



City of Lindsborg CodeRED Emergency Notification system

Lindsborg, KS – October 2013 - The City of Lindsborg has contracted with Emergency Communications Network to license its CodeRED high-speed notification solution. The CodeRED system provides Lindsborg officials the ability to quickly deliver messages to targeted areas or the entire city.

Greg DuMars, City Administrator, cautioned that such systems are only as good as the telephone number database supporting them. "If your phone number is not in the database, you will not be called." One of the reasons the CodeRED system was selected is it gives individuals and businesses the ability to add their own phone numbers directly into the system's database; this is an extremely important feature.

"No one should automatically assume his or her phone number is included," DuMars said urging all individuals and businesses to log onto the City of Lindsborg website, www.lindsborgcity.org, and follow the link to the "CodeRED Community Notification Enrollment" located on the About Lindsborg>E-Services page. Those without Internet access may call the City Hall at 785-227-3355, Monday through Friday, (8AM-5PM) to supply their information over the phone. Required information includes first and last name, street address (physical address, no P.O. boxes), city, state, zip code, and primary phone number, additional phone numbers can be entered as well.

All businesses should register, as well as all individuals who have unlisted phone numbers, who have changed their phone number or address within the past year, and those who use a cellular phone or VoIP phone as their primary number.

DuMars explained, "CodeRED allows geographically based delivery, which means street addresses are required to ensure emergency notification calls are received by the proper individuals in a given situation. The system works for cell phones too, but we need to have an associated street address to provide relevant messages."

DuMars stated, "CodeRED gives those who want to be included an easy and secure method for inputting information. The data collected will only be used for emergency notification purposes."

About Emergency Communications Network

Headquartered in Ormond Beach, Fla., Emergency Communications Network, LLC (ECN) has pioneered high-speed emergency notification services capable of reaching millions of citizens in minutes. ECN's sophisticated network supports a Web-based product suite featuring six major services: CodeRED® which enables local government officials to communicate time-sensitive, personalized messages via voice, email and text messaging; CodeRED Weather Warning™ which provides automated alerts to citizens in the path of severe weather just moments after a warning has been issued by the National



Weather Service; CityWatch™, a premise and Web-based, full featured outbound and inbound communication notification system; SmartNotice™, a streamlined notification solution for businesses; My Daily Call™ for scheduling calls to check on at-risk individuals, including the elderly, infirm and latchkey kids and Code-ED® for use by school systems to improve communications with their communities. For more information, visit www.ecnetwork.com.



What is CodeRED and why is it important to me?

CodeRED is an emergency notification service that allows emergency officials to notify residents and businesses by telephone, cell phone, text message, email and social media regarding time-sensitive general and emergency notifications. Only authorized officials have access to the CodeRED system.

When will CodeRED be used?

Any message regarding the safety, property or welfare of the community will be disseminated using the CodeRED system. These may include AMBER alerts, notifications of hazardous traffic or road conditions, boil water advisories or evacuation notices.

Does the CodeRED system replace other systems that have been used to provide time-sensitive information to residents?

This system is an enhancement to existing means of communication and is meant to supplement current or past systems used for mass notification.

Does the CodeRED system already have my telephone number, or do I need to sign up to receive CodeRED notifications?

The CodeRED database contains information received from public databases, including regional phonebooks. *However, no resident should assume that their information is in the system.* The home page of the City of Lindsborg website, <http://www.lindsborgcity.org/> has a link to the CodeRED Community Notification Enrollment page where you can register online. If you can not register online, you can call 866-939-0911 and speak with one of our communications specialists to complete your registration over the telephone.

I have a business located in Lindsborg. Can I arrange to have CodeRED contact my business?

Yes. Fill out the CodeRED registration form but be sure to select the "This address is business" option. Please note that emergency calls can only be delivered to a direct dial number. Automated attendants will disrupt the process and the calls will not be delivered. Businesses should register their main number and establish a procedure for distributing the CodeRED message to their workforce.

What if I want to register additional numbers for my address?

After you submit the initial registration form, you may start the registration process again and submit more numbers for the same address.

Is my personal information protected?

CodeRED is a service of Emergency Communications Network which takes security and privacy concerns very seriously. They will not sell, trade, lease or loan any data citizen supplied data to third parties.

How will I recognize a CodeRED message?

A CodeRED Emergency message will have a caller ID of 866-419-5000. A CodeRED General message will have a caller ID 855-969-4636. We suggest you program both numbers in your cell phone as a "new contact" and use "CodeRED Emergency" and "CodeRED General" as the contact name. If you need to replay the emergency notification message again, simply dial the number and you will be able to hear the message again.



What should I do if I receive a CodeRED message?

Listen carefully to the entire message. You will have the option to repeat the message by pressing any key. Do not call 911 for further information unless directed to do so or if you need immediate aid from the police or fire department.

I have a cordless phone, and it does not work when the power goes out. How will the system be able to contact me?

Make sure you have at least one working corded telephone – and be sure to turn the ringer on. The CodeRED sign-up form allows you to indicate both a primary and alternate phone number. Cell phone and/or work phone numbers can be entered as alternate phone numbers. Both primary and alternate phone numbers will be contacted when a notification is sent.

Will the CodeRED system leave a message on an answering machine?

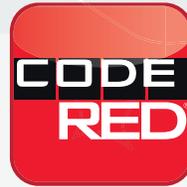
Yes, the CodeRED system will leave a message on a machine or on voicemail. The CodeRED system will leave the entire message in one pass.

What happens if the line is busy?

If the line is busy, CodeRED will try two more times to connect.

What circumstances might prevent a message from being delivered to me?

- If your contact information has changed and you have not registered your new information.
- If you have only cordless phones in your residence, the power is out and you did not register an alternate phone number.
- If your line is busy for an extended time and your calls do not forward to voicemail or an answering machine.
- If you have a privacy manager on your main phone and you did not register an alternate phone number.
- Lindsborg will receive a report of undelivered calls and can instruct the CodeRED system to begin another round of calls to busy numbers. It is best to have an alternate phone number in the calling database for these situations.



Mobile Alert

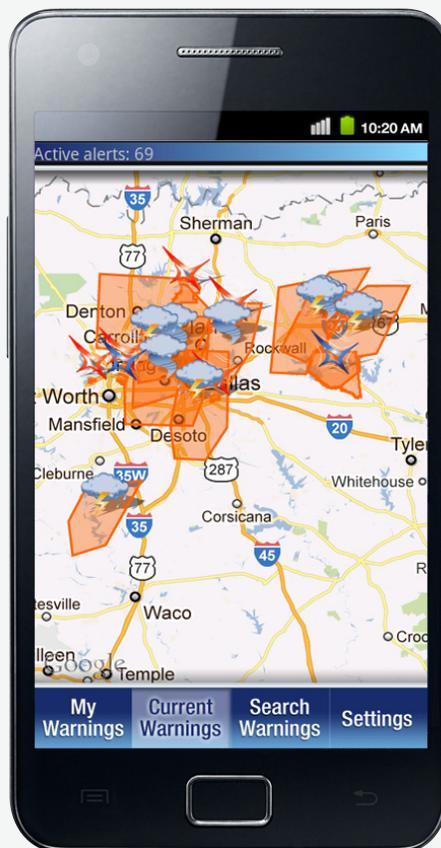
CodeRED Mobile Alert app

Designed to keep citizens informed and aware, no matter where they are, the CodeRED Mobile Alert app taps into the national CodeRED® Emergency Notification System and alerts iPhone and Android subscribers located within the reach of a given notification. The app is geo-aware so no matter where the user is when an alert is issued, subscribers will receive notifications that affect them - directly to their mobile device.

Reach both citizens and visitors who may be traveling through the area.



Download the app today.



With communities nationwide subscribing to the CodeRED Emergency Notification System, citizens traveling through these areas will join the 50 million citizens already covered by CodeRED and will receive notifications directly on their iPhone and Android smartphones. This expands the reach of messages sent by CodeRED clients to travelers entering their jurisdictions and also protects citizens when traveling outside their local area.

National organizations used by public safety officials and police departments may use the system to send messages to targeted geographic areas.

Future uses of the CodeRED Mobile Alert app could include augmenting IPAWS as an additional Alert Disseminator to deliver Presidential Alerts, Imminent Threat Alerts and AMBER Alerts in support of the FEMA program.

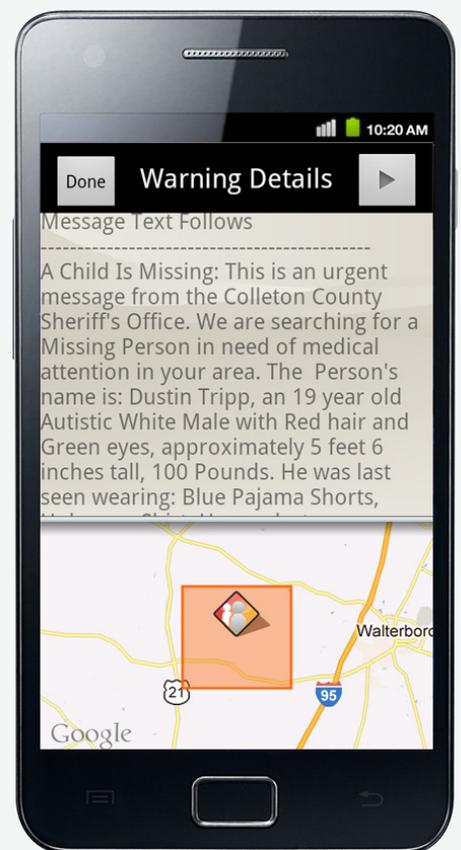
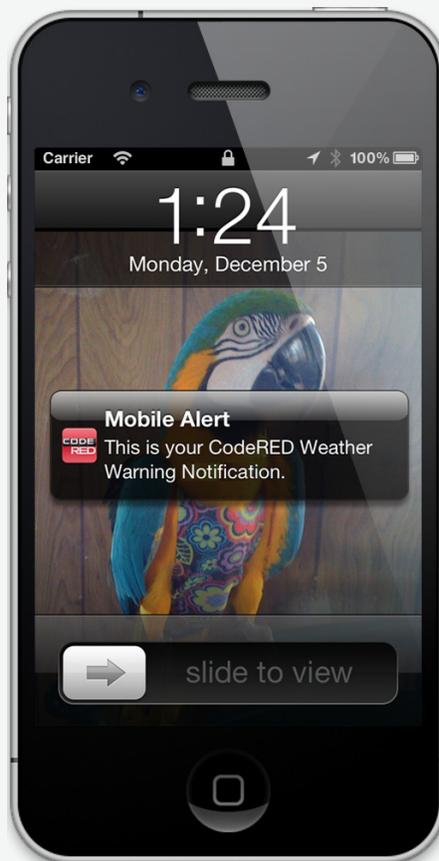
Subscribers may upgrade their accounts to receive customized weather alerts based on NOAA's National Weather Service bulletins. Dozens of selectable warnings are available within the CodeRED Mobile Alert app.

The CodeRED Mobile Alert app is a sophisticated answer to the question asked by Emergency Managers nationwide: **How can we communicate our messages to citizens, and to those travelers who are just passing through?** The app is geo-aware and will send a notification to the subscriber if an alert is issued for their specific location.

CodeRED Mobile Alert app subscribers have the ability to manage their alert preferences and the app adjusts the types of notifications sent, based on those preferences.



Download the app today.



Free alerts



Additional alerts available with free trial



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