



Jefferson County - City of Port Townsend
COMPREHENSIVE EMERGENCY MANAGEMENT PLAN



Part 3: Emergency Operations Guide

EOG 3.3.18

LOCAL USE AND COORDINATION OF NIXLE® AS A COMMUNITY INFORMATION OUTLET

April 15, 2010

OBJECTIVE – We intend to integrate social networking technology (SNT)¹ into our community-wide warning, alert, and information capability. The best use of text messaging for this requires coordination among the user agencies. To ensure credibility, the message content must be trusted, accurate, and consistent. A social networking user group may be established to synchronize capabilities to our mutual advantage.

BACKGROUND - NIXLE® is a complimentary community information service for secure communications, built on an authenticated, high-speed platform. NIXLE® delivers information to consumers over cell phones (SMS text messaging), emails (computers and smart phone devices), and simple web access. **NIXLE® is a subscription-based (opt in) system.** This network is available to any public entity upon application to and verification by NIXLE®.

JEFFERSON COUNTY AREA NIXLE® USERS – The following organizations agree to coordinate the use of NIXLE® according to this strategy:

- Jefferson County Government Administration
- City of Port Townsend Government Administration
- Jefferson County Sheriff's Office
- Port Townsend Police Department
- Jefferson County Department of Emergency Management
- Others as may be appropriate

COORDINATED MESSAGE – NIXLE® messages will be coordinated by the primary users through the Department of Emergency Management (Emergency Operations Center when activated) to assure accuracy and consistency, and to avoid duplication. Messages will be transmitted under the authorized agency account.

OTHER USERS – There may be other eligible organizations using NIXLE® in this community. Any cooperation with this strategy is voluntary, but a coordinated message will be strongly encouraged. It is also likely that sub-groups elect to establish internal communications using other SNT platforms. We will try to integrate those efforts into the overall warning, alert, and information routine.

MESSAGE LEVEL – Messages are assigned a “level” (degree) by the sender based on the content, the need for timeliness, and importance. Subscribers will receive all ALERTS sent by the originator (organization/s to which they subscribe). Recipients can scale the remaining messages according to personal preferences.

GENERAL DEFINITION OF MESSAGE LEVELS – These metrics will be used to determine message levels and content:

- **ALERTS** – (Restricted use) Urgent information of significant, in progress events.

¹ Other SNT's consist of “Twitter”, “FaceBook”, and similar networks. These are open to any user, and the sender is not authenticated.

- **ADVISORIES** – Important information where vigilance and awareness are necessary but does not have the timeliness of ALERTS.
- **TRAFFIC** – Notification of unique traffic conditions.
- **COMMUNITY** – Messages of general community or neighborhood interest (other than routine news releases).

NIXLE® IS NOT RECOMMENDED FOR ROUTINE NEWS – NIXLE® is not a suitable outlet for routine press releases normally covered in local media. The use of the network for this frequent process (for which there are more suitable alternatives) reduces impact by unnecessarily increasing the number of messages.

COORDINATION WITH ADJACENT JURISDICTIONS – Where possible, ALERT messages will be coordinated with the Emergency Management organizations of Clallam and Kitsap counties (Homeland Security Region 2 jurisdictions). Although the use of SNT in those communities may be different, synchronization of message is important to preserve credibility.

NOT AN ENDORSEMENT - The use of NIXLE® is not an endorsement of any commercial product or service. NIXLE® is without cost to the user agencies and meets an important objective in development of a comprehensive information dissemination schematic.



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