



**PIMA COUNTY HEALTH DEPARTMENT**  
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FOR IMMEDIATE RELEASE

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**POWER OUTAGE PROVIDES REAL TEST FOR NOTIFICATION SYSTEM**

Tucson, Az – Friday, July 10, 2009 – The Office of Emergency Management and Homeland Security needed to get information to the residents of Green Valley on where to go to stay cool while Tucson Electric Power repaired downed power lines. Question – how to reach more than a thousand homes quickly and efficiently.

The answer was via the regional automated emergency notification system. In approximately 30 minutes, slightly more than 1,200 telephone calls were made to residents who lived within a half mile radius outside the central point of the power outage. Of the calls made, 755 people were notified that a shelter had opened at the Green Valley Recreation's West Social Center.

The system used was “SafetyAlertGPC,” which is similar to an outbound 911. It allows a resident to sign up for emergency and severe weather alerts by voice, text and e-mail for a variety of situations. System options, however, allow for notification to be customized for an affected area by jurisdiction, zip code, neighborhood and geographical boundaries, street and road parameters.

Emergency responders and public safety personnel can use “SafetyAlertGPC” for additional notification of a situation that immediately threatens lives and property. The system can also be used for notice of regional flooding, natural gas outages and service restoration, electrical outages, chemical spills, and public health crises, instances when communication to residents has a high priority.

The Tucson Urban Areas Security Initiative (TUASI) is overseeing “SafetyAlertGPC” implementation and operation. Funding for this vital service was provided by the U.S. Department of Homeland Security. “SafetyAlertGPC” is established in the jurisdictions of Pima County, City of Tucson, City of South Tucson, Town of Marana, Town of Oro Valley, Town of Sahuarita, Tohono O'odham Nation, and Pascua Yaqui Tribe.

Before the next storm strikes, residents are encouraged to register by logging onto [www.safetyalertgpc.com](http://www.safetyalertgpc.com).

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