

Ashford starts CodeRED Emergency Notification System



CodeRED[®]

Max Borsuk
Editor

The Town of Ashford has implemented a new safety precaution to help alert residents of emergency situations within the town. CodeRED, a high-speed emergency mass notification service, has started to help keep people in the community informed of important situations within Ashford.

The CodeRED System can send emergency public safety messages and important public notifications to residents within Ashford. The town can send notifications to either all residents or just in a specific area of the town where an alert is needed.

Along with emergency alerts, residents can also sign up for community groups to receive additional calls from the town. Groups include animal control, community events, senior citizens, summer recreation, traffic and road closure information, food bank and water district. Residents can sign up for CodeRED to provide alerts via telephone, text or email.

“If there is going to be a water line flushing, we can just map out the users in the water district and inform them there is a water line flushing or for the animal control group, whenever there is a missing dog or whenever we are going to do a rabies clinic, we can notify them that way,” Ashford Supervisor John Pfeffer said.

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After hearing from residents that the town needed better communication, Pfeffer looked into ways to fix communication issues between the town and the residents. The town at the time also received \$200,000 in regulatory and community support from the Department of Energy, which was to be used for things that would have an impact on the town because the **Western New York Nuclear Service Center** was there. With the funding, the town was able to purchase a five-year subscription to CodeRED.

Since implementing the CodeRED alert system and conducting a few calls so far, Pfeffer said he has heard positive feedback from many residents. As Ashford continues to work with the CodeRED system, Pfeffer said the town will be looking at the best ways to utilize CodeRED for future calls.

“One of the things I heard when I was running for supervisor was there needed to be some better communication throughout the town, not just town government matters, but even social matters like when the tree lighting ceremony is going to be for instance,” Pfeffer said. “Most recently, we used [CodeRED] to make people aware of the burn ban and it was useful for that. I received thank yous and appreciative comments that we were able to do that.”

Emergency notifications will come from the phone number 1-866-419-5000 and general notifications will come from 1-855-969- 4636. Residents can sign up for CodeRED or learn more about the system on the town’s website at www.ashfordny.org. Residents who do not have internet access can also call Pfeffer at 942- 6016, ext. 5 for help signing up.