

# Franklin Notification System

## Automatic Notification of Tornado Warnings and More Directly to Your Phone or Email . . . FREE

**Sign Up Today at [www.franklinwi.gov](http://www.franklinwi.gov)!**

The new Tornado Siren System provides Franklin residents with its first line of preparedness against tornados. There are times, conditions, or locations, however, when people may not always be able to hear the system. The Franklin Notification System provides a second layer of emergency notification.

Through grant dollars, the City has obtained an automatic, electronic notification system that can send text messages, call with recorded voice messages, and send emails. Using this technology, a primary purpose of the Franklin Notification System is to help notify residents of tornado warnings issued by the National Weather Service that affect Franklin. The system automatically identifies Franklin properties within the geographic area specifically identified by the National Weather Service and quickly notifies them of the impending weather event.

**To receive this potentially lifesaving service, each household or business must sign up for the service by registering their phone numbers, cell phone numbers, or email addresses at [www.franklinwi.gov](http://www.franklinwi.gov).** Up to five phone numbers and two email addresses may be registered for each parcel entry. There is no cost for the service. Residents who do not sign up, however, will not receive the notification.

In addition to the opt-in tornado warning notification service, the system has many potential beneficial uses. For example, the system provides the City with the capability to automatically send a recorded voice message to each phone number in Franklin's 911 database or to targeted areas of the City identified through electronic maps. A broad announcement of this nature is ONLY done in the event of a significant public safety event, such as a chemical spill or potential hazardous condition in the water supply, etc. Such conditions almost never occur, but preparation is the key to avoiding significant loss or tragedy.

The system can also be used for other special messages for which residents "opt-in" or request notification. Currently, requesting notification about snow emergency declarations and emergency changes to solid waste pickups are offered. This type of notification only occurs between 8 a.m. and 8 p.m.

### How the Franklin Notification System Works

The system is provided through a contract with Inspiron Logistics. The contract was funded by a State grant to the Health Department and helps to ensure that the Health Department can reach the citizens of Franklin in the event of a City-wide public health emergency.

Although the capability to send a recorded voice mail message to each phone number in the 911 database exists, the system is primarily a voluntary system. Except in the event of a significant public health or safety emergency, **each resident MUST SIGN UP to participate or receive the benefits.** There is no cost to sign up or receive the service.

**Citizens begin registering by clicking on the word "Register" underneath "Franklin Notification System" on the right side of the City's main web page at [www.franklinwi.gov](http://www.franklinwi.gov).** That will take you to the registration page. Simply fill in the areas for name, address, phone numbers, and email address, if applicable, and check the "tornado warning" box. By clicking on "Add", up to 4 additional phone lines can be added for each parcel entry. If you need more than 5 phone numbers listed, simply register your parcel address twice. Registration takes barely a minute or two.

Depending upon what boxes are checked, the system will send a recorded voice message or a text message to the phone or send you an email. Multiple cell phones can be added to each address by using the "Add" button.

Providing the property address is essential, because the system ties each phone number or email address to a specific geographic location (the residence or business address under which the phone number is registered). The system allows for precise geographic determinations of who requests notification. For example, each tornado warning issued by the National Weather Service is also tied to very specific boundaries in a computerized mapping system. The Notification System can automatically and electronically identify each phone number or email voluntarily registered to an address which is in the zone specified by the National Weather Service. The notice is then sent by the methodology (recorded voice message, text message, or email message) selected by the resident at the time they registered. Standard charges from the resident's service provider may apply.

Residents without Internet access can access the Internet and register at the library or can call 414-858-1100 for assistance in registering over the phone. To learn more about how the system works, click the "FAQ" tab underneath "Franklin Notification System" on the home page of the City's website at [www.franklinwi.gov](http://www.franklinwi.gov).