



Town of Ludlow, Massachusetts
Office of the Select Board



Reverse 911 Policy

Adoption Date: 2/17/2026

Purpose: The purpose of this policy is to establish clear guidelines for the appropriate use of the Town of Ludlow's Reverse 911 / Emergency Notification System ("Notification System").

This system is intended to:

- 1. Protect public health, safety, and welfare.**
- 2. Provide timely emergency information.**
- 3. Communicate important municipal information when necessary.**
- 4. Prevent overuse that could result in resident fatigue, reduced effectiveness, or diminished public trust.**

I. *Scope*

This policy applies to all Town of Ludlow departments, boards, commissions, and officials requesting use of the Notification System.

The Town Administrator, or designee, shall have final authority over all system activations except in immediate life-safety emergencies initiated by public safety officials.

II. *System Overview*

The Reverse 911 / Emergency Notification System allows the Town to deliver recorded voice calls, text messages, emails, and/or app alerts to residents and businesses.

The system is primarily intended for urgent public safety communication. Secondary use for important town-wide operational information is permitted under this policy.



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III. *Message Categories*

To balance effectiveness and avoid overuse, messages shall be categorized as follows:

A. Emergency Notifications (Highest Priority)

Used for immediate threats to life, safety, or significant property damage. Examples include:

- Evacuation orders
- Shelter-in-place orders
- Missing person alerts (when authorized)
- Hazardous material incidents
- Major water contamination alerts
- Severe weather emergencies
- Active public safety incidents

Authorizing Entities:

- Police Chief,
- Fire Chief,
- Emergency Management Director, or
- Town Administrator (or designee)

No prior approval required in active emergencies.

B. Urgent Public Safety / Time-Sensitive Alerts

Used for serious but non-immediate threats or urgent operational issues. Examples include:

- Major road closures affecting significant traffic
- Extended water service interruptions
- Boil water notices
- Emergency parking bans



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- Significant utility disruptions
 - Public health advisories

Authorizing Entity: Department Head with approval from Town Administrator or designee.

C. Important Municipal Information (Limited Use)

Used for town-wide information that significantly impacts residents but is not an emergency. Examples include:

- Changes to trash/recycling schedule due to holidays
- Polling location changes
- Emergency shelter openings
- Town-wide snow policy reminders
- Major public meetings affecting large portions of the community

Limitations:

- These messages shall be used sparingly.
- Routine event promotions or general announcements are prohibited.
- Whenever possible, text/email should be used instead of voice calls.

Authorizing Entity: Town Administrator approval required.

D. Prohibited Uses

The system shall NOT be used for:

- Routine event reminders
- General meeting notices
- Political messaging
- Campaign-related communications
- Non-essential promotional messaging



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- Departmental updates that affect limited populations

Alternative communication methods (website, social media, cable access, email lists) shall be used for these purposes.

IV. *Frequency & Message Management*

To prevent overuse:

- Non-emergency voice calls should not exceed a reasonable frequency to avoid resident fatigue.
- When feasible, multiple informational items should be consolidated into a single message.
- Clear, concise messaging (generally under 60 seconds for voice calls) shall be required

V. *Message Standards*

All messages shall:

- Clearly identify: "This is the Town of Ludlow."
- State the nature of the message immediately.
- Provide specific instructions if action is required.
- Reference the Town website or official source for more information.
- Avoid speculation or unverified information.

Whenever possible, messages shall be pre-scripted and reviewed for clarity.

VI. *Equity & Accessibility*

The Town shall:

- Provide multilingual capability when appropriate and feasible.
- Ensure accessibility for individuals with disabilities (text/email options, TTY)



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compatibility if supported).

- Maintain opt-in opportunities for residents to update contact preferences.

VII. *Data & Privacy*

- Resident contact information shall be used solely for official municipal purposes.
- Data shall not be shared, sold, or used for political purposes.
- The Town shall comply with all applicable Massachusetts public records and privacy laws.