



Emergency Alert Notification Program (EANP)

Department: Office of Emergency Management

Title of Approving Official: Director of Emergency Management

Date Effective: 08/17/2026

Date of Next Review: 08/01/2031

1. PURPOSE

The Town's Emergency Alert Notification Program (EANP) establishes a coordinated capability to rapidly notify residents, businesses, visitors, elected officials, and municipal employees of impending, ongoing, or emerging emergencies that may affect public safety, municipal operations, or the continuity of government.

The EANP supports the Town's All-Hazards Emergency Management Plan and serves as an integral component of the Town's emergency communications capability. It establishes a standardized framework for the dissemination of timely, accurate, and actionable information to enable recipients to take appropriate protective actions, maintain situational awareness, and support an effective municipal response. Emergency Alert Notifications may be issued to warn the public of imminent threats, communicate protective actions, provide incident updates, announce service disruptions, support continuity of operations, and disseminate other critical information before, during, and after emergencies or disasters.

Internally, the EANP provides municipal employees with a reliable means of communicating operational information, staffing instructions, facility closures, emergency assignments, continuity of operations directives, and other mission-critical notifications necessary to support emergency response and the continued delivery of essential government services.

2. SCOPE

This policy applies to all Town departments, agencies, officials, and employees authorized to issue Emergency Alert Notifications on behalf of the Town of Milton.

The Emergency Alert Notification Program (EANP) governs the use of all Town-approved emergency communication systems used to disseminate emergency alerts and critical public information. These may include subscription-based notification platforms, municipal websites, official social media accounts, email notification services, and other communication methods authorized by the Town, **when utilized for emergency notification purposes.**

3. POLICY

The Town of Milton shall maintain an Emergency Alert Notification Program capable of rapidly disseminating emergency alerts, public safety information, and critical municipal notifications to residents, businesses, visitors, elected officials and municipal employees.

The EANP shall be implemented in accordance with the principles of the National Incident Management System (NIMS), the Incident Command System (ICS), and the Town's Emergency Operations Center (EOC) procedures to ensure coordinated, consistent, and effective emergency communications that protects life, property, public health and ensures the continuity of municipal operations.

The Town may utilize Emergency Alert Notifications for both **public warnings** and **employee notifications** pursuant to the guidelines established in this policy. The Town may utilize one or more of the following approved emergency communication systems to disseminate Emergency Alert Notifications, including:

- VT-Alerts (Public & Municipal)
- Town website (Emergency Alerts Center)
- Official social media accounts
 - Facebook
 - Front Porch Forum
- Email (subject to regulation under Title II of the ADA)
- Telephone
- Local media partners
- Other approved communication methods (in-person notifications, roving announcements, etc.)

Federal and State controlled alerting services available to the Town.

- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)
- Missing Vulnerable Persons Alert (MVP)
- Amber Alert / Blue Alert
- Integrated Public Alert and Warning System (IPAWS) (FEMA)
- Reverse 911

The Town shall utilize the communication system or combination of systems most appropriate for the situation and shall strive to provide consistent messaging across all official channels of communication.

4. AUTHORITY

Authority to issue Emergency Alert Notifications is limited to authorized officials specifically designated in writing by the Emergency Management Director or Town Manager. All authorized officials shall complete any required training, as mandated by this policy or as required by specific system user agreements. Any authorized officials who violate the provisions of this policy, applicable Town policies, or the terms of use established by the communication system or service provider, may have their authorization suspended or revoked. Such action may be taken in addition to any other administrative, disciplinary, or legal remedies deemed appropriate by the Town.

5. APPROVAL

Whenever practical and time allows, Emergency Alert Notifications shall be reviewed and coordinated through the Office of Emergency Management, the Public Information Officer (when applicable), or the Town Manager, prior to their dissemination.

When immediate action is necessary to protect life or public safety, any authorized official may issue an Emergency Alert Notification through one or more of the approved communication systems without prior approval. The issuing official shall notify the Office of Emergency Management as soon as practicable for situational awareness and documentation purposes.

6. CONTENT

All Emergency Alert Notifications should include the following, when applicable:

- Nature of the incident
- Affected area
- Protective actions to be taken
- Time or expected duration
- Additional information or resources
- Identification of the issuing authority

Emergency Alert Notifications should:

- Use plain language

- Avoid technical jargon
- Be brief and actionable
- Provide clear instructions
- Avoid speculation or unverified information

7. EMERGENCY ALERT NOTIFICATIONS

Emergency Alert Notifications shall generally be issued according to the following priorities:

Emergency Notifications

Events requiring immediate protective action, including but not limited to:

- Evacuations
- Shelter-in-place orders
- Hazardous materials releases
- Flash flooding
- Active threats
- Dangerous weather
- Dam failures

Public Safety Hazards or Urgent Notifications

Events requiring prompt public awareness or specific actions to be taken, including but not limited to:

- Water main breaks
- Boil water notices
- Major road closures
- Extended utility outages
- Public health concerns

Municipal Service Notifications

Events affecting municipal services, including:

- Planned water shutdowns
- Snow emergency parking bans
- Municipal building closures
- Service disruptions

Internal Employee Notifications

Events affecting municipal employees or requiring mass notification of municipal employees, including but not limited to:

- Severe weather events resulting in a delayed office opening
- Activation of the Town's EOC
- Emergencies requiring evacuation or relocation of municipal staff
- Additional manpower requests for critical incidents and emergency events

8. COORDINATION

During activations of the Emergency Operations Center (EOC), all Emergency Alert Notifications shall be coordinated through the Public Information Officer or the EOC Director to ensure consistency with the Incident Action Plan and other public information efforts.

Whenever a Joint Information System (JIS) or Joint Information Center (JIC) has been established, public messaging shall be coordinated among participating agencies before release whenever operationally feasible.

9. SYSTEM TESTING

The Office of Emergency Management shall conduct periodic testing of various communication systems and/or services to verify functionality and ensure operational readiness is maintained.

Routine testing shall:

- Be clearly identified as a test.
- Be scheduled to minimize public confusion or employee confusion when testing internally.
- Comply with Vermont Emergency Management guidance.

10. TRAINING

The Office of Emergency Management is responsible for ensuring all authorized officials comply with the training requirements of the EANP, and any communication systems or services utilized for sending Emergency Alert Notifications. Training records shall be maintained within the Office of Emergency Management and produced upon the request of any communication systems administrators and/or service administrators.

The following trainings are required to be completed by all authorized officials who have been approved to disseminate Emergency Alert Notifications:

- VT-Alert Manager Training
- IS-29: Public Information Officer Awareness

11. RECORDS MANAGEMENT

Copies of all Emergency Alert Notifications shall be retained in accordance with recommendations established through NIMS and FEMA, as well as any applicable Vermont public records requirements and requirements established by Vermont Emergency Management. These records shall be maintained within the Office of Emergency Management.

When practical, notifications should include:

- Date and time issued.
- Issuing department.
- Authorized user.
- Target audience or geographic area.
- Message content.
- Any updates issued

12. UNAUTHORIZED USE

Authorized officials are responsible for safeguarding login credentials for any communication systems they have access to and are responsible for ensuring the system is used only for official municipal business.

Unauthorized use of the system, dissemination of false or misleading information, or use for political, commercial, or personal purposes is prohibited and may result in disciplinary action, revocation of status as an authorized official and/or termination of communication system access.

13. REVIEW

This policy shall be reviewed by the Office of Emergency Management, at an interval not to exceed five (5) years, and updated as necessary to reflect changes in technology, operational requirements, applicable laws, and best practices.

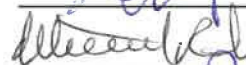
Delegation of Authority:

Pursuant to 20 V.S.A. § 6, the legislative body of a municipality shall establish a local organization for emergency management and shall appoint an emergency management director who shall have direct responsibility for the organization, administration, and coordination of the local organization for emergency management, subject to the direction and control of the chief executive officer or legislative body. In the instance of a vacancy or absence of the emergency management director, the chief executive officer shall assume all duties and responsibilities conferred under this statute and within this policy.



town of
miltonvt
SELECTBOARD

Dated at Milton, Vermont this 17th day of August, 2026.

	Darren Adams, Chair
	Michael Morgan, Vice Chair
	Diane Barrows, Clerk
	Leland Morgan, Member
	Betsy Paret, Member

Filed with the Milton Town Clerk's Office on 8/18/26 Attest: Krist Bees

