

**ORLANDO POLICE DEPARTMENT POLICY AND PROCEDURE**  
**2205.4, CodeRED™**

EFFECTIVE:	05/01/17
RESCINDS:	2205.3
DISTRIBUTION:	ALL EMPLOYEES
REVIEW RESPONSIBILITY:	COMMUNICATIONS DIVISION MANAGER
ACCREDITATION CHAPTERS:	NONE
CHIEF OF POLICE:	JOHN W. MINA

CONTENTS

1. DEFINITIONS
2. CodeRED™ SYSTEM
3. MANAGEMENT
4. LOCATION
5. DATABASE
6. GUIDELINES
7. AFTER ACTION REPORT

POLICY:

It is the policy of the Orlando Police Department (OPD) to use the CodeRED™ system as a communication tool, supplementing other communication media. CodeRED™ shall be used to inform citizens of emergency situations that threaten life, safety, and/or property. This policy establishes guidelines for the use of the CodeRED™ system's outgoing feature for the City of Orlando. NOTE: OFD will facilitate their own CodeRED requests.

PROCEDURES:

**1. DEFINITIONS**

Facilitator: On-Duty Communications supervisor. The Facilitator is responsible for creating and launching the job in accordance with the Initiator's direction.

Initiator: Requestor or authorizing party. The Initiator is responsible for the content of the message and for determining the size of the area (number of telephone numbers) to receive the broadcast.

Systems Administrator: Communications Manager or Assistant Communications Manager. The Systems Administrator is responsible for granting access to the system, providing access codes and passwords, and providing user training. The System Administrator is responsible for ensuring that the database is updated periodically and that a city-wide map is maintained for use during major disasters. The System Administrator will periodically evaluate the system to ensure that it continues to meet the City's needs.

**2. CodeRED™ SYSTEM**

CodeRED™ (hereafter referred to as CodeRED) is a commercial service provided by Emergency Communications Network (ECN) of Ormond Beach. It utilizes the patented RealCall® message delivery system, which has the ability to send and deliver more than six million calls per hour. CodeRED has the ability to deliver the maximum number of telephone calls that the local exchange can process at any given time. The system can make up to 10,000 calls per minute (including to answering devices) with a pre-recorded message. Through its Internet interface, the CodeRED Internet portal allows users to create calling projects using proprietary mapping software, create and maintain client calling lists to be used independently or in addition to separate geographic selection criteria, and to access CodeRED calling campaign statistics and view the results of each call placed. The system can be used to make many types of public safety notifications such as (but not limited to): Natural disasters (floods, hurricanes, water safety alerts, etc.), man-made disasters (terrorism threats, HAZMAT emergencies, hostage situations, etc.), missing persons, evacuation routes, utility outages, street closures, and many other situations deemed emergencies by the appropriate authority.

The idea of CodeRED is to call as many people as possible as fast as possible and create an instant word of mouth, completely independent of any media outlet. Information provided via CodeRED messages may also be provided to the media.

A sample of the CodeRED message format is attached (Appendix A). The number of messages that can be sent per minute is dependent upon the length of the message sent.

### **3. MANAGEMENT**

The CodeRED system will be operated under the management of the Orlando Police Department. The Orlando Police Department will oversee the day-to-day operations of the CodeRED system and appoint a staff member to be the System Administrator. This will be the Communications Manager or the Assistant Communications Manager. The System Administrator will generate the necessary reports and periodic evaluations of the system.

### **4. LOCATION**

The CodeRED system is primarily accessible 24 hours per day at the Orlando Operations Center (OOC), 110 George DeSalvia Way. This system shall be accessible by trained and authorized OPD personnel only.

### **5. DATABASE**

CodeRED uses names and telephone numbers purchased from commercially available lists such as those held by credit bureaus. Citizens can update or add any number they wish via a link on the City of Orlando Police Department website (Frequently Asked Questions), City of Orlando Emergency Management website, or the Emergency Communications Network website. Since the source databases are constantly changing, the CodeRED database will never be 100% accurate. Furthermore, some residents who are correctly listed may not receive calls for a number of reasons: AT&T's Privacy Director Service blocks some calls. Answering machines can sometimes be a problem. The Telephone Number Portability act also created some bigger issues. For instance, if an Orlando resident relocates but retains an "Orlando" phone number, they may get calls that no longer apply to them. Eventually, as the commercial databases are updated, some of these issues will be resolved.

#### **5.1 UPDATING INFORMATION**

Residents or businesses wishing to update their listing in the CodeRED database should be directed to the CodeRED link on the City of Orlando Police Department website (Frequently Asked Questions), City of Orlando Emergency Management website, or the Emergency Communications Network website.

#### **5.2 OPTING OUT**

When residents or businesses request their phone number be "removed" from CodeRED, the 911/Desk Operator shall obtain the caller's name (or business name) and phone number and forward this information to the System Administrator for follow-up.

### **6. GUIDELINES**

#### **6.1 APPROPRIATE USAGE**

The CodeRED system will be used primarily for emergency situations where the life, safety and/or property of the citizens of Orlando are threatened. Considerations for the use of the CodeRED system include availability of alternative sources of notification (including the media), the nature of the incident, time of day, need for immediate notification, and size of the area impacted. The sending of a CodeRED message does not preclude the door-to-door obligation to ensure the safety and/or evacuation of citizens.

## 6.2 TIME OF DAY

In order to remain a viable tool, the CodeRED system must be used in a responsible and thoughtful manner. Whenever possible, CodeRED messages should be broadcast between **0800 and 2000 hours**. Urgent messages concerning an imminent threat to life safety may be broadcast **between 2000 and 0800 hours with the approval of the Initiator's Deputy Chief**. The Initiator is responsible for obtaining this approval.

## 6.3 MAP SELECTION

The Initiator is responsible for determining the size of the area (number of telephone numbers) to receive the broadcast. The Initiator will convey this information to the Facilitator by describing the boundaries of the area to be selected using street names or landmarks. Map grids may also be selected by use of the radius feature that is particularly useful for notifying residents of incidents such as a HAZMAT spill; however, use of the radius feature can result in more calls being made than anticipated and should be used with caution. For example, a one-mile radius around Orlando City Hall would result in 7,000 calls. A five-mile radius would result in over 100,000 telephone calls. **Once the map selection is made and before launching a broadcast, the Facilitator will inform the Initiator of the approximate number of calls to be made and obtain final approval to launch the broadcast.**

## 6.4 COMPILING A 30-SECOND MESSAGE

The Initiator is responsible for drafting the content of the CodeRED message. Some messages may be delivered to answering machines with limited recording time; therefore, messages should be short and to the point. It is recommended that all messages should be approximately 30 seconds in duration. No message should exceed 60 seconds. The text of the message must be clear and concise. Provide specific details and advise how to obtain more information. Repetition of all but the most critical information is to be avoided. Every CodeRED message should begin with the statement, "This is Orlando Police Department with an important message," and end with the statement, "For more information, contact Orlando Police Department at telephone 321.235.5300. Do NOT call 9-1-1 unless you have an emergency. Thank you."

## 6.5 AUTHORIZATION

Before a message is transmitted between 0800 and 2000 hours, it is the responsibility of the Initiator to obtain authorization from an OPD lieutenant or above, OFD assistant chief or above, or the Emergency Manager. Broadcasts to the "Business All Call" list may be made 24/7. **(Broadcasts between 2000 and 0800 hours require a Deputy Chief's approval.)**

## 6.6 PROHIBITED USES

Use of the system shall be limited to issues involving public safety or other emergency situations affecting life, safety, or the preservation of property. The system shall not be used for non-emergency notifications such as public service announcements (PSAs), political campaigning, general information announcements, advertising, ordinary news items or public notice items. The system shall not be used as a paging system or to make business notifications, announce City special events, elections, etc.

## 6.7 STOPPING A BROADCAST

CodeRED operates at a very high speed. It is capable of transmitting approximately 10,000 calls per minute. Once a job is launched, stopping the broadcast is often impossible; however, extremely large jobs (i.e., City-wide broadcasts) can be stopped by the intervention of ECN Technical Support staff. To stop a broadcast, the initiator should contact Technical Support at the telephone numbers listed on the CodeRED website.

## 6.8 CANCELLATION MESSAGES

To transmit a message canceling an earlier broadcast or to provide additional information, Facilitators can contact the IVR (Interactive Voice Response) system and re-enter the original job number. This quickly enables a message to be transmitted to the phone numbers originally called. Cancellation messages should generally be sent only in circumstances where the public benefits from the additional information. For instance, if an escaped prisoner has now been recovered or a barricaded gunman has surrendered, the public should be made aware that the danger no longer exists.

## 7. AFTER ACTION REPORT

Within four hours of initiating the message, it is MANDATORY that the Initiator completes an After Action Report (Attachment A), which must include: date and time the job was launched, and names of the Initiator, Facilitator, and person authorizing the broadcast. It must also include the OPD case number and indicate the total number of calls successfully made. The Facilitator can obtain these statistics once a broadcast is complete by clicking on the Job Statistics icon on the CodeRED website. Finally, the text of the message broadcast must be included. The After Action Report must be forwarded to the Chief of Police via the chain of command. A copy should also be sent to the System Administrator (Communications Manager or Assistant Communications Manager) for inclusion in system records.

2205.4 P&P 5/01/17

APPENDIX A

**CodeRED™ MESSAGE FORMAT**

**THIS IS ORLANDO POLICE DEPARTMENT WITH AN IMPORTANT MESSAGE.**

THE EMERGENCY SITUATION IN YOUR AREA IS:

THIS EMERGENCY AFFECTS THE FOLLOWING AREA(S) BORDERED BY:

YOU AND YOUR FAMILY ARE DIRECTED TO:

ONCE YOU AND YOUR FAMILY HAVE REACHED SAFETY, PLEASE DO NOT CALL 9-1-1.

**FOR MORE INFORMATION, CONTACT ORLANDO POLICE DEPARTMENT AT 321.235.5300. DO NOT CALL 9-1-1 UNLESS YOU HAVE AN EMERGENCY. THANK YOU.**

**ATTACHMENT A**

**ORLANDO POLICE DEPARTMENT  
CodeRED™  
AFTER ACTION REPORT**

DATE JOB SUBMITTED: \_\_\_\_\_  
TIME JOB SUBMITTED: \_\_\_\_\_  
INITIATOR: \_\_\_\_\_  
FACILITATOR: \_\_\_\_\_  
AUTHORIZATION \_\_\_\_\_  
OPD CASE #: \_\_\_\_\_  
CodeRED™ JOB # \_\_\_\_\_  
TOTAL NUMBERS CONTACTED: \_\_\_\_\_  
MESSAGE CONTENT: \_\_\_\_\_