



PRESS RELEASE

City of La Cañada Flintridge

1327 Foothill Boulevard • La Cañada Flintridge • California 91011 • (818) 790-8880 FAX: (818) 790-7536

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New Emergency Notification System

La Cañada Flintridge, CA- Recently, the City of La Cañada Flintridge deployed a new version of its emergency notification system, “Alert LCF.” “Alert LCF” is a mass notification system commonly known as a reverse 911 system. It has been used in the past to notify residents of evacuations orders and other potential safety concerns.

“Alert LCF” is capable of sending voice, email, text and TTY/TTD messages to residents during emergencies using a combination of telephone database and Geographic Information Systems (GIS) technology. “Alert LCF” will be used to deliver emergency alerts when there is a threat to the health and safety of residents in the City of La Cañada Flintridge. The system can also be used to notify residents of non-emergency situations, such as road closures, using a separate 411 database.

A City official using the system can identify affected areas of the City and record a message that describes the situation. If the phone line is busy, the system will attempt to redial those numbers. If the system reaches an answering machine or voicemail system, it will leave the message on answering machines and voicemail recorders. In addition, residents can sign up and add additional lines of communication such as cell phones, email addresses, work phones, and much more. Residents who add additional points of contact can choose how they would like to be reached.

The new system’s database includes listed and unlisted landline phone numbers and other contact information that residents may have given when they signed up in the past. All residents who wish to receive notifications on their cellular, VoIP, or other devices will need to register online at the City of La Cañada Flintridge website: www.lcf.ca.gov/alert. As stated above, alternative phone numbers may also be registered (e.g., work numbers and cell numbers). Multiple numbers from each residence or business may be entered into the system. Even if a resident has signed up in the past, they should login to the new system to update or add any information.

In the new “Alert LCF” system, residents can voluntarily provide important information such as any special needs they may have as part of a survey of general needs throughout the community, or any specially trained skills (e.g., CERT Trained). In addition, residents can opt in to receive community alerts that are not emergency related such as Public Meeting or Special Event alerts.



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“We strongly encourage our citizens to register their additional numbers and devices on our new system so that they will increase the likelihood of receiving an urgent notification in the event of an emergency,” stated Peter Castro, Senior Management Analyst/Public Safety Coordinator for the City. “In addition, adding any volunteer information would be helpful to the City’s disaster planning and response efforts.”

Residents who do not have Internet access or need assistance with registration may call the City or register in person at:

City Hall
1327 Foothill Blvd.
La Cañada Flintridge, CA 91011

Office Hours:
Monday – Thursday
7:00AM – 5:00PM
Friday 8:00AM – 5:00PM

For more information, contact:

(818) 790-8880 (phone)
(818) 790-7536 (fax)

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For more information, please contact Peter Castro, Senior Management Analyst at (818) 790-8880.