



PRESS RELEASE

City of Rockdale Keeps Citizens Safe and Informed with Everbridge Resident Alerts

Residents and Businesses Can Sign Up to Receive Critical Communications and Emergency Alerts

City of Rockdale is now working with [Everbridge](#), the worldwide leader in unified critical communications, to keep residents, staff and emergency personnel safe and informed with quick and reliable emergency notifications and public service announcements. The **City of Rockdale** will begin using Everbridge Resident Alerts to communicate with citizens and businesses during emergencies and other critical events. Residents are encouraged to register immediately to receive these alerts: <https://member.everbridge.net/index/311578402488392>

City of Rockdale will use the Everbridge emergency notification system to alert residents about a variety of events, ranging from severe weather, fires, floods and other emergencies to more routine announcements, such as road closures and water utility maintenance. Messages will be sent to residents on their preferred contact paths—cell phone, SMS, home phone, email, fax, pager and more—to ensure real-time access to potentially lifesaving information. Residents listed in the City of Rockdale 911 database will be automatically subscribed to alerts by phone, but Everbridge allows citizens to self-register, provide additional contact information or opt out.

“We have a commitment to ensure public safety, community awareness and emergency response. To uphold this, when critical information and public service announcements are available, we need to reach our residents as quickly and reliably as possible. We also ask for patience and understanding as we roll out the new platform. There will always be a learning curve when utilizing new technology. Please understand we are all working together to make Rockdale a safer place for all, and onboard the newest technology at our fingertips.” said Mayor Boren. “The Everbridge emergency notification system allows the City to disseminate this information across all types of devices, ensuring residents have access to real-time public information when they need it the most.”

“A resilient, comprehensive critical communications system is an essential tool for the City that need to notify thousands of residents and businesses rapidly and efficiently,” said Jaime Ellertson, CEO of Everbridge. “Everbridge is proud to have been selected by the City of Rockdale as a critical component of its public safety and emergency response program.”



Register for Everbridge Resident Alerts now.

About Everbridge

Everbridge provides a unified critical communication suite that helps clients be **better prepared**, make **better decisions**, and **respond quickly** and **confidently** during disruptive events. When an incident happens, whether it's a natural disaster or an IT service outage, we automate communications to ensure that the right messages get to the right people at the right time. Widely recognized by analysts as the market leader, Everbridge solutions are trusted by clients in all major industries and government sectors to connect with over 50 million people around the world. For more information about Everbridge, visit www.everbridge.com, read the company blog, <http://www.everbridge.com/blog>, and follow on [Twitter](#) and [Facebook](#).