



City of Placentia Press Release

For Immediate Release
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RESIDENTS CAN SIGN UP TO RECEIVE LOCAL ALERTS

PLACENTIA, CA – The City has partnered with Nixle to provide an Emergency Notification System to alert residents in real-time about critical emergency information and relevant community advisories in Placentia. Notifications may be sent for crime alerts, power outages, road closures, construction advisories, and weather-related issues such as flooding. Subscribers have the ability to select how they would like to receive notifications. These alerts can be sent to a home, cell or business phone, email, text message or hearing impaired receiving devices at no cost to the subscriber.

To register, residents or business owners in Placentia can simply text 92870 to 888777 from a mobile phone. Once registered, residents will receive a confirmation text message. Residents may also customize their alert settings by going to www.nixle.com and creating a user profile. All alerts will be targeted geographically, allowing residents to receive localized, relevant alerts from the City of Placentia.

“We’re fortunate to receive a grant from the California Department of Finance to provide this service to our residents and the business community. The service is secure, reliable and easy to use for our organization and our residents,” said Mayor Chad Wanke.

“Our goal is to always use the latest technology to inform our residents. We will now be able to create real time notifications covering a variety of events from an emergency to a general community notification, like temporary road closures,” said City Administrator Damien R. Arrula.

Founded in 2009, Nixle provides a mass communications hub built exclusively for governments to provide secure, reliable, and relevant information to residents in real-time. Today, over 7,200 agencies around the United States rely on Nixle for community engagement and emergency communications. Nixle’s exclusive partnerships with the National Law Enforcement Telecommunications System (NLETS), Google and the National Center for Missing and Exploited Children allows government agencies nationwide to send immediate alerts and advisories.

For additional information regarding this emergency communication system, please contact the Administration Department at (714) 993-8117.

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