



Town of Cummington Municipal Messaging & Mass Notification (Robocall) Policy

1. Purpose & Scope

This policy governs the use of municipal mass notification systems (SMS, automated voice calls, and email alerts). It outlines how the Town of Cummington communicates with residents, ensuring that notifications remain official, timely, and compliant with state and federal regulations.

2. Approved Use Cases

Municipal messaging systems shall only be used for official town business or civic activities approved and/or sponsored by the Town. Approved alerts include:

Life-Safety Emergencies: Severe weather, natural disasters, active evacuation notices, major police/fire incidents, major water/power outages, or street closures.

Municipal Operations: Tax/fee payment deadlines, town election/meeting reminders, changes to regular Town operations.

Community Engagement Notices: Public hearings, board and committee meeting reminders, volunteer opportunities, recreation and library programs, community events, and other civic participation opportunities approved and/or sponsored by the town.

3. Privacy & Opt-In/Out Compliance

To ensure compliance with telecommunications standards (such as the Telephone Consumer Protection Act), the following rules apply:

Consent Required: Residents must actively opt-in to receive SMS and non-emergency voice calls by signing up via the town's website or a designated text-in campaign.

Mandatory Opt-Outs: All automated messages must include clear, immediate opt-out instructions (e.g., "Reply *STOP* to opt out").

4. Database Privacy

The town will never sell, rent, or distribute subscriber phone numbers or email addresses to third parties, except as required by public records laws.

5. Public Records & Transparency

All automated messages and bulk SMS broadcasts sent by the town are considered public records. Message history, including delivery reports and recipient lists, will be archived by the Town Clerk's office in accordance with state retention schedules.

6. Authorized Senders

Only designated personnel, specifically the Emergency Management Director and/or their designee, may send mass notifications.

7. Message Timeline

Boards and committees must submit drafted messages to these authorized personnel for approval and distribution at least one (1) week before the requested notice date. **Requests submitted less than one week in advance may not be approved.**

8. Requests for Notifications

Requests for notifications must be submitted to roborequest@cummington-ma.gov

9. Standardized Message Templates

To maintain consistency, message scripts must be clear, to the point, and as brief as possible.

Sample script: "TOWN MEETING REMINDER: Join us [Date] at [Time] at the [Location/Virtual Link] to discuss the municipal budget. Your voice matters! Agenda is available at [Website]."