polygon highlighting a specific area. The interface includes several toolbars and buttons:

- Map Navigation:** FIND LOCATION, SAVE AREAS, LOAD AREAS, LOAD SHAPEFILES, TOGGLE FULLSCREEN, LAYERS (STREET, SATELLITE).
- Map Tools:** ALLOHA, QUICK RADIUS, DELETE, DELETE ALL, POLYGON, RECTANGLE, CIRCLE, FREE HAND.
- Data Management:** Call Quantity (All Records), Contacts (Calls: NA, Emails: NA, Texts: NA), UPDATE CALLS, SAVE AND RETURN.

Chat Messages

Maureen Jerackas 22:21
can we take people out when they get mad about getting alerts they don't want?

Maureen Jerackas 23:33
yes

Maureen Jerackas 01:10:23
Maureen.jerackas@east-aurora.ny.us

Maureen Jerackas 01:30:23
I have to go now have a great day!!

Blair Morgen 01:30:37



SCENARIO 1: TRAIN DERAILS IN EA

EAPD, EAFD and other departments, Aurora Highway, are notified about a train that has derailed from the tracks near Riley Street.

Chief Krieger or dispatcher gets notification, immediately sends a message to residents that a train has derailed to avoid panic, “At 10:30pm tonight, a train derailed near Riley Street. We are unaware of the contents in the train at this time and ask you to please remain away from the derailment site.”

Chief Krieger gets an understanding that the situation is safe: “The train derailment does not pose any immediate risks. Crews are on scene and will be working throughout the night. There are no injuries reported.”

Mayor Mercurio needs to close down Riley for the next 2 days: “Riley Street will be closed to all traffic until further notice so that crews can continue cleanup of the train derailment.”

“Riley Street is now open and the rail line is back in service.”

SCENARIO 2: SNOW DAY & NO GARBAGE

The weather has turned and an unexpected band is hitting the Town of Aurora hard. The highway department is plowing non-stop, but the snow is coming down too quickly to keep up. Erie County has issued a weather advisory. A car is in the ditch on Boise Rd. on a dangerous curve and the plows cannot get by.

Supervisor Bach sends a message to all residents, “Erie County has issued a snow advisory for Southern Erie County, including WNY. Please limit travel to emergency situations only.”

Highway Supervisor Gunner sends a message targeted to Boise Rd. residents, “Please note that plows cannot currently get down Boise Rd. due to an accident at 1111 Boise Rd.. As soon as the situation is cleared up, we will resume plowing.”

Town clerk is notified by Waste Management that, due to the poor snow conditions, there will be no garbage collection. In addition, the town hall will be closed. She sends one message to the entire town, “Please note that due to inclement weather, the town hall will be closed today, November 5,” and another message to only those residents on the garbage route for that day, “Please note that there will be no garbage collection today due to the inclement weather. Collection is scheduled for this Saturday, November X.”





SCENARIO 3: SENIOR CENTER OFFERING NEW SPIN CLASSES

The Senior Center has found a volunteer to teach new Spin classes on Mondays, but the sewing instructor is ill and cannot come in today.

Donna B. sends a message to all seniors who signed up for messages, “Great news! We will be offering spin classes now on Mondays at 6:00am. To sign up, please call 652-7934.”

Donna B. sends a message only to those residents who signed up for the sewing class, “Unfortunately, the instructor is ill and cannot teach sewing today; therefore, tonight’s class will be cancelled. Please join us again next week at the same time.”

SCENARIO 4: TOWN BOARD TO HAVE 2 PUBLIC HEARINGS

- A councilmember has proposed adding cannabis dispensaries as a permitted use in B2 zones. A resident is requesting a modification to get a special use permit for a flag lot on Lewis Rd.
- Supervisor Bach sends a message to the entire town, “Please note that public hearings will be held on Monday, November 8, regarding the possible inclusion of cannabis dispensaries as a permitted use in B2 zones in the town. For more information: www.info.aur.”
- Supervisor Bach sends a message only to residents surrounding the flag lot, “Please note that a public hearing will be held on Monday, November 8, to determine whether to give a modification to zoning rules regarding a flag lot on 1111 Lewis Rd.”





POTENTIAL USES

- Emergency Management: severe weather warnings, chemical spills, pandemic updates
- Law Enforcement: evacuation notices, lockdowns, missing children or persons, searches
- Fire Departments: evacuation notices and routes, gas leaks, street closures
- General: Water outages, garbage schedule and changes, public hearings
- Highway: street closures, leaf pickup, work on roads
- Senior center: program cancellations, new programs
- Rec department: new program signup, cancellations
- Others?

WHO CAN USE IT?

Unlimited Departments

- Supervisor and Board
- Town Clerk
- Highway
- EAPD
- Rec Department
- Senior Center
- Courts
- Historian
- Etc.

Subdivisions within Aurora

- Town of Aurora
- Village of East Aurora
- EAFD
- South Wales Fire District
- West Falls Fire District
- ?

WHO, WHAT, AND HOW?

- Town Board will need to set policy about use. Main administrator will decide to what groups each sub-administrator can send and set up those groups.
- Individuals can opt-in or opt-out at any time by phone, e-mail, online, via the app, and others.
- Data is not given to any 3rd parties.
- We will need to actively work to sign up more residents.



Mail

COSTS AND REACH

- Year 1 Subscription Fees + Non-Recurring Service Fees: \$6,965.00
- Current coverage in Town of Aurora: 5,800 (about 75% of households)
- Village of East Aurora: 3,601

