



**GREGORY COOGAN**  
Chairman Bd. Of Selectmen



**ERIK G. BLAKE**  
Chief of Police

**TOWN OF OAK BLUFFS**  
**EMERGENCY MANAGEMENT DEPARTMENT**  
P. O. BOX 2370  
OAK BLUFFS MA 02557



**PETER M. MARTELL**  
Director of Emergency Management



**JOHN ROSE**  
Ambulance Director



**GILBERT FOREND**  
Fire Chief

January 15, 2010

Re: Reversed 911 system

Greetings All,

As you are aware the Town of Oak Bluffs recently had a water problem. As we discovered we did not have the ability to notify the residents in a timely and efficient manner. This was embarrassing. Oak Bluffs started exploring a reverse 911 system. Travis Larson our I-teck person was asked to explore what would be the best and cost effective system to fill our needs. After extensive research he recommended CodeRED, Emergency Communications Network.

This system will fit our needs. The system will give us local control as each town will have a password that will allow them to login and send out messages to its residents only and the County Communications Center will have a "Super Login" to sent messages to the entire island as needed.

The system will allow Twenty Thousand (20,000) minutes annually for general and non-emergency minutes and unlimited emergency use. This should be divided by town population.

The cost of this system will be \$12,520.00 bases on a three year contract for the entire island which would include the County Communications Center. One suggestion on how this gets paid for is based on each towns population. Enclosed is a copy of the M.V. Commissions population count by year. There is some question on how accurate these numbers are but it gives us a start.

Computing the numbers it appears that each person would pay \$0.81 (eighty one cents annually for the service ).

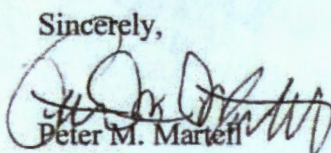
Aquinnah	\$264.87
Chilmark	\$786.51
Edgartown	\$3,184.92
Oak Bluffs	\$3,025.35
Tisbury	\$3,086.91
West Tisbury	\$2,136.78



There needs to be a contract which the CodeRED company would set up for each town to sign and they will bill each town directly on the basis of the amount presented as long as the amount is \$12,520.00.

Enclosed is the information from CodeRED which includes free setup and training.

Sincerely,



Peter M. Martelli



Subj: **FW: CodeRED Pricing**  
 Date: 1/14/2010 1:42:35 PM Eastern Standard Time  
 From: [CWells@emergencycommunications.net](mailto:CWells@emergencycommunications.net)  
 To: [pmart10416@aol.com](mailto:pmart10416@aol.com)  
 Please see below.

**CRAIG WELLS ACCOUNT REPRESENTATIVE**  
**EMERGENCY COMMUNICATIONS NETWORK**

TEL 866 939 0911 x176  
 EMAIL [cwells@emergencycommunications.net](mailto:cwells@emergencycommunications.net)  
 WEB [emergencycommunications.net](http://emergencycommunications.net)  
 OFFICE 9 Sunshine Blvd. Ormond Beach, FL 32174

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**From:** Craig Wells [mailto:CWells@emergencycommunications.net]  
**Sent:** Tuesday, January 12, 2010 3:38 PM  
**To:** 'pmart10416@aol.com'  
**Subject:** CodeRED Pricing

*Paul, Peter*

Per our discussion yesterday, I am able to offer the following solution and pricing:

Once system for county with unique databases and (2) passwords/logins per cities (6 independent cities that can not call each others city). This system would also include a "Super Login" if you will, that would allow for the county to call everyone. We would provide 20,000 minutes of general and non-emergency calling time and unlimited emergency use. Minutes are measured by connection time in 1/10<sup>th</sup> minute increments. As well as all of the following standard items.

- CodeRED system set-up and training
- System time, designed to be more than sufficient for normal usage 20,000 minutes, replenished annually; unlimited smtp text and email
- Initial residential and business calling database supplied by ECN
- Integration and geo-coding of customer supplied data (911 data, utility data, etc.)
- ECN standard mapping and geo-coding
- 24/7 technical support
- Complimentary system time for testing and training
- Design and hosting of custom web page for community enrollment

The annual cost is \$12,520.00 based on a three year agreement.

Please give me a call if you have any questions or would like me to cover anything more in depth.

Have a great day,

Craig

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**CRAIG WELLS ACCOUNT REPRESENTATIVE**  
**EMERGENCY COMMUNICATIONS NETWORK**

Friday, January 15, 2010 America Online: PMart10416



Travis Larsen

**From:** (Craig Wells)[CWells@codedredweb.com]  
**Sent:** Tuesday, November 03, 2009 11:36 AM  
**To:** tlarsen@oakbluffsma.gov  
**Subject:** RE: CodeRED Pricing  
 Good Morning Travis,

Just touching base to see if there were any updates in this project, I know you mentioned that you handed it off, should I be following up with someone else?

Thanks,

Craig

**CRAIG WELLS ACCOUNT REPRESENTATIVE**  
**EMERGENCY COMMUNICATIONS NETWORK**

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—Original Message—

**From:** Craig Wells [mailto:CWells@codedredweb.com]  
**Sent:** Thursday, October 22, 2009 12:33 PM  
**To:** tlarsen@oakbluffsma.gov  
**Subject:** CodeRED Pricing

Travis,

Here is a breakdown of the pricing for you.

All of the pricing includes the following:

- CodeRED system set-up and training
- Unlimited system time for calls; unlimited smtp text and email
- Initial residential and business calling database supplied by ECN
- Integration and geo-coding of customer supplied data (911 data, utility data, etc.)
- ECN standard mapping and geo-coding
- 24/7 technical support
- Complimentary system time for testing and training

1. **Option 1 – \$12,900** – One System, 8 pass codes, 1 database shared access to the system. (Shared access to contact groups)
2. **Option 2 – \$14,000** – Same as Option 1 however with "Temporary Citizen Sign Up Page" for (vacation/transient residents) in which they can select the term they would like to be notified of events/emergencies (3 or 6 weeks as an example) then they are removed from the database.
- X 3. **Option 3 – \$15,700** – Once System for county with unique databases per



- city, 2 pass codes per city and 2 for county (shared access to contact groups).
4. **Option 4 – \$16,800** – Same as Option 3 however with "Temporary Citizen Sign Up Page" for vacation/transient residents
  5. **Option 5 – \$19,700** – 7 Systems, 5 pass codes per system (6 cities and 1 county system) unique data bases, however all data bases "broomed" into county database, private contact groups per city with "Temporary Citizen Sign Up Page" for vacation/transient residents

**All pricing listed annually no start up or training fees we are truly a one cost solution three years is our standard license term. We can also start with a pro-rated agreement to get in line with your budget year (i.e. go from 11/1-7/1/10 for the prorated cost).**

For CodeRED Weather Warning, which I mentioned to you on the phone it would be \$3,750 in addition to any of the systems above (cannot be purchased stand alone) I have attached some info on that for you.

Thanks,

Craig

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**CRAIG WELLS ACCOUNT REPRESENTATIVE**  
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**Annual Estimates of the Population for Minor Civil Divisions in Massachusetts  
April 1, 2000 to July 1, 2008**

Geographic Area	Population Estimates							
	2008	2007	2006	2005	2004	2003	2002	2001
Aquinnah	357	353	352	353	355	353	351	346
Chilmark	971	960	945	937	923	906	887	864
Edgartown	3,932	3,915	3,884	3,908	3,889	3,894	3,854	3,813
Gosnold	83	84	84	86	86	87	87	86
Oak Bluffs	3,735	3,722	3,731	3,755	3,782	3,793	3,792	3,760
Tisbury	3,811	3,796	3,772	3,780	3,807	3,819	3,812	3,784
West Tisbury	2,638	2,622	2,622	2,648	2,638	2,606	2,578	2,539
Dukes County	15,527	15,452	15,390	15,467	15,480	15,458	15,361	15,192



**Travis Larsen**

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**From:** Brian Sundermier [bsundermier@coderedweb.com]

**Sent:** Thursday, June 19, 2008 9:53 AM

**To:** tlarsen@ci.oak-bluffs.ma.us

**Subject:** Emergency Notification System

Dear Mr. Larsen:

Good day, my name is Brian Sundermier and I wanted to contact you or someone in charge of the emergency notification department about our emergency notification system. I recently came across an article in regards to a breakdown in communication about a bridge closing and how officials would like to have a "Reverse 911" system in place by August. We have had extreme interest in our product with many towns and cities in Massachusetts, because of how our system could easily be utilized to warn residents and town officials in a fast and efficient manner. I wanted to take this time to share with you some information on our product and possibly discuss with you how **CodeRed** could be beneficial for your town.

Our System, **CodeRed** is a web-based Emergency Notification System for high-speed outbound telephone notification that can be shared by multiple departments. It was originally invented for the Florida wildfire evacuations in 1998 and is often referred to as Outbound 911. This is a way for communities to rapidly call all or a portion of their community for things like missing people, evacuation notices, water boil alerts, man made or environmental disasters, or even for notifications by public works. During the recent Hurricane season in 2004, government agencies relied on **CodeRed** to make over 20,000,000 emergency calls. We recently had been in the news for being utilized for the flooding in Iowa, tornadoes in the south, and the wildfires in Florida. No other system can show this performance - other systems talk about volume and capabilities, **CodeRed** has actually performed them and **CodeRed** is the calling power behind the non-for profit organization "A Child is Missing". We currently are in 46 states, have thousands of users, and everyday towns/cities are upgrading their emergency notification systems to **CodeRed** because it is more efficient, easy to use, and less expensive than other emergency notification systems.

**CodeRed** is user-friendly and allows for internal notifications such as a staff or department recall or emergency meetings. This is a very inexpensive solution to potentially large problems, requires no additional servers or phone lines, and will have no impact on your limited IS resources.

**CodeRed** has no hardware required to purchase and no phone lines are needed for the notification itself. It can be launched from anywhere - no one has to go to the central server and prepare the launch. We are Internet based, and the dialers, hardware and all phone lines are maintained through us.

In terms of speed, we are capable of delivering 60,000 messages an hour - this is 60 to 200 times faster than systems requiring hardware on-site. In terms of a real emergency, especially one that would affect the entire community, we could contact the entire area in minutes rather than hours/days, and not have to borrow another system that will be already in use.

I can show you exactly how the system works over the Internet if you're interested in seeing more. You may also view our website [www.coderedweb.net](http://www.coderedweb.net) or the files attached for more information and actual testimonials on how our system has been utilized. Please let me know of a good time to contact you or I will follow up with a phone call so we can further discuss **CodeRed**. Thank you for your time and I look forward to your response.

Sincerely;

Brian J. Sundermier  
Emergency Communications Network (**CodeRed**)  
(800)851-3392 ext. 312  
bsundermier@coderedweb.com



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## Emergency Notification

The CodeRED emergency notification system is an extremely high speed telephone communication service that can deliver customized pre-recorded emergency messages directly to homes and business at the proven capacity of millions of calls per day. CodeRED subscribers control their emergency broadcasts from anywhere in the world via the secure CodeRED web site. CodeRED subscribers have the fastest and most accurate communication system available without spending one penny of budget funds on computer equipment, telephone lines or additional personnel.

CodeRED's unique mapping feature allows subscribers to access a map of their community to select the area to receive emergency message.

Emergency Communications Network (ECN) provide s each client with a calling data base for their community. Any additional data that can be obtained by the client can be merged into the calling database to further enhance accuracy (example: utility billing records or 911 data). ECN also makes it easy for residents to add their cell phone or other contact information through a residential update webpage.

CodeRED subscribers have access to the most sophisticated calling equipment as well as thousands of telephone lines 24 hours a day 365 days a year. When the safety and lives of citizens and businesses are at risk, think CodeRED for your emergency notification needs.

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### Typical CodeRED emergency alert system uses:

#### Environmental (Natural Disasters)

- Fires
- Floods
- Tidal Surges
- Dangerous Water Conditions
- Water Safety Alerts
- Dam/Levy Breaks
- Mudslides
- Avalanches
- Snow Emergencies
- Evacuation Routes
- Evacuation Notices

#### Search and Rescue

- Missing Children
- Missing Elderly
- Missing Disabled

#### Schools and Universities

- School Lockdowns
- Evacuations
- School Closings
- Campus Crime Bulletins
- Bomb Threats
- Health Alerts
- Campus Event Notifications
- Faculty/Staff Notices
- Weather Advisory/Snow Emergencies
- Shelter-in-Place Notifications

#### Corporate

- Rapid Internal Communication
- Rapid Client Notification

#### Man-Made Disasters

- Terrorism Threats
- Bomb Threats
- Nuclear Hazards
- Bio Terrorism Threats
- Chemical Spills
- Gas Leaks
- HAZMAT Emergencies
- Hostage Situations
- Purpose of Alarm (Instructions after alarms have been issued)

#### Crime

- Prisoner Escape Warning
- Neighborhood Crime Watch Support
- Sexual Predator Alert

#### Public Works

- Drinking Water Contamination
- Viral Outbreaks
- Utility Outages
- Street Closings
- Planned Outages
- Restoration of Service Alert
- Water Boil Alerts
- Water Usage Restrictions

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## Welcome

### CodeRED

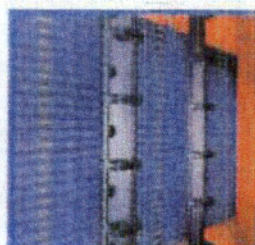
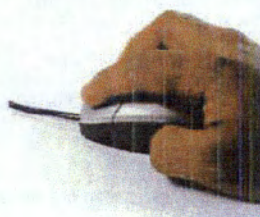
The CodeRED Emergency Notification System is a high volume - high speed Communication Service available for mass Emergency Notifications. CodeRED employs a one-of-a-kind Internet mapping capability for geographic targeting of calls, coupled with a high speed telephone calling system capable of delivering customized pre-recorded emergency messages directly to homes and businesses at the proven capacity of millions of calls per day. CodeRED subscribers control their emergency broadcasts from anywhere in the world via a secure Internet web site. CodeRED offers an unprecedented level of security, robustness, performance, and ease-of-use for government agencies, communities, and businesses.

There are three simple steps involved in launching a CodeRED® calling campaign:



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1. Define your calling data base using the CodeRED Internet Mapping tool and client calling lists
2. Record your message using the CodeRED Interactive Voice Response line
3. Launch your calls



It's that easy to deliver critical emergency messages in lightning fast time.

We would like to applaud the efforts of all the emergency personnel who work hard to safeguard the lives of others across the nation. Our appreciation goes out to all our current CodeRED government partners for their dedication to better serve their communities and help in constructing the best emergency notification tool available.

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The CodeRED CLIENTS logo, featuring the word "CodeRED" in a bold, sans-serif font above the word "CLIENTS" in a larger, bold, sans-serif font. To the left of the text is a small graphic of a globe with latitude and longitude lines.

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## Features

### Speed

The CodeRED dialing infrastructure is capable of placing far more telephone calls into an area than the typical city's telephone infrastructure can accommodate. Therefore we believe it would be misleading to advertise our "theoretical maximum" calling capacities, as those rates could never be achieved by any single subscriber. In setting our clients expectations regarding calling speed we reference our proven capacity of millions of calls per day as this throughput can be realized for 98% of our client communities. For those communities that require faster calling throughput, or for those that cannot accommodate our standard calling speed, CodeRED's port configuration can be custom set for each individual community to insure the best possible calling rates without creating network congestion.

### Delivering messages to voicemail and answering machines

If a person does not answer the telephone, CodeRED's patented RealCall technology will deliver the message in its entirety to voicemail and answering devices without looping the message. This unique CodeRED feature insures your messages are not truncated, a problem associated with less sophisticated automated dialing and answering devices. Messages that are delivered in their entirety eliminate call backs from residents who only heard a partial message... a critical advantage during times of crisis.

### TTY/TDD Calling

The CodeRED message can be delivered in text format to hearing impaired individual's TTY/TDD equipment.

### Multilingual messaging

The CodeRED system provides the ability to record more than one message, to accommodate multilingual messaging.

### Email and Text Messaging

High-speed email and text messaging capability come standard with the CodeRED system.

### Launch from anywhere

CodeRED messages can be launched from any telephone! New calling areas can be created and selected from any PC with Internet access. Call out programs can be delivered immediately or prepared in advance for launch at a later date and time.

### Cutting edge mapping tools

Utilizing proprietary mapping software, CodeRED subscribers access a map of their community to select the area to receive emergency messages.

### Robust data capabilities

Emergency Communications Network (ECN) provides each client with a baseline calling database for their community. Any additional data can be obtained by the client can be merged into the calling database to further enhance accuracy (example: utility billing records or 911 data). ECN also makes it easy for residents to add their cell phone or other contact information through a residential update webpage.

### Real time results

CodeRED allows subscribers to view, in real time, the status of every call. The system reports whether the message was delivered to a person, an answering machine, or if the call was not answered. These reports can be sorted by various qualifications to help your community make decisions during crisis situations.

### Simultaneity

CodeRED's robust multithread infrastructure offers a level of unmatched dialing capacity, as seen during Hurricane Wilma in 2005. During this one catastrophic event, CodeRED launched 1.7 million calls in one day.



and totaled 7 million storm related calls across 57 agencies. Each day CodeRED is used in communities nationwide to deliver emergency messages.

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### System redundancy

The stability of the CodeRED infrastructure is built upon triple redundancy. The ECN family of companies owns, operates and maintains its own equipment and dialers, which are collocated with our long distance providers in multiple "hardened facilities" around the country. As a result, CodeRED operates independently of, and without regards to, any situation that may exist with the business facilities or structures.

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**CODE RED™**

Emergency Communication Made Easy.

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## Benefits

- No set up fees
- No multiple year commitments required
- Single cost concept pricing
- Easy of use
- No hardware or software to purchase
- Web-based to allow launching calls from anywhere
- Real-time job status
- Cost effective
- Labor efficient
- Complete message delivery every time
- Secure
- Reliable
- Proven technology

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## CodeRED comparison to other notification methods

	Instant Notification	Detailed Description of Incident	Detailed Instructions	Geographic Warnings	Accessible to all	Trackable Reporting
<b>CodeRED</b>	Yes	Yes	Yes	Yes	Yes	Yes
Television	Yes (if turned on)	Yes (if turned on)	Yes	No	Yes	No
Radio	Yes (if turned on)	Yes (if turned on)	Yes	No	Yes	No
Sirens	Yes	No	No	No	No	No
Mobile Loudspeakers	No	Yes	Yes	Yes	No	No
Door to door	No	Yes	Yes	Yes	No	Yes

Through the use of the CodeRED system, emergency personnel can target all known residents within a geographical area (and/or from a defined call list) to provide fast notification, including all necessary details and instructions. The system provides real time job status and reporting capabilities.

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