

Manager Access: <https://manager.everbridge.net>
VEM Watch Officer: 800-347-0488

Ian Kilburn
Ian.P.Kilburn@vermont.gov
802-760-0901

User Contact Access: <http://vtalert.gov> (Register / Log in)

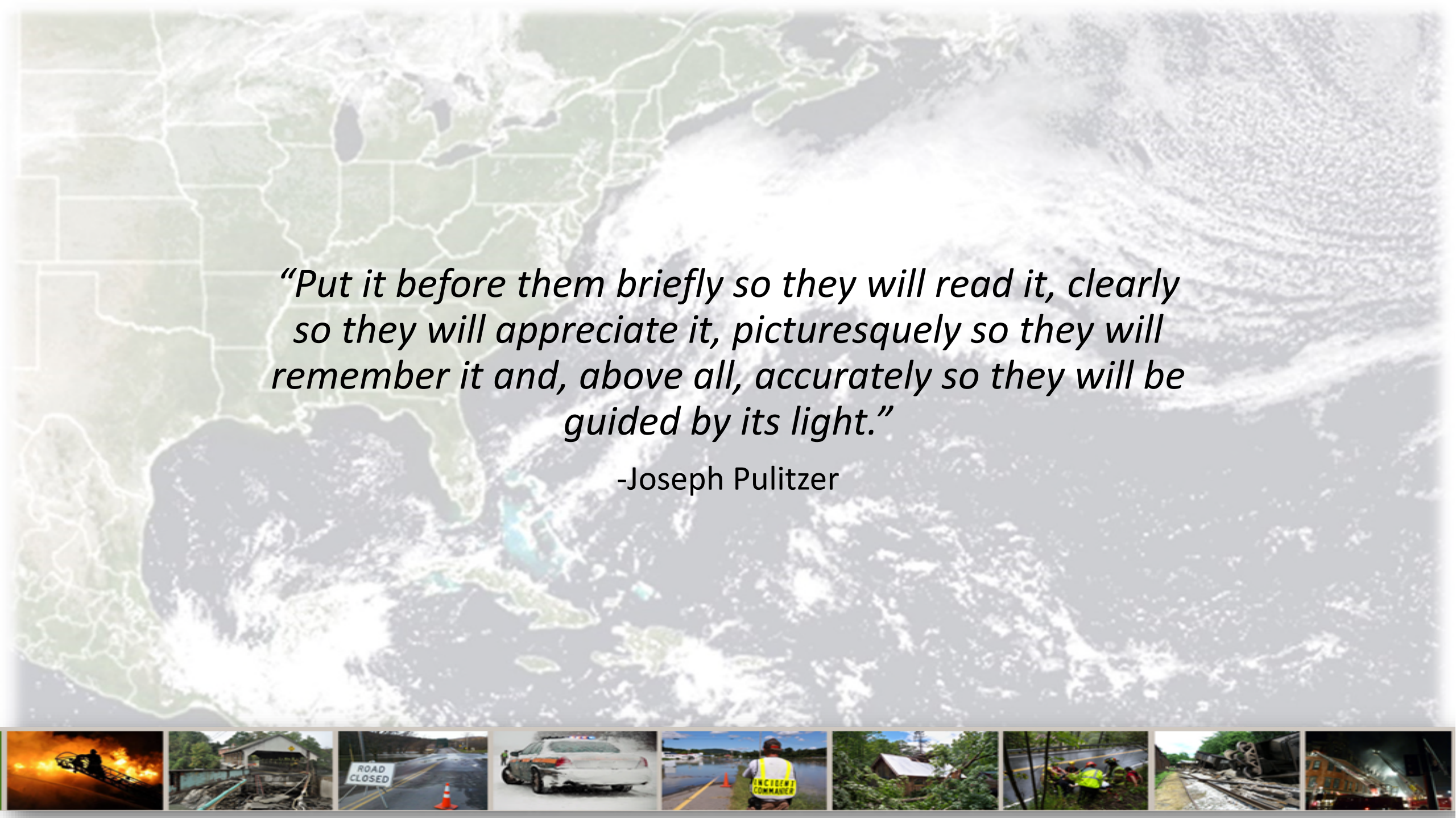


Vermont Emergency Management



Presented by Ian Kilburn





*“Put it before them briefly so they will read it, clearly
so they will appreciate it, picturesquely so they will
remember it and, above all, accurately so they will be
guided by its light.”*

-Joseph Pulitzer



Terminology

- Contact - individual name and set of contact information and location(s)
- Subscriber - public account for individuals to manage their own contact information and sign up for specific areas and message types
- Manager - designated trusted personnel with Everbridge accounts for sending notifications and managing groups
 - Dispatcher - can manage and send notification templates, manage scheduled notifications, and manage active notifications. Can access Dashboard, Universe, and Notifications.
 - Group Manager - can manage and send notifications to predefined sets of contacts/subscribers. Can access Dashboard, Universe, Notifications, Contacts, and Reports.
 - Data Manager - can only manage contact records (add, edit, and remove). Can access Contacts and Reports.
- Organization - Everbridge container for a set of contacts, groups, roles for managing contacts and groups, and roles for sending notifications
- Location - geographic area (physical address) for which a user signs up to receive notifications



Notification Schemes

1

Public
Broadcasts

VT-ALERT organization

- Public, Non-Sensitive Information
- Reach as many people as possible

Web-Registered Subscribers

E911 Phones

IPAWS

2

Group
Messages

All other organizations

- Can be public or private information
- Reach specific, known individuals

Contact Lists



Delivery Methods & Publishing Options

Everbridge can make 300,000 simultaneous phone calls

Everbridge App

E-mail

SMS Text

Mobile/
Landline
Phone

TWITTER
FACEBOOK

IPAWS
WEA

IPAWS
EAS

Messages for people who have signed up for VT-Alert.

Messages for the public, signed up or not!

Life Safety

By default, VT-Alert escalates through various means until contact acknowledges notification.



Delivery Methods

- **Everbridge App**
- **SMS** (1 and 2)
- **Email** (1 and 2)
- **Phone** (Work Mobile, Personal Mobile, Home, Work)
- **TTY/TDD** (Teletype / Telecommunications Devices for the Deaf)
- VT-Alert will use ALL delivery methods that are available and selected
- Confirmation allows users to acknowledge notification before escalation
- Edit notification settings to limit methods

IPAWS alerting is withheld at state level.



Permitted Notifications

- Environmental
 - Agriculture
 - Chemical
 - Biological
 - Hazmat and Oil Spills
- Fire
 - Structure Fire
 - Vehicle Fire
 - Wildfire
 - Fire Watch Conditions
 - Explosion
- Geophysical
 - Earthquakes
 - Landslides
- Infrastructure
 - Water Supply Disruption
 - Utility Disruption
 - Communication Issues
 - Dam Breach
- Law/Security
 - Missing Person
 - Traffic Control
 - Criminal Activity
 - Prison Escape
 - Suspicious Person
- Medical and Public Health
 - Public Health Alert
 - Mass Casualty
 - Health/Medical Incidents
- Meteorological
 - Severe Weather Warnings
 - Flood/Flash Flood Warnings
 - Freeze Warnings
- Rescue
- Safety
 - Bomb Threat
 - Major Road Closure
 - Weather
 - Parade Road Closures
- Transportation
 - Aircraft Accident
 - Automobile Accidents
 - Road Closures
 - Snow Emergencies
 - Winter Parking Bans
- School Closures due to weather or building issues
- **Annual or bi-annual VT-ALERT test to the general public**
- Press Releases*
 - Press Releases that would have the safety of the general public in mind
 - Boil Water Notices
 - Medical Notices
 - Infectious Diseases
 - Major Infrastructure Closure



Not Permitted Notifications

- Town Meeting Notices
- Town Fair Picnic Notices
- School Board Meetings
- Voting Notices
- Event Advertisements
- Any VT-ALERT message that would not be considered a public safety issue



State Road Closures

- Report all State of Vermont road closures to the Agency of Transportation Traffic Management Center
- 802-828-2648 (**Not public**)



Why VT-Alert?

- Access to an existing pool of users who have created accounts for the past three plus years
- Access to reverse E911 data
- Funded by the Emergency Management Performance Grant (EMPG)
- 24/7 Support via Everbridge
- Everbridge uses Amazon Web Services (AWS) for cloud storage and servers
- New established contract with the State of Vermont and Everbridge until December 31, 2022



Municipal Use

- Towns and cities can adopt VT-Alert
- Used for public safety messages
- Limited to municipal boundaries
- Typical notifiers: Emergency Management Directors, police/fire officers, highway foremen
- Incident Commanders can always send VT-Alert messages through VEM Watch Officer

