

## Contacts

**Clay County:** Gabe Tweten,  
*Clay County Emergency Manager*  
**Phone:** (218) 299-7357  
**Email:** gabe.tweten@co.clay.mn.us

**Cass County:** Jim Prochniak,  
*Cass County Emergency Manager*  
**Phone:** (701) 476-4068  
**Email:** prochniakj@casscountynynd.gov

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# Cass County, ND & Clay County, MN Announce New Emergency Mass Notification System

*Residents and Businesses are Encouraged to Register to Receive Cass Clay Alerts*

**CASS COUNTY, ND & CLAY COUNTY, MN (August 3, 2020)** — Mass communications to the public is an essential component for critical information sharing and public safety operations. For the last fifteen years, Cass County, ND and Clay County, MN has utilized CodeRED as the vendor for mass emergency notification system. Beginning on September 1<sup>st</sup>, Cass and Clay Counties are adopting a new mass notification system called Cass Clay Alerts, powered by [Everbridge](#), the worldwide leader in unified critical communications, to keep residents, staff and emergency personnel safe and informed with quick and reliable emergency notifications and public service announcements.

The Clay County Sheriff's Office, in conjunction with the Cass County Sheriff's Office and Red River Regional Dispatch Center, will hold a press conference on Tuesday, August 4, 2020, beginning at 10:30 am at the Clay County Law Enforcement Center, 911 11th St N, Moorhead, MN 56560, to announce the change of mass notification vendors.

Cass and Clay Counties will use the Cass Clay Alerts emergency notification system to alert residents about a variety of events, ranging from severe weather, fires, floods and other emergencies, to more routine announcements, such as road closures and water utility maintenance. Messages will be sent to residents on their preferred contact paths—cell phone, SMS, home phone, email and more—to ensure real-time access to potentially lifesaving information.

Residents are encouraged to register online at [CassClayAlerts.Gov](#) before September 1<sup>st</sup> to receive these alerts. Residents that don't have an internet connected device or need help registering may call FirstLink 24/7 for assistance by dialing 2-1-1 or 701-235-7335. If you previously signed up for CodeRED, you need to re-register for a Cass Clay Alerts account to continue to receive local emergency alerts. CodeRED will be discontinued on September 1<sup>st</sup>.

Mark Empting, Clay County Sheriff, said "We have a commitment to ensure public safety, community awareness and emergency response. To uphold this, when critical information and public service announcements are available, we need to reach our residents as quickly and reliably as possible." Cass County Sheriff Jesse Jahner said, "the Cass Clay Alerts emergency

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notification system allows us to disseminate information across all types of devices, ensuring residents have access to real-time public information when they need it the most.”

“A resilient, comprehensive critical communications system is an essential tool for Cass and Clay Counties that need to notify thousands of residents and businesses rapidly and efficiently,” said Jaime Ellertson, CEO of Everbridge. “Everbridge is proud to have been selected by Cass and Clay Counties as a critical component of its public safety and emergency response program.”

Register for Cass Clay Alerts now.

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## About Everbridge

Everbridge provides a unified critical communication suite that helps clients be **better prepared**, make **better decisions**, and **respond quickly** and **confidently** during disruptive events. When an incident happens, whether it’s a natural disaster or an IT service outage, we automate communications to ensure that the right messages get to the right people at the right time. Widely recognized by analysts as the market leader, Everbridge solutions are trusted by clients in all major industries and government sectors to connect with over 50 million people around the world. For more information about Everbridge, visit [www.everbridge.com](http://www.everbridge.com), read the company blog, <http://www.everbridge.com/blog>, and follow on [Twitter](#) and [Facebook](#).

## Speakers at Press Conference:

Mark Empting, *Clay County Sheriff*

Jesse Jahner, *Cass County Sheriff*

Mary Phillippi, *Director of Red River Regional Dispatch Center*



Jim Prochniak, *Cass County Emergency Manager*

Gabe Tweten, *Clay County Emergency Manager*

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**CassClayAlerts**  
REGISTER TODAY AT  
**CASSCLAYALERTS.GOV**


**THE EMERGENCY NOTIFICATION SYSTEM FOR  
Cass County, ND & Clay County, MN**



When you sign up for Cass Clay Alerts, you will receive time-sensitive messages wherever you specify, such as your home, mobile or business phones, email address, text messages and more.


You may register up to 5 physical addresses per user profile. Doing so will enable you to receive alerts for home, work, school, family members, or other locations important to you.






Confirm receipt of the alert and you will not be contacted by any subsequent methods for that notification. If you do not confirm, the system will continue to attempt to reach you at all of the contact paths you registered.

Choose which severe weather alerts you want to receive with the ability to set 'quiet hours' for alerts that are not considered urgent such as watches or advisories.



**THIS SERVICE IS PROVIDED BY:**



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### **What is Cass Clay Alerts?**

The emergency notification systems used by Cass County, ND and Clay County, MN. This service allows you to opt-in to receive emergency alert and warning notifications via email, text message and/or voice communication methods based on the alert type and/or geographic locations you identify.

### **How is the new Cass Clay Alerts system different then what I already signed up for?**

The new Cass Clay Alerts system replaces the existing alerting system (CodeRED) that had been in place since 2005. The enhanced system remains customizable and allows residents to pick and choose what kind of notifications they want to receive, as well as how they would like to receive them. Residents can now sign up for alerts for multiple locations.

### **Will there be any overlap of messages being sent via CodeRED & Cass Clay Alerts?**

No. There won't be a time period where we use both notification systems to send local public safety messages, as it is not efficient to have the dispatch center handle two systems at once. However, the weather alerts are automated from National Weather Service and those start as soon as you sign up for Cass Clay Alerts. The local public emergency alerts will not be sent via Cass Clay Alerts until Sept. 1, 2020.

### **Why should I sign up for Cass Clay Alerts?**

The alerts will tell you where to go, what to do, and how to stay informed. The alerts are available via text, email, cell phone, landline, and mobile app so you'll get instant access to information no matter where you are.

### **How does Cass Clay Alerts work?**

In the event of an emergency, weather or traffic situation, an alert will be issued by local officials to inform individuals of the situation and may provide instructions on how to respond. Individuals should promptly follow instructions and continue to keep devices near them if subsequent information is disseminated.

### **When will it be used?**

This system will be used to contact you about imminent threats to health and safety as well as informational notifications that affect your geographic locations.

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### Who sends alerts?

Cass County, ND & Clay County, MN has designated authorized senders to issue alerts. Alerts may go out to everyone with an account or to select groups of individuals depending on the type of alerts to which they subscribed, or the geographic area impacted.

### Who do I contact if I have problems, questions or comments?

We encourage that you please read the FAQ and Help & Answers in their entirety before contacting us. If you still need assistance, please email [CassClayAlerts@rrrdc.com](mailto:CassClayAlerts@rrrdc.com).

### How do I register for an account?

Individuals must sign up for a Cass Clay Alerts account in order to receive emergency alerts and warnings from Cass County, ND & Clay County, MN. Multiple devices can be added to each individual account and alerts can be sent to all devices listed. To get started, please click “Sign Up” at the top of this page.

### Why should I provide an address?

In order to take advantage of the features of the system, individuals should enter a valid address which allows us to target information specific to a geographic location. Some emergency alerts, such as crime alerts, are only sent to account holders with addresses listed near the event location.

### What if I do not want to enter my home address?

A valid address is required. If you are not comfortable entering your home address, you may use the address of a local school, post office, public building, or any valid street address closest to your home or place of work.

### Can I register with an address outside of Cass County, ND & Clay County, MN?

Yes, anyone can sign up for Cass Clay Alerts regardless of where you live and/or work. However, Cass County, ND & Clay County, MN will only provide alerts and notifications for incidents/events with a potential impact to district boundaries. Certain types of alerts will only be received by individuals within a certain radius of the event/incident location (i.e., public safety incidents). If you live and/or work outside of Cass County, ND & Clay County, MN, you're encouraged to sign-up for that respective jurisdiction's alerting system.

### Will my contact information be shared with others?

No. The information that you provide will be used only for Cass Clay Alerts notification purposes. We will not give or sell your contact or location information to any vendor or other organization.

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### **What types of devices are compatible with Cass Clay Alerts?**

Email accounts, cellphones, text messaging (SMS network), and landlines are compatible with Cass Clay Alerts. Standard text message charges may apply from your mobile carrier, depending on your text message plan. If you are unsure about text messaging on your cell phone, please contact your provider.

### **What if my phone number(s) or email address(es) change?**

The system is only as good as the information you provide. If your contact information changes, please visit your profile and update your information.

### **I no longer want to receive alerts. How do I disable my account?**

You can stop receiving notifications at any time by removing your contact information from your profile. If you wish to completely delete your profile, email [CassClayAlerts@rrrdc.com](mailto:CassClayAlerts@rrrdc.com).

### **What number will show up when you send me a text message? What address will email notifications come from? What phone number will voice messages come from?**

When you receive text messages from Cass Clay Alerts, they will be sent from 893-61. We encourage you to add this text number into your mobile phone contacts to easily identify text messages that are alerts. In addition, email notifications will come from [CassClayAlerts@rrrdc.com](mailto:CassClayAlerts@rrrdc.com) and you are encouraged to add this to your address book or safe list to ensure it does not get marked as SPAM by your email provider. When you receive a voice message from Cass Clay Alerts, they will be sent from the phone number 701-241-8166.

### **Is there an app for Cass Clay Alerts?**

There is an app for Android and iPhone. Search for Everbridge, Inc. on the Google Play or Apple Store. The app is free; however, data charges may apply. Please check with your mobile carrier for more details. There is no application available for Windows or Blackberry devices currently.

### **How is Cass Clay Alerts different than the Wireless Emergency Alert (WEA) System?**

A person chooses to sign up for Cass Clay Alerts to stay informed about what's happening in their neighborhood. Public safety officials at the local, state and federal level use the WEA system to push a message to a person's mobile device because of an imminent threat or danger, AMBER Alert, or Presidential alert. An individual does not sign up to receive a WEA message.