

Parkridge Estates Improvement Association **Alert System (“PEIA Urgent Alerts”) Terms and Conditions**

This document, created on August 28, 2023, shall serve as the terms and conditions of both the administration of the alert system as well as user guidelines. Any user or member of the alert system effectively agrees to the terms and conditions by being a user. Unsubscribing from the alert system terminates the user’s agreement.

Administration

The alert system shall be administered and managed by the Parkridge Estates Improvement Association (PEIA), or its associated entities. PEIA shall moderate the alert system for inappropriate messages, and shall take appropriate action when needed.

Amendments may be made to this agreement at the discretion of PEIA.

Privacy

PEIA shall protect any private information to the best of its ability.

In order to join the alert system, users must provide their full name, residential address, cell phone number (linked to the alert system) and email address to PEIA, for membership approval.

Although not recommended, alerts may be issued by users without a name. Users may be publicly identified by only their phone numbers. However, in the spirit of the notion of community, users are encouraged to add their name to any alerts issued.

User Rules

The alert system shall be used for immediate and urgent alerts only. Any other communication to the neighborhood should be made through the PEIA Google Group.

Any user may issue an alert. The alert may typically revolve around an immediate crime, emergency, or environmental threat. The alert geography is typically within a 1 mile radius of the neighborhood, but may vary depending on the circumstance. For example, it is appropriate to issue an alert for a robbery at Redwood Rd & Skyline Blvd. It is likely not appropriate to issue an alert for a robbery at 35th Ave. & MacArthur Blvd. However, it may be entirely appropriate to issue an alert for large fire in Montclair (think 1991 Oakland Hills Fire) or an air quality alert due to smoke from downtown Oakland. Additionally, timeliness is important. A suspicious vehicle alert for a car that was driving around 5 minutes ago is reasonable for this alert system; a suspicious vehicle alert for a car from 3 hours ago should be distributed to the PEIA Google Group instead.

In short, if you think the threat could immediately affect Parkridge Estates, please issue an alert. We expect users to be mindful when issuing an alert, and we also expect users to be flexible and understanding when alerts are issued, as everyone has a different definition of what is an immediate concern. Please don't cry wolf.

Additionally, please keep replies and comments to a minimum. Please reply only if it helps others be more informed to take better action. Please refrain from using reaction emojis. Post-incident debrief and discussion can occur privately or through the PEIA Google Group.

Please be respectful, understanding, and empathetic when communicating.

In the event you are no longer a resident or have associated business with a resident or neighborhood, your user agreement immediately terminates. Please notify PEIA of such termination.

Allowed users are residents, caretakers, relevant family members, and local community representatives. Users shall have an interest in the safety and security of a Parkridge Estates resident or neighborhood.

Issued Alerts

Alerts may be issued, including but not limited to, in the following immediate and urgent cases:

- Suspicious vehicles, persons, or activity
- Crime in progress
- Natural disaster
- Fire
- Air quality
- Hazards
- Dire, personal emergencies (ie medical emergencies)
- Other immediate and urgent emergencies.

Alert Template

We understand that in a moment of crisis, you may not remember to relay all the necessary information in an alert. Please do your best, as clarity will help the communication process. We understand that you may not have all the information. Please include the following:

- Location of incident
- Time of the incident
- Description of the incident
 - If a person – clothing, height, size, physical description, etc.

- If a car – color, size, license plate, etc.
- Recommended actions needed from neighbors
- Your name

Good Example:

Suspicious blue chevy sedan with tinted windows on Parkridge, driving slowly 5min ago. 2 people, 1 with mask. Be on the lookout. – KB

Bad Example:

Car driving slowly 2 hours ago.

Recommended Reporting Process

- If necessary, please call 911 or OPD directly @ 510.777.3211
- Open the WhatsApp app on your phone and click on PEIA Urgent Alerts. Type out your alert, just like you would a text message. See below for best practices.
- If necessary, please also notify Intervention Group @ 877.272.8765
- Send an email to the PEIA Google Group
- If necessary, file a police report

Best Practices

- Be clear when issuing an alert.
- Keep replies to a minimum.
- Be respectful.
- Pin the PEIA Alert System to the top of your alert app (WhatsApp).