Town of Southborough

CODERED®

Emergency Communication Made Easy.

SYSTEM OVERVIEW
"How it Works"

The CodeRed notification system will be the primary means by which the Town of Southborough disseminates emergency and highly important information to the public (residents and businesses) within Southborough.

CodeRed is a highly technologically advanced system, which continues to evolve annually. The system has the capabilities to send messages via landline and cell phones, text messages and emails. There is also a mobile phone app, which is capable of receiving any CodeRed messages sent within the proximity your cell phone's location; Southborough, State-wide and across the Nation.

CodeRed offers 24/7/365 tech support which has the capabilities to send messages, on behalf of Southborough, in the event Southborough is unable to do so for whatever reason. The CodeRed infrastructure is robust and includes several redundant data sites across the U.S. Additionally, call placement capabilities are extensive. During Hurricane/Tropical Storm Irene in 2011, CodeRed successfully sent 8.4 million calls the week of the storm from Florida to Maine, with the highest percentage having been sent within the first two days.

In addition to emergency messages, the system has the capability to distribute "general" (non-emergency) information to aid in keeping the community informed. Such messages may include annual hydrant flushing dates and community event information.

Southborough has an unlimited number of phone minutes to use for sending emergency messages, thus allowing the Town to use the system effectively without the worry of paying overages.

When the Town determines a message shall be distributed one of several predetermined individuals access the system via the internet or cell phone. The IP capabilities allow authorized staff to access and send messages from any location world-wide. Once a message is created in the system the desired area to call is determined. The system can call every number in the database, specific locations through use of a provided mapping program (i.e. highlight an individual street or choose a radius around a location, etc.) or any number of groups created by the Town. Once these two steps are completed the message is ready to send (or "launch"). For control and security there are only 5 employees of the Town who have the ability to "launch" a call. Once the message is sent the system will recall any unreached number three times. If a voicemail is reached, the system knows to wait so that the full message is recorded. Each message will have directions on how to replay the call. Some select calls may ask for a response (i.e. Please press #1 if you need help or #2 if you are OK) or offer a phone number to call for additional information/questions. After a call is sent Southborough staff can view a call-log report and determine any failed calls and request further action.

To obtain addition and more detailed information visit the links posted below:
- o **About CodeRed:** http://www.ecnetwork.com/about/
- o **The Basics of the CodeRed System:** http://www.ecnetwork.com/codered/
- o **System Uses:** http://www.ecnetwork.com/codered/system-uses.php
- o **Citizen Basic Info:** http://www.ecnetwork.com/codered/citizens.php
- o **Mobile Phone App:** http://www.ecnetwork.com/coderedmobilealert/