



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

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SUBJECT: Duluth Transitioning to New Customer Emergency Notification System

BY: Pakou Ly, Communications Office

Duluth Transitioning to New Customer Emergency Notification System

[Duluth, MN] - The City of Duluth will be transitioning to a new emergency notification system to help the public stay up to date on weather or utility related incidences or emergencies. Providing a reliable and effective communication tool is an important customer service goal of the City. The City had been using Code Red, a free subscription service, but is now in the process of implementing a new system called Everbridge, that will be even more user-friendly for customers and for those staff administering the system. Everbridge will be free to subscribers and also uses email, text or phone calls as notification tools. Code Red will no longer be active starting April 1. The City Public Works and Utilities sent a final message to Code Red subscribers today.

The City will be issuing public notices with instructions for registration on its website (www.duluthmn.gov) once Everbridge is activated in the next few weeks. In the meantime, any outages related to gas or water can be accessed from this webpage, <http://www.comfortsystemsduluth.com/outages/>. Customers can also call the Public Utility Operations office at (218) 730-4130 for updates.

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