

Hall County Launches Mass Notification Alert System for Citizens

February 1, 2013

Hall County is now using the Everbridge system for Citizen Alerts to communicate with thousands of businesses and residents in minutes in the event of an emergency. Everbridge is an industry-leading interactive communication and mass notification solutions provider that helps organizations save lives, manage critical activities and improve the efficiency of daily operations.

With the Everbridge system, Hall County will be able to alert residents about severe weather, fires, floods, toxic environmental issues and in-process violent crimes. Messages can be sent to individuals using a variety of contact mechanisms- cell phone, landline, email, text messaging, fax, pager, and more - ensuring that residents and Hall County staff receive life-saving emergency information and important public service announcements in minutes. Citizens listed in the County's 9-1-1 database or in the white pages of the phone book will be automatically subscribed to alerts by landline, though any individual may self-register, provide additional contact information or opt out. In addition, Hall County plans to use the Everbridge system to notify residents about other important activities, such as road closures and water utility maintenance.

"We have a commitment to protect our citizens from any danger that threatens our community. The ability to reach all residents quickly during an emergency in order to warn them and provide guidance is critical to upholding that commitment, which is why we selected the Everbridge system," said Hall County Fire Chief David Kimbrell. "The Everbridge mass notification and interactive communication system ensures Hall County will be able to react quickly and efficiently to reach each individual in the case of an emergency."

Jaime Ellertson, CEO of Everbridge, commented, "A robust emergency notification system is a strategic system for communities that need to notify thousands of residents and businesses rapidly and efficiently during an emergency. Everbridge is proud to have been chosen by Hall County Government as a critical component of its emergency response plan."

To sign up for emergency alerts, please click on the Hall County Citizen's Alert link on hallcounty.org's home page