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Portsmouth Implements CivicReady® Mass Notification Solution

AlertSense Enables Multi-Channel Distribution of Urgent and Routine Citizen Communications

(PORTSMOUTH, VIRGINIA - April 29 , 2022) - The city of Portsmouth has partnered with CivicReady to implement its mass notification program- **AlertSense** . Available from CivicPlus, a leader in integrated technology for local government, **AlertSense** will allow Portsmouth local government to issue important notifications, in addition to routine communications to citizens who subscribe to receive the messages via email, text message, and /or voicemail alerts.

“Having the capability to reach citizens, employees, and other interested persons quickly and in their preferred communications vehicle will be a boon to Portsmouth’s communications efforts. Our community will be able to better prepare for emergency situations, and will also have more information on city services, programs, and upcoming projects,” said Chief Nestor P. Mangubat of Portsmouth Fire Rescue, and Emergency Services. Individuals interested in signing up to receive communications from the city can sign up at <http://www.portsmouthva.gov/alertsense>.

The Federal Emergency Management Agency’s (FEMA) Integrated Public Alert Warning System (IPAWS) is the official emergency alert system in the United States. The IPAWS system leverages national emergency communication channels, such as the Emergency Alert System (EAS), NOAA weather radios, digital road signage, and television broadcasts, to provide area-specific alerts in times of emergency. Individuals must continue to opt in for IPAWS alerts. **AlertSense** will be on a local level and will not replace IPAWS but will serve as an additional communication tool for the City of Portsmouth in times of local emergencies and for providing city information.

CivicReady is part of the CivicPlus Platform of local government technology solutions designed exclusively for the public sector. CivicPlus has over 20 years of experience working with local governments. Its CivicReady mass notification system is powered by Regroup, an award-winning industry leader in mass notifications for critical and non-critical applications.

Sign up or update your information today at <http://www.portsmouthva.gov/alertsense>. For more information, visit <http://www.portsmouthva.gov/alertsense> or call Marketing & Communications at 757-393-5143.

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