

JUL 14 2014

REQUEST FOR AGENDA PLACEMENT FORM

Submission Deadline - Tuesday, 12:00 PM before Court Dates

SUBMITTED BY: Jamie Moore
TODAY'S DATE: 07/08/14

DEPARTMENT: Emergency Management

SIGNATURE OF DEPARTMENT HEAD: 

REQUESTED AGENDA DATE: 07/14/14

SPECIFIC AGENDA WORDING: Consideration to support the emergency management department in the development of a smart phone application.

PERSON(S) TO PRESENT ITEM: Jamie Moore

SUPPORT MATERIAL: (Must enclose supporting documentation)

TIME:	ACTION ITEM:	<u> x </u>
	WORKSHOP	<u> x </u>
(Anticipated number of minutes needed to discuss item)	CONSENT:	_____
	EXECUTIVE:	_____

STAFF NOTICE:

COUNTY ATTORNEY: x	IT DEPARTMENT: x
AUDITOR: _____	PURCHASING DEPARTMENT: <u> x </u>
PERSONNEL: _____	PUBLIC WORKS: _____
BUDGET COORDINATOR:	OTHER: _____

*******This Section to be Completed by County Judge's Office*******

ASSIGNED AGENDA DATE: _____

REQUEST RECEIVED BY COUNTY JUDGE'S OFFICE _____

COURT MEMBER APPROVAL _____ Date _____

**JOHNSON COUNTY
EMERGENCY MANAGEMENT**

Smart Phone App Development

IDENTIFIED GOALS

Johnson County Emergency Management- Strategic Plan

#2 Provide information and develop public information programs that ensure citizen engagement in emergency preparedness and emergency response.

CURRENT STRATEGIES

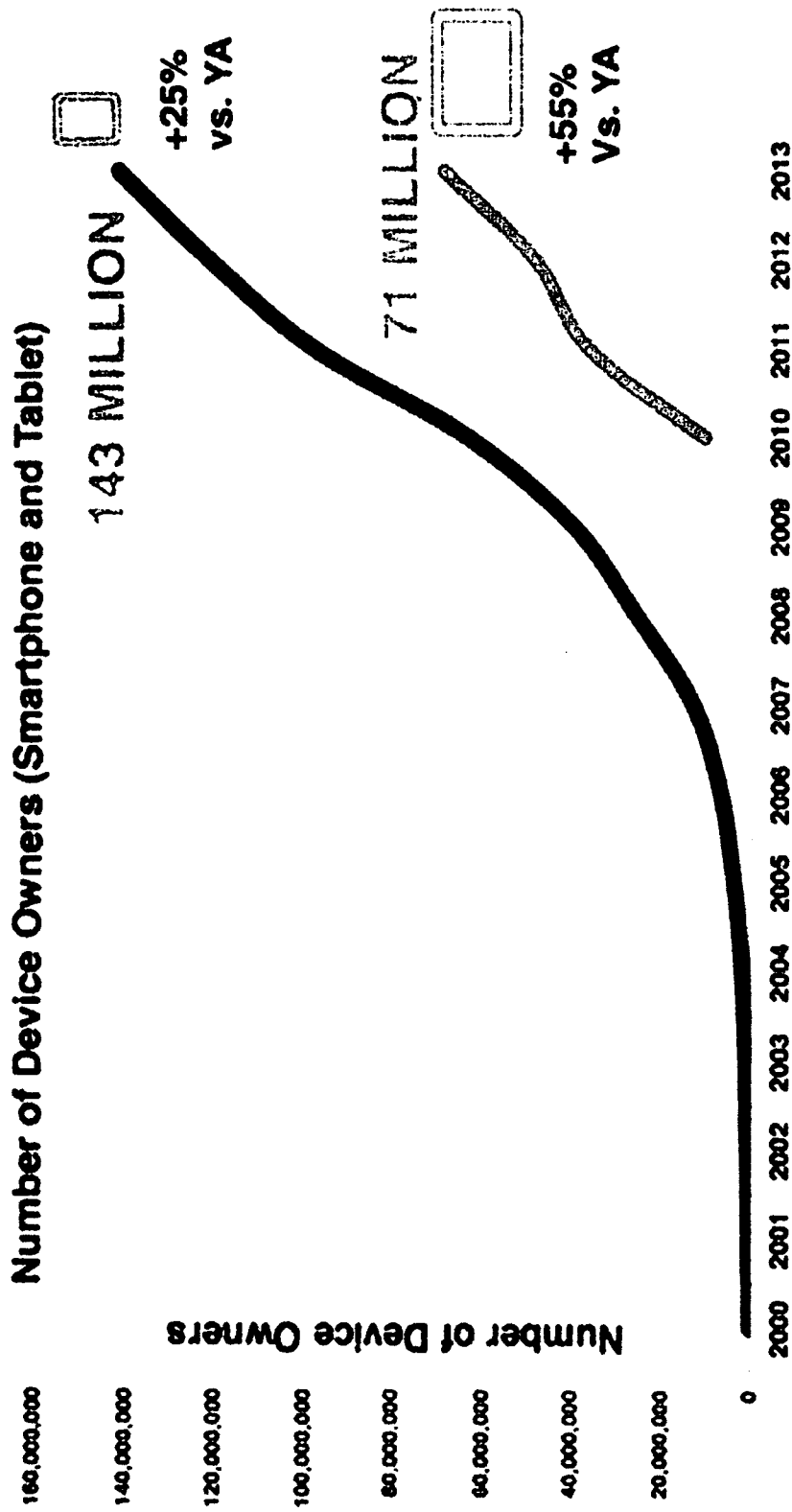
- *Media Outreach*
- *Twitter*
- *Public Events*
- *Presentations*
- *Everbridge*

CHALLENGE

NO ONE strategy is singularly effective for the majority of people.

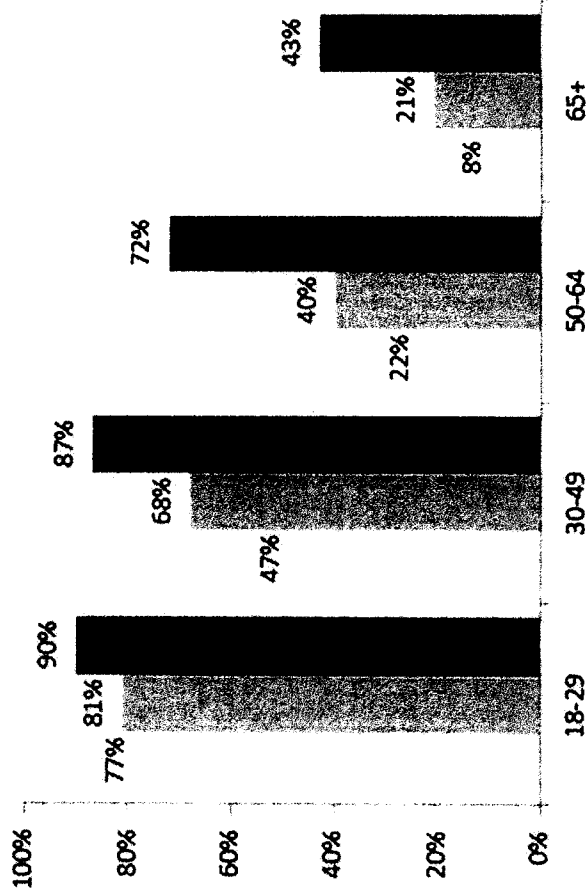
To be EFFECTIVE emergency management must be innovative and forward thinking if we hope to reach the digital generations.

Smart Phone Stats



Smart Phone Stats

Smartphone ownership by income/age grouping
 % within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)

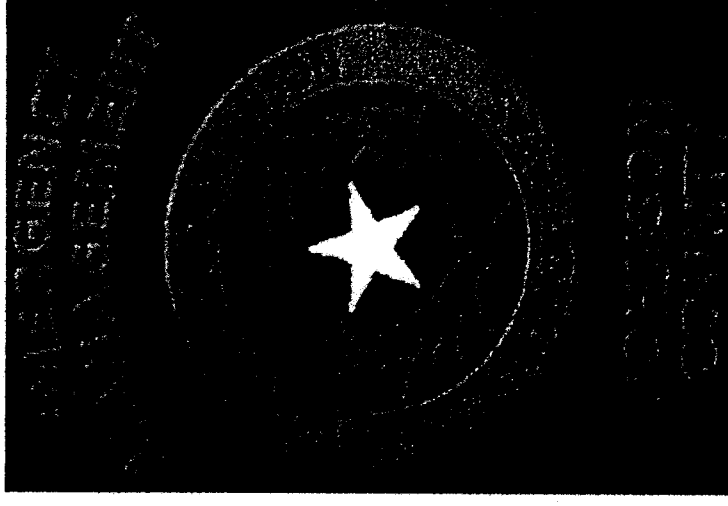


Source: Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

Innovating Public Communication

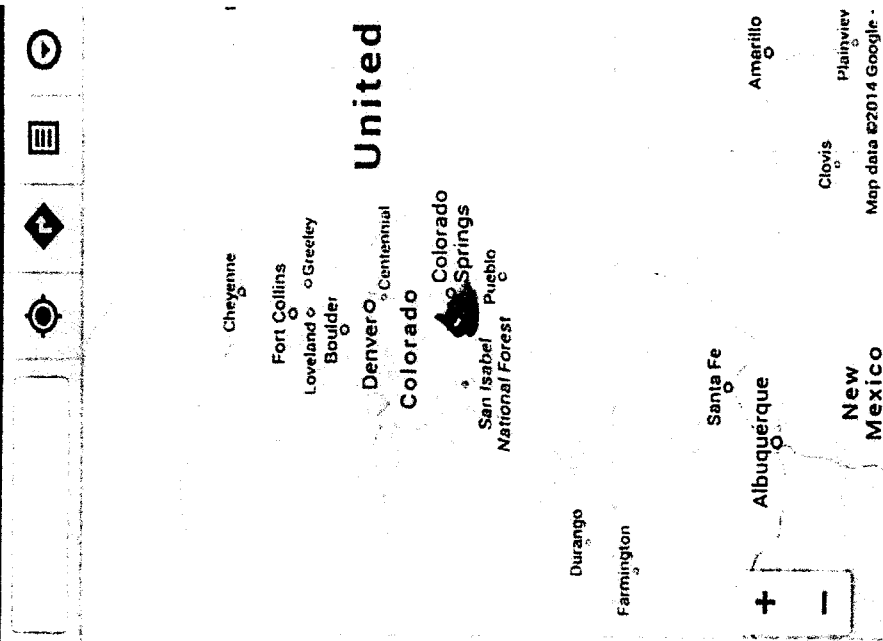
Five Features of a Johnson County "Emergency" App

- *Event Mapping (road closures, fires, wrecks, flooding, gas leaks, etc.)*
- *Citizen Reports (interactive feedback from citizens)*
- *Sign-Ups (volunteer emergency/non-emergency & Storm Shelter registration)*
- *Emergency Donations (active during a disaster)*
- *Events Calendar/News (emergency training, drills, VFD fundraisers, siren tests)*



EXAMPLE

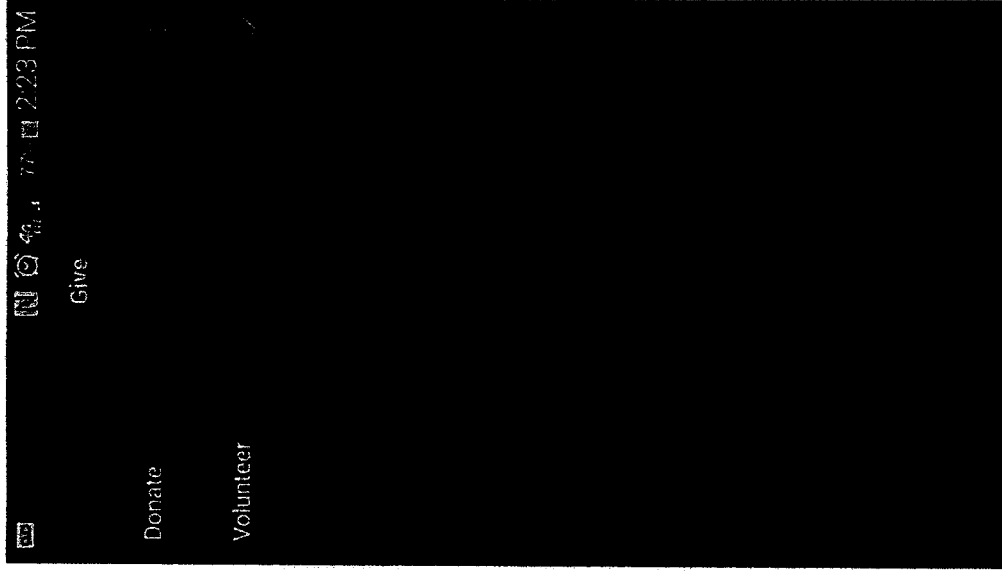
Map interface header showing navigation icons, signal strength, 4G LTE, 83% battery, and time 12:59 PM.



Map interface header showing navigation icons, signal strength, 4G LTE, 83% battery, and time 12:59 PM.

Information card for an Eight Mile Fire. The card includes a close button (X) in the top right corner. The text reads: "Eight Mile Fire (Approximate Location) Last updated by COEmergency 4 days ago". Below this is a bulleted list: "Size: 524 Acres", "Containment: 65%", "Location: Fremont County, approximately 6 miles northeast of Canon City.", "Reported: 6/24/2014 at 5:10 p.m.", and "Information Updates will be posted: http://incweb.nwcg.gov/incident/3914/Twitter: @rmmmt2_teamb | @COStateFire | @COEmergency". At the bottom of the card, it states: "This was updated on 7/3/2014 and is final update."

EXAMPLE



EXAMPLE

