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## Memorandum

To: Mayor and Town Council  
From: Vail Police / Vail Public Safety Communications Center  
Date: 01/14/2021  
Subject: EC Alert Changes

### PURPOSE

To present information to the council about upcoming changes to the EC Alert format that will change the way Vail residents and guests receive non-emergency messaging such as road and area alerts.

### BACKGROUND

Everbridge was selected as the messaging vendor by the E911 Authority Board in 2014, chosen to replace the previously used 'Roam Secure' software. This contract is renewed annually and paid for by the E-911 Board at roughly \$28,000/year. This contract and billing model is set to change with our contract renewal in March 2021, we must change our messaging practices to avoid an approximate tripling of that cost.

Since the cost increase is due to the sheer volume of SMS messaging that the communication center sends out, the simplest and most efficient way to make these changes is to use the Everbridge App which allows us to send the same volume of messaging as we do currently through the app, with no added cost.

### DISCUSSION

Since the cost increase is due to the sheer volume of SMS messaging that the communication center sends out, the simplest and most efficient way to make these changes is to use the Everbridge App which allows us to send the same volume of messaging as we do currently through the app, with no added cost.

#### Key benefits are:

- Longer messages will be received in the app in their entirety, as text messages we are character limited and when we go over the limit, the subscriber has to click a link to see the whole message.
- Messages displayed through the app can include images & hyperlinks
- All notifications show up in one feed without cluttering your text message feed.
- Users can manage their account from the app. Update your subscriptions, profile information & contact methods.