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Town of Hubbardston

DEPARTMENT OF POLICE

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CODERED EMERGENCY NOTIFICATION SYSTEM POLICY

Approved By Selectboard (2/29/2016)

I. PURPOSE

To establish guidelines and procedures for providing information to the public utilizing the CodeRed system.

II. POLICY

It is the policy of the Town of Hubbardston to utilize the CodeRed system as a communications tool supplementing other methods of notification to the public as well as employees of the Town of Hubbardston.

III. DEFINITIONS

A. CodeRed -- A system of calling a list of phone numbers and email addresses within a specified geographical area or grouping.

IV. REFERENCES

N/A

V. RULES AND REGULATIONS

A. Only those authorized by the Town Administrator can use the CodeRed system for an emergency incident or general notifications. Those authorized are:

- a. Town Administrator/Designee
- b. Chief of Police/Designee
- c. Fire Chief/Designee
- d. Regional Emergency Dispatch Personnel
- e. DPW Director/Designee

1. The CodeRed system will be used for emergency notifications. Examples of when Hubbardston might use CodeRed to notify residents and businesses are:

- a. Security Alerts
- b. Hazardous Weather Conditions
- c. Evacuation Notice & Route
- d. Criminal Activity
- e. Missing/Lost/Endangered Person
- f. Fire Emergencies
- g. Chemical Spill or Gas Leak
- h. Utility Outage
- i. Road Closure
- j. Floods

2. The CodeRed system may be used for non-emergency notifications. Examples of when Hubbardston might use CodeRed to notify residents and businesses are:

- a. Town Meeting Dates
- b. Town Government Notifications
- c. Town Government Events
- d. Road Construction
- e. Town Employee Notifications

3. The CodeRed system will not be used for notification of private or non-town run events, unless approved by the Town Administrator.

VI. PROCEDURES

A. Those employees that are authorized by the Town Administrator to activate a Code Red notification message may do so at their discretion.

1. Prior to launching a CodeRed message, the sender shall notify dispatch with the reason for the message and the time it will be sent. The on duty dispatcher will make a brief log entry noting the information in the log. This is to assure that duplicate messages are not sent for the same event. All CodeRed messages, emergency or non-emergency shall be logged via dispatch.

2. Although each message is different they should all contain 6 basic key elements when sending an effective mass communication message –

1. Identify yourself and your agency
2. The date and time
3. Nature of the call

4. Area affected
5. Action to be taken
6. Directions for more information

Taking these key elements and applying them to any situation will net you the best results. An example CodeRED:

Missing Person:

1. This is Officer John Smith with the Hubbardston Police Department.
2. It is Saturday, June 14th at 6 pm. (important for answering machines/voicemail)
3. We are presently investigating a missing person (description of missing)
4. Last seen in the area of Main St. and Maple Ave.
5. If you have seen or have any information on (missing person's name) please call 978- 928-1405.
6. For more information visit our website at www.hubbardstonma.us or call 978-928-1405 Thank you.

3. All messages should be clear, concise and to the point and if possible a return number should be included if there are questions.

4. If an emergency message needs to be sent immediately and the department wanting to send the message is unable to, they may notify the dispatch center and submit the activation form and dispatch will make the Code Red notification.

5. All Instructions for the CodeRED system are available in the help guides within the online system. There is a full manual on the system available under "docs page" located on the bottom of the left hand side information bar when you log in as well as video tutorials.

An authorized user can contact client support 24/7/365 at 866-939-0911 for assistance in launching a call. After the normal business hours of 9-6 EST Monday through Friday, users may also call an after-hours direct access number for assistance- 800-336-3410.

VII. ACCREDITATION STANDARD REFERENCE

Code Red system – 02/2013

