

**PUBLIC SAFETY
COMMITTEE**

**Wednesday, September 8,
2021**

6:30 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84488999348>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 844 8899 9348

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Approve the minutes from the 7.14.21 and 8.11.21 PSC meetings.
4. BUSINESS.
 - a. Staff Reports
 - 1) Fire and Rescue Department
 - 2) Police Department
 - b. Presentation on CivicReady emergency notification software.
 - c. Discussion and possible recommendation to the Village Board on emergency notification software for the Village.
5. SCHEDULE NEXT MEETING DATE.
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any

governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND
Public Safety Committee Minutes

Wednesday, July 14, 2021 - 6:30 PM

1. CALL TO ORDER, ROLL CALL.

Chairperson Stephanie Brassington called the regular meeting of the Public Safety Committee to order at 6:30 PM in the Community Room at the McFarland Municipal Center.

Members present: Village Trustee Stephanie Brassington, Village Trustee Edward Wreh, Member Rich Staley, and Member Shannon Morrison.

Members not present: Member Sandy Bakk and Member Dottie Olson.

Staff Present: Fire Chief Chris Dennis, Police Chief Aaron Chapin, Village Clerk Cassandra Suettinger

2. PUBLIC APPEARANCES.

There were no public appearances at the meeting.

3. APPROVAL OF MINUTES.

a. Approve the minutes from the 6/9/2021 PSC Meeting.

Motion by Trustee Stephanie Brassington, second by Rich Staley, to approve the minutes of the 06/09/21 Public Safety Committee meeting. Motion carries 4 - 0 - 0 by acclamation.

4. BUSINESS.

a. Staff Reports

1) Fire and Rescue Department

Chief Dennis presented and overview of the Fire and Rescue Department report for June.

2) Police Department

Chief Chapin presented an overview of the June Police Department Report.

b. Discussion and action on an application from Nora Bird and Nick Hougas, for a permit to operate a tourist rooming house at 4514 Wisconsin Ave.

Tom Bina, 5214 Glen Road, spoke in opposition of a TRH permit being granted. They spoke of concerns regarding being neighbors of the property and what sorts of traffic it would bring in.

Nora Bird, property owner, spoke to answer some of the concerns from the neighbors. They have acknowledged installing a fence or some sort of privacy between the yards.

The Public Safety Committee reviewed the request and expressed support for the request, but a desire for the TRH operator to consider some measures to make nearby residents more comfortable.

Motion by Member Shannon Morrison second by Trustee Stephanie Brassington, to recommend approval to the Village Board an application from Nora Bird and Nick Hougas, for a permit to operate a tourist rooming house at 4514 Wisconsin Ave with the condition that the owner install a privacy fence before the expiration of the initial permitting period. Motion carries 3 - 1 - 0 with Member Rich Staley voting nay.

- c. Discussion and action on an Event Permit for Karben 4 to hold a Pop-Up Biergarten event in McDaniel Park on July 31, August 21 and September 18, 2021 and a request for a variance to allow minors to be present where alcohol is served.

Meena Defillipis, representative of Karben 4, provided an overview of the proposed event permit.

PSC Expressed concerns with parking, Karben 4 will be prepared to address parking issues if there are problems as the event continues.

Motion by Village Trustee Stephanie Brassington, second by Member Shannon Morrison, to recommend approval to the Village Board for an Event Permit for Karben 4 to hold a Pop-Up Biergarten event in McDaniel Park on July 31, August 21 and September 18, 2021 and a request for a variance to allow minors to be present where alcohol is served. Motion carries 4 - 0 - 0 by acclamation.

- d. Review, discussion, and possible action on Village Ordinance Section 26-80 Open Burning.

Fire Chief Dennis reviewed some other jurisdiction's open burning ordinances as well as the inability of the village to regulate any burning activity at a county parks. The Village ordinances are not very different from the rest of the county's, and Chief Dennis explained he responds personally to these types of calls. The committee is not making a recommendation at this time.

5. SCHEDULE NEXT MEETING DATE.

The next PSC meeting is scheduled for August 11, 2021, at 6:30 p.m.

- a. Discussion of Hybrid Meetings 2.0.

Communication and Technology Technical Specialist Andrew Day discussed the transition to in person meetings beginning August 2nd, which will be held in the Community Room to allow for social distancing.

6. ADJOURNMENT.

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Edward Wreh, to adjourn at 7:35 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Tricia Reimer
Administrative Assistant

VILLAGE OF MCFARLAND
Public Safety Committee Minutes

Wednesday, August 11, 2021 - 6:30 PM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Stephanie Brassington called the regular meeting of the Public Safety Committee to order at 6:30 PM in the Community Room.

Members present: Stephanie Brassington, Shannon Morrison, Dottie Olson, Rich Staley, Edward Wreh

Members not present: Sandy Bakk

Staff Present: Fire Chief Chris Dennis, Police Chief Aaron Chapin

2. PUBLIC APPEARANCES.

No Public Appearances

3. APPROVAL OF MINUTES.

Minutes from the July PSC meeting were not included in the packet in error and will be approved at the next PSC meeting.

4. BUSINESS.

a. Staff Reports

1) Fire and Rescue Department

Fire Chief Dennis presented the monthly report for the Fire Department.

2) Police Department

Police Chief Chapin presented the monthly report and answered questions for the police department.

b. Presentation on RAVE and CivicReady emergency notification software.

Chief Chapin explained what emergency notification software is. Civic Ready and Rave Mobile Safety were invited to present their software platforms. CivicReady was not present at the meeting. Sara Wise-Martinez presented the Rave platform and types of emergencies that can be broadcast using Rave. She reviewed the functionality of Rave and different ways to use it., e.g. emergency notifications and for internal purposes.

c. Discussion and possible recommendation to the Village Board on emergency notification software for the village.

Sara Wise-Martinez answered the committee's questions regarding implementation, pricing structure, and contracts.

Chief Chapin answered the committee's questions regarding what prompted looking into emergency notification and its use in the village. The group also discussed notification

fatigue and targeted use of the software.

The PSC is not making a recommendation at this time and would like to hear from other software companies before doing so.

- d. Discussion and action to approve permission for Karben 4 to have amplified sounds as part of the Pop-Up Biergarten event in McDaniel Park on August 21 and September 18, 2021.

During the last Karben 4 event, the sound was too quiet for attendees to hear. The performer moved around the crowd. They are asking for amplified sound so all attendees can hear the music. The first event went well and no concerns from the pd perspective.

Motion by Village Trustee Stephanie Brassington, second by Member Shannon Morrison, to recommend approving permission for Karben 4 to have amplified sounds as part of the Pop-Up Biergarten event in McDaniel Park on August 21 and September 18, 2021. Motion carries 5 - 0 - 0 by acclamation.

- e. Discussion and possible recommendation to the Village Board to increase the fee for fingerprinting services from the Police Department.

Chief Chapin gave an overview of fingerprinting and fees currently charged by the pd and reasons the pd recommends increasing the pricing. He answered questions the PSC members had.

Motion by Stephanie Brassington, second by Shannon Anderson to recommend to the Village Board for the village attorney to create a fee schedule for the police department to charge fees for fingerprinting to include \$10 per card for residents and \$20 per card for nonresidents. Motion carries 5 - 0 - 0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

The next meeting is scheduled 9/8/21.

6. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, second by Member Rich Staley, to adjourn at 8:28 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Tricia Reimer
Administrative assistant



McFarland Fire & Rescue Department

5915 Milwaukee Street • PO Box 110 • McFarland, WI 53558-0110
(608) 838-3278 • Fax: (608) 838-3619

Emergency: 911

Department Report For August 2021 Activity

- The standard incident activity reports typically provided, are not available this month due to the timing of the report and the August 30th incident.
- **General**
 - Chief Dennis will be on vacation on September 4-12. He will be available by email and cell phone, but will be out of the area.
 - On Saturday, August 21, 2021, the Reiter Family hosted a celebration of life for past McFarland Fire Chief Richard Reiter. Chief Reiter passed away last year, but due to COVID-19 precautions the family was not able to honor his memory. The day began with a fire truck procession from the Municipal Center, past Chief Reiter's home on Creamery and ended at the American Legion. We had several area departments assist with the procession and the service. The family was very appreciative.
 - Chief Dennis is meeting with Cottage Grove, Edgerton, Oregon, and Stoughton Fire Chiefs for discussions on standardized operations of large incidents. The hope will be to develop procedures in which we work similar and with limited differences to provide operations as a regional group more than individual departments.
 - We are creating a workgroup to research and possibly identify new turnout gear specifications. Our current turnout gear specification is about 5 years old and additional new products are said to be entering the market that are PFAS free.
 - On August 30th, at 8:05 am, we received a call for a shed fire in the Town of Dunn. The call was originally coded to be a small, shed type fire and didn't indicate any automatic aid units. While responding, it was assumed to be a machine shed/semi storage building and the alarm was upgraded to a working still level (adding automatic and mutual aid). We were currently down an engine; due the 2005 engine was being repaired. The delay in taking the incident to the working still

alarm resulted in our crews being shorthanded on the fireground for about twenty minutes. The incident was upgraded to a MABAS Box Alarm at the 10-minute benchmark. The result was our first engine crew worked extremely hard during the first 30 – 40 minutes, until additional resources arrived from the box alarm. The incident was all-hands working with the working still units, meaning no firefighter was able to stop working until the box alarm units arrived. Ideally, we have firefighters work in twenty-minute rotations to avoid exhaustion. We did also have a shortage of water due to the delay of our automatic aid tenders. The building was a total loss and due to the volume of fire when the 911 calls were placed, even without the delays occurring, the result would have been the same.

- **Operations**

- We completed training on the foam trailer and identified a few items needed, before placing in service during the training.
- The fall classes are beginning and several of our members will be taking the classes. We have a considerable number of staff looking forward to what their future roles within the department will be.
- We have not seen any recent cases of COVID-19 during medical incidents. We are still taking precautions with using PPE during medical calls.
- Flint Hills Resources has invited us to send a third member to their Pine Bend facility for training and Assistant Chief Reiter will be attending.
- We are continuing with our switch to ESO for our records management system and asset management. We are also working on switching the scheduling over soon. We have experienced a delay, first on our side with completing background information and now with ESO available staff due to our delay.

- **Personnel**

- Current Staffing Levels
 - Full-time Fire & Rescue Chief – 1
 - Full-time Administrative Captain – 1 (on light duty)
 - Full-time Fire Inspector/Public Education Specialist – 1
 - Full-time EMTs – 6
 - Full-time Confidential Administrative Assistant – 1 (50%)

- Paid-On-Call – 49 (10 EMTs (1 on medical leave), 21 Firefighters (1 Active Retired), 8 EMR/Firefighter, & 10 EMT/Firefighters)
- Total Staffing Level – 57
- Administrative Captain Reiter will remain on light duty for some time. His injury was more severe than originally thought. The impact of not having Captain Reiter mostly effects the Chief's workload. Due to Captain Reiter is not able to assist the ambulance crew, or act as an incident commander during the day, often requires Chief Dennis to step in. The amount of time required performing those tasks has increased due to operational changes since COVID-19 and call volume increasing. Before COVID-19, the two-person ambulance crew was able to complete most calls with the assistance of law enforcement. During COVID-19, law enforcement refrained from medical calls, and we implemented the Duty Officer to assist on all calls. We found efficiencies in handling the calls with the Duty Officer being present and the level of law enforcement assistance didn't return to pre-COVID levels.
- We did have five applicants for paid-on-call and interviewed two individuals on August 10th. Two individuals withdrew their applications due to other offers that came up and one individual didn't respond when contacting to schedule an interview. The two individuals interviewed with the screening panel, were also interviewed with the Chief and are currently beginning the background process.
- We are conducting an Acting Officer promotional process to fill the vacancy we have from a recent promotion. We currently have two captain positions open and one lieutenant position open. We will plan to fill the lieutenant before the two captain to ensure our staff is provided with proper support.

- **Budget**

- We have purchased 275 gallons of PFAS free and green screen certified alcohol resistant class B foam, with funds from Flint Hills Resources. We still need to purchase 385 gallons of foam to complete filling the foam trailer/tender. We are hoping to make some of that purchase in 2021 and the remainder in 2022.
- The overtime account is trending high for this time of the year and will more than likely exceed the budget amount. The last two weeks of August seen a return to normal levels with the additional staff.

- The Paid-On-Call EMT account is trending high, but should normalize and may return to a projection below budget with the return to authorized full-time staff levels with being less than normal level of Paid-On-Call EMT staff.
- The State did release the Funding Assistance Program for EMS and we are completing our application. The program is planned to provide \$5,000 in funding.
- Overall, the Fire & Rescue budget is expected to have less expenditures than budgeted, due to the vacancies experienced with career EMT staff.

<u>Inspection/Prevention Activity</u>	<u>Completed</u>	<u>Year to Date Total</u>
Building Inspections	51	304
Fire Code Violations Identified	13	71
Re-inspections Completed	3	11
Corrections Noted	3	20
Building Plan Reviews	1	14
Development Reviews	1	12
Acceptance Test/site visits	5	28
Fire Drills	0	0
AHA-CPR Classes	0	18
AHA Attendance Total	0	69
Public Education	0	2
Public Education Attendance	0	3
Home Prevention Installations	0	1

Apparatus & Equipment

- We have placed 750' of 2 1/2" hose on order based on our evaluation of the test reports, age of the hose and stock levels needed for the department. We are hoping to keep the peaks and valleys of purchasing of hose minimized to avoid the current situation of several coming due for replacement. We are reviewing some 1 3/4" hose to be surplus, due to the age of the hose and the stock level is no longer needed with our current hose management processes.
- 2015 Tanker (Tender 6), the rear tank dump valve is still experiencing issues, and is scheduled to be repaired on 9/2.
- 2019 Pumper (Engine 2) has a valve needing to be replaced and is schedule to completed on 9/2. Additionally, the electronic valve

controller is having a failure on the screen. It is covered under warranty, but the manufacturer will not provide a replacement, but will repair. However, we need the controller, and it is not practical to wait on a controller for the valve, as the valve is critical to operation of the truck in many cases.

- 2005 Pumper (Engine 1)
 - The pump panel gauges have been replaced by Assistant Chief Reiter.
 - The truck had been experiencing intermittent parking brake issues. We repaired a solenoid that we found faulty, and it helped, but the issued continued. We had the Village Mechanic review the brakes and found additional repairs were needed. We have been waiting on parts for two weeks.
- The new Utility Truck construction is in final inspection. It is planned to be shipped from Florida to Wisconsin the middle of September. The Dealership work has been reduced some as the dealer removed some equipment for the Heavy Rescue to prep for the changeover already.
- The replacement aerial is progressing. We reviewed the engineering drawings and found minor errors and some needed modification. The current projected completion would be April of 2022.

McFarland Police Department



August 2021 Monthly Report

McFarland Police Department

Calls for Service

The Department had 596 calls for service in August 2021 compared to 623 in 2020.

Cases of Interest:

8/10/2021 – An officer conducted a traffic stop on a vehicle. Officers conducted an investigation into the vehicle. During this investigation, it was learned that the vehicle was stolen and had a fraudulent Vehicle Identification Number applied to the vehicle with fraudulent registration. As the investigations continued a second vehicle was identified and seized with fraudulent Vehicle Identification Number and registration. Both vehicles were determined to be stolen out of the Chicago area. This case remains under investigation and ongoing with other agencies.

8/12/2021 – Officers were dispatched to an accident with injuries on Hwy 51. Upon completion of the investigation the driver of a dump truck was cited for inattentive driving after striking a sign trailer attached to a truck in a construction zone on Hwy 51. This accident resulted in Hwy 51 southbound being closed for approximately 2 hours.

8/31/2021 – Officers assisted McFarland Fire Department with a structure fire. Officers used the department Unmanned Aerial System (UAS) equipped with camera and thermal imaging to assist with locating hot spots in the scene for McFarland Fire Department and photographs taken for the investigators of the fire scene.

8/31/2021 – Officers assisted Cottage Grove Police with the Unmanned Aerial System (UAS) to attempt to locate a missing individual in a wooded / marsh area. The officer utilized the UAS for approximately 1 ½ hours of flight search time.

Staffing Report

The Department is currently back to full staffing levels with the hiring of three police officers that started in August 2021. The department will continue to operate three officers short for the coming months while the three new officers are completing field training before working solo patrol to fill the current patrol vacancies. The Field Training Program is a 14-week training program. The Village Board approved the transfer of the Patrol Investigator Assignment to a permanent Detective position.

That promotional process will go before the Police & Fire Commission in September for approval with anticipated completion of the process in October 2021.

Training Report

Staffing levels have made additional training for officers to attend difficult. Staff are continuing with normal in-service trainings as scheduled and additional training opportunities will increase as staff levels return for patrol coverage.

- Chief Chapin attended the Wisconsin Chiefs of Police Summer Conference.
- Lt. Job continues Northwestern University Staff & Command College.

Officer Complaints/Compliments

Officer Complaints – Officer complaints can be submitted using the online procedure found on the Departments web page or also by calling the Police Department and asking to talk to a supervisor.

- No Complaints were received in August 2021.

Officer Compliments - Officer compliments can be submitted using the online form found on the Departments web page, by submitting an email to the Department, or by calling the Police Department and asking to talk to a supervisor.

- Officer Zietsma received a compliment from a citizen for multiple interactions with the same family in the community, acknowledging his professionalism and compassion for the family.
- Officer Zietsma received a compliment from a local business for his assistance with one of their customers vehicles and going above and beyond his normal services to keep a vehicle from causing a disturbance in the community overnight due to mechanical issues.

Use of Force Incidents

The Department wishes to operate in a more transparent way so a section on Use of Force Incidents will be added to the monthly report. The Department categorizes a reportable Use of Force Incident as anytime a firearm or ECD is used or displayed, or any other force is used that is at or above a compliance hold as outlined in the Intervention Options issued by the State standards.

All reportable Use of Force Incidents are reviewed by a supervisor which consists of reading reports and watching body camera or squad video of the incident. The supervisor is checking for compliance with policy, training, and acceptable standards issued by the State. If a problem is identified, the officer could be disciplined, counseled, and/or mandatory re-training will be ordered. August 2021 did not have any use of force incidents meeting these criteria.



Incident Analysis Report Summary By Incident Type

McFarland Police Department
Official Case Report
Do Not Re-Release

Print Date/Time: 08/01/2021 09:25
Login ID: mcjddj
Incident Type: All
Call Source: All

From Date: 08/01/2021 00:00
To Date: 08/31/2021 23:59

McFarland Police Department
ORI Number: WI0137300
Officer ID: All
Location: All

Incident Type	Number of Incidents
911 Abandoned Call	3
911 Call Playing w/Telephone	2
911 Call Question	1
911 Call Silent	10
911 Call Unintentional	22
911 Disconnect	4
911 Misdial Call	1
Accident Hit and Run	2
Accident Property Damage	6
Accident w/Injuries	2
Alarm	12
Animal Bite	1
Animal Complaint/Disturbance	1
Animal Lost	1
Animal Stray	2
Annoying/Obscene Phone Call	1
Assist Citizen	36
Assist EMS/Fire	47
Assist Police	27
ATL Person	2
Battery	1
Burglary Non-Residential	1
Burglary Residential	3
Check Person	23
Check Property	119
Civil Dispute	1
Damage to Property	2
Disturbance	6
Domestic Disturbance	4
Drug Incident/Investigation	3
Follow-Up	5
Foot Patrol	5
Fraud	6
Information	15
Juvenile Complaint	1
Missing Adult	2
Missing Juvenile/Runaway	1
Neighbor Trouble	1

Page: 1 of 2



Incident Analysis Report Summary By Incident Type

McFarland Police Department
Official Case Report
Do Not Re-Release

Print Date/Time: 08/01/2021 09:25

Login ID: mcj dj

Incident Type: All

Call Source: All

From Date: 08/01/2021 00:00

To Date: 08/31/2021 23:59

McFarland Police Department

ORI Number: WI0137300

Officer ID:

All

Location:

All

Incident Type	Number of Incidents
Noise Complaint	4
OMVWI Arrest/Intoxicated Driver	8
Panhandling Complaint	1
Parking Complaint On Street	8
Phone	22
Preserve the Peace	2
Problem Solving Person	1
Property Found	4
Repo	1
Road Rage	1
Safety Hazard	10
Sexual Assault	1
Stolen Auto	1
Suspicious Person	6
Suspicious Vehicle	8
Theft	5
Theft from Auto	3
Theft Retail	1
Threats Complaint	4
Traffic Complaint/Investigation	23
Traffic Stop	99
Unknown	1
Total:	596

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, September 8, 2021

SECTION: Business

DEPARTMENT: Police

CONTACT: Aaron Chapin, Police Chief

AGENDA ITEM: Presentation on CivicReady emergency notification software.

PREVIOUS ACTION:

N/A

ISSUE SUMMARY:

There is a potential for the Village to need a solution for emergency notification in the event of an emergency. Representatives from CivicReady will be on hand to present their company's product for emergency notification.

FINANCIAL/BUDGET IMPACT:

If the village is interested in moving forward, the companies will provide quotes for the service. It would be a service which would require an annual fee.

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

N/A

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

N/A

ATTACHMENTS:

1. CivicReady Brochure
2. Rave Alert - Opt-in Keywords
3. Rave Alert
4. Rave Collaborate
5. Rave Eyewitness
6. Rave Notifier for Desktop

Emergency Communication Made Easy

An Easy-to-Use, Reliable, Mass Notification Solution.

CivicReady's next-generation emergency notification and critical event management platform is the easiest way to alert your team and coordinate your disaster recovery in an emergency. Our fully integrated, all-in-one solution allows you to streamline incident reporting, internal response, and public alerting, all from one platform. With convenient communication features, our software enables you to plan for potential crises, communicate and react during these crises, and move forward after the crisis has passed. Given CivicReady's ease of use and advanced communication features, it's no wonder that hundreds of local government organizations trust CivicReady to protect their communities.

Always Available

We understand that implementing new software in your day-to-day operations can be challenging, so we offer live online sessions, webinars, and documentation to ensure that learning to use CivicReady is easy. We believe that any business built to create and enhance connection should be just as accessible as the solutions it provides, so we always make ourselves available.

Client Success is our #1 Priority



Smart

CivicReady can help you prepare for a crisis by planning messages for individual incidents and selecting specific groups for communication.



Easy

With a straightforward design, CivicReady's app and web UI allow you to quickly communicate with your team and track your crisis response.



Success

CivicReady is dedicated to your success, so we offer customers 24/7 support and a dedicated customer success manager.

Streamline communication and your emergency response plan with CivicReady. CivicReady's features include:

Core

The perfect plan for local governments that need basic emergency notification features.

Public Notifications

Alert your community via SMS, email, voice (ETN), SMTP, social media, and mobile app. In addition, CivicReady APIs can be utilized via webhooks to activate a variety of devices when an alert is sent. Sirens and public signage devices can also be activated by consuming CAP messages from an ATOM feed.

Templates

Plan ahead with public alerting templates to quickly send out critical messages in a timely manner.

Geo-Location Alerting

Visualize and triage your incident event data with our highly advanced ESRI Mapping features, and use custom layers and drawing tools to create an alert to target a specific group of people for critical Emergency Telephone Notification (ETN).

Internal Polling

Utilize polls to assess personal safety and your organization's status. All results are visible in an easy-to-read report on all platforms.

Mobile App

Alert your employees, report incidents from the scene, collaborate, and coordinate your team's response with CivicReady's easy-to-use mobile app.

CivicPlus Single Sign On

Sign on and switch seamlessly between your organization's various CivicPlus products (in development, set to release in early summer).

Pro

With all of the Core Plan features, the Pro Plan is for government organizations ready to incorporate crisis management features.

Internal Secure Chat

Follow up on polls or messages with Secure Chat to initiate direct two-way communication with your crisis management team.

Incident Management

Alert employees when a crisis occurs and send instructions for how to proceed.

Incident Guide

View role-specific procedures for a variety of emergencies and disruptions to daily operations.

Tasklists

Plan, activate, and track your crisis response and recovery from your mobile app by turning response plans into actionable task lists and delivering them to assigned teams.

NOAA Weather Alerts

Through an integration with NOAA weather, distribute urgent news, instructions, and mandates via the NOAA network.

Additional Upgrades

- **Send IPAWS Notifications:** Reach unsubscribed citizens and travelers during an emergency via the Federal Emergency Management Agency's (FEMA) Integrated Public Alert and Warning System.
- **NOAA weather alerts** can also be added to the Core offering, if needed.
- **Single Sign-On (SSO) with IDP Provider:** Simplify user access to all web and cloud-based applications without requiring individual authentication.

Find out more about how CivicReady makes connecting easy at civicready.com.

Opt-In to Alerts with Rave Keywords

Rave's critical communication and collaboration platform helps maximize safety and provide notifications for organizations, schools, states, cities and towns all across the country. By collecting and sharing critical information – Rave keeps your people informed, actionable and safe.

RAVE KEYWORDS AVAILABLE WITHIN RAVE ALERT ALLOW YOU TO:

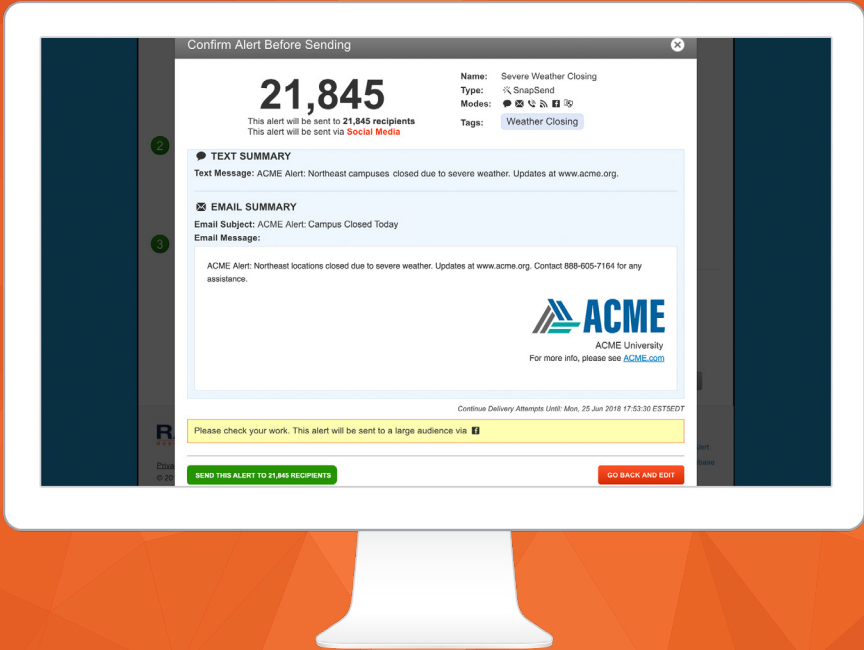
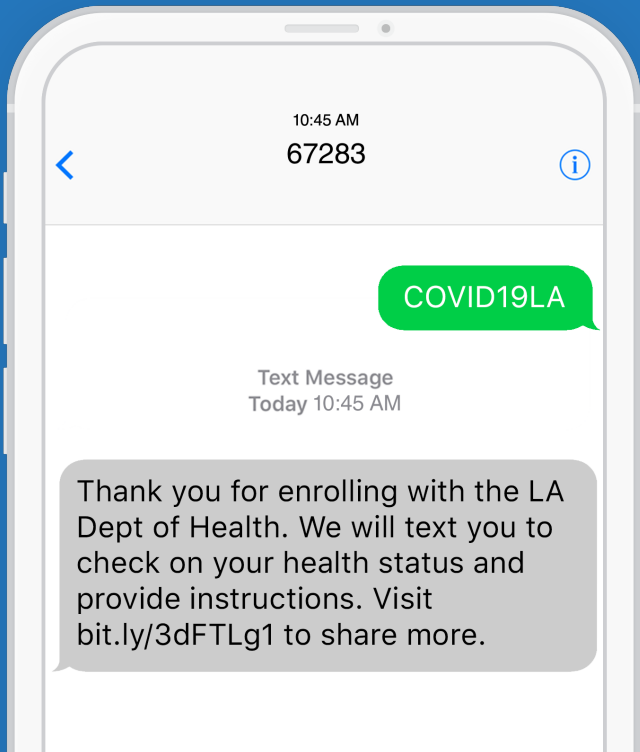
- 1 **Communicate and protect** your people
- 2 Reach a **wider audience**
- 3 Provide the option for people to **receive temporary or long-term notifications**



IMPROVE CRITICAL COMMUNICATION

Do all you can to show your commitment to preparedness and safety for your residents, commuters, and visitors.

- Easy sign up process to receive mass emergency notifications
- Timely updates during a natural disaster or large-scale event
- Targeted messages to people that have requested them



FLEXIBLE MANAGEMENT

Do all you can to provide the option of safety and information when desired.

- Deliver information and resources immediately with welcome message or communicate to those that opt-out
- Optional automatic expiration available
- Opt-in subscriptions on a specific date or during a specific duration

INCLUDE A WIDER AUDIENCE

Do all you can to keep everyone in the know during emergency or non-emergency events.

- Communicate with guests, visitors and contractors
- Leverage for events or conferences to send temporary updates or cancellations
- Push notifications during severe weather with up to date information and resources



Engage with your community and provide the option to join by simply texting a keyword to a short code number. Those who opt-in will receive timely and relevant texts, emails or social notifications about the events of interest to them.

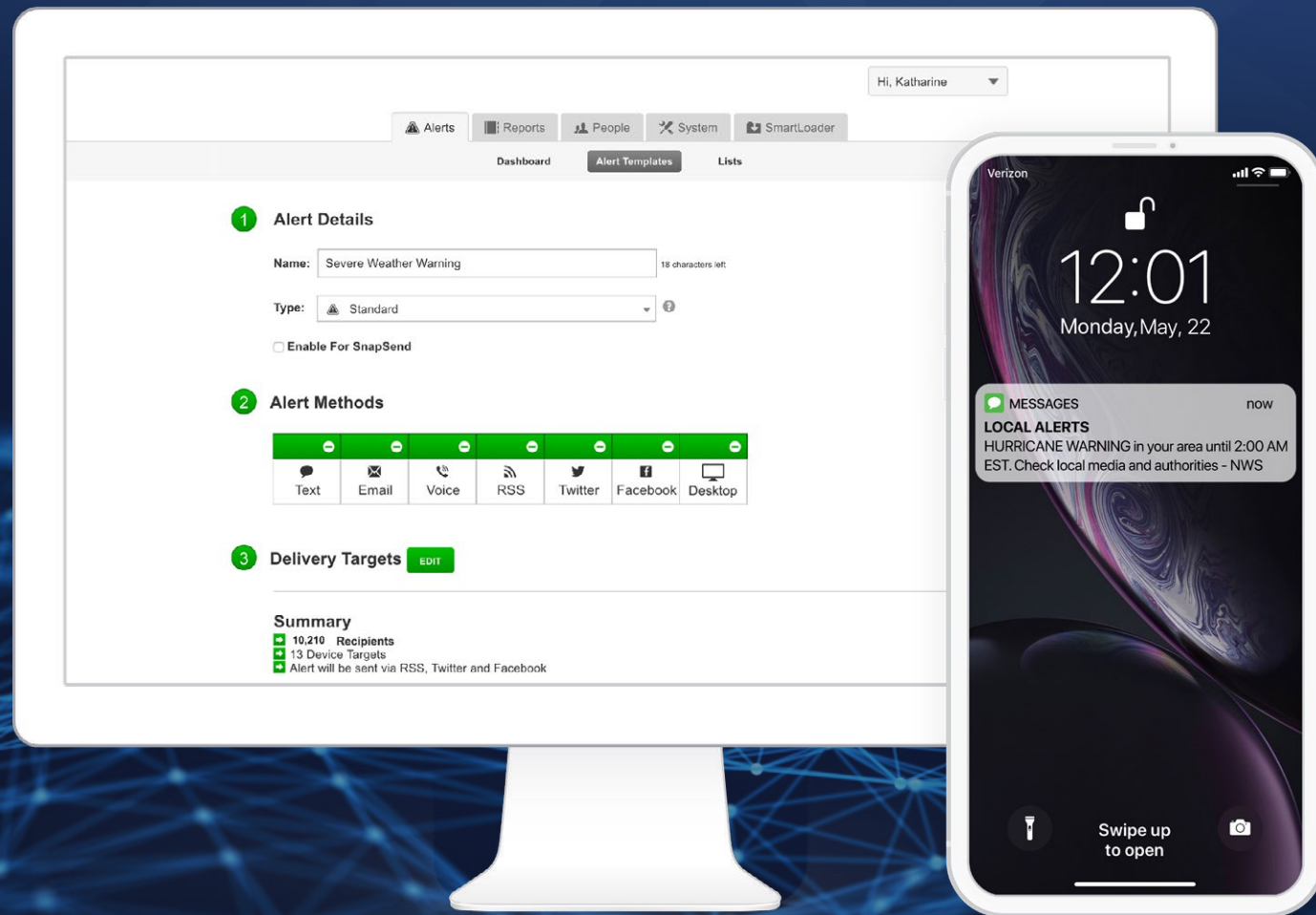
Contact Rave today for more information: www.ravemobilesafety.com/rave-alert-product



Do all you can today.™

888-605-7164 | sales@ravemobilesafety.com | ravemobilesafety.com

Emergency Notifications in Three Clicks



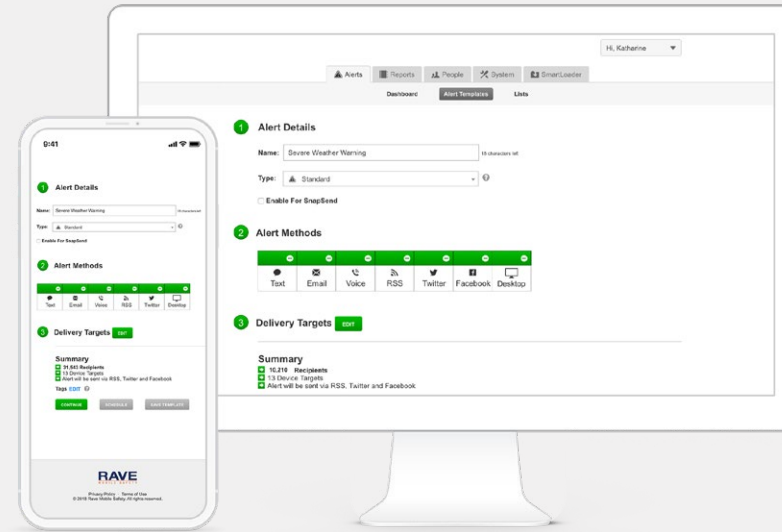
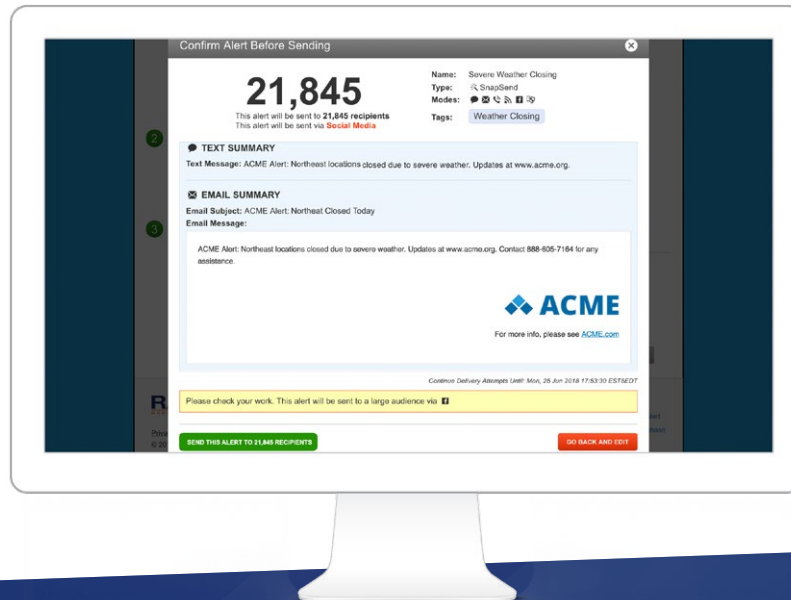
In a world of unknowns, Rave's critical communication and collaboration platform helps prepare and respond to any type of incident. Rave Alert provides the ability to send mass notifications and/or targeted messages to connect and inform your community, organization, school or institution with critical information at critical times.

With prebuilt templates, a mobile-friendly interface and multilingual capabilities, Rave Alert is easy to use, easy to deploy and guaranteed to perform when seconds count providing:

- 1 Strong Engagement with your Population
- 2 Quick and Reliable Messaging
- 3 Enhanced Internal Response Coordination

Thousands of federal, state and local agencies, schools, higher education institutions, hospitals and businesses all rely on Rave. With the backing of a public safety grade infrastructure, Rave Alert sends more than 1.2 billion notifications a year and over 4,000 text messages a second helping you:

- **Connect with your community, students or employees to keep them informed and engaged**
- **Provide information and resources quickly during both planned and unplanned events**
- **Increase response effectiveness through real-time updates from a single launch point**

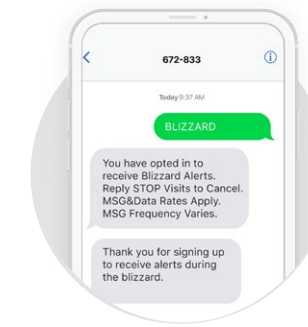


EASY-TO-USE INTERFACE

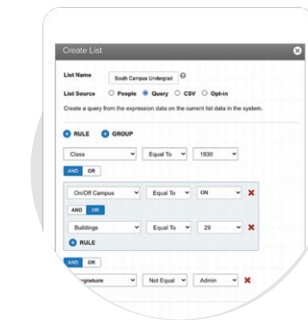
Your system is only as reliable as the people it can reach. Rave has the tools necessary to manage your organizations' data and have your administrators up and running in less than two hours. Rave Alert is built for large-scale notifications and sends targeted messages across all channels to:

- **Expand your reach with instant notifications via text, voice, email, desktop and more**
- **Handle ongoing management of your database of record to bolster list segmentation by location, department or criteria of your choosing**
- **Allow administrators to customize their interface based on role or needs, provide administrative updates to internal users, and receive real-time reporting on alert success and delivery rates**

ONGOING FEATURE ENHANCEMENTS

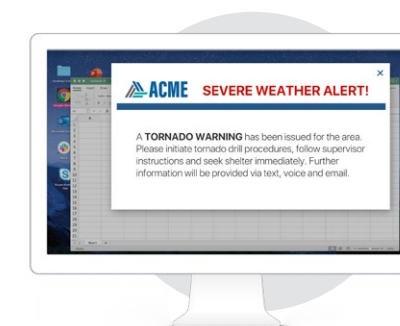


OPT-IN KEYWORD ALERTS
to reach a wider audience
and communicate with
people temporarily or
long term through a self-
service, opt-in citizen portal



EXPANDED USER ATTRIBUTES

to load all pertinent user data, as well as better classify and target users based on department, role or location



DESKTOP NOTIFICATIONS
to allow for the
management of sending and
delivering messages all
within one system

With Rave, you are doing all you can to provide critical information to the people that need it when it matters most. Rave Alert takes emergency notifications to the next level and can be used however you see fit – in the most critical unplanned situations or for the everyday scheduled events.

This easy-to-use, easy-to-deploy, and high-performing notification system is the only way to guarantee people will receive all of the information they need to stay safe.

Market Leader in **Critical Communication and Collaboration**

8,000
CUSTOMERS WORLDWIDE

15 YEARS
AS PUBLIC SAFETY'S
INNOVATIVE LEADER

3,500
COMMUNITIES & AGENCIES
ACROSS ALL 50 STATES

20%
9-1-1 CALLS PROCESSED PER YEAR

10,000
K-12 SCHOOLS

70%
U.S. HIGHER EDUCATION POPULATION

1,600
ENTERPRISES &
HEALTHCARE FACILITIES

99%
CUSTOMER RENEWAL RATE



“ I am a happy customer who represents the largest healthcare employer in New York State with over 70,000 employees, 20+ hospitals and more than 600 physician practices. Despite losing three months of my planned project timeline due to the COVID-19 shutdown, the Rave team did all they could to make sure we met our target deadline. They made the switch from our existing mass notification system seamless. They were attentive to our needs every step of the way.”



MARK SWENSON
COORDINATOR, NORTHWELL HEALTH
EMERGENCY MANAGEMENT

“ Rave Alert has been an amazing communication resource for our community. The ability to customize has helped us meet our county’s specific needs, while ensuring that we deliver the right message to the right people at exactly the right time.”



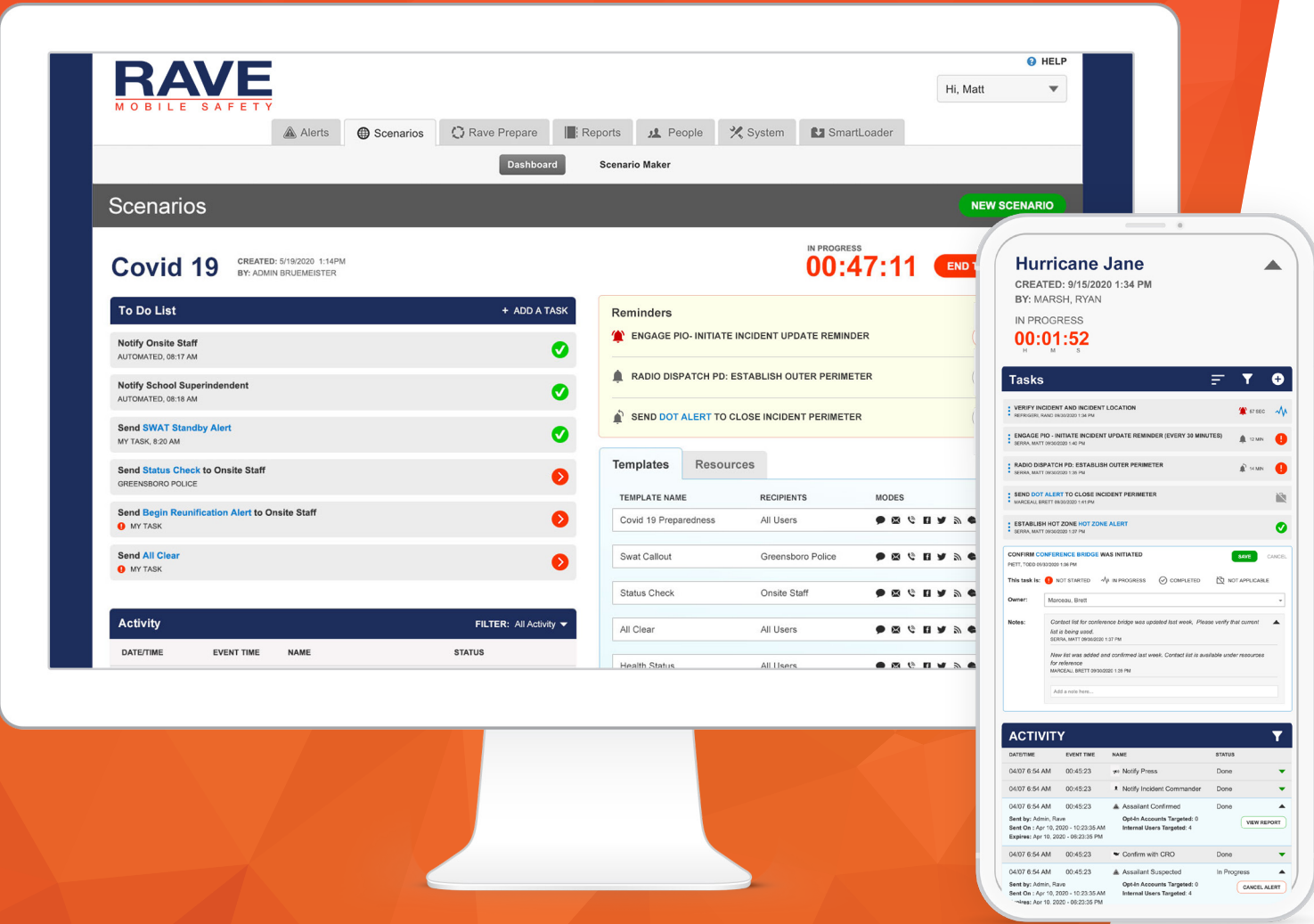
MIKE ARMITAGE
EATON COUNTY CENTRAL DISPATCH,
MICHIGAN



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Tactical Incident Collaboration



To fully prepare for both planned and unplanned events, communication and collaboration within one platform eliminates several risks and challenges.

Whether a routine situation such as a drill or an unexpected emergency requiring critical response, the ability to immediately notify key stakeholders, establish clear responsibilities, and provide direction for tactical decisions, is key in providing or restoring a safe and secure environment.

Rave Collaborate is designed to help you think bigger, plan smarter, and act faster before, during and after an event with:

- 1 Automated Communication of Key Information
- 2 Immediately Assigned Critical Tasks
- 3 Situation-Specific Access to Materials and Plans
- 4 Extensive Recording to Track Response and Actions
- 5 Simple to Deploy, Easy to Use

Rave Collaborate is a user-friendly tool that reinforces policies and procedures, provides critical information and resources, and tracks actions taken in a way that supports situational awareness and after-action reporting.

INCREASED COORDINATION

Seamless integration with Rave’s high-performance communications infrastructure

Quickly initiate events through Rave Alert, Rave Panic Button, standards-based third-party integrations or even manually

Establish clear responsibilities with reminders, tracking and task updates

FASTER RESPONSE

Share and reference documents and materials added and collected before, during and after an event

Leverage prebuilt communication templates for all types of scenarios

SITUATIONAL AWARENESS

Easy-to-use dashboard with clearly defined actions

Intuitive task list, activity status, ownership and notes

Users and actions recorded and displayed in a detailed timeline

AlertsScenariosRave PrepareReportsPeopleLibrarySystemSmartLoader

Active ScenariosScenario Maker

3 Active Scenarios

ACTIVATE A SCENARIO

ACTIVE ASSAILANT

CREATED: 1:34 PM
BY: MARSH, RYAN

IN PROGRESS00:01:52

END THIS SCENARIO

Tasks

VERIFY INCIDENT AND INCIDENT LOCATION

REFRIGERI, RAND 09/30/2020 1:34 PM

57 SEC

ENGAGE PIO - INITIATE INCIDENT UPDATE REMINDER (EVERY 30 MINUTES)

SERRA, MATT 09/30/2020 1:40 PM

12 MIN

RADIO DISPATCH PD: ESTABLISH OUTER PERIMETER

SERRA, MATT 09/30/2020 1:35 PM

14 MIN

SEND DOT ALERT TO CLOSE INCIDENT PERIMETER

MARCEAU, BRETT 09/30/2020 1:41 PM

ESTABLISH HOT ZONE HOT ZONE ALERT

SERRA, MATT 09/30/2020 1:37 PM

Activity

DATE/TIME	EVENT TIME	NAME	STATUS
04/07 6:54 AM	00:45:23	Notify Press	In Progress
04/07 6:54 AM	00:45:23	Notify Incident Commander	Done
04/07 6:54 AM	00:45:23	Assailant Confirmed	Done
Sent by: Admin, Rave Sent On : Apr 10, 2020 - 10:23:35 AM Expires: Apr 10, 2020 - 06:23:35 PM			VIEW REPORT
04/07 6:54 AM	00:45:23	Confirm with CRO	Done

Opt-In Accounts Targeted: 0
Internal Users Targeted: 4

Reminders

ENGAGE PIO- INITIATE INCIDENT UPDATE REMINDER

57 SEC

RADIO DISPATCH PD: ESTABLISH OUTER PERIMETER

1 MIN

SEND DOT ALERT TO CLOSE INCIDENT PERIMETER

14 MIN

TemplatesResources

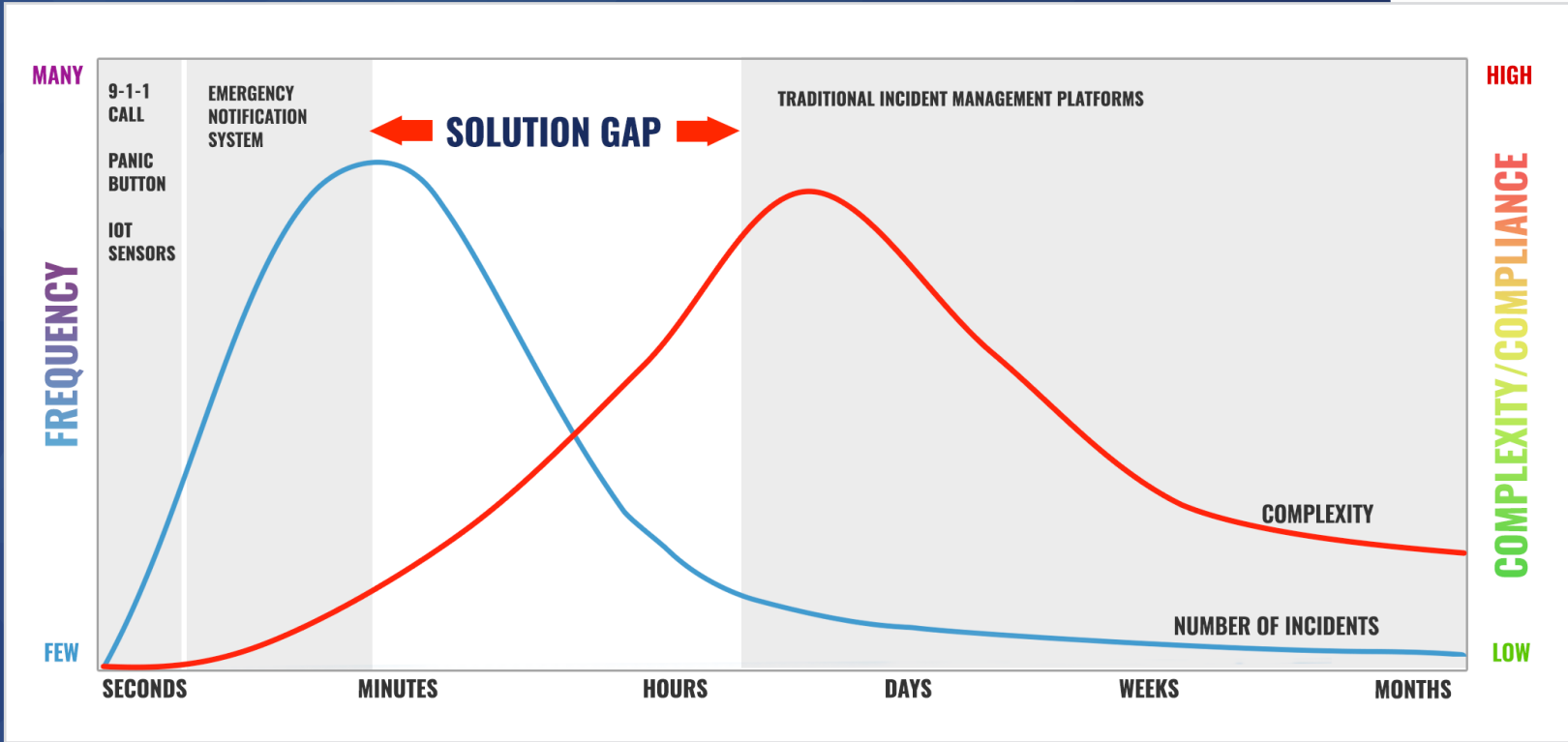
TEMPLATE NAME	RECIPIENTS	MODES	
ACTIVE ASSAILANT ALERT	INDIVIDUAL USERS		SELECT
ACTIVE ASSAILANT CONFIRM	INDIVIDUAL USERS		SELECT
ALL CLEAR	EVERYONE		SELECT
REUNIFICATION	ALL INTERNAL		SELECT
PROCEDURES	ALL INTERNAL		SELECT
PERIMETER WARNING	EVERYONE		SELECT
STAFF ALERT	INDIVIDUAL USERS		SELECT

+ ADD A TEMPLATE

RAVE
MOBILE SAFETY

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Rave Collaborate addresses events not accommodated by existing incident management solutions: shorter duration, moderately complex activities faced on a regular basis.



The critical early minutes and hours of an event are often a time of chaos and confusion. Rave Collaborate is a simple, easy-to-use solution that minimizes the complexity of your response and allows you to always be prepared with all tasks and responsibilities clearly defined from the onset of the event through the all-clear signal.

“One thing we’ve found is a shortcoming in this command emergency management process of ensuring that an incident is run properly. Most of our job is recovery and, let’s face it, people are judged on how well they recover. You have to have a digital platform to be able to effectively communicate and track tasks.”



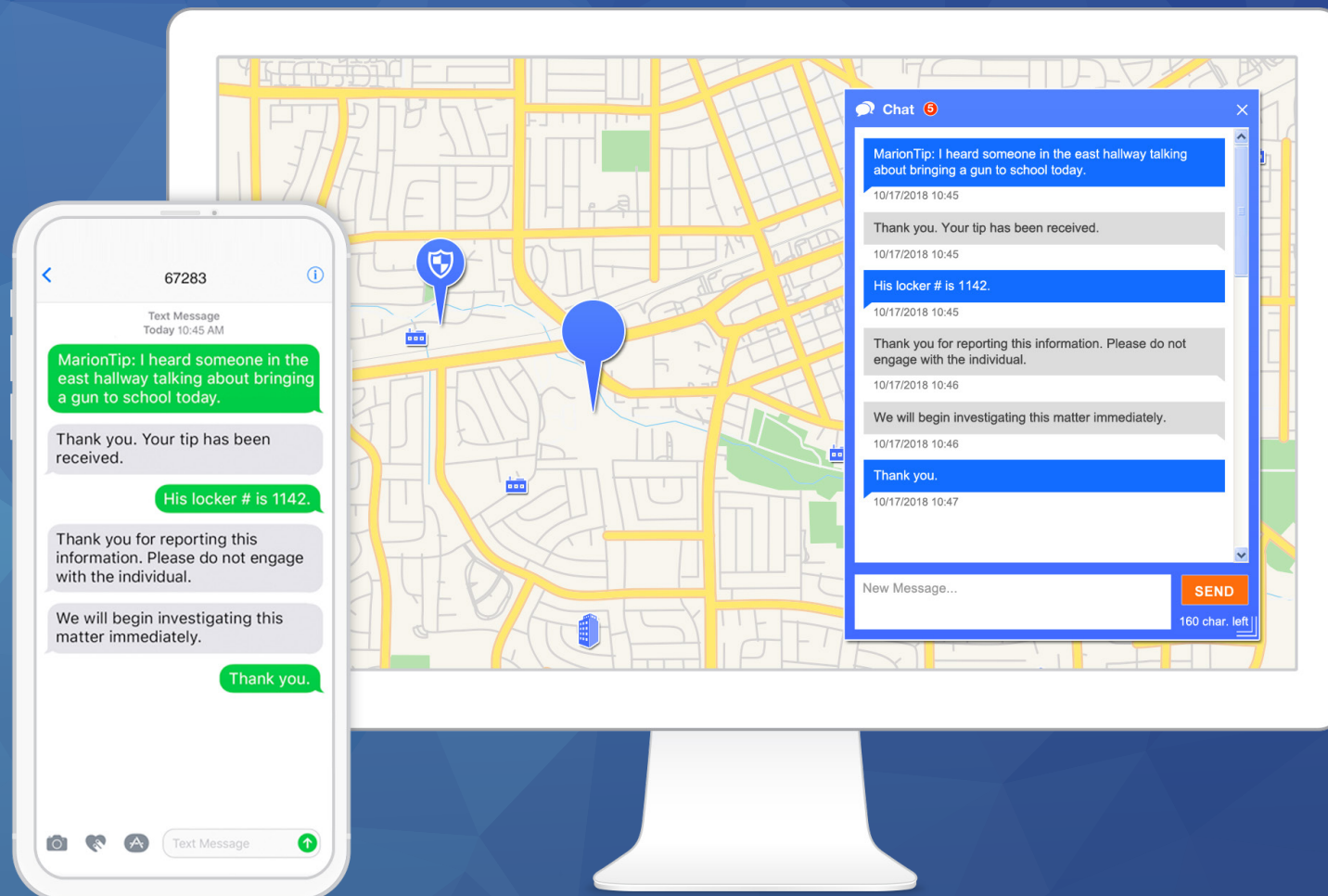
CAPTAIN RICK FRANCIS
DIRECTOR OF SCHOOL SAFETY AND SECURITY
SEMINOLE COUNTY SCHOOLS, FL

With Rave Collaborate, you are able to prepare for all possible scenarios, share critical data, send notifications quickly and coordinate a response to make sure every task is completed. All your staff, no matter their experience, is able to make the best decisions and record their actions.

In your schools, offices and communities, do all you can to respond quickly and effectively to any situation.

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Anonymous Text-to-Tip Solution



Rave Eyewitness™ empowers the people you protect to discreetly send text messages and report dangerous situations to the people who can help and respond.

Let your students, staff, faculty, and/or the wider public be law enforcement's eyes and ears – providing them the ability to advert a safety threat with a simple text.

- 1 Learn about rumored weapons or crime, incidents of bullying or mental health concerns before it's too late.**
- 2 Solicit need-to-know information from your community without the worry of the public knowing where it came from.**
- 3 Access real-time reporting for logs, trends and incident patterns over time.**

SEE SOMETHING. SAY SOMETHING. DO SOMETHING.

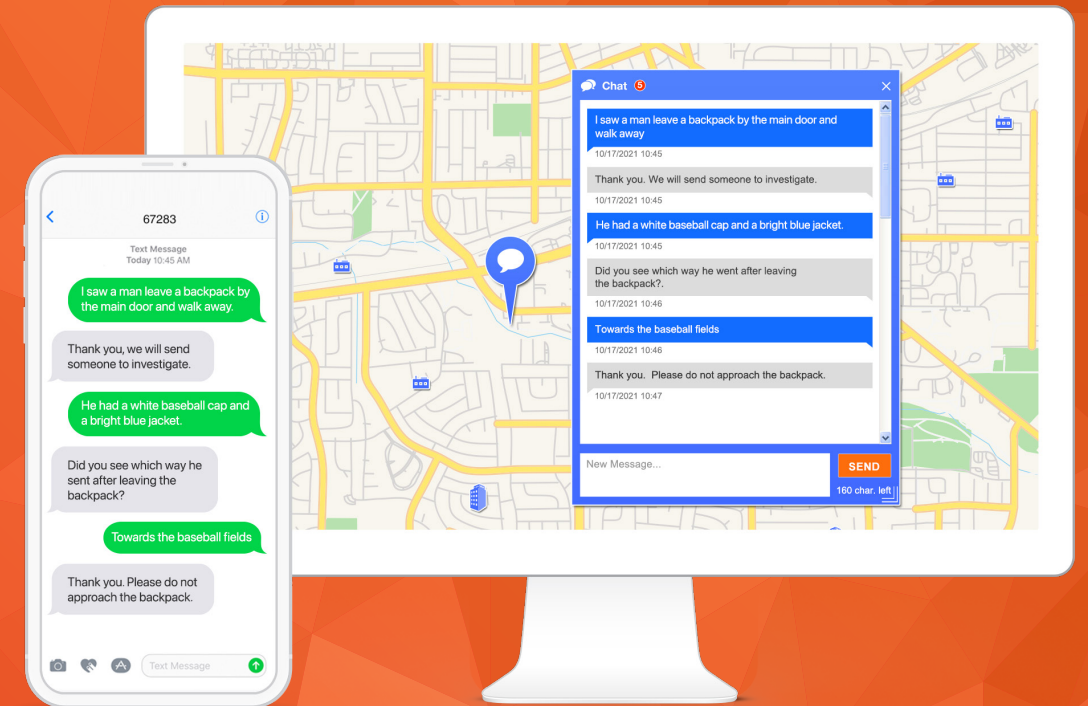
The 2021 USSS Report on School Violence found that targeted violence is preventable when communities identify warning signs and intervene.

“In every case, tragedy was averted by members of the community coming forward when they observed behaviors that elicited concern.”

– **Averting Targeted School Violence: A U.S. Secret Service Analysis of Plots Against Schools, March 2021**

Crowd-sourced information and tools like Rave Eyewitness can be used to solve major and everyday crimes. These tips play a key role in restoring safety to communities and reducing the impact of that crime. Prevent dangerous incidents before they happen with the most widely-used anonymous tip software.

**Text “Threat”
to 67383**



HOW IT WORKS

- A citizen sees suspicious activity and texts a tip to your Rave Eyewitness ID number. The tipster receives confirmation that the tip was received.
- A Public Safety Officer, Principal, 9-1-1, or other designated authority is immediately notified via audio and visual alerts.
- The designated authority can respond in real-time and create a dialog by using text-only to solicit additional information and details.
- Every report is logged for future viewing and reviewing trends and incident patterns over time.

BENEFITS OF RAVE EYEWITNESS™

- **The anonymity of a text-to-tip line is crucial.** Many people do not feel comfortable talking directly to authorities or don't want anyone to know they submitted the tip.
- **There is no hardware or software needed** to install this web-based software-as-a-service product. You can begin using Rave Eyewitness immediately.
- **Rave's reporting console** shows your usage and incident patterns over time, providing deeper insight into the needs of the people you protect.

Everyone has the right to be safe where they live, work, go to school and congregate. With Rave, you are doing all you can to protect every student, employee and community member with the industry's most reliable personal safety solutions.

Rave Eyewitness is part of a larger suite of community safety tools within the Rave Platform. Rave enables communities, businesses, healthcare organizations, schools and higher education institutions to connect and engage with people wherever they are.

It is easy to use, easy to deploy and high performing, trusted by thousands of organizations to help build positive engagement and empower the people within them.

"Students need to feel safe and comfortable for meaningful learning to occur. We must do everything in our power to ensure student safety, and we are grateful for this partnership that allows for us to expand the tip line."



Joy Hofmeister
State Superintendent of Public Instruction
Oklahoma State Department of Education



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Do all you can today.™

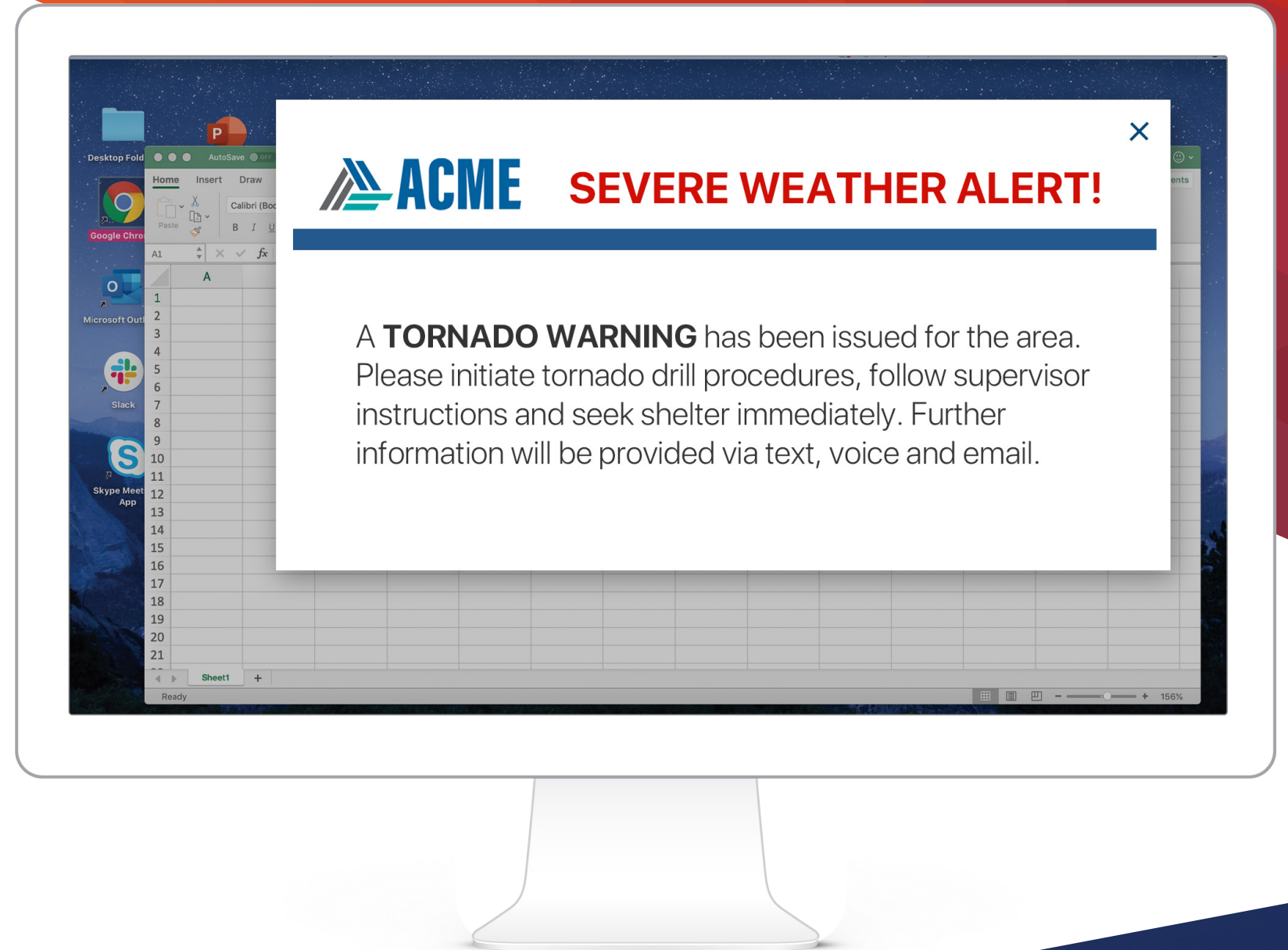
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Rave Notifier for Desktop

With the majority of people working from home, it is essential to make sure all critical notifications are being delivered and seen by all employees. If a phone is in the other room or facedown on a desk, this new delivery mode makes sure messages appear directly on computers, no matter what network they are connected to.

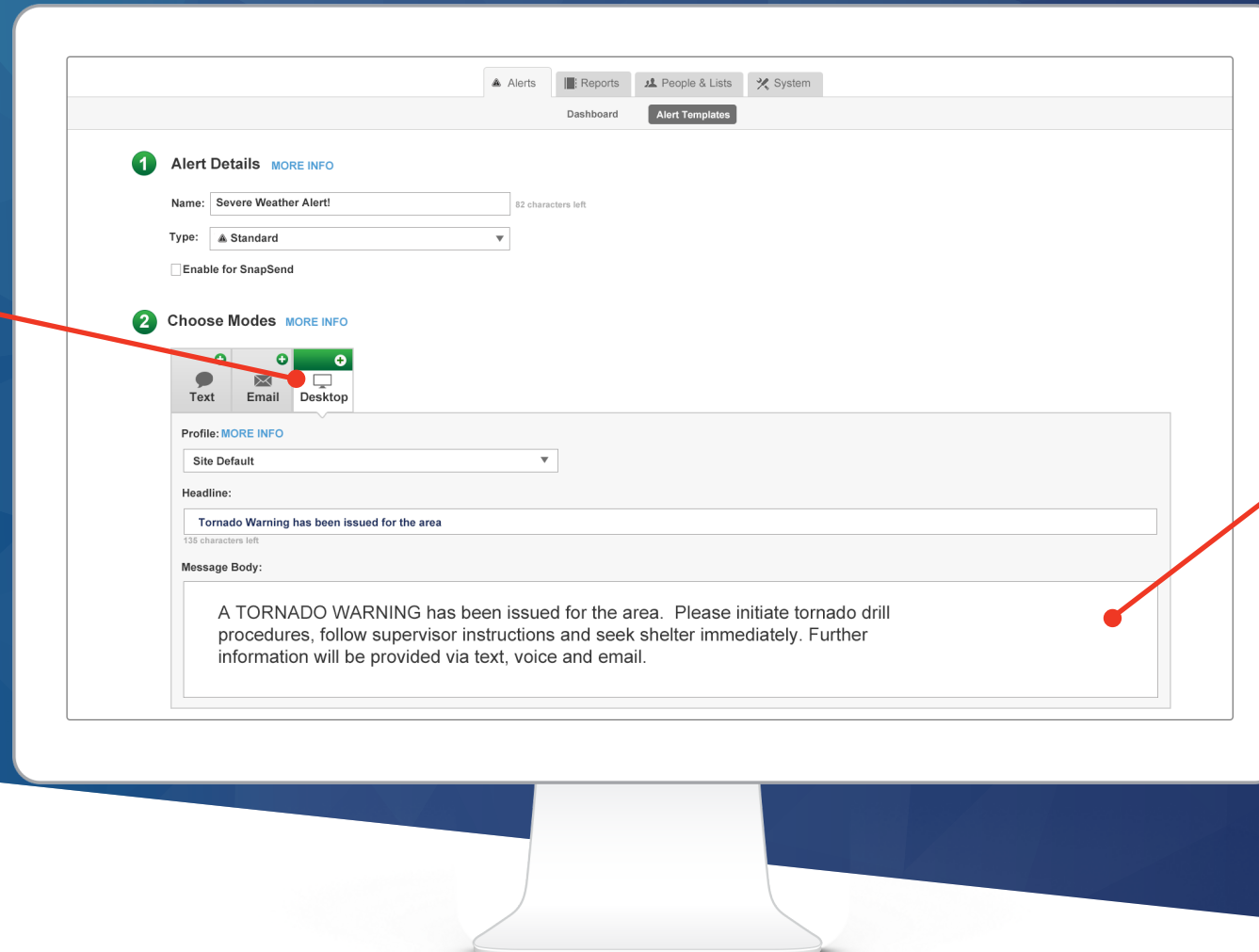
The **Rave Notifier for Desktop** feature is available within **Rave Alert** and allows you to:

- 1 Deliver messages more quickly and more reliably across all mediums
- 2 Customize the branding of company name, icon and colors
- 3 Allow your organization to manage one system for both send and delivery of notifications, reducing 3rd party integration needs





Send push notifications to user workstations through Rave Alert with the ability to customize HTML-formatted headers and footers



In an emergency, desktop alerts will reach people wherever they may be and communicate via the best mode possible

Rave's critical communication and collaboration platform helps maximize safety and minimize operational disruption for organizations, schools, states, cities and towns all across the country. By collecting and sharing critical information across your community – Rave keeps your people informed, actionable and safe.

The Rave Notifier for Desktop is quick to deploy, as fast as email, and cloud native – making sure employees receive alerts whether in the office, on the road or at home.

Rave is now your one-stop-shop for mass notifications or targeted communications.



Do all you can today.™

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**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, September 8, 2021

SECTION: Business

DEPARTMENT: Police

CONTACT:

AGENDA ITEM: Discussion and possible recommendation to the Village Board on emergency notification software for the Village.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None