

CODERED
weather
WARNING™

Product Overview and Cost Proposal
presented on August 15, 2016 to
Jackson County, NC

*CodeRED Weather Warning
is an automated severe
weather warning product
developed by Emergency
Communications Network.*

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EMERGENCY COMMUNICATIONS NETWORK®



Emergency Communications Network

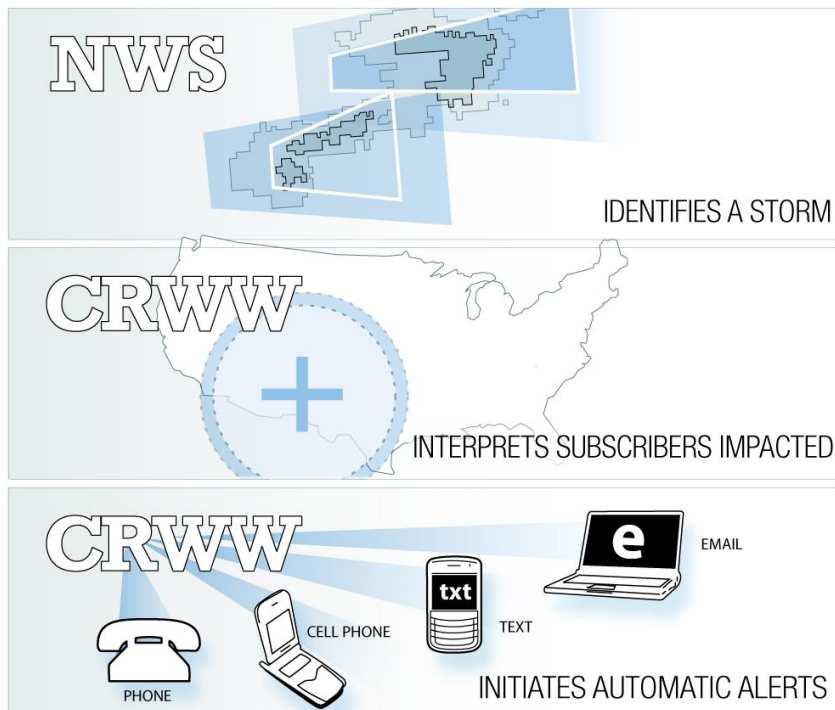
Emergency Communications Network, LLC (ECN) has developed affordable notification services capable of reaching thousands of citizens in minutes. ECN has been in the critical communications business for over a decade, pioneering technology that has delivered hundreds of millions of messages.

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

- CodeRED Weather Warning™ for automated severe weather warnings
- CodeRED® for 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*



**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 8/15/2016)

Emergency Communications Network’s innovative, geographically targeted weather warning product was built to alert citizens 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.

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

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

\$2,500 = Annual Cost

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

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