

City Needs Unlisted Numbers for Alert Notification Database

The City of San Marino successfully reached 3,098 of its households, businesses and City employees within moments, through a single phone call during the first city-wide emergency test call administered on January 30, 2008 using the new Community Alert Message Service (CAMS), also known as **Connect-CTY**® by The NTI Group, Inc. The City is now asking the community to provide e-mail addresses, cell phone and unlisted landline numbers to also be included in the CAMS database.

“After testing the new service and successfully reaching most of our residents in less than 20 minutes, we’re confident that we’re properly equipped to effectively communicate in an emergency situation,” said San Marino Fire Chief John Penido. “To take the city’s emergency preparedness one step further and enhance the value of CAMS, we encourage all residents to submit their cell phone numbers, private landline numbers and e-mail addresses into the CAMS database. That way, we can immediately notify them with vital information during an unforeseen event or emergency regardless of their location at the time of the incident. Our goal is to reach everyone in our community as rapidly as possible. To do that, we need phone numbers and email addresses”

The CAMS/**Connect-CTY** service enables city officials to schedule, send, and track personalized voice messages to several phone numbers per household, including home phones, work phones, and cell phones. Published residential and business phone numbers were automatically included in the system, but people may opt-in to add their complete information (up to three phone numbers and two e-mail addresses) by visiting the City web site at www.SanMarinoCA.gov and clicking on the “Community Alert Message Service (CAMS)” or “SIGN UP NOW” links, then selecting “Add My Contact Info.” Alternatively, they may call CAMS at (626) 300-0788 or e-mail Fire@SanMarinoCA.gov. When adding their contact information into the secure database, residents and businesses may select their language preference (English or Mandarin) and indicate if they have a TTY/TDD device for the hearing impaired.

“E-mail addresses and cell phone and private landline numbers included in the database will only be used for quickly disseminating important time-sensitive notifications,” Penido said. “We will continue to respect the privacy of our residents by not sharing their personal information with any other entity.”

Residents with call blocking services should add the CAMS phone number (626) 300-0788 to their approved number list to ensure that CAMS calls will not be blocked.

“Crisis communication is crucial when examining a city’s safety plan,” said Robin D. Richards, Chairman and CEO of NTI. “The **Connect-CTY** service offers an easy-to-use and reliable tool for city officials to improve communication, and hence, safety for residents.”

Anyone who did not receive a CAMS/Connect-CTY test call and would like to be a part of the service can submit their contact information by visiting the city's Web site at www.SanMarinoCA.gov and clicking on the "Community Alert Message Service (CAMS)" or "SIGN UP NOW" links, or by calling (626) 300-0788 or e-mailing their information to Fire@SanMarinoCA.gov.

For more information on the **Connect-CTY** system, please go to <http://www.ntigroup.com>

** NTI does not sell, lease, share, or rent personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside of NTI or NTI service providers.*

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