

VILLAGE HALL
500 NE 87TH ST
EL PORTAL, FL 33138
CHRISTIA E. ALOU
VILLAGE MANAGER



CHAIR OMARR C. NICKERSON
VICE CHAIR ANDERS URBOM
MEMBER ANNA LIGHTFOOT-WARD

**Public Safety Committee Meeting
Tuesday, March 2 2021
6:30 PM
Agenda**

Statement of Decorum

Any person making a racial or slanderous remark or who becomes boisterous while addressing the Village Council, Staff, etc. shall be barred from the audience by the presiding officer. No profanity, shouting, heckling, verbal outbursts or disruptive behavior in support of or opposition to a speaker or his/her remarks is permitted. No signs or placards shall be allowed in the Village Hall. Person exiting the Village Hall shall do so quietly.

“Pursuant to Florida Statutes, Chapter 286.0105: If a person decided to appeal any decision made by the Board, Agency or Committee with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.”

- A. CALL TO ORDER.....Omarr C. Nickerson, Chair, Presiding**
- B. SILENT MEDITATION & PLEDGE Salute American Flag in Unison**
- C. ROLL CALL Yenise Jacobi, Village Clerk**
- D. APPROVAL OF AGENDA**
- E. APPROVAL OF MINUTES**

F. ACKNOWLEDGEMENT OF VISITORS AND/OR SPECIAL PRESENTATIONS

G. GOOD AND WELFARE

(Note: This section of the agenda is reserved in the spirit of a representative democracy “of, by, and for the people” and is specifically provided as a mechanism for the input and solutions on matters of concern of Villagers. We request that comments be limited to 3 MINUTES PER PERSON, and that speakers and the audience maintain proper decorum at-large. The speaker should keep to only issues on the agenda.)

**Public Safety Committee Meeting
March 2, 2021
Meeting Agenda**

H. AGENDA ITEM

- H1.** Text/ Notification Service
- H2.** Traffic Safety - Calming Solutions Allowed and The Traffic Study Process
- H3.** Police Department Automobile Status
- H4.** Police Department General Status Update
- H5.** Tracking Report

K. UNFINISHED BUSINESS AND GENERAL ORDERS:

L. NEW BUSINESS:

M. GOOD AND WELFARE

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N. ADJOURNMENT

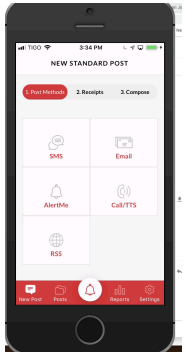
Public Safety Committee

In accordance with the American With Disabilities Act of 1990, all persons with disabilities and who need special accommodations to participate in this meeting due to that disability should contact the Village Clerk’s Office at (305) 795-7880 no later than two (2) business days prior to such proceeding.

PUBLIC SAFETY COMMITTEE TRACKING REPORT

ITEM #	ACTIVITY • GOAL • PROJECT	INITIATOR	START	END	STATUS	EXPENSE
1	Operations Cleanup					
2	Crime Stats/ Year-to-Date Police Report					
3	Foot Patrol					
4	ESAC Meetings (Horace Mann)					
5	Decoy Car/Speed Tracker					
6	COPS GRANT (register on SAM)		Annually			
7	Police Officer Evaluations					
8	Police Schedule					
9	CC TV Camera					
10	New Officers (Full-time/Part-Time)				To be sworn in at Council Meetings	
11	Labor Management Committee					
12	Forfeiture Funds					
13	New Officers				Sworn in at Council Meetings	
14	EI Portals Disaster /Emergency Preparedness Plan					
15	Citizen Crime Watch					

Company	Services	Monthly Cost	Pros	Cons
Nixle	One Software Platform for Community Engagement + Emergency Management together	\$ 216.00	Nixle is the only ENS provider that focuses exclusively on public safety as used by more than 8,000 public safety organizations including Miami Dade County, City of Miami and our neighboring municipality Miami Shores, there for, I believe it creates a sense of security and trust for our residents in El Portal, to easily participate and sign up for this communication program.	Higher Cost
	Includes: <ul style="list-style-type: none"> • Unlimited email messages • Unlimited Web messages • Unlimited Facebook & Twitter notifications • 100,000 annual SMS, Voice notifications 		-Simple resident opt-in by texting zip code or keyword to 888-777 -High Quality UX interface including mobile App facilitating the front end administrator access to it.	
	Emergency Alerts Immediately notify residents during emergency incidents including: <ul style="list-style-type: none"> -Severe Weather -Natural Disaster -Active Shooters or Ongoing Chasing -Terrorist Acts 		Deliver communications over multiple channels increasing the likelihood an alert is seen	
	Community Engagement Inform or seek assistance from the public about relevant community incidents including: <ul style="list-style-type: none"> - Council Meetings-Finding Missing Persons -Send Severe Traffic or Road Closures Alerts -Provide Public Safety Information at Events (I.e. Fairs, Parades, etc.) -Sharing Criminal Activity & Suspicious Activity) 		Social integration capability allows for greater resident reach	
				
SlickText	Mass Texting Services only.	\$ 49.00	Community members can opt in on their own terms by texting this word to a short code like 31996 or 69922.	It's been built more as a marketing and community communications tool than a governmental platform
	Out of all other communication solutions, what makes texting perfect for communication? Mass texting is a widespread communication medium. Over 90% of all SMS messages are opened within the first five minutes. The average American looks at their phone 150+ times a day. It's affordable. At just pennies per message, it's cost effective.		Auto-replies, also known as SMS autoresponders. The automated messages that our residents receive after sending our textwords to a short code can offer incentives, reply with images for a photo context for example, ask additional questions and much more!	Their expertise relies more in marketing than In emergency and public safety
			Inboxing / 2-way text messaging allows existing subscribers to reply to our communications and send us text messages. It's a great way to stay connected and answer questions people have.	
			Text to win contests, are a great way to engage our residents and build our list at the same time! Have people text a keyword to 31996 to enter for a chance to win. SlickText activates, runs, and completes our contests. They randomly award your winners and they do it all 100% automatically.	
			Fully Featured Mobile App	It integrates and Syncs ONLY with Facebook

			Text to vote and SMS surveys allow us to create multi-question survey & data collection flows that both subscribers and non-subscribers can engage with via text message. We can then segment our lists by the info that we've collected and retarget our subscribers in future text messages.	
	Includes: • 1,000 Texts per month • 4 Text Words		24/7 Technical Support	
EzTexting	Mass Texting Services only.	\$ 49.00	Affordable Plans for High-Volume Mass Texting	It's been built more as a marketing and community communications tool than a governmental platform
	Emergency Alerts		Unlimited Inbound Messages	
	Events Notifications & Reminders		Contacts Segmentation for Targeted Messaging Reminder Campaigns for Events & Election Days Automated Texting Using Drip Campaigns	
	Appointment Reminders		Custom Keyword Campaigns to Collect Contact Info	
	Includes: • 200 Texts per month • 4 Textable numbers and 6 keywords		Advanced Reporting & Insights	Their expertise relies more in marketing than in emergency and public safety
			Technical Support	
Regroup Mass Notification	Regroup offers ways to send and receive messages, including email, text/SMS, push notifications, desktop alerts, voice calls, and their AlertManager mobile app.	\$ 393.75	-High Quality UX interface including mobile App facilitating the front end administrator access to it.	Highest Cost
	Emergency Alerts Made Easy: QuickPost templates and automated alerts from the Integrated Public Alert & Warning System (IPAWS), NOAA, and National Weather System (NWS) make it easy to keep people safe during emergencies.			
	SAMPLE PRICING FOR UP TO 2200 MEMBERS (150,000 SMS/TTS unlimited push, social media and email notifications) Includes unlimited groups/admins/locations, database integration, both mobile apps, text to join & QR codes, post translation, mapping (geo-targeted messaging) and unlimited training & support-\$5725 year one-\$4725 annually after that.		Deliver communications over multiple channels increasing the likelihood an alert is seen	
			Technical Support	
SMS from Office 365	Text and image to emails and / or SMS	Implementation cost (one-time) plus \$0.0075 / SMS (email is free) \$1/mo plus	Inexpensive to use	Needs to be developed / configured by Village Staff / Consultant in the production environment
	Can customize information captured for messaging (topic; grouping of message - safety, public meetings, social events, etc.; audience...)		Can be configured / customized to meet the communication needs of the village as those needs change	
	Can customize information captured for residents (groupings by location, interests, etc)		Uses standard technology (Microsoft 365 tools and connectors) Can email / text (or both) as desired Can determine triggers (what action starts the messaging process) based on village needs	No failover if connectivity issues occur