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Winchendon Contracts with CodeRED to Provide Mass Notification Services to Community

WINCHENDON, MA, January 27, 2013 – After discussions over the past month between public safety officials and Town Manager James Kreidler Jr, the Town of Winchendon has contracted with Emergency Communications Network, LLC to license its CodeRED high-speed notification solution. The CodeRED system provides Winchendon officials the ability to quickly deliver messages to targeted areas or the entire Town of Winchendon.

Chief Thomas Smith, Winchendon's Fire Chief, cautioned that such systems are only as good as the telephone number database supporting them. "If your phone number is not in the database, you will not be called." One of the reasons the CodeRED system was selected is it gives individuals and businesses the ability to add their own phone numbers directly into the system's database, which is an extremely important feature.

"No one should automatically assume his or her phone number is included," Smith said, urging all individuals and businesses to log onto the Town of Winchendon's website, WWW.townofwinchendon.Com, and follow the link to the "CodeRED Community Notification Enrollment" page in the lower right-hand corner of the home page. Those without Internet access may stop at the Winchendon Fire Department to pick up a form to supply their information. Required information includes first and last name, street address (physical address, no P.O. boxes), city, state, zip code, and primary phone number, additional phone numbers can be entered as well.

All businesses should register, as well as all individuals who have unlisted phone numbers, those who have changed their phone number or address within the past year, and those who use a cellular phone or VoIP phone as their primary number. "CodeRED allows geographically based delivery, which means street addresses are required to ensure emergency notification calls are received by the proper individuals in a given situation. The system works for cell phones too, but we need to have an associated street address to provide relevant messages," Smith explained. CodeRED gives those who want to be included an easy and secure method for inputting information. The data collected will only be used for emergency notification purposes.

The CodeRED system is a high speed system that will be able to contact the entire community in less than 10 minutes in the event of an emergency. The system is able to be used by a variety of town departments. Information can be sent out about Hazardous materials incidents, missing persons, water main breaks and road closures just to name a few. In the event of a severe storm, information may be sent out on community shelters being set up. A test call of the system will be conducted sometime in the near future to assure that everyone is receiving the messages properly.