



**EMERGENCY MANAGEMENT AGENCY**  
**POTTAWATTAMIE COUNTY, IOWA**  
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## Media Release

FOR IMMEDIATE RELEASE

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### **New emergency notification system to benefit residents of Pottawattamie County**

*Emergency Management Reminds Residents to Register the New System to Continue Receiving Alerts after July 1.*

**(COUNCIL BLUFFS)** — In May, the Iowa Homeland Security and Emergency Management Department began a statewide advertising campaign announcing upgrades to the statewide emergency notification program. The new platform will be replacing the original system implemented in 2014. Alert Iowa is a free service that allows individuals to receive notifications sent from local authorities to stay informed on potentially life-threatening and hazardous situations involving severe weather, law enforcement/security incidents, flooding, chemical releases, critical infrastructure disruptions, community-based alerts, and other emergencies and important information.



With this switch, residents will have access to new features and functions and can create one user account for their whole family including multiple addresses that can cover your home, work, or school locations. Switching to the new platform allows residents to receive enhanced alerts via phone, text and email, and answer poll questions that will give emergency officials critical information during emergency situations. Individuals who are signed up for alerts will receive reliable information about emergency and disaster preparedness, response, and recovery information; including tailored updates based on specific needs and geographic location.

With more active weather patterns impacting the region, an emerging drought, history of major flood events, and the switchover date of July 1 approaching, individuals who want to stay informed and be alerted to potential threats should register for the new system. Those who are currently signed up for the county alerting system will need to sign up again on the new platform. The upgraded platform provides more user-selected options and provides emergency managers with more robust emergency information that will enhance preparedness and response efforts. Anyone who wishes to receive alerts can sign up at <https://pcema-ia.org>.

Those registering will be able to select the type of alerts they want to receive and how they are alerted and communicated with before, during, and after emergencies and disaster.

“This upgrade strengthens the ability to communicate with residents when it matters most,” said Doug Reed, Director of Emergency Management. “This service allows for critical communication with the public and provides individuals with the information needed to stay safe or take precautions during hazardous or emergency situations of any onset.”

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