

## **Town of North Branford Launches Safer NB Alert Program**

The Town of North Branford, in conjunction with the State of Connecticut Department of Emergency Management and Homeland Security (DEMHS) and Everbridge, has launched the Safer NB Alert Emergency Notification System (ENS). This program has two separate and distinct components.

**Part 1 is provided by the State.** Residents/taxpayers may have seen television - or heard radio - commercials referencing this initiative. The State's slogan is "we can't alert you if we can't reach you." The CT Alert ENS uses the state's Enhanced 9-1-1 (E9-1-1) database for location-based notifications to the public for life-threatening emergencies. But the E9-1-1 database currently includes **only** traditional wire-line telephone numbers in the state (the "land line" phone you may have in your home/business). This will be discussed later on in this notice. Part 1 of the program could be used for large scale emergencies, such as pending severe weather, or more localized issues like potential flooding of certain neighborhoods.

**Part 2 is provided by the Town.** This system will also be used to notify the public for life-threatening emergencies, but further for other non-emergency messages that the Town deems important. Examples of this other notification could be street paving alerts, school issues or community events; residents/taxpayers get to pick which non-emergency events they want to be notified of! For residents who have school-aged children, this second part of the program is very similar to the messages that they currently receive from the school system.

In addition to home phone numbers, residents/taxpayers can opt to be notified in a variety of ways for both the emergency and non-emergency aspect of this program. They could register their cell phone(s), e-mail address(es), pager number(s) and pick the priority in which the system should notify them. For example, residents/taxpayers may register their work phone, cell phone, home e-mail, work e-mail, pager and your home phone. They may then designate the order to notification for emergency life-threatening notifications (home phone first etc, etc, etc.) Residents/taxpayers could designate a total separate ranking order to non-emergency notifications (cell phone, then home e-mail). They get to customize the system to their needs.

In addition to the actual notifications, there will also be planned "tests" of the system to ensure that the information in the system remains valid and accurate. According to North Branford Fire Chief/Emergency Management Director William Seward, III, with major advancements in technology, emergency management officials and public safety organizations don't have an excuse for not having a viable channel of communications to keep residents informed and to alert them to changing events when a critical situation arises, Having a plan is important, testing that plan always permits opportunity for improvement but having a plan with a communications channel that works is crucial in today's delivery of emergency management.

Go to the Town's Home Page – [www.townofnorthbranfordct.com](http://www.townofnorthbranfordct.com) for the link that will begin the registration process. The link is also listed below.

[https://ww2.everbridge.net/citizen/EverbridgeGateway.action?body=home&gis\\_alias\\_id=660761](https://ww2.everbridge.net/citizen/EverbridgeGateway.action?body=home&gis_alias_id=660761)