



Calvert County NEWS

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FOR IMMEDIATE RELEASE

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Calvert County Government Implements New Citizen Notification System *Residents Encouraged to Create Profiles and Select Methods for Receiving Alerts*

PRINCE FREDERICK, Md. – July 3, 2013 – Calvert County Government is implementing a new notification system July 4 that can notify citizens and businesses about various emergency and non-emergency situations.

The new Calvert County ALERT system replaces the county's previous notification system, CodeRED, and allows county agencies to better communicate with thousands of residents and businesses within minutes in the event of an emergency.

With the Calvert County ALERT system, Calvert County Government will be able to alert residents about severe weather, fires, floods and other emergencies. Messages can be sent to individuals using a variety of contact methods – cell phone, landline, email, text messaging, fax, pager and more – ensuring that residents and county staff can receive life-saving emergency information and important public service announcements in minutes. More than one of each device can be registered.

The system allows the county to target specific geographic areas for alerts or send alerts countywide. It can also gather information on citizens with special needs who may need additional help in an emergency and receive feedback on important questions.

Citizens listed in the county's 911 database will be automatically subscribed to alerts by landline. Individuals are encouraged to self-register to provide additional contact information or opt out. Residents who had previously registered for the CodeRED system

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will need to create a new profile in the new Calvert County ALERT system in order to continue receiving messages via methods other than a published telephone number.

When creating a profile, users entering multiple contact options can specify the order in which they want to be notified – for example, cell phone number first, then a home phone then an email address. Each person can add multiple locations to receive alert information for home, work, a child’s daycare, or other specific county addresses in which they are interested. The system also allows users to choose different types of messages they wish to receive. Users can change their profiles or opt out of the system at any time.

When a notification is issued, those signed up will receive the message in the order of the methods they have chosen. The system will try to reach users through each contact method until they confirm receipt of the message. Notifications will stop once confirmation is received.

Residents are urged to visit the county website at www.co.cal.md.us and click on the Emergency Alerts link to register for the notification service. Those without Internet access can call 410-535-1600, ext. 2683, to sign up.

To learn more about emergency preparedness, visit the Calvert County Department of Public Safety, Division of Emergency Management, online at www.co.cal.md.us

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Calvert County is Maryland’s smallest county in land area with 213 square miles. It is home to nearly 90,000 people and has one of the highest standards of living in Maryland. Major industries include defense contracting, information technology, tourism, energy, advanced manufacturing and administrative services. Like us on Facebook by searching for Calvert County Government, Calvert County, Maryland.