



Borough of West Long Branch  
**Office of Emergency Management**

Quick Reference Guide & Information

Steve Cioffi  
Office of Emergency Management Coordinator



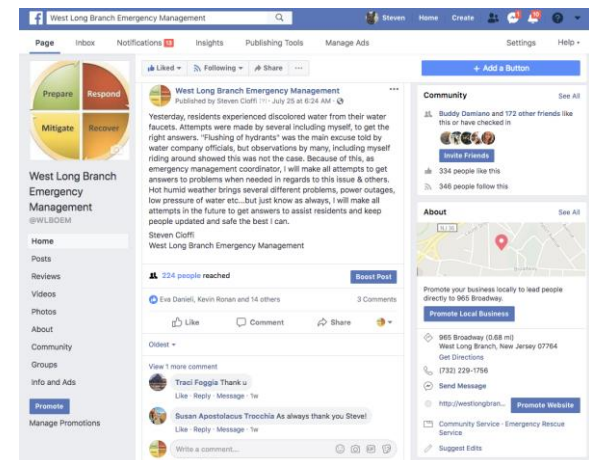
# OEM Messages & Notifications

Find Office of Emergency Management messages and updates on Facebook:

- Like or Follow our Facebook page, West Long Branch Emergency Management

You can also find OEM messages at:

- The West Long Branch Borough Website:
  - <https://www.westlongbranch.org/>
- The West Long Branch Residents Page on Facebook





## Things included in this Packet

- Code Red & Nixle Alerts
- Power Outages
- Downed Wires
- Flooded Roadways
- Storm Warnings vs Storm Watch
- Winter Tips
- OEM Emergency Phone Numbers & Sites
- Pet Safety Tips for owners



# CodeRed Alerts

CodeRed Alerts notify residents in the event of emergency situations, critical community alerts and important messages.

Residents can sign up to be notified by phone, text message and email

Create an account and set your notification settings by going to:

<https://public.coderedweb.com/CNE/en-US/AD#F2CD766E1>

Download the CodeRED Mobile Alert App

- <https://www.onsolve.com/solutions/products/codered/mobile-alert-app/codered-mobile-apps-download/>

A screenshot of the CodeRED web interface for community notification enrollment. The header includes the CodeRED logo and the tagline "Keeping citizens informed." Below this, it says "COMMUNITY NOTIFICATION ENROLLMENT" and "Borough of West Long Branch, NJ". A paragraph explains that users will be notified by their local emergency response team in the event of emergency situations or critical community alerts. The main section asks "Would you like to create a managed account?" and provides options to "Login with Google", "Login with Facebook", or "Login with Twitter". There is also a section for "Or Create An Account" with fields for Username, Password, and Confirm password. At the bottom, there is a "Continue" button and a footer for "ONSOLVE".



# Nixle Alerts

Nixle is a free and paid notification service for your local police department and office of emergency management

- Sign up at <https://local.nixle.com/register/>

A screenshot of the Nixle registration form. At the top right, it says "Registered Subscribers: [Sign In Here](#)". The main heading is "Sign Up (It's easy and anyone can join)". Below this, there are several fields: "Email" (marked as required), "Password" (marked as required), "Full Name", "Language" (a dropdown menu set to "English"), "Mobile Phone", "Home Phone", and "Voice Messages" (a dropdown menu set to "No Voice Msgs"). To the right of these fields are instructions: "Public safety messages are sent here", "Make it hard to guess!", "Text alerts from local police and fire departments are sent to this device. After sign-up, see your Settings page for supported Local Agencies", and "Service only available from supported Public Safety Agencies". At the bottom of the form is a button that says "I Accept, Sign me up!". Below the button, there is a small disclaimer: "Message and data rates may apply. Message frequency varies. [Terms](#) and [Privacy](#)". At the very bottom, there are links for "Company Overview", "Contact", "Careers", "Terms of Service", "Privacy Policy", and "FAQs". The footer text reads "© 2018 Nixle LLC. All rights reserved."

A promotional banner for Nixle. The background is a blurred image of a hand holding a smartphone. The text on the banner reads: "Looking to Receive Alerts from Your Local Agencies?" followed by "TEXT YOUR ZIP CODE TO 888777 TO OPT-IN". Below this text are five icons representing different types of alerts: "Severe Weather" (a house with a lightning bolt), "Criminal Activities" (a person wearing a hat), "Severe Traffic" (a car with a crash symbol), "Missing Persons" (a person with a question mark), and "Local Events" (a storefront). To the right of the icons, a hand is shown holding a smartphone displaying a text message that says: "Town: You are now signed up to receive text alerts and advisories from the local police department".



# Power Outage

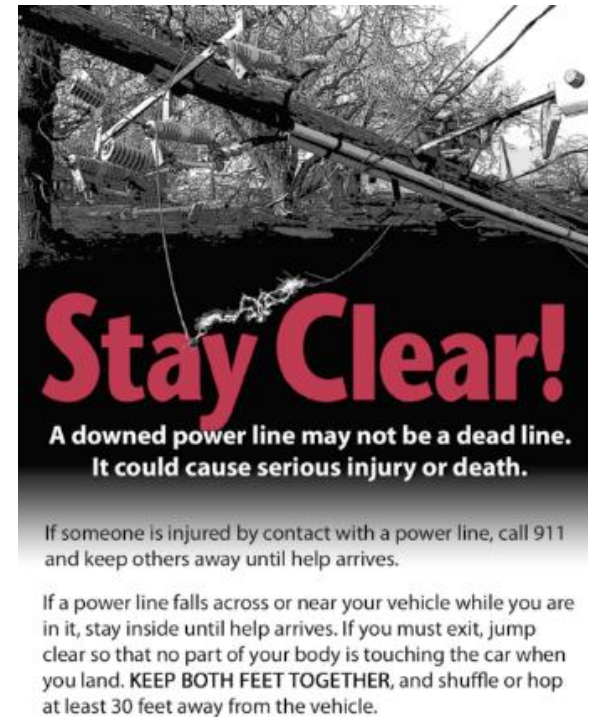


- When a power outage occurs call JCP&L, provide your location and your outage will be listed on their grid map allowing authorities and JCP&L to track what is out in your area and know where to respond
- How:
  - Call JCP&L at 1-888-Lights Out (1-888-544-4852)
  - Follow the prompts and provide all information requested
  - Specify outage (brown out or black out)
- Brown Out vs. Black Out
  - A brown out is a partial temporary reduction in power voltage
  - A black out is complete interruption of power



# Downed Wires

- During any type of storm power lines have the possibility of falling onto property or roadways
  - Always assume all power lines are live and dangerous!!!
  - **Do not approach downed wires!!!**
  - **Make no attempt to remove anything near or entangled with the wires.**
- What to do:
  - Notify 911 immediately and police and fire will be dispatched

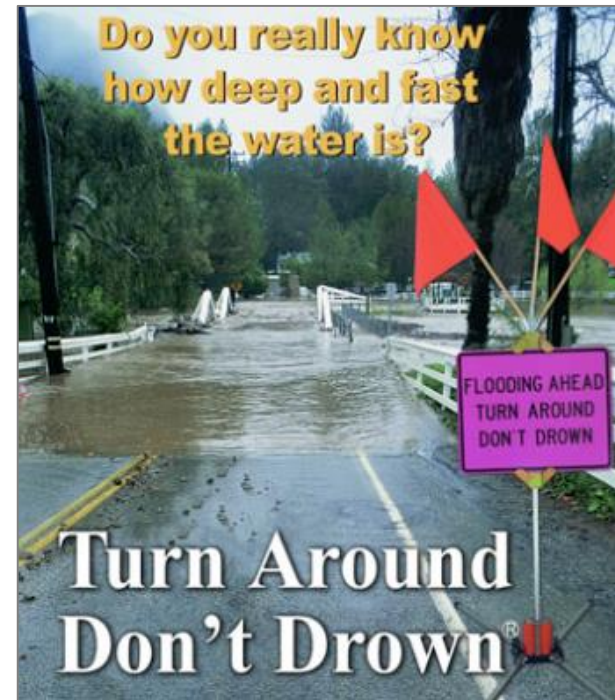




# Flooded Roadways

Flooded roads are more dangerous than they appear.

- Turn your car around when you encounter flooded roadways as waters may be higher than you think!!
- Do not drive around road closed barricades and signs as they are posted to protect you!







# Storm Watch & Storm Warning

- When a hazardous weather event is approaching the Office of Emergency Management will post notifications

Severe Weather Watch Vs Warning	
Watch	Warning
Weather Conditions Are Favorable for the Development of Severe Weather	Severe Weather Is Occurring or Imminent
Be Prepared for Changes in Weather Conditions	Take Action!
Generally 6 – 8 Hours	Typically 30 – 60 Minutes
Covers Large Area	Covers Small Area



# Winter Tips

- Remove snow from in front of dryer vents
- Keep gas meter and HVAC vents clear
- Keep cars off the streets to allow for snow plowing and removal. Violators can be ticketed.

## Winter Safety Checklist

If there is a winter storm advisory, watch or warning in your area, use the following list to help make sure you are prepared.



www.adtsecurity.com



### Nutrition & Comfort

- ☐ Make a stockpile of warm clothing and blankets for every member of your family. This is important in case the power in your home goes out and you are stuck without heat for an extended period of time.
- ☐ The Red Cross recommends having at least a three-day supply of food (non-perishable) and a three-day supply of water (one gallon per person, per day) for your entire family.
- ☐ The Red Cross also recommends having at least a 7-day supply of prescription medications ready. You should also make sure you have at least a one-week supply of contact lenses, hearing aid batteries, glucose tablets, inhalers and any other health necessities you may need while you are stuck inside.
- ☐ Families with babies should remember to gather a supply of bottles, formula, baby food, diapers, etc.
- ☐ Have a first aid kit and emergency numbers on hand.
- ☐ Make sure you have several flashlights, along with extra batteries.



### Communication & Information

- ☐ Make sure your cell phone is charged.
- ☐ Include a battery-powered radio, also with extra batteries, so that you can tune in to hear about local conditions and alerts.



### Protect Your Pets

- ☐ Bring pets inside – and make sure they also have plenty of food and water, too.



### Getting Your Home Storm Ready

- ☐ If temperatures are extremely low, keep faucets dripping slightly to prevent pipes from freezing and bursting.
- ☐ Keep rock salt in your home in order to melt ice on your driveway, porch and/or walkways.\*
- ☐ If you don't have storm windows, cover your windows with plastic from the inside. This helps prevent cold air from coming in.
- ☐ Make sure you have smoke alarms and carbon monoxide detectors. (You should regularly test these alarms to make sure they are working – not just in the winter, but all year long.)
- ☐ If you use candles, make sure you remember to extinguish them before leaving a room or falling asleep.
- ☐ Never use a generator inside your home – it could pose a carbon monoxide threat.



### Traveling Safely in Winter Weather

- The process should actually begin before winter arrives. Make sure your car's battery, anti-freeze, brakes, lights, heater and defroster are ready for cold, wintry conditions. Although you should avoid traveling under winter weather conditions, there may be instances when you cannot avoid it. When you are forced to drive in snow or ice, here are a few tips to keep in mind:
- ☐ Keep your gas tank filled at least halfway, in case you get stuck in a traffic jam.
  - ☐ Before you start driving, make sure your exhaust pipe is cleared of any snow or ice. An obstruction in your exhaust pipe could cause carbon monoxide to build up inside your car.
  - ☐ Never warm up your car in an enclosed space. This could present an immediate carbon monoxide poisoning threat.
  - ☐ Don't accelerate while turning your car, as it could cause skidding.
  - ☐ Drive slowly. Give yourself significantly more time than usual to brake.
  - ☐ Keep a first aid kit, a blanket and a small supply of food and water in your car at all times.

\*For a list of environmentally friendly and pet-safe deicing products, see the Environmental Protection Agency website at <http://www.epa.gov/dfe/pubs/projects/formulat/formpart.htm#44>



# OEM Emergency Phone Numbers

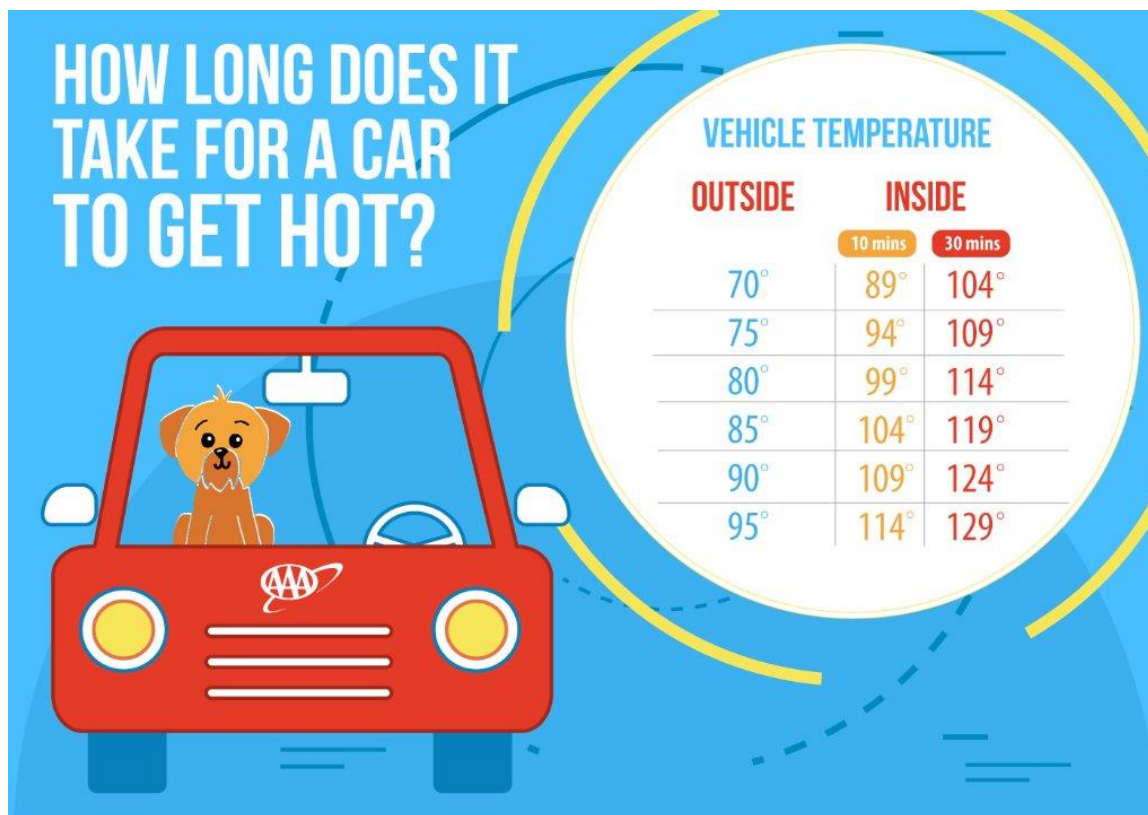
- New Jersey American Water: 1-800-272-1325
- New Jersey Natural Gas: 1-800-427-5325
- JCP&L: 1-888-Lights Out (1-888-544-4852)
- Two Rivers Sewer Authority 732-229-8578

## **Non-Emergency Phone Numbers**

- West Long Branch Borough Hall: 732-229-1756
- West Long Branch Public Works: 732-571-596



# Don't forget about your animals in the summer...





# Or the winter.

## Pet Friendly Winter Tips



**HIDING IN THE HOOD**  
Warm engines attract cats and small animals. Bang on your hood before starting the engine.



**LIMIT CAR TRAVEL**  
Never leave your pet in your car.

**PAW PATROL**  
Check regularly and wipe away salt after outdoor walks.



**BE ALERT**  
Signs of hypothermia include: shivering, whining, sluggish or anxious behavior.

**GET COZY**  
Provide warm beds for naps.



**STORM PREP**  
Create disaster kit with food, water and medication that can last 5 days.



**STAY INDOORS**  
Keep cats and dogs inside.  
Consider providing dry, well-insulated shelter for feral and neighborhood cats.



**SWEATER WEATHER**  
Play dress up with cozy sweaters and coats.



*More Than Just Insurance.*  
**Plymouth Rock**  
assurance.