

**CITY OF PHILADELPHIA
OFFICE OF THE MANAGING DIRECTOR**

MANAGING DIRECTOR'S DIRECTIVE 68

**POLICY AND PROCEDURES GOVERNING THE USAGE OF A
NON-EMERGENCY MASS NOTIFICATION SYSTEM**

Issued February 25, 2019

1. Objectives of the Policy:

In order to have a robust and effective mass notification system to protect public safety in the event of an emergency, the City of Philadelphia seeks to ensure that its mass notification system for emergency use is reserved solely for emergency use.

The City of Philadelphia also recognizes that operational demands and other non-emergency governmental interests may, from time to time, require the use of a mass notification system to ensure that messages are efficiently and effectively communicated to the public. Therefore, the Managing Director has issued this Directive to clarify the policies and procedures governing the use of the City's non-emergency mass notification system.

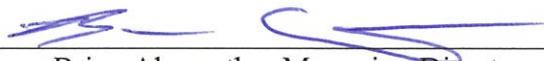
2. General Guidelines:

- 2.1 The mass notification system maintained by the Managing Director's Office of Emergency Management (OEM) may only be used for emergency use and in support of a public safety interest, as determined by the Director of Emergency Management. The Director of Emergency Management is responsible for operating and maintaining the emergency mass notification system. Exceptions to this policy may only be granted by the Managing Director.
- 2.2 A non-emergency mass notification system may be utilized to transmit other messages that are directly related to an official governmental interest, in accordance with the terms and conditions of this Directive. To ensure the future effectiveness of the non-emergency mass notification system, requestors are advised to prioritize requests to use the system for significant governmental purposes only and to narrowly tailor the audience of the messages.

3. Policies Governing the Usage of The Non-Emergency Mass Notification System

- 3.1 Requests to use the non-emergency mass notification system shall be managed by the Managing Director's Office.
- 3.2 The maintenance and operation of the non-emergency mass notification system shall be the responsibility of the Director of 311.
- 3.3 Requests to utilize the non-emergency mass notification system may be made by a Department Commissioner, Cabinet Official, or City Elected Official and shall be directed to the Managing Director or his/her designee for review and approval.
- 3.4 All requests to utilize the system must be made at least 72 hours in advance, and shall include each of the following and shall be submitted in the form attached to this Directive as Exhibit A:
 - 3.4.1 Whether the message is requested to be sent as a robocall or text message. Text messages can only be sent if the requestor provides a list of mobile numbers of recipients who have opted in to receiving messages.
 - 3.4.2 The verbatim script of the message to be broadcast.
 - 3.4.3 The geographic audience to receive the message.
 - 3.4.4 The date and time the message is requested to be sent.
 - 3.4.5 The requestor's caller ID phone number to be used during message transmission.
 - 3.4.6 A description of the purpose and governmental interest being served by utilizing the system.
 - 3.4.7 Specify whether the requestor will provide the contact list to be utilized, or if a directory file of either residential or business phone numbers is requested to be utilized. Directory files only contain landline numbers and can only receive robocalls.
- 3.5 The Managing Director or his/her designee must approve all requests to utilize the non-emergency mass notification system, and may decline any requests for any reason.
- 3.6 Requests that are approved shall be forwarded by the Managing Director to both the requestor and to the Director of 311. The Director of 311 shall ensure that the approved message is transmitted in accordance with the terms that were approved. The requestor shall be notified by the Director of 311 or his/her designee when the transmission is completed.

- 3.7 The non-emergency mass notification system shall only be used for governmental interests. At no time shall the system be employed to deliver messages of a political or personal nature, or to lobby for or against a specific policy or proposal.
- 3.8 Elected officials may not utilize the non-emergency mass notification system for the purposes of promoting their name, their office, or an event they sponsor under their name, within 60 days prior to a primary, general, or special election in which they appear, or anticipate appearing, on the ballot.
- 3.9 Elected officials and departments may, at the discretion of the Managing Director, be required to pay for the actual cost of utilizing the non-emergency mass notification system, subject to budgetary conditions and utilization rates.

Approved: 
Brian Abernathy, Managing Director

Date: 2-25-19

