



Public Emergency Notification

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City Demographic Overview

Estimates*:

- Population.....37,088
- Population 65 years and older....13.5%
- Number of Households.....11,855

Common Spoken Foreign Languages:

- Spanish (11,227 speakers), Korean (351 speakers), and Vietnamese (328 speakers)**

* <https://www.census.gov/quickfacts/fact/table/farmersbranchcitytexas/PST045217>

** <https://datausa.io/profile/geo/farmers-branch-tx/#demographics>

Means of Communication/Notification

Social Media (Facebook, Twitter, Next Door); *Communications Department, Police Department*

Branch Bulletins via mail and email; *Communications Department*

Everbridge System; *Emergency Management*



Everbridge: Branch Alert

Mass notification system to communicate internally and with public

- EOC Activation

How to Sign Up

- Online on the Farmers Branch webpage
- Text FBALERT1 to 888-777

Signing Up

- Enter location(s) of home or business
- Elect text message, phone call, and/or email
- Choose specific alerts you want to receive

The screenshot shows the 'My Alert Subscriptions' page in the Everbridge system. At the top, there is a navigation bar with four tabs: 'My Profile', 'Locations', 'Alerts' (which is active), and 'Review'. Below the navigation bar, the title 'My Alert Subscriptions' is displayed in blue, followed by the instruction 'Choose what you want to be informed about.'.

The form is divided into two main sections, each with a header and a list of checkboxes:

- Community Information:** This section includes a checkbox for 'Send me the following (4)' and four sub-options: 'Emergency Alerts' (checked), 'City Updates' (unchecked), 'School Closures' (unchecked), and 'Local News' (unchecked).
- Weather Alerts:** This section includes a checkbox for 'Flood (9)' and a list of nine flood-related alerts: 'Areal Flood Advisory' (checked), 'Areal Flood Warning' (checked), 'Areal Flood Watch' (checked), 'Flash Flood Advisory' (unchecked), 'Flash Flood Warning' (unchecked), 'Flash Flood Watch' (unchecked), 'Flood Advisory' (unchecked), 'Flood Warning' (unchecked), and 'Flood Watch' (unchecked).

Below the 'Weather Alerts' section, there is a list of other alert categories, each with a checkbox and a count in parentheses:

- ✓ Winter (18)
- ✓ Non-Precipitation (27)
- ✓ Fire (3)
- ✓ Other Events (2)
- ✓ Severe (6)

On the right side of the form, there is a 'Weather and Hazard Alerts Settings' box. It contains a checkbox for 'Don't contact me between:' followed by two time selection fields: '09:00' and '08:00', each with a dropdown arrow. Between these fields is the word 'and'. To the right of the second time field is another dropdown arrow. Below these fields is a dropdown menu showing '(GMT -5:00)Eastern Daylight Time(America/New_York)'. At the bottom of this box is a note: 'Note: If enabled, delivery path has its own quiet time.'


Everbridge: Branch Alert

Notifications

- National Weather Service alerts and City issued alerts
- Customizable by geographical area or alert subscription

Who Issues Notifications

- Fire/Emergency Management
- Police Department-coming soon

<u>Title</u>	<u>Event Name</u>	<u>Sent On</u> ▼	<u>Sent By</u>	<u>Sent To</u>
 Flash Flood Warning	Flash Flood Warning	2018-09-22 02:16:00 CST	System	262
Branch Alert: Temporary Road Closure		2018-08-07 16:58:29 CST	Kristofor Garrett	406
Branch Alert: Scheduled ONCOR Power Outage		2018-08-07 06:58:15 CST	Lauren Sanchez	73

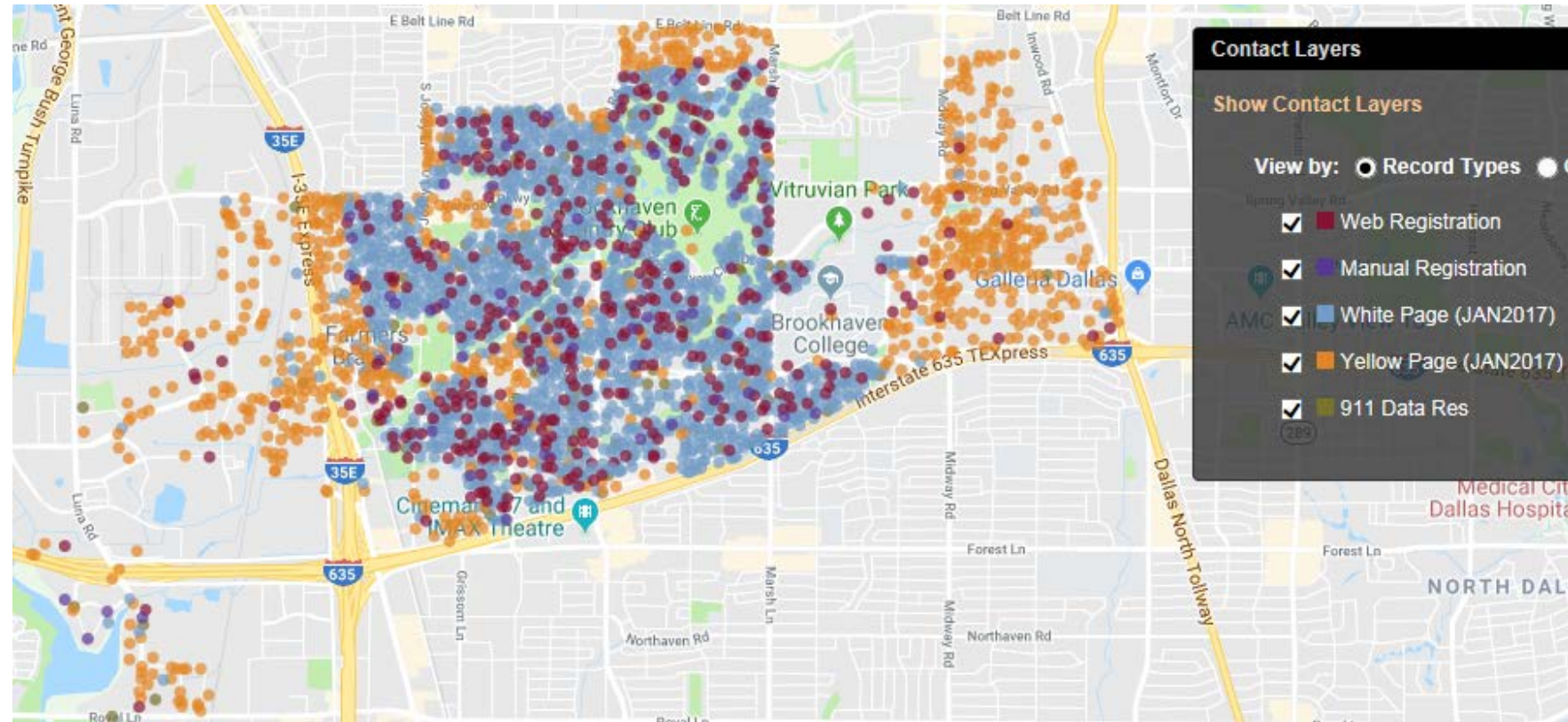
Everbridge: Branch Alert

14,364 Total Contacts (9/26)

616 self-registered

Challenges

- Language translation
- System malfunction



STEAR: State of Texas Emergency Assistance Registry

52 Contacts (9/26)

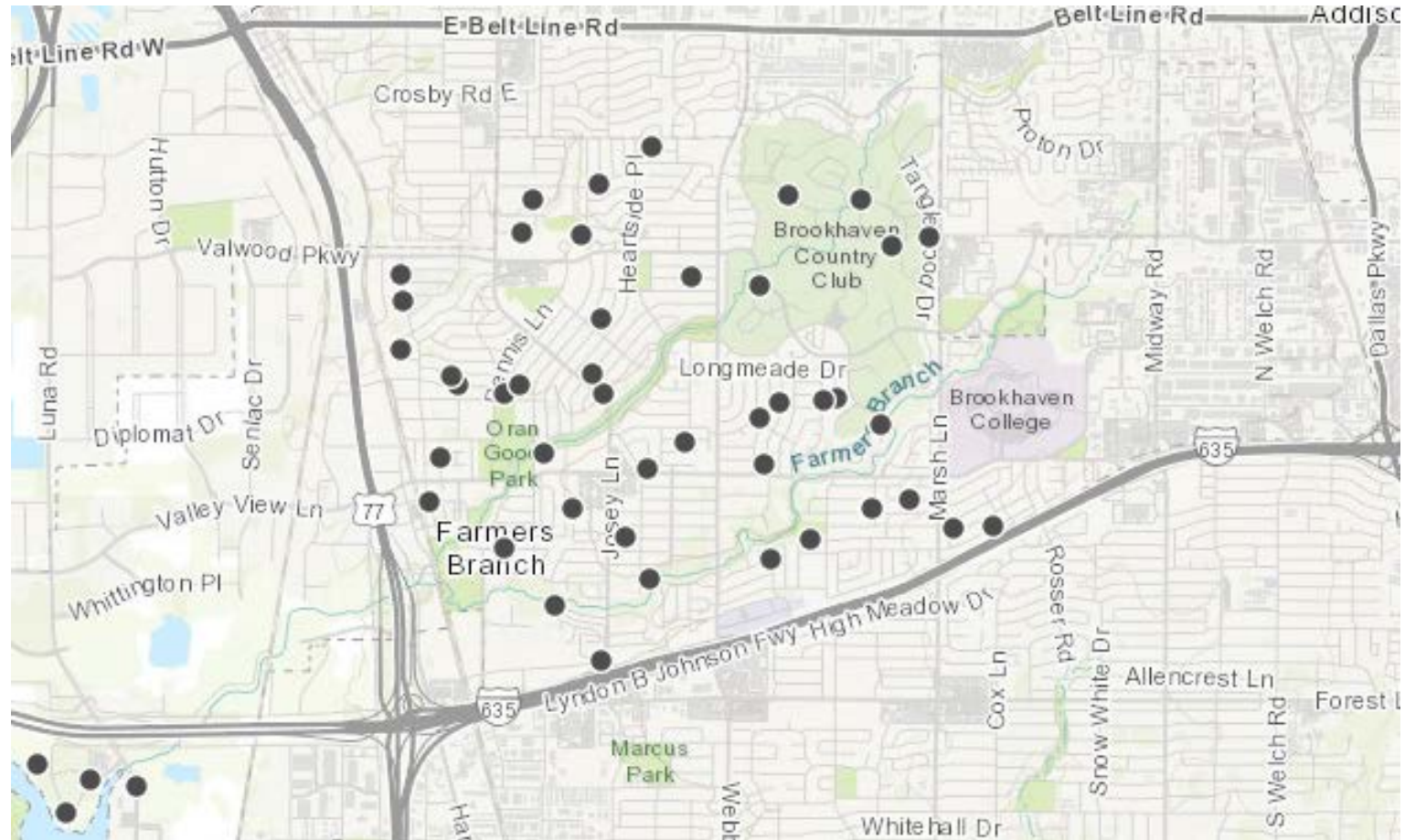
Signing Up

- Online on City Website
- In person at Fire Admin.

Language Specification

Data Usage by City

- Prolonged response



The City of Farmers Branch strives to keep citizens up to date on important safety information.

Encourage your family, neighbors, coworkers, and districts to sign up today.

Questions?