



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

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**MONROE COUNTY EXECUTIVE ADAM BELLO ANNOUNCES
NEW COUNTY-WIDE PUBLIC SAFETY INITIATIVE –
MONROEALERT**

*Residents are encouraged to sign up for real-time emergency alerts at
monroecounty.gov/monroelalert*

ROCHESTER, NY — Monroe County Executive Adam Bello joined Rochester Mayor Malik Evans, Sheriff Todd Baxter, the Monroe County Department of Public Safety and local emergency responders today to launch MonroeAlert, a new county-wide initiative designed to keep residents informed and safe through real-time notifications.

MonroeAlert uses the Everbridge platform to deliver instant alerts via text message, email, phone call or mobile app about critical situations, including impacts due to severe weather, public safety incidents, travel restrictions, and shelter information – tailored to each resident's immediate area.

"Keeping our community safe means keeping our community informed," **said County Executive Bello**. "MonroeAlert is a powerful new tool that can deliver life-saving information directly to residents in multiple formats to make sure everyone gets the message. Thank you to our Public Safety team, Sheriff Baxter and our emergency responders for working together on innovative ways to leverage technology to protect our residents."

"MonroeAlert is about giving every family in our community one clear, reliable message when it matters most," **said Rochester Mayor Malik D. Evans**. "When a storm hits, a water main breaks or there is a public safety incident, people should not have to hunt through social media or guess which post is correct. With Monroe Alert, our City and County speak with one voice so residents know what is happening, what to do next and how to keep their loved ones safe."

"Keeping our community informed is one of the most powerful tools we have for keeping it safe," **said Monroe County Sheriff Todd K. Baxter**. "MonroeAlert strengthens our ability to keep our citizens in the know, in real-time, whether it's an emergency, a road closure, weather-related warning, or important public safety information. This proactive tool

allows our first responders to tend to those in the greatest need of assistance, first, in the event of a critical emergency, with the ability to register functional needs, such as power dependency for life-support equipment. I strongly encourage everyone to sign up and stay connected, so together we can protect and support one another."

"During an emergency, information is just as critical as the response itself," **said Legislature President Yversha Román.** "MonroeAlert ensures our residents aren't left searching for updates or wondering where to turn. It puts lifesaving information directly into people's hands in the format that works best for them, including multilingual and accessible alerts. I'm grateful to our first responders for the work they do to protect our community every day, and I encourage all residents to sign up and stay informed."

"I am proud to support the launch of MonroeAlert, a powerful and important tool to keep our families aware of information that might directly impact their neighborhood," said **Legislator Dave Long, Chair of the Public Safety Committee.** "MonroeAlert will help ensure that our community has the details needed to stay out of harm's way."

"MonroeAlert gives families across Monroe County the timely information they need when seconds matter most," **said Monroe County Legislator Sean McCabe.** "By putting real-time emergency updates right on our phones, we are strengthening our partnership with law enforcement and first responders. I encourage every resident to sign up today so we can keep our neighborhoods safer and more prepared."

MonroeAlert will also provide notifications in multiple languages and include ASL-compatible alerts, ensuring accessibility for all residents. Community members can also register their access and functional needs such as power dependence for life support equipment and mobility impairment.

County residents are encouraged to sign up today at monroecounty.gov/monroalert or download the Everbridge app and search "MonroeAlert" to receive alerts and stay connected to critical safety information.



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