



Town of Southborough, MA

Emergency Management Agency

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PRESS RELEASE:

In July 2009, the Town of Southborough became the 9th community in Massachusetts to receive full certification as a StormReady Community. This is a national certification granted jointly by the National Weather Service and the Federal Emergency Management Agency (FEMA).

StormReady is a program that is designed to enhance a community's awareness, preparedness, response, recovery, emergency public notification and public education related to hazardous weather events. In the process it also enhances the community's overall emergency management plan, increasing the safety of citizens at all levels and phases of significant emergencies and disasters.

Many New Englanders do not realize but our area of the country is susceptible to every type of weather hazard, except sand storms. The most significant danger facing our area, however, is the public's lack of first-hand experience which leads to a false sense of security and immunity from disasters. The fact is that weather disasters will occur in New England and without a full understanding of the consequences and taking steps now to prepare the results will be, well, disastrous.

While the Town has developed an extensive StormReady preparedness and public notification plan, the best method to ensure the safety of you and your family is to become educated and prepared personally. Weather hazards, factual information and preparedness steps can be located all over the internet (including: www.Ready.gov, www.Mass.gov/MEMA, www.cdc.gov, & www.nws.noaa.gov). We encourage everyone to take some time to become educated and prepared.

Unfortunately, it is not feasible to explain the entire plan in detail within this press release; therefore we have decided to focus on the Public Notification Section only. The full StormReady Plan in its entirety is available at www.southboroughma.com and www.southboroughfire.org under the Emergency Management Section. There is also a printed copy for viewing available by contacting Neal Aspesi at the Southborough Emergency Management Agency, 21 Main Street, 508-485-3235 ext 437, naspesi@southboroughma.com.

STORMREADY PUBLIC NOTIFIATION INFORMATION ON REVERSE SIDE

"ENSURING COMMUNITY SAFETY THROUGH EDUCATION AND PREPAREDNESS"

SOUTHBOROUGH STORMREADY PUBLIC NOTIFICATION INFORMATION

Public Notification:

There are three phases of public notification within the Town's Plan. These are based on the threat level and danger to life safety.

Phase I:

Most Weather Warnings and Watches issued for the Southborough area will be posted on the Town's Public Access Cable Television Stations (both Charter and Verizon) as either a full screen posting or scrolling message. Information will also be posted on the internet at www.southboroughfire.org (on the Main Page or under the Emergency Management section). Postings will include information on the Weather Watch/Warning Issued, Associated Hazards and Actions the public should take.

Phase II:

For more severe weather threatening the area the Town will additionally send out Warning Messages via the Town's Reverse 9-1-1 phone system. Similar messages may also be sent out via the Public School's Connect-Ed phone messaging system.

Phase III:

For weather that poses an imminent life safety threat to Southborough, the Town will activate the air horns located on the roof of the Fire Station on Main Street. Effective immediately, the air horns will only sound if there is a threat to public life safety and not to notify firefighters of calls as was their purpose in the past. Upon hearing the air horns, the public should immediately take shelter and access the Cable Television Stations or Internet Site as noted in Phase I above. If you do not have TV or Cable access or the power is out, take shelter in a small room in the inner most part of any building/home or basement (away from windows) until at least 30 minutes after skies clear or when notified by a Police or Fire Official. **NOTE: DO NOT call 9-1-1 unless you have a true police, medical or fire emergency** as the Emergency Communications Center only has one dispatcher who will be busy with ongoing incidents and unable to answer non-emergency questions.

Post Event Safety:

If a disaster occurs, be aware that many dangers continue to exist post disaster, including the following hazards: Electrical, Fire, Explosion, Carbon Monoxide, Collapse and Trip/Fall. Take personal steps to remain safe and follow all directions provided by emergency services.

The Southborough Emergency Management Agency continues to strive in meeting its mission goal of ensuring the safety of the Community and Citizens of Southborough. The development of the Town of Southborough StormReady Plan will implement steps to help meet our mission. Unfortunately due to the limited staffing combined with the vastness in disaster types we cannot meet our mission alone. We strongly encourage the public to take the time and steps to become educated and prepare themselves (and family/business) to better ensure your own safety.

If you have any questions, comments or are interested in additional information please contact Neal Aspesi, Director of Operation at the Southborough Emergency Management Agency, 21 Main Street, Southborough, MA 01772, 508-485-3235 ext. 437, naspesi@southboroughma.com.