

When would this system be used?

The system may be used for:

- Evacuation Notices
- Severe Weather Alerts
- Wildfires
- Immediate instructions following a major emergency such as an earthquake or tsunami
- Police Activity

Wireless Emergency Alerts

Wireless Emergency Alerts (WEA) is a national program that allows for messages that warn of severe threats to be broadcast to compatible mobile phones. These alerts have a distinctive warning sound and appear as a phone notification instead of a regular text message. To determine if your phone receives WEA messages, contact your mobile phone carrier. High severity messages from the KPB Alerts system may also be broadcast using WEA.



The Kenai Peninsula Borough, Office of Emergency Management, is responsible for general emergency planning and coordination within the Borough. The office drafts, reviews, and administers emergency plans, provides assistance to cities and communities, works with residents to encourage preparedness, and maintains an Incident Management Team in case of a large scale disaster.



The Citizen Corps program allows for members of the community to prepare for emergencies, as well as to assist their neighbors and communities. Citizen Corps is administered through the OEM and provides volunteer programs and training at all levels of expertise.



The Local Emergency Planning Committee prepares emergency response plans for all hazards, and establishes procedures and requests from the public generated by SARA Title III reporting requirements.

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KPB Alerts

Emergency Public Alert and Notification System



Kenai Peninsula Borough
Office of Emergency Management



KPB Alerts Emergency Notification System



About the System

The Kenai Peninsula Borough (KPB) uses a variety of tools to keep the public informed in the event of an emergency or other urgent situation. The KPB Alerts system is one of the most important tools. This system distributes recorded voice messages and text messages directly to Kenai Peninsula residents. In addition, alerts are published online, as well as on the social media networks Facebook and Twitter.

The system automatically registers all landline telephones within the KPB. When an emergency message must be communicated, officials will send messages out to the appropriate area such as a neighborhood, community, or region. Typically only affected areas will get a notification.

The system is designed to make hundreds of simultaneous calls and will continue until all of the calls are completed. If a machine or voicemail answers, the system will leave the pre-recorded message on that service. A text message may also be included for mobile phones.

If you do not have a landline phone, or to be notified of incidents when you are not at home, we urge you to **register your cell phone** with us so officials can contact you if needed.



**No Home (Landline)
Phone?**

**Register Your
Cell Phone
Number!**

Register your mobile phone

Although the system has all landlines already in the system, those households without landlines should submit their mobile phone numbers to the KPB for inclusion in the registry.

Visit our website at alerts.kpb.us to begin the process. You will be asked to provide a contact name and the address that you wish to associate with the phone numbers you are submitting. The address must be an address within the boundaries of the Kenai Peninsula Borough. Once your address is verified, you may add multiple telephone numbers and indicate if the numbers can receive text messages.

How will the notifications appear on my phone?

Telephone calls will generally come from a toll-free number and will consist of a recording that will begin by identifying the agency that is sending the message, such as "This is a message from the Kenai Peninsula Borough, Office of Emergency Management".

Text messages will generally appear to come from a SMS "short code" number of 76993. It is recommended that you save that number to the contacts of your phone as "KPB Alerts" so the message is easily recognizable.

You can also follow the KPB Alerts accounts on Facebook and Twitter to view any alerts published using those social media services.

Wireless Emergency Alerts (WEA) may appear as a "push notification" to your phone. See the back panel for more information.

Frequently Asked Questions

Is my telephone number secure?

Yes, all numbers and information in the system is completely confidential. The system can be accessed only by authorized personnel, and all data is protected by state-of-the-art security protocols.

What should I do when I am notified?

When you receive an automated phone call from the system, please listen carefully to the message. You will be informed as to the nature of the situation, and be given instructions on actions that should be taken immediately. The message could possibly ask you to stay indoors or to evacuate the area immediately. Text messages may be sent with an abbreviated version of the message.

What if I miss the call?

If you do not answer your phone, the system will attempt to reach you with additional calls, and will leave a voicemail or text message.

How do you know whom to call?

In the event of an emergency, local officials will determine the physical area(s) to be notified and the system will contact persons who reside in those locations. Mobile phone numbers are associated with a physical address at the time they were registered, and that address will be used regardless of the physical location of the phone.