CodeRED®Emergency
Notification System

CodeRED® is a new service by which municipal officials can notify local residents and businesses by telephone about emergency situations or critical community alerts. The system is capable of sending messages only to people affected by a particular situation, or, in the case of a widespread emergency like severe weather, to the area's entire population.

The speed of the CodeRED® system (up to 50,000 calls per hour) is so great that municipal officials are able to send a message to affected households almost as quickly as officials become aware of the situation. Local officials try to keep our data base as current and accurate as possible. If there are any changes to be made to your residence information or you would like additional information, simply click the CodeRED® links below and follow the instructions.

[Rapid Emergency Notification System - Register Now](#)

PLEASE NOTE THAT THIS SERVICE IS ONLY AVAILABLE TO RESIDENTS AND BUSINESSES LOCATED WITHIN THE FOLLOWING MUNICIPALITIES: Sinking Spring Borough, Township of Spring, West Reading Borough, and Wyomissing Borough.

West Side Regional Emergency Management Agency

Serving the Boroughs of Sinking Spring, West Reading, Wyomissing and Twp of Spring

Thomas Bausher, Emergency Management Coordinator
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Phone 610.898.8060 Fax 610.898.8054

West Side Regional EMA Fall 2012

The West Side Regional EMA, representing Sinking Spring, Spring Twp, West Reading and Wyomissing will be utilizing the CodeRED Emergency Notification System on Tuesday, October 9, 2012 to call the entire community. The calls will be in the AFTERNOON between the hours of 2 and 3pm and will continue until the entire database has been attempted. This call will give West Side Regional EMA personnel the chance to operate the system as if there has been a community wide disaster.

The message that is being delivered will direct recipients to the local municipal web site to add additional contact numbers. It will also ask recipients to spread the word by mentioning the system to family, friends and neighbors living in these municipalities.

Tom Bausher, the Emergency Management Coordinator, suggests that "all individuals and businesses should take the time to visit the local website and add contact

information to include cellular phones and other non-traditional phones as well as email and text addresses. If your contact information is not in the database you will not receive a call when an urgent message is sent. In particular businesses should register, as well as individuals who have unlisted phone numbers, who have changed their phone number recently, and those who use a cellular phone exclusively or have VoIP phones (such as Vonage) as their primary numbers.

Bausher urges citizens to log onto your local community website and follow the CodeRED link found on the website. Those without Internet access may call 610.898.8060 and leave a message. Required information includes a street address (physical address, <u>no P.O. boxes</u>) for location purposes and a primary phone number. Additional phone numbers, email and text addresses may also be entered.

More information about the CodeRED system is on the website, any questions should be directed to West Side Regional EMA, 610.898.8060.

<u>About Emergency Communications Network</u>

Emergency Communications Network Inc. (ECN) provides affordable high-speed notification solutions capable of reaching millions of citizens in minutes. ECN's sophisticated network supports a web-based product suite featuring CodeRED® which enables local government officials to communicate time-sensitive, personalized messages via voice, email and text messaging. For more information about Emergency Communications Network, visit emergencycommunications.net

<u>Frequently Asked Questions About CodeRed Database/ Calls</u>

1. I received a CodeRED call; does that mean I am in the CodeRED database?
Yes. If they would like to submit additional information, such as cell phone numbers, text and email information, they must visit your website and click on the Logo. CodeRED always de-duplicates by phone number, so if they are unsure if they are registered, they should just submit their information again. This will ensure they are in the database!

2. Why did CodeRED call me several times?
If there is no answer and they do not have an answering device, the number will be attempted up to 3 times.

3. It called me but no message played.
If they answer and do not say hello, CodeRED will not begin playing automatically. It is trying to determine if it has reached a live person or answering device. If they do not say anything, it will hang up and retry the number in the next pass of the non-connected numbers.

4. Why did it leave only part of the message on my answering machine? CodeRED will leave

a message on an answering device.
There are many different brands and types of capturing devices for leaving a message. <u>Occasionally</u> something about the answering device or the beep of the device causes the system to think it has reached a live person and begins playing the message. When the message is left, it only leaves part of the message. They can call back the 866-419-5000 and receive the entire message. This does not happen often. We are calling approximately 23,000 records. There is a chance that they may get a few of these.

5. Why does my phone ring once and hang up?
It has called me twice and won't let me answer it.
If they have a ring back tone, which plays a song instead of ringing, the system will interpret this as an Operator Intercept and hang up, only to retry the number. They have two options. They can remove the ring back tone or they can contact their cell phone provider and request that the phone number 866-419-5000 for CodeRED be bypassed by this feature.

6. What if a resident calls in for us to put their information into the CNE link?
Uncheck the managed account box so they cannot set up a managed account. If they are calling you to get their information put in the CNE link then they must not have internet access to manage their account.