



EAST BERLIN BOROUGH EMERGENCY MANAGEMENT

Dear East Berlin Borough Residents,

East Berlin Borough Emergency Management in conjunction with the Adams County Department of Emergency Services is excited to announce the implementation of Hyper-Reach, a mass notification system that will allow us to give you more reliable and timely information about urgent and critical events happening within East Berlin Borough. There is no cost for you to register and no cost to the Borough to use the system. The tentative go-live date will be February 1, 2026. You can pre-register before the go-live date by using the web address below. If interested, type the link below into a web browser and follow the instructions. If you have any questions or problems accessing the registration website, please email: EastBerlinEMA.HR@gmail.com.

Thank you for your partnership in keeping the Borough of East Berlin safe!

<http://hyper-reach.com/padamssignup.html>


Contact Us



EastBerlinEMA@gmail.com



128 Water St, East Berlin, PA 17316



Hyper-Reach is a mass notification system used by local governments and public safety agencies to send geographically targeted alerts to citizens via phone, text, email, and smart speakers. It is used for emergencies, public safety notices, and community updates, such as road closures, weather alerts, and missing persons. Citizens can register for free to receive these notifications and can manage their contact information and alert preferences online.

How it works

- **Targeted alerts:** Hyper-Reach uses sophisticated mapping software to send messages only to residents in a specific, affected area, sometimes as small as a single street.
- **Multiple channels:** The system can send notifications through a variety of channels, including landlines, cell phones, email, and smart speakers like Amazon Alexa.
- **Emergency and non-emergency use:** It can be used for urgent situations like evacuations and criminal activity, as well as for non-emergencies like city parades and government meetings when approved.
- **Customization:** Registered users can choose which types of alerts they want to receive and can add multiple addresses, like a workplace or a relative's home, to receive alerts for those locations as well.

For citizens

- **Registration is key:** To receive alerts, citizens must register for the service, as it is not a public service that can be accessed without prior sign-up.
- **Cost:** While the service is free for residents who receive notifications via email and online, SMS/text message alerts are part of a user's standard text messaging plan if applicable.
- **How to register:** Registration can be done online via a simple form that asks for contact details and address. A user account can be created to manage the information.
- **Information collected:** The information collected is not sold to third parties or used for marketing purposes.