



Shoreline Emergency Management
City of Shoreline
17500 Midvale Ave N
Shoreline, WA 98133

Phone: (206) 801-2271
Website: www.shorelinewa.gov



Shoreline Fire Department
Public Educator
17525 Aurora Ave N
Shoreline, WA 98133
Phone: (206) 533-6564

REVERSE 911

Emergency Information and Public Alerting Notification



What is Reverse 911?

REVERSE 911 is a communication tool that utilizes a database of telephone numbers and addresses, which are associated with GIS mapping technologies to deliver emergency notifications to the community via telephone.

Using **REVERSE 911**, fire officials can quickly target a geographic area and potentially reach thousands of phone numbers each hour. Under extreme circumstances, residents and businesses would potentially receive an alert in the event of: *(There are limitations to any known alerting system used in the country. Know what actions to take and how you will get information during a disaster situation, whether through local radio, TV or NOAA Weather Radio stations or channels. Reverse 911 is a tool that may be used to alert the public. Make sure you know what to do to protect yourself and your family.)*

- Hazardous Materials Spill
- Evacuations
- Wildfires
- Severe Weather Conditions
- Flood
- Crime
- Boil Water Advisories
- Other Critical Notifications



Frequently Asked Questions

How does REVERSE 911 work?

The REVERSE 911 System through your Emergency 911 Dispatch Center, NORCOM, allows a recorded message to be sent out simultaneously to all phones in a preprogrammed area. When a resident or client answers the phone, the recording identifies itself as REVERSE 911. Emergency information is provided and an indication is given if there will be a follow-up message. This tool can be used to warn citizens of fires, chemical spills, gas leaks, or other emergencies.

Why do we need REVERSE 911?

Areas within the City of Shoreline are prone to natural disasters such as floods and windstorms. Quick and reliable dissemination of information is crucial to the successful mitigation of incidents and the safety of our citizens.

Is this system used in other King County cities?

Yes. Many King County cities make this service available through their Emergency 911 Dispatch Center known as NORCOM. REVERSE 911 can now be used from Shoreline to Snoqualmie Pass.



Will I be guaranteed to receive a call when a disaster occurs?

No. There are limitations to any known alerting system used in the country. Many situations can affect the delivery of a phone message. Examples include: phone lines down, power outage, resident changing a phone number, not checking your voicemail, overloaded phone circuits, or any other possible scenario outside your fire department's control. That's why it is important for you to have an emergency preparedness kit that includes a battery-operated radio as another means to receive important and updated emergency information.

Who should I call if I have more questions about REVERSE 911?

NORCOM, the Emergency 911 Dispatch Center, is the center that serves so many fire and police departments on the Eastside. They have a contact number for anyone wanting more information about REVERSE 911. NORCOM can be contacted during regular business hours at: (425) 577-5700. (You can also contact Shoreline Emergency Management or Shoreline Fire for general information about these services.)

Other Emergency Information

How do I get more information about disaster preparedness for my home and family?

You can get more information about disaster preparedness on our website at:

www.shorelinewa.gov

or call - (206) 801-2271

Am I automatically listed in the REVERSE 911 database for emergency notifications?

No. Residents who have conventional phone lines known as land lines are automatically included.

Residents and businesses who use a cell or Voice Over Internet phone (i.e. Vonage and some other internet providers) as their primary phone line may not be in the REVERSE 911 database. Registration is a simple process for anyone if they receive services from the following Fire Departments:



Eastside Fire & Rescue, Bellevue, Bothell, Duvall, Fall City, City of Snoqualmie, Snoqualmie Pass, Skykomish, Shoreline, Redmond, North Shore, Kirkland, Woodinville and Mercer Island.

Register for REVERSE 911

There are three ways you can subscribe to REVERSE 911.

- You can call the Emergency 911 Dispatch Center—NORCOM during regular business hours at: **(425) 577-5700**.
- You can fill-out the form included in this brochure and mail your information to the NORCOM Office at: P.O. Box 50911, Bellevue, WA 98015.
- You can go to the NORCOM website and fill-out the online form:
<http://www.norcom.org/reverse911.cfm>

REVERSE 911 Sign-Up Form

Are you Adding, Changing, or Deleting your number from the database?

Please Select One.

- Add to Database
 Change information in Database
 Delete information from Database

Please provide the following information about your address and phone. All information is required. (All information is kept confidential and will only be used to support the database information required for this service.)

Name on the telephone account: Last, First, Middle

Home or Business Address

Address (cont.)

Apartment, Unit or Suite Number

Business Name

City / State: Washington

ZIP + 4 Postal Code:

For Example: 98006-1234 (Find your Zip + 4 on any piece of "junk-mail")

Home or Business Phone (include area code)

Email:

Type of Phone (Select One)

- Cell Phone
 Voice Over Internet Phone
 Home/Landline Phone

Send this mail-in form to:

NORCOM
P.O. Box 50911
Bellevue, WA 98015