

# Everbridge – Two (2) Organizations

## 1. LFUCG Employees

- Messages relevant to early dismissals, 2+ hour delays, government closures due to inclement weather for LFUCG employees
- Other messages, e.g., government closures due to fire damage, power outages, etc.
- Signup with payroll coordinator

## 2. LexAlerts (Community)

- Messages sent to Fayette Co citizens based upon opt-in alert subscriptions
  - Community Notifications
    - Significant Events, e.g., a large fire (breathing toxic air), contaminated waterway
    - Amber Alert
    - Golden Alert
    - Community Emergency Drill Alerts
  - Weather
    - Wind – High Wind Warning
    - Flood – Flash Flood Warning
    - Winter (Freezing Rain Warning/Ice Storm Warning/Winter Storm Warning)
    - Non-Precipitation – Excessive Heat Warning
    - Severe
      - Severe Thunderstorm Warning
      - Tornado Watch
      - Tornado Warning (not optional)
  - Health and Medical
    - Infectious disease alerts
    - Public health alerts
    - Health-related facility closures
- Not Optional
  - All emergency actions orders, ie. Evacuation/shelter – in -place

# LexAlerts Sign-Up Options

- Visit [http://bereadylexington.com/lexalerts\\_signup/](http://bereadylexington.com/lexalerts_signup/)  
Click on **Sign Up for LexAlerts**
- Opt in by Text Message  
Text your zip code to 888777
- Sign up for specific Events – two ways:
  - Click on Events at LexAlerts website  
Enter name, mobile #, email address, click Sign Up
  - Text key word to 888777 (example in screenshot  
'Text Keenland to 888777')

A screenshot of the LexAlerts website's sign-up interface. At the top, a dark navigation bar contains links for "Home", "Notifications", "Events", "Overview", and "FAQs". The "Events" link is circled in red. Below the navigation bar, there is a language selection dropdown menu labeled "Language: Select Language" and a "Powered by Google Translate" notice. A search bar contains the text "COVID19". Below the search bar are social media icons for Facebook, Twitter, and YouTube. The main sign-up form is titled "Sign up: COVID19" and includes three input fields: "Full Name", "Mobile Number", and "Email Address". A prominent green button labeled "SIGN UP FOR THIS EVENT" is positioned below the form. At the bottom of the form, the text "TEXT 'FAYCOVID' TO 888777" is circled in red. A small disclaimer at the very bottom reads "Message and data rates may vary. Terms and privacy."

	Opt In by Text Message	Opt In Online	Opt In by Event
<b>Delivery Method</b> (how you can receive alerts)	Text message	Text message, email, phone call	Text message
<b>Available Alerts</b> (what kind of alerts you can receive)	LexAlerts issued alerts, like a boil water advisory OR a local event, such as Keeneland Racing, and you want to receive alerts about changes in parking, e.g.	LexAlerts issued alerts and National Weather Service issued alerts based upon your choice. You also have the ability to choose 'quiet times' for each alert type. The only alert you will receive 24/7 is a tornado warning.	LexAlerts issued alerts, like a boil water advisory OR a local event, such as Keeneland Racing, and you want to receive alerts about changes in parking, e.g.
<b>Place-Based Alerts</b> (how specific the alerts will be to your location)	Only alerts affecting the zip code(s) with which you subscribed	Only alerts affecting the address(es) saved in your profile	N/A (will receive all alerts based upon event)
<b>Ease of Opt-In</b>	Text your zip code to 888777	Create a login, password, and profile	Text event key word to 888777
<b>Ease of Opt-Out</b>	Text STOP to 888777	Log in and click Delete Account	Automatically opted out when event ends