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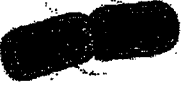
## CAN YOU BE REACHED QUICKLY IN AN EMERGENCY?

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Information can be sent to  
many places including:



Your home



Your cell phone/'TDD



Your Email

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## WHAT CAN HYPER- REACH BE USED FOR?

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The *Hyper-Reach* system can be used for a variety of emergency situations. They may include, but are not limited to the following:

- A police incident
- A missing child
- To warn of flood zones or weather events
- To warn of a water advisory
- To warn of a large scale incident such as a train crash
- To warn of a hazardous materials incident
- To give information on evacuation routes if needed

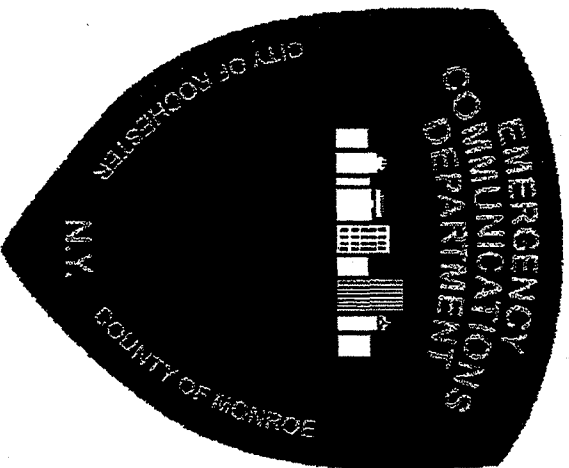


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## *Hyper-Reach Instructions*

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Compliments of the ECD Public  
Awareness Committee



*"We're here first, when seconds count"*

Rochester/Monroe County  
Emergency Communications  
Department

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Rochester, NY 14608  
585-528-2200

John M. Merklinger  
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## WHAT IS HYPER-REACH?

*Hyper-Reach* is a system that allows emergency agencies – municipal police, fire, and 911 to notify thousands of households, using the 911 database.

The message is in the form of a pre-recorded message that will give needed information to the households targeted. If a line is busy then *Hyper-Reach* will call back.

The households can be in a targeted geographical area or within municipal boundaries. This means it can call a certain range of house numbers on a street, or an entire town if necessary.

## WHAT ABOUT CELL PHONE AND EMAIL REGISTRATION?

Now *Hyper-Reach* can be registered to contact an individual via a cell phone or Email address.

Some of the selections that can be chosen are:

- Voice
- Text
- Voice & Text
- TTY/TDD
- Email Address

## HOW DO I SIGN UP?

You DO NOT need to sign up for your household phone. This is already done by the phone company.

To sign up for this notification for other than your home phone service, visit the Monroe County website at [www.monroecounty.gov](http://www.monroecounty.gov) and click the 911 cell phone registration link under the on-line services section.

The following is some information that will be needed. This includes:

- Municipality (A non-postal address)
- Street name and house number

- First and last name

In addition to the information listed above, at LEAST one of the following needs to be selected.

They are:

- Cell phone (or TDD) number including area code

- And notification method including voice, text, voice & text, TTY/TDD, and/or Email address

Note: Text message selection can only be used with a cell phone that has text messaging enabled. Standard fees may apply depending on your service.

When all the information has been completed click the submit button and you will be directed to a confirmation page stating you are done.