

Reverse 911. Do you know what it is or why it's important to you and your family?



Carmel Highlands Fire District Reverse 911 Notification System

*Emergency notification technology to improve communications
and keep our residents informed and safe*



In 2009 the Carmel Highlands FPD and the Cypress FPD implemented an automated telephone, cell phone and email notification system referred to as "Reverse 911." The computer based map and data system allows for dissemination of emergency information to residents and businesses by land line, cell phone and email. This rapid delivery of information to the entire community or specific areas provides important information or potentially life-saving instructions in times of crisis.

Carmel Highlands and Cypress cost shared the purchasing of the system, which is identical to one that the Pebble Beach Community Services District (PBCSD) Fire Department has been using for two years. The two systems mirror each other for backup purposes and messages can be remotely sent from either system.

Fire department staff can reach all Highlands residents in a matter of minutes or we can send messages to reach a small group, for example our Community Emergency Response Team (CERT) or a very localized neighborhood for a smaller event. Geographic calling zones are easily created based on immediate circumstances, or in advance based on our disaster planning efforts.

The system allows us to draw a polygon around a given area, record a written and audio message and then tell the software to notify every phone within that polygon, as well as send an email to each resident in that area who is on our email list. You can be out of the area, yet receive notification on your cell phone or via email.

Reverse 911 is used to alert residents or special list groups of events like wildland fires, gas leaks, tsunamis, or other hazardous conditions or to notify our volunteer firefighters or CERTs when needed. It is also an excellent tool to notify a neighborhood of a missing resident. We take great care in ensuring that we only activate the system in a true emergency, and we do not share our data with any outside entity.

NOTE: For residents who receive their monthly telephone bill at a *post office box*, please contact AT&T at the telephone number listed below and ask that your physical address be included *on your account bill*. This will ensure that the data we receive from AT&T includes your physical address, which is required for us to be able to send a Reverse 911 call to your home or business phone.

**A.T. & T. Business Office: 1-800-288-2020 for residential customers
1-800-750-2355 for business customers**

The fire department encourages you to add your email and cell phone information to our Reverse 911 notification database. To do so, please call Fire Captain Dan Westbrook, our Emergency Services Planner, at 831-624-2374 or email the form below to dan.westbrook@fire.ca.gov



**CARMEL HIGHLANDS and CYPRESS FIRE
PROTECTION DISTRICTS
EMERGENCY NOTIFICATION
PROGRAM**



**REVERSE 911
ENROLLMENT FORM**

This program enables us to call you and provide information in the event of an emergency. Your information allows us to verify our database and add your extra numbers.

NAME: _____

HOME STREET ADDRESS: _____

HOME PHONE(s): _____

Yes, please enter my cell phone(s) information into the Reverse 911 database.

CELL PHONE(s): _____

Please remove the following numbers from your Reverse 911 database as they are **fax** lines.

**Please mail this form to:
Carmel Highlands Fire Protection District
Attn: Emergency Preparedness
73 Fern Canyon Road
Carmel, CA 93923
Or call: Dan Westbrook, 831-624-2374**