



TOWN OF STERLING EMERGENCY MANAGEMENT

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Emergency Management Director

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Dear Residents & Businesses:

Beginning July 1, 2012, the **Town of Sterling** has contracted with Emergency Communications Network to deliver Emergency Notification Messages (previously known as Reverse 911) through the CodeRED high-speed notification solution. The CodeRED system provides town officials the ability to quickly deliver messages to targeted areas or the entire town.

David Hurlbut, Sterling's Emergency Management Director, cautions 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. "No one should automatically assume his or her phone number is included," Hurlbut urges all individuals and businesses to log onto the Town of Sterling's website, www.sterling-ma.gov, or the Sterling Fire Department website, www.sterlingfd.net and follow the link to the "CodeRED Community Notification Enrollment" page.

Those without Internet access may register utilizing a computer at the Conant Public Library, or call the fire department administrative assistant, Lisa Bristol, (978-422-8107), Monday through Friday, (8AM-4:30PM) 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.

Hurlbut explains, "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."

The following link, to the customized Community Notification Enrollment (CNE) page allows residents and businesses to add or update their contact information to ensure they will be included when a message is sent – unlisted numbers, mobile numbers, TDD/TTY requirements can all be entered.

<https://cne.coderedweb.com/Default.aspx?groupid=wbzpbOwyFphWJtIUkR7Xkw%3d%3d>