

# NEWS



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## **FOR IMMEDIATE RELEASE:**

### ***SEPTA Alerts Available through ReadyNotifyPA: Philadelphia Office of Emergency Management and SEPTA Join Forces for Public Notification Alerts***

*Philadelphia, PA* ~ Deputy Managing Director for Emergency Management MaryAnn E. Tierney and SEPTA General Manager Joseph M. Casey announced today that SEPTA alerts are now offered through ReadyNotifyPA, the City of Philadelphia's emergency text and e-mail alert system. The new alerts will provide SEPTA riders with another avenue to receive real-time information on delays and service interruptions.

SEPTA General Manager Casey explained that riders can select any or all of the SEPTA alerts available through ReadyNotifyPA – the Broad Street Line, Market-Frankford Line, Norristown High Speed Line, Regional Rail, Trolley and Bus routes. Riders who sign up for SEPTA alerts can choose to receive the alerts 24-hours a day or weekdays from 6:00 a.m. to 6:00 p.m.

To sign up for SEPTA alerts on your cell phone, Blackberry, iPhone, other mobile devices, or through e-mail, simply visit SEPTA's website at [www.septa.org](http://www.septa.org) or the Philadelphia Office of Emergency Management's website at [www.phila.gov/ready](http://www.phila.gov/ready). Click on the ReadyNotifyPA logo. Select "Click Here to Register" and follow the online instructions.

"We are thrilled to be part of ReadyNotifyPA," said Mr. Casey. "It provides SEPTA with another avenue to communicate with our customers and provide them with real-time transit alerts."

From its Control Center, SEPTA currently sends out travel alerts and transit delays through its Twitter feed at [www.twitter.com/septa](http://www.twitter.com/septa) and through its website at [www.septa.org](http://www.septa.org). In an effort to reach more riders and further the goal of creating a one-stop-shop for emergency-related alerts and notifications, SEPTA -- which serves nearly

one million customers a day -- and the Philadelphia Office of Emergency Management have joined forces to offer SEPTA alerts to riders in Southeastern Pennsylvania through ReadyNotifyPA.

“ReadyNotifyPA has proven to be a valuable public notification tool for people who live, work and visit Philadelphia,” said Mrs. Tierney. “Since we first launched ReadyNotifyPA in 2008, the type of alerts offered continues to grow. Providing SEPTA alerts is a great service to the public, whether it’s during emergency or non-emergency situations.”

ReadyNotifyPA is one of several tools that the Office of Emergency Management (OEM) uses to provide important information to the public. In addition, people should also tune to local TV and radio for important information, updates and instructions in the event of an emergency.

Or, they can follow OEM on its social media networking sites – Twitter, Facebook, MySpace, LinkedIn and Blogger – available through OEM’s website at [www.phila.gov/ready](http://www.phila.gov/ready).

Mrs. Tierney reminds residents that it is important to prepare now for any kind of any emergency by developing a family emergency plan. The plan should include knowing how to shelter in place, knowing what to do if you need to evacuate, putting together an emergency supply kit, developing a family communication plan to keep in touch with loved ones during an emergency, and knowing how to stay informed during an emergency. For more information about how to prepare for emergencies and ReadyNotifyPA, visit the Philadelphia Office of Emergency Management’s website at [www.phila.gov/ready](http://www.phila.gov/ready).

Powered by Cooper Notification’s Roam Secure Alert Network™ (RSAN™), alerts sent through ReadyNotifyPA are free for subscribers. Wireless carrier providers, however, may apply standard text messaging rates. Subscribers will be able to register an unlimited number of devices and accounts to receive messages from ReadyNotifyPA.

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