



HARRISONBURG | VA
FRIENDLY BY NATURE



For Immediate Release – June 13, 2025

Contact: Michael Parks, Harrisonburg Director of Communications & Public Engagement
540.476.3038
Michael.Parks@harrisonburgva.gov

Become a ‘Neighbor in the Know’ by registering for Harrisonburg-Rockingham Emergency Alerts

Community members can sign up to receive emergency notices for multiple addresses in city, county

HARRISONBURG, Va. – The City of Harrisonburg is encouraging community members to keep themselves, their families and their property safe by officially becoming a “Neighbor in the Know”.

Community members in Harrisonburg and Rockingham County can register for Harrisonburg-Rockingham Emergency Alerts through the Harrisonburg-Rockingham Emergency Communications Center (HRECC) at <https://harrisonburgva.gov/eas>. While the program has existed in the community for a number of years, individuals can now register to receive public safety alerts and weather notifications about multiple addresses – helping to keep users informed and “in the know” about incidents and weather that may impact their home, work, school or other important location in their lives.

After registering, community members will receive notices from HRECC by text, email, phone call or app push notification issued through their local law enforcement, fire/rescue or emergency response agency if an event is happening near their specified addresses. The alert will inform users what is taking place and if any specific action is required of them – such as sheltering inside in a safe place, evacuating or other such life-safety action. When possible, the City will then post additional information about the situation to the City’s social media pages.

Users also can select what type of weather alerts they would like to receive, and can adjust settings to only receive weather alerts during specific hours if they wish. The updated program gives users many more tools to make sure they are aware of what’s happening in the community around them.

“Becoming a ‘Neighbor in the Know’ and registering for Harrisonburg-Rockingham Emergency Alerts is the best way in our community to make sure you are aware of potential safety needs around where you live, work and spend time – whether that be a potentially impactful law enforcement scene nearby or pending severe weather,” Harrisonburg Director of Communications & Public Engagement Michael Parks said. “Even if you’ve registered for alerts before, it’s important that you make an account and ensure you are receiving notifications for all the important addresses in your life. For instance, I’m registered for my home, where I work, and where my family works. Then, once you’re registered, make sure your friends and family are also ‘Neighbors in the Know’.”



Harrisonburg-Rockingham Emergency Alerts are focused on local law enforcement, fire/rescue and emergency alerts happening in their area and are only sent to those who have registered for and opted in to the program. These are not the national alerts community members automatically receive – such as AMBER Alerts – that you do not register for.

Law enforcement and fire officials will help community members register for Harrisonburg-Rockingham Emergency Alerts and become Neighbors in the Know at their booth in front of the Public Safety Building, 101 N. Main St., during Saturday's Best.Weekend.Ever event. Those interested in registering can visit <https://harrisonburgva.gov/eas> and follow the sign-up page link. Community members also can download the Everbridge app on their phones and search for Harrisonburg-Rockingham Emergency Alerts to download the app and create their account.

***The City of Harrisonburg** is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 56,879 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.*

###