



**FOR IMMEDIATE RELEASE**  
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## **City Provides Multi-Tiered Emergency Alert System**

**New Braunfels, Texas** —The City of New Braunfels has a collection of systems designed to enhance emergency information coverage in our area when mass notification is required. The most recent addition is the Regional Emergency Alert Network (REAN) system which services both land-line and a variety of electronic devices, including cellular phones. This system offers the option to designate alerts for specific addresses and whether the notice will be delivered via phone call, text or email. Citizens must enroll to be a part of this system.

If there is a significant natural or man-made emergency in the area – flood, tornado, hazardous material spill, etc. – local officials have the ability to send messages to all standard voice and text communication devices registered in the REAN, making registrants aware of the situation and providing instructions on how to respond. This form of notification is often referred to as a “Reverse 911” type emergency call-out system.

Traditional systems such as this were previously limited to land-line phones, so if citizens were away from home or only used cell phone services, they would not receive the information. Guadalupe, Comal, and Bexar Counties have improved the system and now register cell phones, pagers, and/or email accounts so that mobile contact information is included in the 911 database and emergency notifications can be sent to almost any mobile device. Enrolled citizens should always update any changes to their contact information.

Participants can set alerts relevant to their home address, work, school, or even the home of a relative in the tri-county area by creating a separate registration for each address. They will then receive emergency notifications for those specific areas on their mobile device. Registration is available at <https://member.everbridge.net/index/892807736723690#/login>. The information entered is for emergency notification purposes only and will not be shared with any other entity.

Once registered, a conformation e-mail will be sent that registrants’ primary email account. They must respond using the link in the email to activate the service.

In addition to the REAN system, the appropriate combinations of a variety of other methods are activated when major events trigger the necessity to inform citizens and visitors about potential risks to life and property:

- The New Braunfels Outdoor Warning Siren system consists of eight sirens strategically located throughout the city. In the event of an emergency, these sirens will be activated, and a tone will be heard. Following a short tone, modulator sirens will broadcast an explanation of what has occurred and what actions the public should take. Tone only sirens will broadcast only a tone. When the emergency sirens are activated the public should tune to 1420 AM radio for additional information. (Note, these sirens are tested on the first Tuesday of each month audibly and every other Tuesday in a silent mode that electronically confirms function.)

- In areas of potential immediate impact, Police and Fire Department first responders may go door-to-door with information.
- The traditional Emergency Notification System (similar to Reverse 911) allows for local target areas to receive pertinent warnings. This system notifies immediately impacted residents and visitors that have land-line phones with instructions to promote safety. No registration is required.
- The City’s website provides a drop-down Emergency Alert Banner with important alerts and links to more detailed information concerning an emergency event. This information is accessed via computer or “smart” electronic devices.
- Government access television (Time Warner Cable channel 21 and AT&T U-verse channel 99) provides local notification and instructions on where to obtain additional information.
- As needed, radio 1420 AM and other regional media outlets supply detailed local emergency information provided via contact with the City’s Emergency Operations Center personnel.
- City Public Information/Communication personnel post information on the City of New Braunfels Official, Police Department and Fire Department Facebook pages and other social media outlets.

“Our New Braunfels Emergency Alert System incorporates a variety of technologies forming a unified system intended to optimize communications during emergencies,” said Emergency Management Coordinator Andrew Cardiel. “These options allow us to provide important information about evolving situations and suggested actions to take to preserve life and property.”

Citizens are strongly encouraged to stay situationally aware of potential emergency situations and to utilize both local news media and City sources to stay informed in the event of an actual emergency in our area.

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