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Section 418.047 of the Government Code tasks the Division of Emergency Management to establish additional methods for disseminating emergency public service messages to motorists. That mandate can be fulfilled by the:  
**Emergency Information Network (“EIN”)**

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The EIN is a system of networked digital displays along published evacuation routes and highways through metropolitan areas close to evacuation routes.

Emergency messaging to be displayed on the EIN include:

- Amber alerts (for abducted children)
- Silver alerts (for missing incapacitated seniors)
- Blue alerts (to apprehend criminals who injure/kill law enforcement)
- Homeland security alerts
- Severe weather advisories
- Availability of fuel, lodging, food & 24 hour pharmacies during evacuations
- Other locally declared emergencies or disasters

The EIN will be implemented at no cost to the State.

The Division will, through competitive bid, contract with a company to build and install the digital displays on private property.

When the displays are not in use during an emergency, the contractor will be permitted to sell commercial messaging on the displays.

Five percent of the gross revenue from selling the commercial messaging (estimated to be \$20 - 40 million biennially) will be split between the State and the municipalities in which the displays are located.

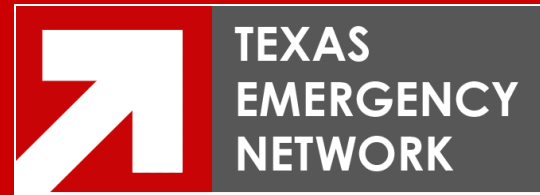
Cities and counties will have access to the EIN for local emergencies and disasters.

The displays will be placed only in high traffic, urban areas, to maximize the immediate dissemination of emergency information to Texas motorists.

The displays will be cutting edge, with the highest resolution commercially available, backup power systems, automatic dimming technology to lower light pollution and reduce power consumption

The EIN will be functionally operational with at least 50 displays installed no later than June 30, 2012.

**SB 971**  
**HB 1765**



**Local Emergency**



**Weather Advisory**



**Homeland Security**



**Public Safety**

## EVACUATION COORDINATION



## HIGH IMPACT ALERTS

**AMBER ALERT** ABDUCTED CALL:830-620-3400

**Jewel Klein**  
Female | Age 6 | Blonde  
2005 Blue Hyundai Lic 328NM



**AMBER ALERTS**

**SILVER ALERT** MISSING CALL:830-620-3400

**Esther Smith**  
Female | Age 74 | Grey  
2002 Blue Buick Lic 512ZYU



**SILVER ALERTS**

**BLUE ALERT: OFFICER SHOT**  
ANY INFO CALL:830-620-3400



**2003 Black Escalade**  
Lic# 404ZFM



**BLUE ALERTS**

## CURRENT TECHNOLOGY IS OUTDATED

