



# City of Jonesboro

Municipal Center  
300 S. Church Street  
Jonesboro, AR 72401

## Meeting Minutes Public Safety Council Committee

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Tuesday, April 20, 2021

5:00 PM

Municipal Center, 300 S. Church

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### 1. Call To Order

### 2. Roll Call by City Clerk April Leggett

*Mayor Harold Copenhaver in attendance*

**Present** 5 - Mitch Johnson;Chris Moore;Bobby Long;Chris Gibson and Brian Emison

**Absent** 2 - David McClain and Charles Frierson

### 3. Approval of minutes

[MIN-21:005](#)

Minutes for the Public Safety Committee Meeting on January 19, 2021.

**Attachments:** [MINUTES](#)

**A motion was made by Councilperson Chris Gibson, seconded by Councilperson Brian Emison, that this matter be Passed . The motion PASSED with the following vote.**

**Aye:** 4 - Chris Moore;Bobby Long;Chris Gibson and Brian Emison

**Absent:** 2 - David McClain and Charles Frierson

### 4. New Business

#### *ORDINANCES TO BE INTRODUCED*

[ORD-21:016](#)

AN ORDINANCE TO THE CITY OF JONESBORO TO PLACE VARIOUS TRAFFIC SIGNS AT DESIGNATED LOCATIONS AS DETERMINED BY THE TRAFFIC CONTROL COMMITTEE

**Sponsors:** Engineering

**A motion was made by Councilperson Chris Moore, seconded by Councilperson Bobby Long, that this matter be Recommended to Council . The motion PASSED with the following vote.**

**Aye:** 4 - Chris Moore;Bobby Long;Chris Gibson and Brian Emison

**Absent:** 2 - David McClain and Charles Frierson

## 5. Pending Items

## 6. Other Business

Councilmember Chris Gibson said, "Mr. Chair, just one item that I've got questions about. My office is at the corner of Washington and Carson and directly in front of my office on the north side of Washington, there are 3 parking spots right there at the intersection. That third spot is a traffic hazard. Can we have the Traffic Control Committee take a look at that?" Chairman Mitch Johnson said, "Absolutely, the Mayor is here in Chambers, we'll pass that on to him."

### [COM-21:018](#)

PRESENTATION BY JEFF PRESLEY, E911 DIRECTOR, TO DISCUSS A PUBLIC TEXT ALERT SYSTEM ALONG WITH THE AVAILABLE OPTIONS AND PRICING

Sponsors: E911

Attachments: [Hyper-Reach Handout](#)

E911 Director Jeff Presley approached the podium, "As most of you probably remember the platform we used for several years through 911, Police and Fire here in Jonesboro, which was called Nixle. Nixle went away a few years ago, so we've been operating without a mass communication platform. What that means is, when we send out alerts or street closings, emergency situations we are having to do a lot of that on social media. We're getting mixed messages, it's coming from several different departments and things like this, so we are researching a better platform, if you will. It will benefit all citizens of not only Jonesboro but Craighead County since we are a county wide 911 dispatch center. So there's 3 major players in this business for mass communications from municipalities. It's going to be CodeRED, Everbridge and Hyper-Reach. After some research and going through a lot of this information, we're looking at Hyper-Reach. So what this system actually does in our business is commonly referred to as a reverse 911. You think about a gas leak, we had one last week up on Johnson, let's say the Fire Chief says lets evacuate a 2 mile radius around that point. What we can do with this system in place after we load the data from 911 in there, with address point files using our Esri mapping system, we could draw that polygon and record our message and hit a button and notify everybody that's listed in that polygon about that evacuation. We can do that for road closings, we can do a general broad overview to everybody if it's just a community event. So it don't just cover emergencies, it can cover anything, hiring to daily business that we do. Now, with this system we can have several administrators. We can have the emergency manager that would send out the emergency alerts for road closings, accidents and things like that. Fire Department and Police Department have their own log-ins. City Hall would have one, Sheriffs Department could have one, so this would cover all the citizens of Craighead County. This is a unlimited use platform. It also has, when the citizens sign up, they have the option to get that message in Spanish or English. The company comes in, it's called the Asher Group that owns this Hyper-Reach, its been used around the nation by several different Police Departments, 911 centers and Fire Departments at this time. So they come in and do the promotion for us, they do some TV ads, paper ads, they make sure the message gets out so we can actually have folks signing up for that. Talking about the sign up, you know with Nixle the free app, we had around about 10,000 people and we just did our in house promotion on that. But I get questions every day from the public like where's our Nixle alerts, where do we get information. One of the good features with this, with the tornado being a year out now, we will hook this system directly in the National Weather Service in Little Rock

and Memphis so everybody that is signed up on that system automatically gets those alerts and tornado warnings through that system. It covers just about every wireless device that's in use, to Alexa that's in your house, it will actually come across with that. Text messages, phone calls, however they want to set it up when they apply. It's a very user friendly system. We've looked at the other 2 and what they do is they price it out, so the IPAWS is the integrated safety section of that. It comes from Homeland Security and FEMA. This system includes the weather and IPAWS in the system." Councilmember Chris Moore asked, "So it'll be up to the individuals to sign up Jeff? Is that what you're saying?" E911 Director Jeff Presley answered, "We will start with individual sign ups from the citizens with promotions. Within a couple of months we will actually load our 911 data base and phone number and address file for emergency notifications for evacuations and things like that." Councilmember Chris Moore asked, "Is it tiered where we could buy different options, you said we would be able to load Homeland Security alerts and weather alerts, is that at one price point and then we have other options or is it just one price?" E911 Director Jeff Presley said, "With this system it's one price included. With the other systems you add on the tiers and it's a cost for each one, which is more than this system cost." Councilmember Chris Moore asked, "Ok, is our priced based on the number that sign up for it or is it a fixed price?" E911 Director Jeff Presley said, "If you sign up you've got that guaranteed price for 5 years. For all of Craighead County, that would cover every agency in Craighead County with unlimited use, is \$22,000 a year. That could sign up every citizen in Craighead County and every agency to use that." Councilmember Chris Moore asked, "Do you just envision prorating to the different Police Departments or you thinking we just pay the bill for the whole county?" E911 Director Jeff Presley answered, "Well I think it should be dispersed, if they want to be on the system, we would look and see how much they want to use it and what platform they want to be on, whether they want just emergency alerts or do they want everyday messages going out." Councilmember Bobby Long said, "Just a couple of questions. Have you reached out to any of the 911 or Police Departments that are currently using or have been using this for a year or so and gotten their feedback on it and their possible limitation that they didn't know?" E911 Director Jeff Presley answered, "We have reached out through the company and we have got statements and actual videos from some different agencies. Most of the agencies in work right now is in the northern part of the United States. They have 2 counties in Arkansas that will be going live with this system and if we go we would be the third. Everybody I've talked to from Sheriffs to Police Chiefs, 911 Directors, they talk about this as an easy platform, user friendly platform, for their agency." Councilmember Bobby Long asked, "And the data, the data that we would load into the system, where does that software reside? Does it reside on their servers or would it reside on ours?" E911 Director Jeff Presley said, "It would run through our network but it's an IP based system running through their system so we'll have access for history on that system but it would actually be on their server." Councilmember Bobby Long said, "Ok but it would be considered our data not theirs?" E911 Director Jeff Presley said, "That's correct." Councilmember Brian Emison said, "Mr. Presley, I just have one and we were talking a little bit ago about the Esri mapping software. As far as that and the integration into that, is that an additional component that we would have to purchase from Esri or does it seem like all of that would integrate in just base line?" E911 Director Jeff Presley answered, "No what we did here in the city of Jonesboro with the Esri based mapping, is we actually bought what is called an enterprise licenses. So we can use that for public safety, several different uses, so it's covered under this clause. That system would be used, we'd actually integrate or interface it into our E911 mapping so we could show were the AVL's, the live screen where our police cars are and fire trucks if we have an event going on." Councilmember Brian Emison said, "That's great, and thank you for bringing this to us, especially love the integration into the Esri stuff and being able to draw up those polygons cause that

*system works pretty fluidly with everything especially how much we already have built into it, I say seconds saves lives sometimes, so thank you.” E911 Director Jeff Presley said, “Absolutely, and you know one point I really like about this system, a few years back we started building that storm shelter registry program, safe room registry, we can actually integrate that into this system. If we had that tornado that we had March 28th and we have to do search and rescue, we will have that map with that information with those storm shelters right there in that system ready to go.”*

**Filed**

## **7. Public Comments**

## **8. Adjournment**

**A motion was made by Councilperson Chris Moore, seconded by Councilperson Chris Gibson, that this meeting be Adjourned . The motion PASSED with the following vote.**

**Aye:** 4 - Chris Moore; Bobby Long; Chris Gibson and Brian Emison

**Absent:** 2 - David McClain and Charles Frierson