



Pasadena Fire Department  
announces ability for Residents to register for  
Emergency Notifications

In order to ensure that emergency and other urgent messages can be sent to community members within Pasadena, the City has implemented an emergency notification system.

The Pasadena Local Emergency Alert System, or PLEAS, is a technology solution for both text and voice messages. PLEAS is smart enough to know whether or not the message has been delivered to a person, voicemail, or was not delivered due to a telephone system error. The system will continue to attempt to deliver its message until the message is successfully delivered to a person, or until the message expires.

PLEAS cannot be successful without your assistance.

#1- If you receive a call from (626) 405-2358, please answer it because the City is calling with important information. Better yet, program PLEAS into your phone's address book, so you recognize us!

#2- If you get an email from [PasadenaLocalAlert@cityofpasadena.net](mailto:PasadenaLocalAlert@cityofpasadena.net), please read it. Better yet, add it to your email address book or other email whitelist so we don't get confused with spam.

#3- Let us know how to reach you and what information you want! [Self register for emergency alerts by clicking here!](#)

Lastly, please rest assured that your information is kept safe and never sold or used except to provide emergency information or other urgent information you request.

Once you've registered with us, please register with LA County's counterpart, Alert LA, by clicking here: <http://alert.lacounty.gov>. All Pasadenans should register with both systems because no technology is failure-proof.

For more information about Disaster Preparedness, please visit: <http://ww2.cityofpasadena.net/disaster/>

