



CITY OF COSTA MESA

P.O. BOX 1200, COSTA MESA, CALIFORNIA 92628-1200

FROM THE OFFICE OF THE CHIEF EXECUTIVE OFFICER

PRESS RELEASE

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CONTACT:

Dan Joyce (714) 754-5667

Interim Public Affairs Manager

djoyce@ci.costa-mesa.ca.us

www.ci.costa-mesa.ca.us

www.facebook.com/CostaMesaCityHall

Twitter@CityofCostaMesa

NEW LOCALIZED RAPID ALERT SYSTEM EQUALS BETTER COMMUNICATIONS WITH COMMUNITY

COSTA MESA, CALIF. — City Officials announced this week the launch of AlertCM, a Citywide mass notification system that will keep Costa Mesa residents and businesses informed during emergencies. The new system also will allow information to be streamlined only to affected neighborhoods.

The City is asking the community to register on the City's website, <http://www.ci.costa-mesa.ca.us/resident/safety/AlertCM.htm>

Any listed primary residential and business landline phone numbers in Costa Mesa are automatically enrolled in the system.

However, community members can choose to add up to three phone numbers and two e-mail addresses to the database and receive emergency information via text messages to cell phones, PDAs, and e-mail accounts. They can also opt to have information delivered through special receiving devices (TTY/TDD) for the hearing impaired.

In addition, the City is asking those registering also to sign up for AlertOC, the regional mass notification system. Alert OC is a joint partnership between the County of Orange and cities such as Costa Mesa. You can register at www.alertoc.com. Registering for the citywide and the countywide alert systems will give you the best access to information during local and regional emergencies.

"AlertCM is a great way to mobilize information to the community quickly and easily," said Anna Tellez, manager of Costa Mesa's Telecommunication Division. "With more and more households going wireless, it's important to register your cell phones and emails into the system."

The City is planning a test call in the coming weeks. For more information about the Alert CM system test please email, alertcm@ci.costa-mesa.ca.us.

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