



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Enhancing Smart Phone Alerting Platform to enable other regions to join and help provide nation-wide coverage
Date of application	28 February 2013
Details on application	
Lead local authority	Auckland Council
CDEM Group	Auckland
Other local authorities or Groups supporting the proposal	Wellington, Canterbury, Southland
Project description	

Executive summary

Auckland Council developed a cloud-based alerting platform to provide a single point of entry for public alerts via web, social and mobile apps for the Auckland region.

The system provides the following key functionality:

CDEM staff can enter alert information via a simple & secure web interface, tag it based on incident type, geographic location & coverage radius, and include suggested advice & information.

Alert information is automatically syndicated via an internet feed to the Auckland CDEM website, and to mobilized versions of this website

An advanced iPhone app provides users with the ability to view this information and receive 'push' notifications when an alert is received. Special resilience engineering manages connection issues and synchronises data whenever connections are available to minimise the effects of network congestion & outages.

This app stores general content information (eg: 'Get Ready') and links this to events based on CDEM staff recommendations in the alert (and this is available on the phone should the connections go down)

The system also provides a secure private social network designed to allow friends & family to connect and share their location and current status in an emergency.

The system is designed to integrate with public social networks (Facebook, Google+, Twitter) to allow users to have a single login, and easily share alerts and information on these networks.

The system has been implemented for the Auckland region with popular adoption of the iPhone app by the public, achieving more than 10,000 downloads in the first month.

The system has the potential to be nationwide, and this is what this application is to help achieve.

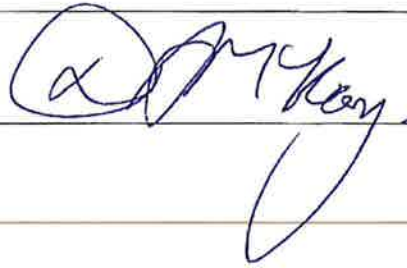
At present each region can replicate what Auckland has done at their own cost but by modifying a single application it will mean the each region can manage its own alerts and communications, but users are registered on a single platform so that their current connections to friends and loved ones is maintained across the country, and they ideally only have one nationwide 'Civil Defence' app to install on their phone (rather than a separate system for each region).

(A separate application is being made to assist with the funding for the porting of the iPhone app to several other native smartphone platforms to enhance user coverage)

<p>Problem/opportunity</p> <p>The opportunity exists to have a single public focused system used nationally for public alerting. The core platform that has been developed is designed to scale to cope with significant user loading in emergencies, and to provide highly targeted alerts based on areas individuals are concerned about.</p> <p>In order to be effective beyond the Auckland region, some additional technical implementation work is required in two areas:</p> <p>Enhance the capability of the system to target alerts by geographic boundaries. (ie: don't alert the whole country to a regional event).</p> <p>Provide a beacon function that allows (with their consent) a user's mobile phone to keep the system aware of their general location (to a town/city level) so that alerts can be targeted to their current location. (especially important for travellers to receive push alerts when they are out of their 'home' region)</p> <p>Provide the ability for individuals to select 'places' of interest to them around the country, so that alerts are targeted at them based on these areas (eg: the bach, location of family or businesses).</p> <p>Provide for each region to have control over its own notices, events, and content, and ability to choose which alerts to send out and when. Each region can optionally choose to implement the alerting system for themselves, with responsibility for their own data and processes, and have it 'plug in' to the nationwide system.</p> <p>Ensure that there is still a single app that consumers use to receive alerts nationwide, as well as to connect with their close friends and loved ones, share status updates, nudge them, and manage their profile.</p>	
<p>Alignment with identified goals and objectives</p> <p>National Strategy Goal 1: To increase community awareness, understanding and participation in CDEM. Auckland CDEM Group Plan Goal 2: To increase community awareness, understanding and participation in CDEM. Objective 2: Improve the level of business and community awareness and preparedness through public education and consultation. Response Goal 3: Ensuring an effective response capability Objective 1: Provide effective warning systems</p>	
<p>Dissemination of benefits to sector</p> <ul style="list-style-type: none"> * single system which all organisations can input alerts for * no need to reinvent the wheel as the system is now done * a single CDEM story is being told to the world in emergencies * same system can feed information to all public sources (eg: media, websites, social networks, mobile apps) * other vendors can integrate to get information and provide it as part of their systems * can integrate with EMIS for direct feed in 	
<p>Project design</p>	
<p>Project manager</p>	<p>Clive Manley</p>

Other project members	Bruce Pepperell, Neil Cruickshank											
External providers/contractors	Selective tendering process											
Deliverables												
Milestone	Date for completion	Cost										
Contract documents preparation	30 August 2013	See below										
Selective tendering process	30 October 2013											
Development of App	30 March 2014											
Identified risks												
Risk	Suggested management											
Vendor does not deliver app fit for purpose.	Select vendor with track record and demonstrating value for money											
Funding request and use												
CDEM resilience fund contribution	\$85,000											
Local authority contribution	Staff time and previous development cost of Auckland App											
Expenditure	<p>Estimate of implementation costs (excluding GST):</p> <table> <tr> <td>GeoTargeting Alerts</td> <td>\$26,500</td> </tr> <tr> <td>Beacon tracking on apps</td> <td>\$9,500</td> </tr> <tr> <td>Places functionality</td> <td>\$18,500</td> </tr> <tr> <td>Plugin ability for regions</td> <td>\$20,500</td> </tr> <tr> <td>Total Development:</td> <td>\$85,000</td> </tr> </table> <p>Note: this allows for system capability to be developed and shared across the country, but each region would choose to implement the 'backend' system themselves, and would have associated costs applicable to their own region & needs.</p>		GeoTargeting Alerts	\$26,500	Beacon tracking on apps	\$9,500	Places functionality	\$18,500	Plugin ability for regions	\$20,500	Total Development:	\$85,000
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Approval of Chief Executive												
CDEM Group comment												
Comment	Roll out nationally would provide a more cost effective and consistent rollout											

Approval of Coordinating Executive
Group Chair

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