



# Town of Southborough Emergency Management

ENHANCING COMMUNITY SAFETY THROUGH EDUCATION AND PREPAREDNESS

FOR IMMEDIATE RELEASE  
July 8, 2013

## **SOUTHBOROUGH IMPLEMENTS NEW COMMUNITY NOTIFICATION SYSTEM**

*CodeRED system will greatly enhance public emergency notification capabilities*



SOUTHBOROUGH, MA – The Town of Southborough has implemented CodeRED a high-speed notification solution purchased through Emergency Communications Network, LLC. The CodeRED system provides Southborough officials the ability to quickly deliver messages to targeted areas or the entire population of Southborough, including businesses.

The CodeRED system will replace the discontinued County Reverse 9-1-1 system with a more technology advanced and robust system that includes 24/7/365 professional support.

Neal Aspesi, Director of Operations for the Southborough Emergency Management Agency (SEMA), 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, which is an extremely important feature.

"No one should automatically assume his or her phone number is included," Aspesi said, urging all individuals and businesses to log onto the Town's website, [www.southboroughtown.com](http://www.southboroughtown.com), and follow the link to the "CodeRED Community Notification Enrollment" page. Those without Internet access may call the Town Hall (508-485-0710), Monday through Thursday (9am-4pm) and Fridays (9am-12pm), to obtain information on alternate means and/or locations to submit information. 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 provided information is protected with the highest security and will not, under any circumstances, be shared with any party.

All businesses should register, as well as all individuals who have unlisted phone numbers, changed their phone number or address within the past year, and those who use a cellular phone or VoIP phone as their primary number. "CodeRED messages are geographically based, 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," Aspesi explained. The system also allows multiple occupants at the same address to add their information (i.e. cell phone numbers). In addition to emergency information, residents (only) can choose to receive "general" (non-emergency) Town information as well, such as annual hydrant flushing dates and community events.

Aspesi recommends everyone to also download the free CodeRED mobile app for more enhanced notifications in any community nation-wide using CodeRED, <http://ecnetwork.com/mobile/getitnow.html>. To learn more general information on CodeRED, visit [www.ecnetwork.com](http://www.ecnetwork.com).

- end -

21 Main Street, Southborough, Massachusetts 01772

508-485-3235 / 508-485-3887 fax