To: Municipal Chief Executives, Emergency Management Directors and Public Health Officials
Re: Process for Using the COVID-19 Updates and Alerts Everbridge List
Date: Thursday, January 21, 2021

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The State of Connecticut, in collaboration with Everbridge, has established a new Everbridge distribution list called the COVIDCT Notification List. This list consists of Connecticut residents who have opted-in to receive COVID-19 messaging. As municipal and tribal emergency management and public health partners, you are able to utilize this list to target and send pre-approved COVID-19 messaging to your communities via email, phone and text.

The COVIDCT list was developed in response to the pandemic by the Office of the Governor through a campaign that ran in 2020, and we hope to continue to grow this list. We would like our municipal partners to use this list as there have been concerns about the significant number of people opting out of the CTALERT E-911 emergency notification system.

Feedback from users who have opted-out of CTALERT indicates that the main cause for opting out was receiving multiple messages about COVID-19 that they may not have felt were an "emergency" – which is what they signed up for. *Use of this new list will help to maintain the current emergency notification system while giving towns a good way to update residents regarding local COVID response activities.*

The purpose of this memo is to outline the process you can use to access Connecticut's COVIDCT Everbridge list to send targeted messaging to your communities. The following process will replace use of the CTAlert E-911 database for COVID-19 messaging. *Since the E-911 database is for emergency use only, its use for COVID-19 related messaging should be as limited as possible (Link to COVID-19 E-911 Database Usage Guidance).*

How to Send a Message through the COVDCT Everbridge List

- A local Health Agency/Department, Emergency Management Director, or Municipal CEO can request a message be sent to their community through their DEMHS Regional Coordinator.
- The municipal official will include in the email the proposed message and any subgroups they would like to target (This includes different age ranges, those with or without transportation etc.). The email should include a request outlining how the requester would like the message to be sent (for example, email only, email and text, email text and phone call).
- The DEMHS Regional Coordinator will forward the email to the Everbridge Review/Implementation Team led by Kevin McManus for message creation and launch. The COVID-19 Everbridge Implementation Team will work with all involved to monitor the message, follow up, and adjust as necessary.

How do Residents "Opt-In" to Receive Messages?

Residents can sign-up to receive COVID-19 messages on the COVIDCT Everbridge list via text or via web form.

- Visit the ct.gov/covidupdates and click on **"sign up now"** for the COVIDCT list.
- Start the registration by texting **COVIDCT** to **888777**

What information (variables) is collected?

- Name, Address, Contact paths (email, mobile, text, home phone)
- Age range (greater than 18, greater than 65, greater than 75)
- Access to Transportation

Accessibility

- Local agencies should establish a process for ensuring that residents without internet capabilities or other impediments to access within their towns can be added to the list.
- In order to ensure accessibility for all with the COVIDCT notification system, local agencies (including health departments, social services, 2-1-1 etc.) can provide a list of individuals who would like to sign up to receive alerts from the COVIDCT system but are not necessarily able to access the list. This listing should include the variables listed below and can be emailed to the implementation team for manual entry into the database.
    - Name
    - Address
    - Phone number(s)
    - Text Capable?
    - Email Capable?
    - Age range 18+, 65+, 75+
    - Access to transportation (Y/N)

Team Contacts

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