



Media Advisory

April 13, 2020

Plano's Smart911 Designed to Get Help Faster

Plano 9-1-1 is pleased to announce a new feature called Smart911. This new platform will allow our residents to create a safety profile with information they want dispatchers to know if they need to call for help from a cell phone. Unlike landline phones, cell phones do not provide any information to dispatchers. With Smart911, residents now have the option of linking their cell phone number with critical information first responders need to know such as medical conditions, household info, pet info and much more in a Safety Profile. All information is optional, and residents have the ability to choose what details they would like to include. The Safety Profile is displayed to the call taker when making an emergency call. Residents can sign up for free by visiting smart911.com or download the app. To view a video on Smart911, click on the link: <https://share.plano.gov/Smart911>



Seconds Matter in an Emergency



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About Plano

Plano, Texas, is the largest city in Collin County with a population of 281,390 as of January 2018. Incorporated in 1873, the city is located 20 miles north of Dallas. Niche and AreaVibes recently named Plano as one of the Best Cities to Live in America. Forbes designated Plano one of America's safest cities. The City offers a high quality of life that includes nationally recognized schools, award-winning parks, and sustainability initiatives and a wide variety of multi-cultural neighborhoods appealing to families, young singles and retirees. Plano is home to the headquarters or regional operations of major corporations such as Toyota, Liberty Mutual, JPMorgan Chase Boeing Global Services, Fannie Mae, FedEx Office, JC Penney, Keurig Dr Pepper, Rent-A-Center, Cinemark Holdings, Denbury Resources and Alliance Data Systems. Our dynamic community features excellent restaurants, vibrant shopping and entertainment venues, a lively historic downtown district and active local arts scene. Easy access to DART light rail and major highways makes Plano a convenient place to live, work and visit. To learn more about Plano, go to our website at plano.gov.