

April 11, 2008

Sally Ellertson
Public Information Officer
141 West Renfro
Burleson, Texas 76028-4261
817-447-5400 ext. 286
F: 817-447-6885
sellertson@burlesontx.com
www.burlesontx.com

The City of Burleson announced today it will launch the Connect-CTY® mass notification service. The city will conduct its first community-wide test call on Thursday, April 17.

Burleson has implemented the Connect-CTY service to provide city officials the ability to communicate with residents regarding time-sensitive incidents which may include planned and unforeseen public safety matters.

The Connect-CTY service allows officials to record, send and track personalized voice messages to thousands of residents, businesses, and local agencies in just minutes, through a single phone call. The city can also send text messages to cell phones, PDAs, e-mail accounts, and TTY/TDD receiving devices for the hearing impaired. The service requires no additional hardware; it can be used from any computer with Internet access or just a telephone, ensuring that officials can send vital messages from wherever they are located.

“Communicating quickly regarding matters of public safety, such as a missing person or flash flood warning, has a direct impact on the safety and well being of citizens,” Stacy Singleton, fire marshal and director of emergency operations for Burleson, said. “The Connect-CTY service is a powerful communication tool that will enable us to inform residents of important, time-sensitive issues.”

City administrators can target messages to an unlimited number of groups – everything from mobilizing emergency response teams to coordinating efforts with necessary agencies or volunteers. Authorized users also can use a map on the Connect-CTY system to contact specific geographical locations, sending messages only to the residents within select neighborhoods when needed.

“I encourage all residents to take note of this new tool and register their contact information into the service’s secure database to make sure everyone is ready to receive important notifications at any given time,” said Singleton.

Publicly available primary residential and business phone numbers in Burleson will automatically be included in the system. However, residents can opt-in to provide their complete information (up to three phone numbers, two e-mail addresses, and one text message) and indicate if they have a TTY/TDD device by visiting the Burleson web site, www.burlesontx.com, and clicking on the link

on the home page that says "SIGN UP NOW – SERVICES BY CONNECT-CTY" to enter their information into the secure database. Those without Internet access can have their information added into the system by calling secretary Paula Ramos-Skundberg at 817-447-5400, ext. 246. Residents with call blocking services can make sure to receive the city's time-sensitive calls by adding 817-447-5400 to their approved number list.

"The best way to keep residents informed and, therefore, safe is through communication, and the Connect-CTY service makes it easy," said Brendan Cotter, managing director, Connect-CTY. "With the Connect-CTY service, administrators have a powerful tool for mass communication without having to purchase new computers, software and telephone lines."

Burleson will be conducting its first test call on Thursday, April 17, in order to ensure residents are aware of the program and can provide correct phone numbers and e-mail addresses should they not receive the test message. If residents do not receive the call, they should visit the city's web site at www.burlesontx.com and click on the "SIGN UP NOW – SERVICES BY CONNECT-CTY" link to enter their contact information. Residents without Internet access can have their information added into the database by calling 817-447-5400, ext. 246.