

## **What YOU should know about Branford's CodeRED® service**

**Question:** What is CodeRED® and why is it important to me?

**Answer:** CodeRED® is a service by which authorized Town officials can notify Branford residents and businesses by telephone about emergency situations or critical community alerts. The system is capable of sending messages only to people affected by a particular situation, or, in the case of a widespread emergency like a hurricane, to the town's entire population.

The speed of the CodeRED® system (up to 60,000 calls per hour) is so great that we are able to send a message to affected households almost as quickly as town officials become aware of the situation.

**Question:** Does this mean the town will be calling me constantly?

**Answer:** No. We respect your privacy. CodeRED® will be used only when situations arise that you should know about.

*The system will be used to send messages only to those residents who are directly affected by a particular event. For example, if you happen to live in an area for which a "boil water" advisory has been issued due to a water main break, CodeRED® will call only you and your neighbors to deliver that very important health advisory.*

If there is a town or region-wide emergency such as a hurricane, all residents may be called.

**Question:** For what kinds of situations will CodeRED® be used?

**Answer:** Hurricanes and other types of severe weather, health alerts, water main breaks, alerts concerning a missing child or adult, law enforcement emergencies, hazardous material spills – in short, emergencies where the public will benefit from such a call.

**Question:** Why do I need CodeRED® when I have radio and TV to keep me informed?

**Answer:** CodeRED® is an additional measure of safety. If power goes out, you may not be able to depend upon radio and TV. However, because telephone lines are self-powered, the town may be able to get through with an emergency message where you may not be able to get it otherwise.

Even if you have power, CodeRED® will probably be able to reach you with important information faster than TV and radio stations can put it on the air. That's because CodeRED® is a *direct connection between you and town emergency personnel.*

And unlike hurricanes, many emergencies occur without advance warning. In such cases, you may have no reason to turn on a TV or radio. That's when CodeRED® can help alert you immediately and advise you to take appropriate action.

**Question: I have a cordless phone, and it does not work when the power goes out. How is the City going to be able to contact me?**

**Answer:** There are two ways you can continue to receive telephone messages:

1. Make sure you have at least one working corded telephone that does not require power – and be sure to turn the ringer on.
2. The CodeRED® “Residential Data Collection” sign-up form gives you the option of filling in both a **Primary Phone number** and an alternate phone number. You can fill in the **Alternate Phone number** blank with your cell telephone number, or you can make it your Primary Phone number if you wish. Entering an alternate phone number will cause *BOTH* your primary and alternate phone numbers to be called.

**Question: Do I have to pay extra for CodeRED® service?**

**Answer:** No. CodeRED® is entirely paid for by your tax dollars at a cost of less than 50 cents per resident, per year.

**Question: Does the City have my telephone number, or do I have to sign up to receive CodeRED® emergency calls?**

**Answer:** We strongly encourage you to sign up for CodeRED®. After all, you are the most reliable source of information about how to reach your household by phone.

Because we want to reach everyone affected by an emergency whether or not they have signed up for CodeRED®, two Branford telephone number databases are already available to the system. One is the emergency 9-1-1 database all public safety agencies in New Haven County use whenever someone dials 9-1-1. The other is a database prepared by the company that supplies CodeRED® service to the Branford. Both databases are updated regularly.

If you have moved or changed your telephone number recently, you should definitely sign up for CodeRED® service or update information you have already provided. Any new information you supply will automatically replace old information.

**Question: How do I sign up for CodeRED®?**

**Answer:** Go to the Town’s homepage at [www.branford-ct.gov](http://www.branford-ct.gov) where you will see a link to a CodeRED® Residential Data Collection Form you can fill out online. This is the quickest, easiest way to sign up because the information you supply will immediately update CodeRED® telephone number database.

**Question: Can I arrange to have CodeRED® call my place of business?**

**Answer:** Yes. Go to the [www.branford-ct.gov](http://www.branford-ct.gov)) and click on the CodeRED® link. When the Residential Data Collection form opens, click on the button labeled “Click to Switch to Business Data” and fill in the required information. *Please note that emergency calls can only be delivered to a direct dial number. Automated attendants will disrupt the process and calls will not be delivered.*

**Question:** Can I choose NOT to receive CodeRED® messages?

**Answer:** Yes. Branford respects your privacy.

If you do not want to receive calls, please notify Chief Jack Ahern C/O the Branford Fire Department at P.O. Box 150, Branford, CT 06405, in writing. However, we strongly advise you to reconsider. CodeRED® is designed to make certain you receive fast, accurate emergency information directly from the town officials whose job is to help protect you and your family.

**Question:** I live near Branford, but I am not a resident. Can I sign up for CodeRED®?

**Answer:** No, unfortunately. Branford pays for CodeRED® service based on its own population. However, we encourage you to check with the municipality in which you live. Many use automated telephone notification systems to alert residents in times of emergency.

***If you have any further questions about CodeRED®, please call Fire Chief Ahern at (203) 488-7266, Police Chief John DeCarlo at (203) 481-4241 or Technology Director, Peter Hugret at (203)315-0617.***