



# Public Information Office



# Mass Notification & Alert System

# What Is a Mass Notification System?

A communication tool that enables entities to simultaneously send messages to a large number of subscribers



# Why a New Mass Notification System?

- More robust alert system to enhance City's outgoing communication to citizens
- Addition to existing Notify Me system *(built into website)*



# Citizens May Sign Up to Receive:

- Emergency Alerts
  - ▶ Imminent or immediate threat to life or property
- Public Safety Alerts
  - ▶ Non-emergency alerts that relate to public safety
- Routine Alerts
  - ▶ Snow operations and related parking bans, mosquito fogging, Landfill & collections schedule changes
- Weather Alerts (managed by National Weather Service)
  - ▶ Severe thunderstorm, tornado, winter storm, blizzard

# Features of Mass Notification System

- ▶ **Multi-channel Communication.** Adds voice message option for Emergency Alerts.
  - ▶ New addition to email and text message options.
  - ▶ Subscribers can choose both cell phone and landline.
- ▶ **Language Translation.** Allows subscribers to select preferred language to receive auto-translated messages.
  - ▶ Select from 70 languages for written messages.
  - ▶ Select from 30 languages for voice messages.
- ▶ **Note:** Must sign up at [www.cityofbrookings-sd.gov/alerts](http://www.cityofbrookings-sd.gov/alerts) to select these options.



# Features of Mass Notification System

- ▶ **Free Mobile App.** Download the “myAlerts” app.
  - ▶ Search “myAlerts” on Apple App Store or Google Play Store.
  - ▶ Alerts:
    - ▶ Community Alerts
    - ▶ Weather Alerts (managed by NWS).
  - ▶ Weather Alerts are location-specific. Can add multiple U.S. locations.
    - ▶ Example: City where you’re vacationing.



**Note:** Download the app to receive Weather Alerts and all Community Alerts.

# Features of Mass Notification System

- ▶ **Text-to-Join.** Text keywords to receive alerts via text message only.
  - ▶ Quick and easy!
  - ▶ Message frequency will vary.
  - ▶ Message and data rates may apply.





## Be the first to know.

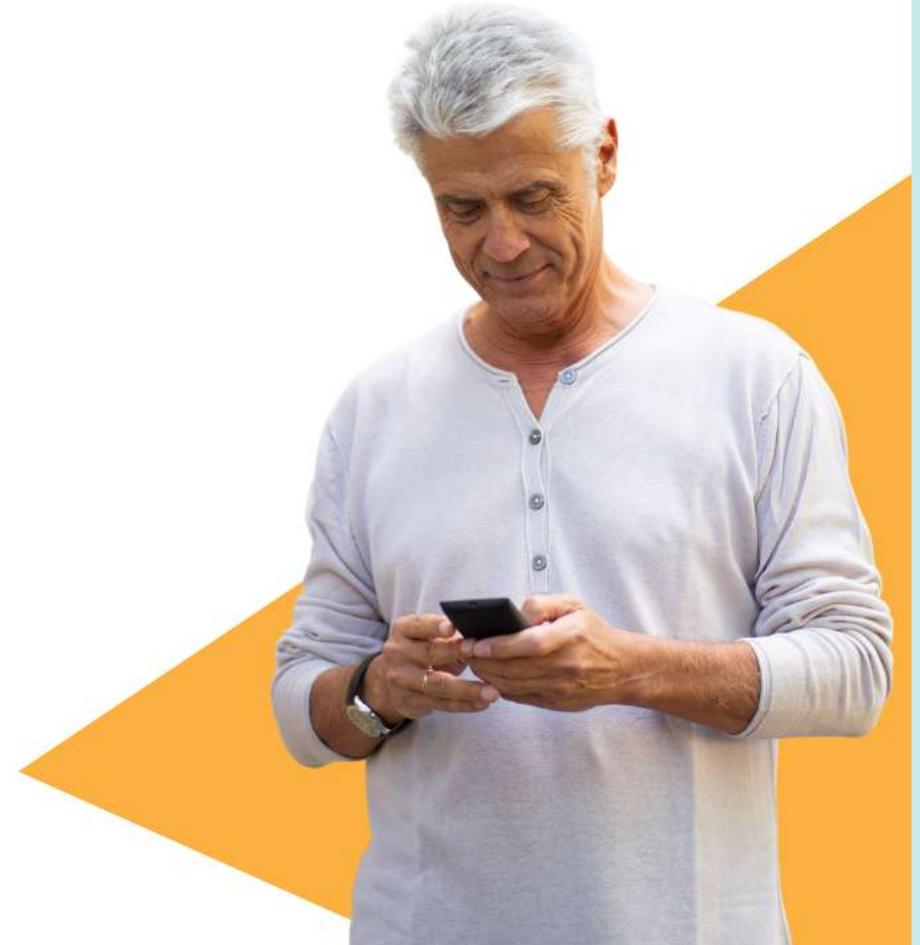
Text keywords to 38276 to get text messages about Emergency Alerts and City Alerts about snow-related parking bans, mosquito spraying and more.

Text keywords to 38276

 brookings  
SOUTH DAKOTA

# Sign-up Option 1: Text Keywords

- ▶ **Text** keywords to **38276**
- ▶ **Keywords:**
  - ▶ **For Emergency Alerts:** BrookingsSD
  - ▶ **For Public Safety Alerts:**  
BrookingsPublicSafety
  - ▶ **For Snow Operations / Parking Ban Alerts:** BrookingsSnow
  - ▶ **For Landfill & Collections Alerts:**  
BrookingsWaste



# Sign-up Option 2: Download Free App

- ▶ **Free Mobile App.** Download the “myAlerts” app.
  - ▶ Search “myAlerts” on Apple App Store or Google Play Store.
  - ▶ Alerts:
    - ▶ Community Alerts
    - ▶ Weather Alerts (managed by NWS).



**Note:** Download the app to receive Weather Alerts and all Community Alerts.



## Stay informed. Stay safe.

Sign up to receive emergency, City and weather alerts through text messages, voicemails or emails – all tailored to your preferences. From mosquito fogging to snow parking bans, plus City news, be in the know. Sign up today!

[www.cityofbrookings-sd.gov/alerts](http://www.cityofbrookings-sd.gov/alerts)



# Sign-up Option 3

Go to [www.cityofbrookings-sd.gov/alerts](http://www.cityofbrookings-sd.gov/alerts)



- Manage your contact information.
- Subscribe to All.
- Or, subscribe to topics that interest you.



## Be the first to know.

Sign up to get text message alerts about  
snow parking bans.

Text "BrookingsSnow" to 38276



## Get a Text – NOT a Ticket!

- ▶ Text **BrookingsSnow** to **38276**.
- ▶ Tell your friends and neighbors!



**Questions?**