

# NCR Text Alert Campaign



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# Background

- Jurisdictions implementing Everbridge on different schedules

## Tentative Dates

- **June 19<sup>th</sup>** – Fairfax County, City of Fairfax & City of Alexandria
- **June 25<sup>th</sup>** – Arlington, City of Bowie, Loudoun County, Manassas Park, Prince George, City of Falls Church, Prince William, Montgomery County, City of Rockville, City Gaithersburg, Takoma Park
- **July 1<sup>st</sup>** – City of Greenbelt
- **August 11<sup>th</sup>** – City of Manassas
- **No dates:** DC Government & City of College Park



# Information Campaign

- Regional information campaign needed to:
  - Inform current users about new vendor
  - Steps needed to maintain and update profiles
  - Sign up new users
- Funded with \$250,000 UASI grant
- IEM selected as marketing vendor



# Information Campaign

- RESF 15 working group manages project and oversees vendor work
- Marketing contract runs through June 30
- Individual jurisdictions managing their own local campaigns

# Information Campaign

- Regional campaign will drive residents to [capitalert.gov](http://capitalert.gov)

Current

**CAPITALERT**

EMERGENCIES HAPPEN. KNOW NOW.

SHARE

HOME | SIGN UP | ABOUT ALERTS | ALERT TYPES | ALERT LOCATIONS | ALERT DEVICES | SHARE

When an emergency strikes, will you know what to do, where to go or where to get more information? You can if you sign up for free emergency alerts from the local governments in the Washington, DC region.

In less than five minutes, you can customize which free emergency alerts are sent to your cell phone or e-mail, so you have instant access to information to help you protect yourself and loved ones.

**Instant, Official Information in Emergencies**  
Get official information from firefighters, police and emergency managers about:

- Major emergency alerts (terrorism or natural disasters)
- Severe weather alerts
- Severe traffic reports
- Amber alerts
- School closings
- Government closings

**Get Alerts Wherever You Are**  
You'll get instant information no matter where you are because alerts can be sent to your:

- Cell phone
- PDA, like BlackBerry ®
- Pager
- Email
- RSS

**GENERATE WEB WIDGET** Download [Capitalert widgets](#) to get emergency alerts right on your desktop or personal web site!

**twitter**  
Get your alerts on Twitter!  
Just follow Capitalert at <http://twitter.com/capitalert>

# Information Campaign

Future  
(Draft)



SIGN UP | ABOUT ALERTS | LOCATIONS | DEVICES | FAQs | SHARE

When an emergency strikes, will you know what to do, where to go or where to get more information?



You can if you [sign up](#) for **FREE** emergency alerts from the [local governments](#) in the Washington, DC region.

In less than five minutes, you can customize which free emergency alerts are sent to your cell phone or e-mail, so you have instant access to information to help you protect yourself and loved ones.

## Instant, Official Information in Emergencies

Get official information from firefighters, police and emergency managers about:

- Major emergency alerts (terrorism or natural disasters)
- Severe weather alerts
- Severe traffic reports
- Amber alerts
- School closings
- Government closings

LEARN MORE

## Get Alerts Wherever You Are

You'll get instant information no matter where you are because alerts can be sent to your:

- Cell phone
- PDA, like BlackBerry®
- Pager
- Email
- RSS

[Share with Friends and Family](#)

SIGN UP NOW

Get your alerts on Twitter!

Just follow Capitalert at



<http://twitter.com/capitalert>

[Follow us on Facebook](#)

[and google](#)

CONNECT NOW

# Information Campaign

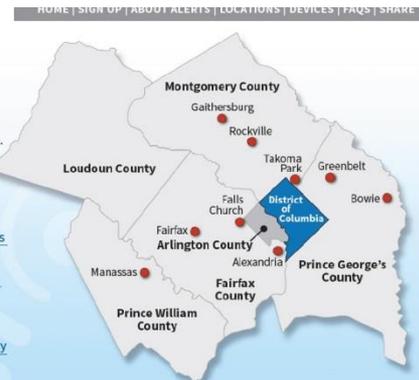
- Campaign will include:
  - Redesigned capitalert website
  - 30 second PSAs for TV and radio
  - Print ads
  - Social media promotion
  - Grass roots community outreach
  - Public relations outreach to the media
  - Materials in English and Spanish



## SIGN UP

You can get emergency text alerts from any of these city or county governments in Maryland, Virginia and Washington, DC. Each offers text alerts specific to their area, including major emergencies, traffic updates, weather reports, and school and government closings. You can pick what kind of text alerts you want, as well as how you get them. To sign up for text alerts, choose a city or county below.

<a href="#">Alexandria</a>	<a href="#">Falls Church</a>	<a href="#">Prince George's County</a>
<a href="#">Arlington County</a>	<a href="#">Gaithersburg</a>	<a href="#">Prince William County</a>
<a href="#">Bowie</a>	<a href="#">Greenbelt</a>	<a href="#">Rockville</a>
<a href="#">District of Columbia</a>	<a href="#">Loudoun County</a>	<a href="#">Stafford County</a>
<a href="#">Fairfax County</a>	<a href="#">Manassas</a>	<a href="#">Takoma Park</a>
<a href="#">Fairfax</a>	<a href="#">Montgomery County</a>	



# Information Campaign



## In an emergency, will you know—what to do, where to go, how to get information?

Sign up at [Capitalert.gov](http://Capitalert.gov) for free emergency alerts from your local governments in the Washington, DC region.

In just five minutes, you can customize free emergency alerts sent to your smartphone, computer, or tablet and get instant access to information to help you protect yourself and loved ones.

### INSTANT, OFFICIAL INFORMATION IN EMERGENCIES

Get official information from your public safety and emergency managers about:

- Major emergency alerts (terrorism or natural disasters)
- Severe weather alerts
- Severe traffic reports
- Amber alerts
- School closings
- Government closings



### GET ALERTS WHEREVER YOU ARE

You'll get instant information no matter where you are because alerts can be sent to you:

- Cell phone
- Email
- Pager
- PDA
- RSS

### CONTROL HOW MANY ALERTS YOU GET

The number of messages you receive depends on how many types of alerts you sign up for and how many events occur in your area.

- Choose as many or as few alerts as you wish
- Sign up for multiple jurisdictions
- Set "quiet times" when you won't receive messages

Sign up today! [www.capitalerts.gov](http://www.capitalerts.gov)



## New Emergency Alert System Coming to Your Area Soon



Get the alerts you want — at the times you want to get them — directly from your local public safety and emergency managers.

### Serving:

Alexandria • Arlington County • Bowie • College Park  
City Of Fairfax • District of Columbia • Fairfax County  
Falls Church • Gaithersburg • Greenbelt • Loudoun County  
Manassas • Manassas Park • Montgomery County  
Prince George's County • Prince William County  
Rockville • Takoma Park

Check [capitalert.gov](http://capitalert.gov) for more information about your areas launch date.



# Questions?

