

## MAYOR HAHN ANNOUNCES DEVELOPMENT OF EMERGENCY INFORMATION ALERT SYSTEM FOR LOS ANGELES RESIDENTS

Hollywood \* Mayor Jim Hahn was joined today by police and fire officials and neighborhood council representatives to announce that the City of Los Angeles is in the process of developing an emergency information alert system to provide the public with immediate notifications on their cell phones, e-mail or text pagers in the event of an emergency.

"This type of public notification system is crucial, as we have been reminded during the recent storm activity," said Mayor Hahn. "The Community Alert System is a powerful tool, which enable us to provide crucial information that could possibly save lives."

The emergency alert system will enable the city to alert thousands of people at once with real-time updates on any kind of emergency event, such as severe weather incidents, wild fires, and even a terrorist attack. Messages can reach people quickly, and provide them with critical information during an emergency, such as who to contact, what areas to avoid, or where to receive more detailed information.

Once it is fully functional, residents will be able to subscribe to the service free of charge through the City's website and customize the information as they wish to receive it, based on geographic location or types of event.

Mayor Hahn said that funds awarded to the City of Los Angeles from the Urban Area Security Initiative have been earmarked to develop this system. Each message will cost approximately five cents to send. Subscribers will not have to pay the city for this service, but will be responsible for any costs incurred by their service provider for receiving text messages. The system is expected to be in place by June 2005.