


Emergency Communications Network<sup>®</sup>

**ECN**

THE INDUSTRY LEADER IN CRITICAL COMMUNICATIONS.



Proposal presented to  
"click and type Community, State"  
on November 16, 2016

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 **CodeRED**

WEATHER WARNING<sup>®</sup>

Alert. Inform. Affect Lives.



## Emergency Communications Network

Emergency Communications Network, LLC (ECN) has developed affordable notification services capable of reaching thousands of citizens in minutes. ECN has been in the critical communications business for over a decade, pioneering technology that has delivered hundreds of millions of messages.

ECN's Web-based product suite features three hosted solutions for municipalities:

- **CodeRED Weather Warning™** for automated severe weather alerts
- **CodeRED®** for targeted community and staff notifications
- **MyDailyCall™** for checking on at risk individuals



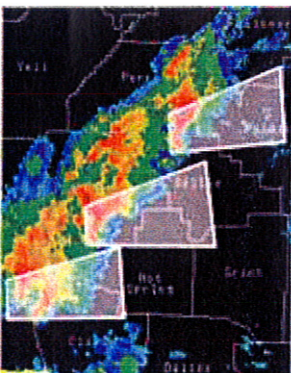
## CodeRED Weather Warning

The CodeRED Weather Warning (CRWW) product was designed to automatically deliver targeted severe weather alerts moments after warnings are issued by the National Weather Service (NWS). Messages are delivered so quickly they often arrive prior to any other public notifications, usually before television or weather radio broadcasts are aired, providing citizens with extra time to prepare.

## How it works

When the National Weather Service issues a bulletin identifying a storm, CodeRED Weather Warning instantly picks it up and interprets it to determine the severity and the exact areas impacted. A calling database of all subscribers within the projected path is generated and messages are sent to them immediately.

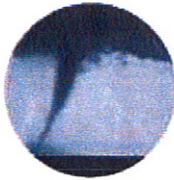
To deliver the alerts, CodeRED Weather Warning utilizes a sophisticated dialing infrastructure capable of transmitting millions of messages an hour. But the real benefit comes from the automation, since alerts are initiated without human intervention there is no delay in sending the messages.



## Types of Warnings\*



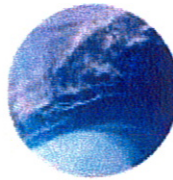
severe  
thunderstorm



tornado



flash flood



tsunami



winter storm

*\*Tsunami and winter storm warnings are only available to those regions prone to such conditions.*

## Features of CodeRED Weather Warning

### Automatically initiated messages

Warnings are generated automatically through proprietary computer algorithms. No impact is placed on internal resources as no staff action is required to initiate the notifications.

### Geographically targeted warnings

Using heading and speed to determine the most vulnerable areas, CodeRED Weather Warning notifies those most at risk first.

### Polygon methodology

Based on the National Weather Service's polygon methodology, only citizens in the path of projected weather are contacted, thereby increasing relevance and reducing false alarms.

### Opt-in model

Only citizens who sign up will receive the notifications. They may elect to receive alerts for any combination of severe weather warnings.



**Cost Proposal** (PRICING GOOD FOR 90 DAYS FROM 11/16/2016)

Emergency Communications Network's innovative, geographically targeted weather warning product was built to alert citizens and staff in the path of severe weather. Developed on the same calling network infrastructure as the CodeRED solution for community notification and tapping into the National Weather Service's Storm Based Warnings, CodeRED Weather Warning automatically sends messages to affected citizens moments after a severe thunderstorm, flash flood, tornado, tsunami\* or winter storm\* warning has been issued.

**A three (3) year add-on contract for CodeRED clients includes**

- CodeRED Weather Warning system set-up
- Free one time use of the CodeRED system
  - A community-wide call will be made to introduce the weather warning product and direct citizens to sign up to receive alerts
- Unlimited severe weather warnings: 24 hours a day, 365 days a year
- Detailed call statistics
- Design and hosting of custom Web page for community enrollment

**\$4,860 = Annual Cost**

(Based on U.S. Census Population of 28,600 – excluding Calvert City)


Thank you for the opportunity to present CodeRED Weather Warning. If you have any questions, please feel free to contact me directly.



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**ECN**<sup>®</sup>

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**Proposal presented to  
Marshall County, Kentucky  
November 16, 2016.**

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## **COST PROPOSAL** (PRICING GOOD FOR 90 DAYS FROM 11/16/2016)

Keep staff and residents safe and informed with the CodeRED system. Quickly notify staff of time critical information, emergencies and day-to-day operations updates. Send targeted emergency and community notifications to mobile subscribers located in specific geographic areas within your jurisdiction.

**A three (3) year license includes 24/7/365 uninterrupted CodeRED system access and the following**

- CodeRED system set-up and training
- System time, designed to be more than sufficient for normal usage
- 50,000 system minutes, replenished annually
- Unlimited text, email and social media messaging
- Initial residential and business calling database supplied by ECN
- Integration and geo-coding of customer supplied data (911 data, utility data, etc.)
- ECN standard mapping and geo-coding
- 24/7 technical support
- Complimentary system time for testing and training
- Design and hosting of custom Web page for community enrollment

**\$9,715 = Annual Cost**

(Based on population of 28,600 – excluding Calvert City)  
A further discount may be obtained by committing to an extended contract term.

### **Alternative Annual Pricing Plans**

#### **\$11,822 = Unlimited Emergency Plus**

- All items listed above plus unlimited emergency calling

#### **\$12,444 = Limitless**

- All items listed above plus unlimited system time for emergency and other uses

Thank you for the opportunity to present CodeRED and submit this cost proposal. If you have any questions, please feel free to contact me directly.