



# Town of Essex

Selectman's Office, 29 West Avenue, Essex, CT 06426

March 15, 2013

**To: Essex Residents and Business Owners**  
**From: Norman Needleman – First Selectmen**

### Severe Weather, Road Closures. How will you know about town-wide emergencies?

Your safety is our top concern. Early warning helps save lives and property. That's why the Town of Essex wants to make sure you know about emergencies and incidents as soon as possible.

### Town of Essex will use the *Safer Essex – Emergency Notification System*, powered by Everbridge, to let you know about issues that may affect your safety.

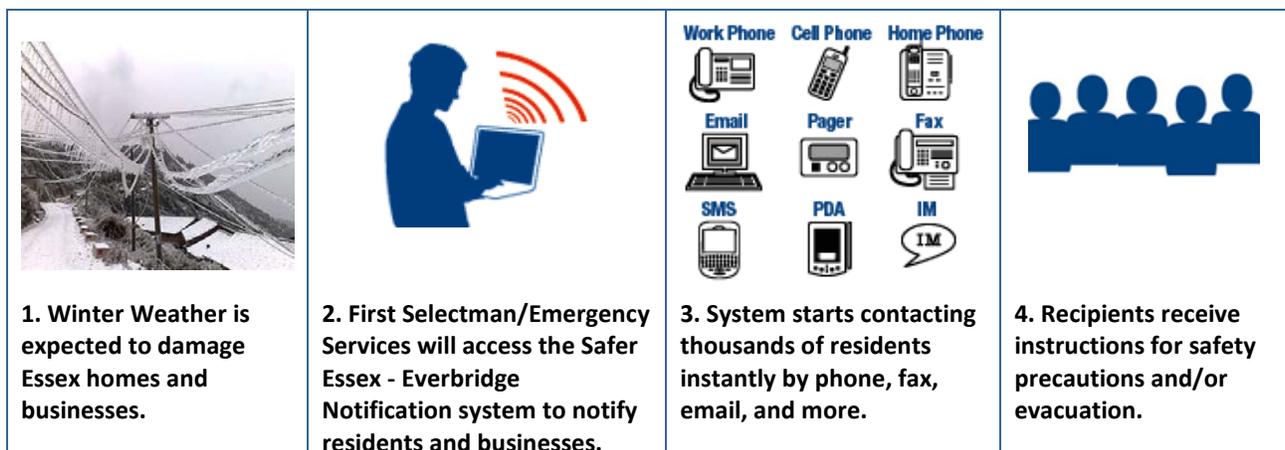
This system will allow the Town of Essex to contact thousands of residents in seconds so you can be informed about emergencies right away.

### Receive important messages from the Town on your phone, email, and more.

Safer Essex - Emergency Notification System can deliver messages any way you want—on your home phone, cell phone, email, and more. This way, we can reach you for any emergency. We may also use the system in non-emergency situations to let you know about important Town-Related events, such as meetings, parade closures, Crime Watch Alerts, School Closings/Delays or Public Works Projects.

### How does it work?

The process begins when the Town issues a message about a potential safety hazard or concern. The Safer Essex system dials your main contact number or sends an email. If you don't confirm receipt of the message, the system will try to reach your second contact number or email. The system will continue trying to contact you until it receives a confirmation.



The success of this service relies on **YOU**. **Having your latest contact information is the only way to ensure that we can contact you in an emergency.** Please Sign up on the Town of Essex Website. Click on the Safer Essex Notification Sign Up Button to create your online profile or update the information you have already entered. Updating is easy and only takes a few minutes. The enclosed instructions will guide you through the process. Thank you in advance for you cooperation and participation in this important program.

**The Town of Essex Respects Your Privacy!!**

The Town of Essex will never share or distribute your personal information, unless required to do so by law. Additionally, the Town will never use your information for any purpose other than to send emergency notifications or information pertaining to the Town of Essex.

**Are you Ready Essex?**

**“If we can’t reach you ..... We can’t alert you!!”**

Sincerely,

**Norman Needleman  
First Selectman**

# Safer Essex - Everbridge Emergency Notification System Web Sign-In Instructions

- 1) Go to [http://www.essexct.gov/safer\\_essex.htm](http://www.essexct.gov/safer_essex.htm)
- 2) Click on the **Safer Essex Notification Sign-In** button. You will be re-directed to the Safer Essex – Sign-In web page. This simple three step process will allow you to create your own web USER ID and Password so that at anytime you can come back to manage your profile and update the information you entered for these alerts.
- 3) **STEP #1** You will be directed to the Safer Essex Emergency Notification page. Sign up for alerts by clicking on the Sign-in Button

The screenshot shows the homepage of the Safer Essex Emergency Notification System. The header includes the Town of Essex logo and the text "Safer Essex" and "Powered by everbridge". A navigation menu on the left lists: Home, Overview, FAQs, Sign Up For Alerts, and Manage Profile. The main content area is titled "Safer Essex Emergency Notification System" and contains the following text: "Get alerted about emergencies and other important community news by signing up for the Safer Essex - Emergency Notification System." It describes the system's purpose and provides instructions on how to sign up. At the bottom, there are two buttons: "Sign Up" and "Log In".

- 4) Follow the instructions for creating your Safer Essex Web UserID, Password and Security Question and Answer

Click Submit to proceed to Step #2.

The screenshot shows the "Emergency Alerts: New User Sign-Up" page. The header includes the Town of Essex logo and the text "Safer Essex" and "Powered by everbridge". A progress indicator shows three steps, with the first step highlighted. The main content area is titled "Emergency Alerts: New User Sign-Up" and contains the following text: "Please create a username and password so you can edit your contact information and preferences at a later date." It lists the fields marked with an asterisk as mandatory: Username, Password, Confirm Password, Email, and Confirm Email. Below these fields are instructions for password requirements: "Password must be 8-24 characters and must contain: 1. Letters (a-z or A-Z), 2. Numbers (0-9). Password must not contain spaces or username." A "Security Question" section is also present, with a dropdown menu for the question and a text input for the answer. A checkbox for "I accept the Terms of Use." is checked. At the bottom, there is a "Try a New Code" button, a CAPTCHA image, and a "Submit" button.



**STEP #2** - You will by default be signed up for Emergency Alerts. Please also select the types of Community Alerts you would like to receive.

Also fill out the entire pages with your Valid Resident or Business Name, and up to 5 separate locations.

**Alerts You Want to Receive**

Emergency Alerts

**Important Community Alerts**

- Severe Essex Weather Warnings
- Road Closures/Traffic Alerts
- Marina Alerts
- Power Outages in Area
- School and Government Closings
- Connecticut Water Alerts
- Public Works Projects in Area
- Essex GovCasts

**NOTE:** Please be sure to enter your Town of Essex Home Address.

**Select Special Needs and Volunteer Categories Optional Data Used for Selecting You During Emergencies:**

Special Needs:  Yes  No

- Hearing Impaired
- Psychically Impaired
- Visually Impaired
- Wheelchair/Mobility Impaired
- Speech Impaired
- Oxygen Tank Dependent
- Mentally Impaired
- Service Animals or Pets
- Power Dependent
- Refrigerated Medications

Volunteer?:  Yes  No

- Fire Department
- Emergency Shelter Volunteer
- Emergency Medical Services
- Emergency Management
- Town Government
- Amateur Radio Operator

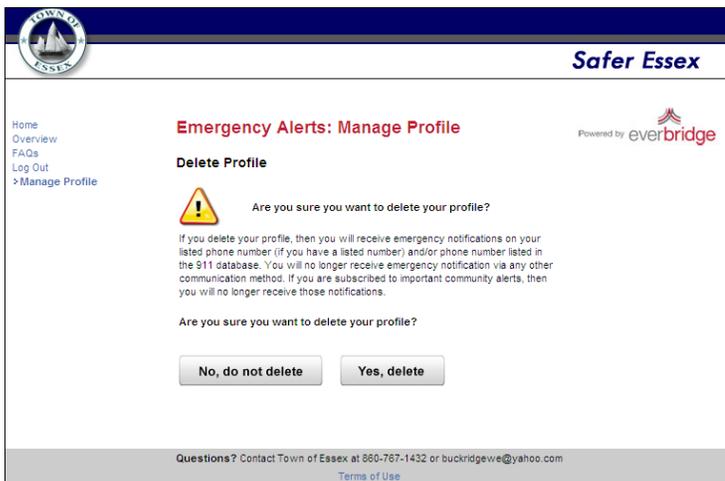
**STEP #3** – Enter in all of the Voice (Phone) and Text(SMS, EMAIL,ETC) Notification Paths you would like to receive Emergency Alerts and Community Alerts. Select the order in which you would like the notifications to be sent and to what device.

**NOTE:** If you do not want a specific path to be contacted. Select N/A and that path will not be used.

# Safer Essex - Everbridge Web Opt-Out Instructions

**You can delete your Safer Essex Alert profile by logging back into your profile from the Town of Essex Website.**

- 1) Go to [http://www.essexct.gov/safer\\_essex.htm](http://www.essexct.gov/safer_essex.htm) and Click on the **Safer Essex Notification - Sign Up** button.
- 2) You will be re-directed to the Safer Essex – Sign Up Website. Click on the Log In to manage your profile.
- 3) Click on the Delete Profile Link on the left side of the page.
- 4) You will see the following screen. Click Yes, delete button
- 5) Your Opt-In Information will be immediately removed from the Safer Essex System.



**Please Sign Up for the Safer Essex  
Emergency Notification System**

**“If we can’t reach you ..... We can’t alert you!!”**

# Safer Essex - Everbridge Emergency Notification System Manual Sign-Up Instructions

## Manual Instructions:

- 1) Simply Call the Department of Emergency Management at **(860) 767-8139** and leave us a message with the following information.

**OR**

- 2) Fill out the information below and drop it off at the **First Selectman's Office**. We will enter your information as soon as possible.

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First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_ Mobile Phone: ( ) \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_ Other Phone: ( ) \_\_\_\_\_

TTY/TDD #: ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_

Primary EMAIL Address: \_\_\_\_\_

Secondary EMAIL Address: \_\_\_\_\_  
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