



# Greater Harris County 9-1-1 Emergency Network

**NEWS RELEASE**  
**For Immediate Release**  
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## **METRO AND YELLOW CAB JOIN GHC 9-1-1 IN MAJOR NEW STEP TO INSURE PUBLIC SAFETY**

### **Residents Must Register Wireless Phones Online to Receive Emergency Alerts**

Beginning this week, 900 METRO buses and 25 Yellow Cabs will reach tens of thousands of Houstonians with an important message about a new, “next generation” technology that will send localized emergency alerts to cell and Internet phones, *but only if residents register their phones online at [www.911.org](http://www.911.org)*. Otherwise, only their landline (home or work) phones will be sent alerts.

To date, nearly 10,000 cell phones are registered due to public education efforts on radio and TV. The hope is that transit advertising will boost that number even higher. The new alerting service is free to register. Only phone owners’ standard talk and text charges will apply if and when they receive an emergency notification.



### **Registration is Quick, Easy, and Free.**

Those who want to receive alerts can visit [911.org](http://911.org) and click the sign-up button (left) and complete their registration form. Information will only be used by public safety agencies to alert residents. Examples of “localized” emergencies include hazardous material spills, dangerous or missing persons, or life-threatening weather. The alerting service is provided by Greater Harris County 9-1-1 Emergency Network (GHC9-1-1) and is used by most cities in and around Harris and Fort Bend Counties.

### **GHC 9-1-1, Yellow Cab, and METRO: Long-time Partners in Public Education**

For many years, Yellow Cab and METRO have offered GHC 9-1-1 free advertising space to keep the public informed about how to best handle emergencies.

“This continued generosity has reached hundreds of thousands of Houstonians and has enhanced GHC 9-1-1’s ability to serve Harris and Ft. Bend counties with efficient emergency service,” said Lavergne Schwender, executive director. “We are deeply grateful for their support.”

“Yellow Cab Houston is proud to continue its partnership with the Greater Harris County 9-1-1 Emergency Network as it unveils the new wireless phone alert program. This faster and more efficient way to receive crucial information will lead to a more informed community. We are honored to help spread the word on the back of our cabs. Since the introduction of our successful HAIL A CAB™ app, we understand the importance of how smartphone technology can revolutionize a faster connection to a community. Yellow Cab appreciates being included in this effort to increase public awareness.” Roman Martinez, president and CEO of Texas Taxi, Inc.

“METRO is committed to moving people throughout the region in a safe and timely manner. Communicating issues that may impact service helps our riders. We are always glad to assist with providing timely public safety information to our riders and our community,” said Tom Lambert, METRO interim president and CEO.

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