



ARGYLE FIRE DISTRICT

www.argylefire.com

-Emergency Management & Social Media-
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The CodeRED system serves as the backbone of the Argyle Fire District emergency planning and communications outreach. The platform allows the fire district to communicate with residents and personnel by sending telephone calls, text messages, emails, social media and CodeRED Mobile Alert App messages in an effort to effectively inform residents of emergencies to protect life and property. CodeRED, among other notification systems available, was selected for its unrivaled reliability and accuracy, as well as the system's global use.

CodeRED's robust system will provide fire district officials with a reliable, easy-to-use interface to quickly disseminate critical information to our residents during emergencies. The Argyle Fire District uses the system to notify residents in specific geographic locations of fires, floods, drinking water emergencies and missing children notices.



The Argyle Fire District also utilizes the CodeRED Weather Warning system, an automated weather warning technology that delivers phone calls, text messages, and emails to registered residents and businesses **within the direct path of severe weather**. The CodeRED Weather Warning system is an opt-in

service that automatically notifies those registered of tornado, flash flood, and severe thunderstorm warnings just minutes after an alert is issued by the National Weather Service (NWS).

The Argyle Fire District was provided with an initial database of residential and business telephone numbers, however all residents living within the fire district limits are encouraged to visit www.argylefire.com and click on the CodeRED link to enroll additional contact information including cell phone numbers, text and email addresses. No one should assume they have been automatically added to the emergency contact database. The enrollment link will also allow residents to opt-in to receive the automated Weather Warnings. Residents and businesses are encouraged to enter both a cell phone number and email address, and designate the types of weather warnings to be received.

SOCIAL MEDIA



Social media such as Twitter and Facebook is utilized by the fire district for many purposes. Social media is another "tool" in our toolbox for providing our citizens with information and allowing for interaction.

The primary use of the social media platforms by the fire district is to provide our citizens with real-time weather alerts and information. Social media provides many

benefits, almost everyone in today’s time has some form of a social media platform with a smart device. Even if you are not home or the weather is not tracking directly towards your location you can still obtain the information directly from social media.

We understand how important road closures are to a daily schedule whether it be the route to work or taking kids to school. We strive to post road closures and updates on our social media accounts. This is another benefit of social media that has proved to be effective for our citizens.

Maybe you do not live in the fire district but you have a loved one who does, by following one of our social media accounts you have the ability to “stay in the know”.

Social media allows us to have great interaction with our citizens. Many citizens post questions to us through Twitter or Facebook, and we can answer those questions whether it be a road closure, weather related questions or information relating to an incident that is active within the fire district.

Social media is becoming the newspaper of today. We encourage everyone to follow our Facebook and Twitter. We also invite you to share our pages with all of your family and friends. Our goal is to reach as many of our citizens as possible.

To follow us on Twitter please search for us at
@ArgyleFD

To follow us on Facebook please search for us at
www.argylefire.com

EMERGENCY MANAGEMENT ROLE

The Office of Emergency Management serves a few roles during inclement weather from weather monitoring weather & radar, monitoring road conditions, and high-risk areas.

The weather is monitored carefully by advanced radar, communication with the national weather service and the Skywarn storm spotters. We ensure that weather alerts are being notified, and warnings are being issued.

Road conditions are monitored for any flooding if roads are beginning to flood the roadway will be closed for your safety. Remember “Turn Around, Don’t

Drown,” no matter the size or capability of the vehicle you do not know what is going on under the water such as a washed out roadway or large obstructions.

High-risk areas within the fire district are constantly monitored during inclement weather conditions, and appropriate actions are taken to mitigate any risk or hazards as much as possible.

Emergency management within the fire district does not start once the storm begins in our area. Often preparation begins long before the storm even develops or arises and plans are being made to prepare, respond, and recover accordingly.

Frequently Asked Questions:

1. How do I sign up for CodeRED Alerts?
 - a. Visit www.argylefire.com and select the code red link.
2. Why did I not receive an alert for a storm in the area?
 - a. The CodeRED weather warning system only notifies residents within the polygon as defined by the National Weather Service. Residents not within the polygon will not be called.
3. Do I have to be approved for CodeRED?
 - a. No, if you live within the fire district once you sign up online you are automatically approved.
4. What other resources are available for weather monitoring and alerts?
 - a. Most of the local news channels have alerts tied you can receive from the applications on a smart device.
 - b. A NOAA approved weather radio is another reliable resource and is not very expensive. This is a good alternative in the event that your phone dies, and power is out.

5. Why don't we have Tornado Sirens?
 - a. Tornado sirens are designed to be an outdoor warning system for people engaging in outdoor activities
 - b. Tornado sirens are not intended to alert citizens within the home.
 - c. Tornado sirens only provide an audible tone and nothing further. No follow-up information is supplied with the tone. CodeRED, news, and social media will provide much more information.

6. What determines road closures?
 - a. Road closures are determined by a standard set of guidelines used by many municipalities. Roads are closed for one purpose and that is for your safety. We would much rather close the road then rescue you from the flooded road. The fire district officials and emergency management coordinator work directly with the appropriate agency responsible for the road to close the road. The road is then opened as soon as possible keeping your safety in mind.