



## **MILFORD POLICE & FIRE DEPARTMENTS**

**Thomas J. O'Loughlin**  
*Chief of Police*

**John P. Touhey**  
*Fire Chief*

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As a result of the Water Emergency that occurred within the Town of Milford in August 2009, Police Chief Thomas O'Loughlin and Fire Chief John Touhey, respectfully present the following recommendations to the Board of Selectmen for the Town of Milford:

1. **EMERGENCY NOTIFICATION SYSTEM FOR THE TOWN OF MILFORD**

Fire Chief John Touhey and Police Chief Thomas O'Loughlin have reviewed the information and in some cases a demonstration of the actual emergency notification system offered the following vendors:

City Watch by AVTEX  
Code Red from Emergency Communications Network  
Connect CTY by Blackboard Connect, Inc.  
Reverse 911 by Plant Equipment, Inc.  
Swiftreach from Swiftreach, Inc.

After review, it is our recommendation that the Town of Milford contract with Blackboard Connect, Inc. to provide the Connect CTY notification system to the Town of Milford.

Please see the attached report from Chief Thomas J. O'Loughlin to Mr. Louis Celozzi, Town Administrator on September 3, 2009.

Also, it is recommended that each department will create emergency notification calling/contact lists of elected officials, Town officials, public safety personnel and any other person or entity that should receive a situational notification.

COST:           \$21,000

2. PUBLIC SAFETY ACCESS TO THE MILFORD SCHOOL'S NOTIFICATION SYSTEM

It is recommended that the Police Chief and Fire Chief have access to utilize the Milford Public Schools Notification System at a time of emergency.

Although messages may be redundant, it is much better that people receive several messages rather than none at all.

3. PUBLIC SAFETY ACCESS TO THE REVERSE 911 SYSTEM AT THE WORCESTER COUNTY SHERIFF'S OFFICE

On behalf of the Town of Milford, Chief Thomas O'Loughlin has entered into a no costs Memorandum of Agreement to utilize the Reverse 911 Notification System at the Worcester County Sheriff as a back-up to the emergency notification systems being utilized by the Town of Milford.

4. PUBLIC SAFETY ACCESS TO MILFORD HIGH SCHOOL AND OTHER SCHOOL BUILDINGS

It is recommended that the Police Chief and Fire Chief have access to the Milford High School and the other school buildings in the Town of Milford. At a time of emergency, time may be a critical factor and public safety officials will be expected to act in an expedient manner.

As an example, had the water emergency occurred during the winter months, access to the Milford High School as an emergency command center and distribution point would have been of critical importance as we distributed water to the public.

5. GENERATOR AT MILFORD HIGH SCHOOL

It is recommended that the Town move to purchase and install a generator to provide power and heat to the Milford High School buildings.

Again, this is a critical element in planning and providing emergency response services to the Town of Milford.

It is our understanding that the Milford School Committee has committed \$250,000.00 towards this project.

6. TRAFFIC CONTROL TRAILER AND EQUIPMENT

Again, this equipment is vital to the establishment of the emergency control center, distribution points and the detouring of traffic during an emergency.

All of the equipment necessary to route and reroute traffic are stored within a self-contained trailer that can be moved about Town as the needs present themselves.

When time is of the essence, scrambling to find or garner this equipment will be unnecessary if it is stored within a trailer dedicated to this purpose.

COSTS:       \$6,300.00 Trailer, Equipment and Markings  
              \$1,000.00 Additional Equipment  
  
              \$7300.00

Please see attached information.

7. EASY-UP SHELTERS AND EQUIPMENT

Portable shelters and necessary equipment have proven to be of critical importance during a time of emergency or crisis.

It is recommended that the Town purchase two easy-up shelters and equipment to augment the one that is presently owned by the Milford Fire Department.

The cost of each shelter is \$3,000.00 and it is recommended that an additional \$1,000.00 be expended to purchase portable heaters, side flaps and other equipment.

COSTS:       \$6,000.00       2 Easy-Up Shelters  
              \$1,000.00       heaters and other equipment  
              \$7,000.00

8. LIGHT TRAILER/GENERATOR

Presently, the Fire Department has a generator/light tower trailer that was received through regional grants from the Department of Homeland Security.

The Police Department has a light tower that was received from the Massachusetts Turnpike Authority when it was placed into surplus. Although this light tower has been a valued asset, it is in need of repairs that are of greater value than its total worth.

As a result, we are recommending that the Town of Milford purchase a generator/light tower unit similar to the one that was received by the Milford Fire Department from the Department of Homeland Security.

The low bid through the Central Region Homeland Security Advisory Council was \$7,137.88.

COSTS: \$7,137.88


9. UPDATE AND DISSEMINATE CONTACT INFORMATION FOR ELECTED OFFICIALS, TOWN OFFICIALS AND PUBLIC SAFETY OFFICIALS

During an emergency or time of crisis contact with elected officials, Town officials, and public safety officials is of critical importance 24 hours a day 7 days a week.

10. NATIONAL INCIDENT MANAGEMENT SYSTEM TRAINING FOR ELECTED OFFICIALS, TOWN OFFICIALS AND PUBLIC SAFETY PERSONNEL

During an emergency it is of critical operational importance that elected officials, Town officials and public safety personnel have an appreciation of the National Incident Management System. Although each of these people has a critical role during an emergency, the management of the incident is the responsibility of the particular professional managers. A lack of understanding can prove to be a significant detriment in having agencies from the Town of Milford and those who have come to assist, to work together.

Respectfully submitted,



THOMAS J. O'LOUGHLIN  
CHIEF OF POLICE

JOHN P. TOUHEY  
FIRE CHIEF



# **MILFORD POLICE DEPARTMENT**

**Thomas J. O'Loughlin**  
*Chief of Police*

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***milfordchief@aol.com***

September 3, 2009

TO: MR. LOU CELOZZI, TOWN ADMINSTRATOR

FROM: THOMAS J. O'LOUGHLIN, CHIEF OF POLICE

SUBJECT: RECOMMENDED EMERGENCY NOTIFICATION SYSTEM FOR  
THE TOWN OF MILFORD

Fire Chief John Touhey and I have reviewed the information and in some cases a demonstration of the the actual emergency notification system offered the following vendors:

City Watch by AVTEX  
Code Red from Emergency Communications Network  
Connect CTY by Blackboard Connect, Inc.  
Reverse 911 by Plant Equipment, Inc.  
Swiftreach from Swiftreach, Inc.

After review, it is our recommendation that the Town of Milford contract with Blackboard Connect, Inc. to provide the Connect CTY notification system to the Town of Milford.

Connect CTY offers a robust web-based system that is accessible from any web-based device or from any telephone. Connect CTY offers total redundancy of services with transmission centers on all three of the United States grids and 12 generation centers throughout the United States. Connect CTY purchases telephone line space from 7 telephone companies and presently has the ability to send 3.2M one minute messages per hour.

Representatives of this company report that they have never experienced a backlog situation and presently, have only experienced a usage of 2% of their available access. As an example, they reported that the experienced 3.5M calls, without interruption, in a 48 hour period during a fire emergency in the State of Texas, and just this past year during the ice storms that affected most of the U.S. to include hitting hard in Northern Worcester County here in Massachusetts, Connect CTY reports that they sent out 2.8M calls, without interruption, in two hours nationally.

It is our understanding that the telephone switching station for the Town of Milford can handle 3,000 simultaneous calls. Understanding that some people will be utilizing these phone lines, Connect CTY states from their experience that they would send between 2,000 and 3,000 calls per minute to the Town of Milford in an emergency. At the rate of 2,000 calls per minute, Connect CTY would notify the entire Town of Milford in under 6 minutes. Even in worse case scenarios where only 10 % of this capacity is available the entire Towns people will have received emergency communication just over one half hour.

From our observations, this system proved to be the most user friendly and we believe that it will be utilized by the entire Town government to the benefit of the residents of the Town of Milford.

Connect CTY offers the following services:

1. TYPES OF CONTACTS WITH THE COMMUNITY

a. Community Outreach

Every Town Department would have access to the system to send messages of community interest either to the entire community or segments of the community. The caller I.D. would display the name of the Town Department that is placing the call.

b. Priority Communications (Public Safety)

Public Safety messages would be sent by either the Police or Fire Departments. The caller I.D. would display as "MILFORD EMERGENCY".

Additionally, the Police Department would also have a caller I.D. of "MILFORD POLICE" for non-emergency calls such as the movement of vehicles for snowplowing.

Likewise, the Fire Department would also have a caller I.D. of "MILFORD FIRE" for non-emergency calls such as burning permits or suggesting that people change the batteries in smoke and carbon monoxide detectors.

c. Interactive Survey

This allows the Town to create calling lists of employees and others and requires that they acknowledge receipt of the message and their response to the message. For example a call-out of firefighters and they acknowledge that they are responding, or calls placed to specific Town officials about a particular event or circumstance and they acknowledge personal receipt of the message.

d. CAP Alert

Common Alerting Protocol (CAP) is best known to people as the Emergency Broadcast System. This component would allow us to take a message from the Emergency Broadcast System and send it to Milford residents and businesses.

2. CALLER RECALL AND REPLAYING OF THE MESSAGE

The Connect CTY system will attempt to call a number three times. If it is unable to reach the person it will generate this information as part of the reporting process. The person who launched the call may then manually ask the Connect CTY to once again attempt a recall to those numbers, e-mails, or text addresses that were not reached. We are told that an acceptable level of contact ranges from 60% to 75%, and Connect CTY has an experience contact rate of 85%.

If a caller does not understand the message for any reason, they can redial the number, which is 1-800-replay1, the Connect CTY will recognize their telephone number and will connect it to the appropriate message that was sent previously to them.

3. LAUNCHING THE SYSTEM

The system can be launched from any web-based device or telephone. Access to the system will be installed on Department computers, Department Head computers and telephone devices for employees authorized to access the system.

4. SYSTEM SECURITY

The system would be managed by the Police Chief as part of the Public Safety Communications Center. The Chief of Police and the Fire Chief would have full access. Department Heads would have access to the system and would have a PIN that would allow them to send a message on behalf of their department. Department Heads can authorize employees with access to create messages, however, the Department Head would have to launch the call with their PIN. Security of the system is of utmost importance if the public is to maintain confidence in the messages that they receive from the system

5. CONTACTS

The system will contact people by telephone (land-line and cellular), text and e-mail.

Connect CTY manages and updates every 30 days the land-line telephone data banks from the telephone providers. Future developments will allow for the

installation of cellular telephone data banks directly from the provider companies.

6. RESIDENT ACCESS TO PROVIDE CONTACT INFORMATION

Residents will have the opportunity to provide 3 telephone/cell numbers, 2 e-mail addresses and one text address. This information will be automatically logged into the system. When entering their information, residents can select the web-site to be translated into their native language if it is not English. This will help to ensure accuracy of information.

Connect CTY cleans the data-bases periodically to address duplications. Residents will also have the opportunity to designate a primary language other than English and their messages will be sent as such provided that the sender designates those languages or the term "bi-lingual" and then it will be sent to all languages designated within the Milford data base.

Connect CTY will address the necessary public relations to bring the Town of Milford Emergency Notification System to the attention of the residents of the Town of Milford. This will include notification to the media that the system will be tested so that residents who are not contacted because their information is not within the data bases provided by the telephone companies can enter their information onto the Connect CTY system for the Town of Milford. This will also allow residents with the opportunity to enter their cell phones, e-mail addresses and text addresses.

7. TEXT TO SPEECH AND LANGUAGE TRANSLATION

Although the sender can type and then speak and record their own message for dissemination, the Connect CTY converts data to speech and will also convert English to other languages both in data and speech.

8. MASSACHUSETTS CITIES AND TOWNS UTILIZING CONNECT CTY

Presently, the Connect CTY system is being utilized in the following cities and towns in Massachusetts:

Acton, Agawam, Amherst, Ashland, Bedford, Belchertown, Burlington  
Chesterfield, Duxbury, Franklin, Framingham, Hampden, Hatfield, Hopkinton  
Ipswich, Leverett, Maynard, Newton, North Reading, Palmer, Rowley, Salem,  
Shutesbury, Somerville, South Hadley, Southwick Springfield, Wales,  
Wenham, West Springfield, Westwood, Woburn

Examples of utilization:

Franklin: 140,840 messages in 1 ½ years

Framingham: 703,227 messages in 2 years  
Hopkinton 176,710 messages in 2 years

9. FUNDING REQUEST, COST AND CONTRACT TERM

REQUEST:

The Fire Chief and I are recommending that the Town of Milford provide \$21,000.00 for the annual cost of the Connect CTY Emergency Notification System.

COST:

Connect CTY has quoted the Federal GSA pricing of \$1.91 per year per household. The annual costs for unlimited use of the Connect CTY by the entire Milford Town government is will be \$19,673.00 . The 2000 Census and representatives from Connect CTY report that the Town of Milford has 10,420 households, however, they have decided to bill us at a rate of 10,300 households.

The Dell ASAP cost to acquire this system on the Massachusetts State Bid is 2% or \$393.46.

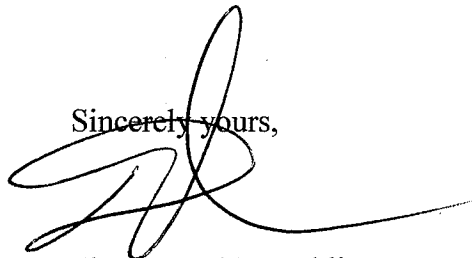
The total anticipated cost is \$20,066.46

CONTRACT TERM:

The Federal GSA contract bid allows for a seven (7) year contract without a fee escalation clause, therefore, the price would remain the same. The Massachusetts General Laws allows for a five year contract period with the approval of Town Meeting. We would recommend a five (5) year contract between the Town of Milford and Connect CTY, Blackboard Connect, Inc. as this will provide stability in the financial requirements necessary to provide this vital service to the residents of the Town of Milford.

If you have any questions concerning this matter, please contact me.

Sincerely yours,



Thomas J. O'Loughlin  
Chief of Police

cc: John Touhey, Fire Chief