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# Office of the Sheriff

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## PRESS RELEASE

FOR IMMEDIATE RELEASE  
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### **Plumas County Sheriff's Office Introduces Next-Generation Emergency Alert/Management System (GEMS) to Enhance Public Safety**

The Plumas County Sheriff's Office is proud to announce the launch of the new Emergency Alert/Management System, known as GEMS (Genasys Emergency Management System). This system is designed to revolutionize emergency communication and replace our old Code Red system. Plumas County residents are encouraged to participate in a system test on September 20, 2023, to ensure their accounts are activated and that they receive critical alerts when necessary.

If you had previously signed up for Code Red, your information likely transferred over but we are strongly encouraging everyone to create a GEMS account and confirm all your information is true and accurate.

GEMS is a cutting-edge platform that will enhance our ability to communicate vital information and instructions during emergencies, natural disasters, public safety incidents, and other critical situations. This system offers a wide range of features that will enable us to keep the community safe and informed efficiently.

During the registration process, you have the ability to customize the order you wish to receive alerts. To receive targeted messages by location, we encourage you to add your home address when registering. You can add multiple addresses, such as a home address and a work address. The information entered into the system is for the purposes of communicating emergency and official county information only – neither Genasys nor Plumas County will share or sell your information.

#### **Key features of the alert system include:**

**Multi-Channel Alerts:** Residents can receive alerts through various communication channels, including text messages, email, voice calls, and social media, ensuring critical information reaches them quickly and reliably.

**Customized Alerts:** GEMS allows residents to customize their alert preferences, tailoring notifications to specific locations and types of emergencies.

**Community Updates:** Stay updated with important community announcements, road closures, and other non-emergency information relevant to your area.

**Mobile App:** The Genasys mobile app called “Protect” provides users with a user-friendly interface, making it easy to receive alerts and access critical information on the go.

To guarantee the effectiveness of the new system, the Plumas County Sheriff's Office will be conducting a test of GEMS on September 20, 2023. We strongly encourage all Plumas County residents who have not yet signed up for GEMS to create an account and register their contact information. This will ensure that you receive test alerts and stay informed during real emergencies.

### **Signing up for GEMS is quick and easy:**

1. Visit the Plumas County GEMS registration website at [plumasalerts.genasys.com/portal/en](https://plumasalerts.genasys.com/portal/en)
  - If you had Code Red you may have to use your email or phone number and click the “forgot password” button to reset your GEMS account.

Our primary goal is the safety and well-being of our community members. GEMS represents a significant step forward in our ability to communicate critical information during emergencies. We strongly encourage everyone to register for GEMS and participate in the upcoming test to ensure that our community is well-prepared and informed.

If you have issues signing up for the system, please email us at [facebook@pcso.net](mailto:facebook@pcso.net). Please include your full name, address you want registered with the system, phone number, and email address. We will create an account and send you a temporary password to use.

For more information about GEMS and the upcoming test, please visit <https://plumascounty.us/2163/Genasys-Emergency-Alert-System> or contact the Plumas County Sheriff's Office PIO at [cpeay@pcso.net](mailto:cpeay@pcso.net)

Visit us online at [plumascounty.us](https://plumascounty.us) and follow us on Facebook

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