



City of La Porte

Established 1892

Emergency Management

Mayor Louis R. Rigby, Director  
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**FOR IMMEDIATE RELEASE:**

**October 3, 2022**

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## The City of La Porte Announces New Alert System “AlertLP”

*Public Safety Officials Encourage Residents to Create and Update Their Information in New AlertLP Platform*

**La Porte, Texas** – The La Porte Office of Emergency Management has announced that AlertLP is now available to all residents, replacing the previous SwiftReach system. AlertLP is a free service that allows individuals to receive notifications sent from the city to stay informed on potentially hazardous situations involving weather, traffic, hazardous materials, and other emergencies.

The switch to AlertLP allows residents to receive alerts via phone, text and email, and answer poll questions that will give the City of La Porte critical information during emergency situations.

Individuals who were previously signed up for alerts under SwiftReach will be automatically enrolled in AlertLP and do not need to sign up again, but are encouraged to review and update their information in the new platform to ensure accuracy. Residents and travelers to La Porte who were not previously signed up for alerts from the city should sign up for free at [www.AlertLP.com](http://www.AlertLP.com) to receive timely and actionable emergency alerts via email, text or voice message. They can also identify when and how they are alerted and communicated with before, during, and after emergencies.

Residents are encouraged to sign up for AlertLP and input or update their information and notification preferences by Tuesday, October 25, 2022.

If you have any questions or concerns, please contact the La Porte Office of Emergency Management at 281-470-0010 or by email [OEM@LaPorteTX.GOV](mailto:OEM@LaPorteTX.GOV).

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