



MEDIA RELEASE:

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New Emergency Notification System

In December, 2017 CRESA (Clark Regional Emergency Services Agency) will be switching to a new public alert and emergency notification system. An initial test of the system will take place on December 7th, 2017. The test will deliver alerts to about 1,000 phone numbers in La Center, WA and nearly 9,000 residents throughout Clark County who had previously registered with our former alert provider.

Traditional "land line" home and business phone numbers have automatically been added to the new notification system. Individuals that have previously registered, along with all residents that rely on a mobile device for their primary phone service are encouraged to register for alerts.

This new system provides multiple new options for each individual to choose how they receive important notifications. By registering at ClarkPublicAlerts.org residents can choose to receive alerts for locations of interest by email, text message, or multiple phone numbers. Once an account is created users can easily adjust their preferences and manage their notification subscriptions.

CRESA relies on this system to quickly send alerts in emergency situations. Examples of when we would use the system include, but are not limited to encroaching wildfires, lost or endangered person, hazardous materials spill, or law enforcement activity in an area. The notification system allows us to draw boundaries on a map to help target the alert to the communities impacted by the emergency.

In addition, the new system will give each city or jurisdiction in Clark County the tools to share urgent notifications with their community. These non-emergency notifications may include, but are not limited to utility service disruptions, road closures, and community announcements and news. Once registered at ClarkPublicAlerts.org users can manage the types and locations of urgent and community alerts they would like to receive.

Residents with questions or requiring additional information should contact Brian Landreth at brian.landreth@clark.wa.gov or 360-992-6288

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