



Communication Methods

# Website



- [www.eastpointcity.org](http://www.eastpointcity.org)
- Newly designed website launched earlier this year by IT Dept
- Important Information on Ticker and Notification Bar
- Announcements, Meetings and Events Under the Newsroom Tab
- All City Council Meetings are uploaded to the “Watch Council Live” link under the Government tab on Livestream platform
- P&Z Commission Meeting Videos are on their webpage under Zoom Recordings
- EPTV Videos are on the Office of Communications webpage

# VERGE E-Newsletter



- Launched the VERGE monthly e-newsletter in August 2020 using Constant Contact
- To subscribe visit <https://www.eastpointcity.org/newsroom/#verge> or send an email to [swiggins@eastpointcity.org](mailto:swiggins@eastpointcity.org)
- Use Constant Contact to send email blasts to Neighborhood Associations and Churches

# Social Media



- Facebook: @cityofeastpoint
- Twitter: @cityofeastpoint
- Instagram: @cityofeastpoint
- Nextdoor: City of East Point

# Apps & TV



- **Access East Point App**
  - Free App on iPhone and Android
  - Report non-emergency situations to City Staff (potholes, power outages, code enforcement violations, etc..)
  - Subscribers can Opt-in to receive City notices
- **EPTV-22**
  - Comcast Channel 22
  - City Council Meetings, Informational Videos and recap videos of events
- **YouTube:**
  - East Point TV
  - Planning Commission videos, informational videos and recap videos of events

- **CodeRED: Reaching 19,365 people**
  - Sent out through 911 Dispatch
  - Emergency and General notifications sent through phone, text and email (Automatically enrolled in Emergency Notifications/ General notifications is optional)
  - Sign-up at [www.eastpointcity.org](http://www.eastpointcity.org) under the Residents tab
  - Download free app for iPhone and Android users
- **Residents**
  - **3, 448- Individual Sign-ups**
  - **5,077- Residential data that the City provides to CodeRED**
  - **12,172- Commercially available data to CodeRED that they find**
- **Businesses**
  - **247- Individual Sign-ups**
  - **883- Business data that the City provides to CodeRED**
  - **556- Commercially available data to CodeRED that they find**
- **Text Messages: 1,360 people**
- **Emails: 1,124 people**
- **Weather Warning Notifications: 1,761 people**

## **Text to Enroll**

**Keyword: EPCodeRED**

**Number: 99411**

**\*Receive a text with registration link\***

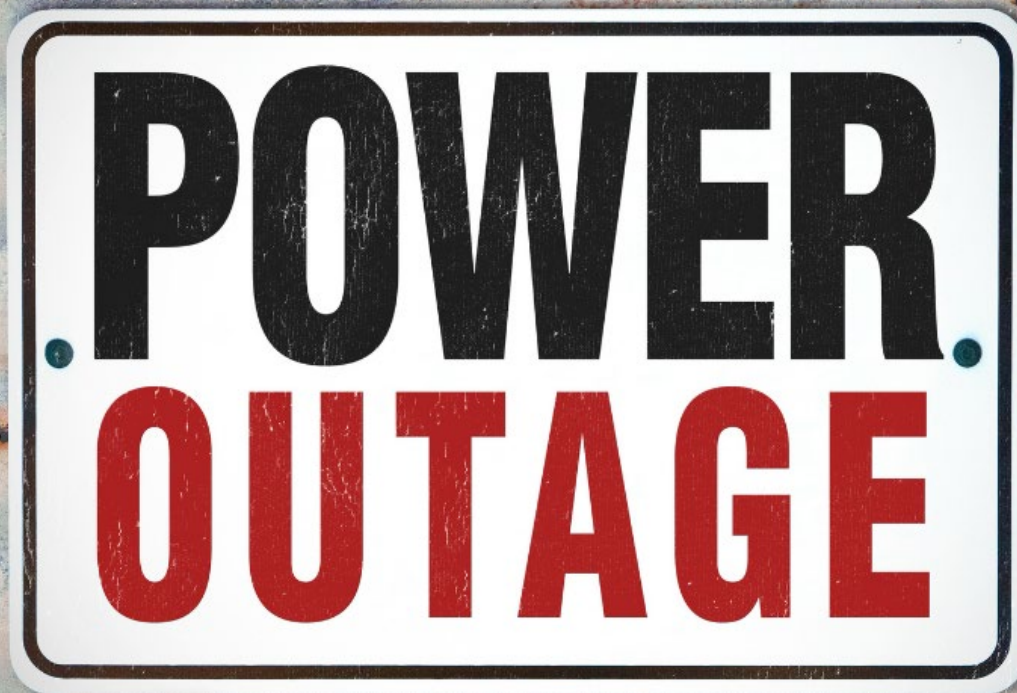
# Other Methods

- Local News Media and Radio
- Flyers inserted into utility bills
- Messaging on the back of utility bills
- Local churches and neighborhood associations help to disseminate information
- Information Portal Card
- Informational Videos on how to sign-up for CodeRED and Access East Point
- Marketing Materials for CodeRED and Access East Point
- Welcome to the City of East Point Information Flyer for new utility customers



# Report a Power Outage

To report an outage,  
send an email to:



[poweroutage@eastpointcity.org](mailto:poweroutage@eastpointcity.org)