

Pasadena Office of Emergency Management

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# **Community Emergency Communications with Schools**

**Pasadena Citizens' Advisory Council**

**May 27, 2014**



# Communications Tools Overview

## ■ City of Pasadena

### – Incoming

- e-Notify
- CECC
- Radio
- 9-1-1

### – Outgoing

- Outdoor Sirens
- Radio
- Telephone Notification  
(Register your Cell Phone)
- E-mail/Text Message
- Social Media (Nixle)
- Alert Beacons



# Communications Tools Overview

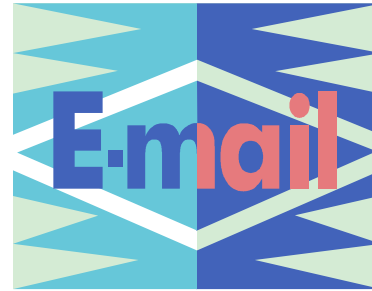
## ■ Pasadena ISD

### – Incoming

- Pasadena Police, Fire, and/or Emergency Operations Center (EOC)
- Pasadena ISD Police
- Nixle
- Sirens
- Alert US
- Radio

### – Outgoing

- Automated Phone Calls
- Text Messages
- Emails
- Twitter and Web pages



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# School Shelter-In-Place Decisions

- Who initiates a shelter-in-place?
  - City of Pasadena
    - Police Department
    - Fire Department
    - Office of Emergency Management (OEM)
  - Pasadena ISD Police Department
  - Superintendent
  - School Principal

# City of Pasadena Communications

- Fire Department Dispatch (Communications) Center serves as Local Warning Point
- Decision matrix to allow for expedited warning capability (if necessary)
- E-Merge System integrates warning tools



# Pasadena ISD Communications

- PISD Police Department, District or School Administrator receives message
  - If necessary, verify with officials
  - Choose safest alternative—given a choice, Pasadena ISD will always err on the side of caution!
- Disseminated to campuses via automated phone system
- Notify parents via outdoors signs, automated phone calls, social media, and web pages



# Changing Demographics

- City of Pasadena
  - Increased literature in English and Spanish
  - Migration to websites and social media
  - E-mail and text messages
- Pasadena ISD
  - In addition to those implemented by the City, automated phone calls in Spanish and English

# Collaboration

- Periodic meetings with Police, Fire, and Emergency Management
- Collaborative drills and exercises
- Shared phone numbers and email addresses



# Contact Information

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