



REACH YOUR
COMMUNITY

How Five Communities Use
Rave Alert™ When It Matters Most

RAVE
MOBILE SAFETY

The ability to communicate with your community is invaluable. **Rave Alert™** makes it easy to reach your community when it matters the most with its simple interface and wide reach.

Rave Alert users benefit from the following capabilities:



Easy 3-click activation of multimodal messages via text, email, voice, IPAWS-OPEN, WebEOC, digital signage and more



Ongoing proactive freshness checks, so the right message is sent to the right user every time



Unmatched performance and reliability, with 500 million notifications sent annually at delivery speeds in excess of 2,000 SMS messages per second

How can you harness this powerful messaging capability to benefit you and your community? The following use cases show how Rave Alert can be used for internal notifications and routine day-to-day events, such as announcing road closures, or sudden large-scale catastrophes that require residents to be on alert or evacuate the area entirely.

Learn how our customers are using Rave Alert for these and many other uses in the following stories.



North Andover Messages Residents During Gas Explosions

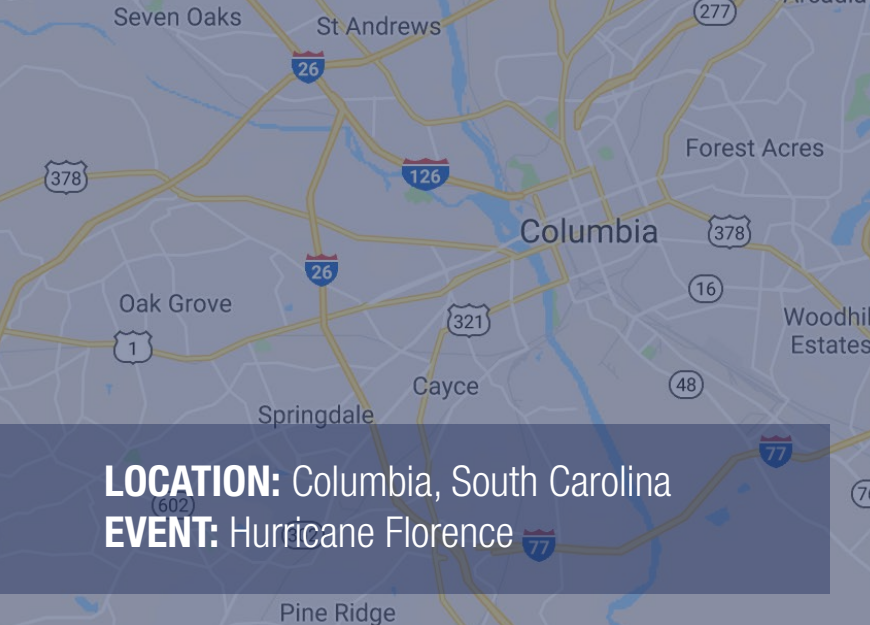
It's important to be prepared for the unexpected, even when the unexpected is unthinkable. That was the case for the towns of Andover and North Andover, and the city of Lawrence, when a series of gas explosions ignited fires in homes throughout the region.

The explosions, caused by faulty gas line pressure, killed one person and injured more than 20 others. To prevent more casualties, authorities in North Andover knew they had to message residents to evacuate their homes and advise them to avoid doing anything that could ignite another blaze.

Using Rave Alert, North Andover officials were able to send notifications to continually update residents about the present danger and provide them with next steps for staying safe as crews worked to shut off gas lines and stabilize the region.

“During the gas explosions here in North Andover, it was important that we notified the community to evacuate their homes and to avoid any additional fires or explosions. With Rave Alert, we were able to immediately notify residents and provide them with crucial information to help them stay safe. Most importantly, Rave Alert made this task quick and easy, so we could focus our efforts on managing the crisis as it unfolded.”

— NORTH ANDOVER POLICE DEPARTMENT



Rave Alert Facilitates Critical Communication During Hurricane

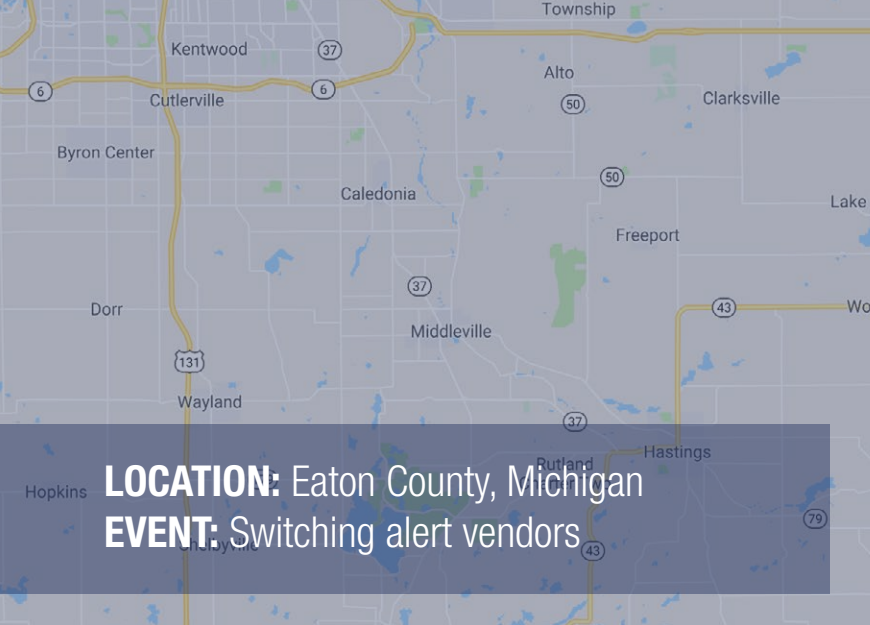
When Hurricane Florence hit South Carolina, many residents were advised to evacuate. However, the state government still needed to be up and running during the storm, which meant that essential employees reported to the State House in downtown Columbia.

To keep the governor and his staff, specific state agencies, law enforcement, legislative bodies and other essential employees out of harm's way, safety officials deployed Rave Alert notifications to these 3,500 employees.

These employees were notified about their shifts and which entrances and exits in the building to use in order to stay safe during the hurricane. After the hurricane had passed, state safety officials used Rave Alert to warn employees about any safety hazards in or around the building as the state employees worked to clean up after the storm.

“In state government, there are essential employees that need to work around the clock, regardless of the weather. Rave Alert has been a great asset for us to be able to get out a clear, concise message in a short amount of time to multiple state agencies and employees that are vital to state government.”

— **MAJOR MATTHEW P. CALHOUN**
ASSISTANT CHIEF, SOUTH CAROLINA
BUREAU OF PROTECTIVE SERVICES

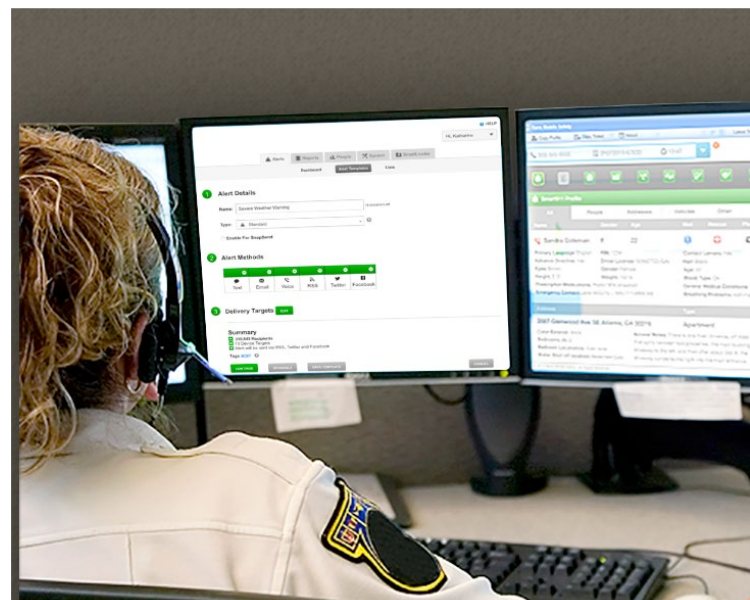


Eaton County Sends Geo-Targeted Alert

Messaging large, diverse groups can be a challenge. How can you communicate effectively when your community has drastically different needs, interests and daily routines?

That is the hurdle that officials in Eaton County, Michigan, faced as they researched solutions to help alert residents to issues and emergencies that impacted them. With both rural and densely populated regions in the county, officials required a solution that could easily geo-target, segment and scale without causing residents to opt out after receiving too many irrelevant alerts.

Eaton County 9-1-1 call takers were already using the Rave 911 Suite™ to help locate, communicate and assist callers. Easily adding Rave Alert into the existing platform greatly enhanced the ability to drive more registrations, reach a wider audience, and provide targeted information when it's needed the most. "We wanted to provide options," said Michael Armitage, the director of Eaton County Central Dispatch. "We didn't want people to unsubscribe



from emergency alerts because they were receiving too many notifications that didn't apply to them."

When signing up for emergency alerts, Eaton County residents include their addresses and can pick other types of messages they want to receive. They can choose to only be notified about emergencies, or they can sign up for specialized lists, such as one that alerted them to local traffic conditions or weather.

Introducing Rave Alert to Eaton County didn't just drive registrations to receive notifications. It also contributed to a significant increase in Smart911® Safety Profiles due to the combined registration process.



Rave Alert Helps Chippewa Locate Missing Man

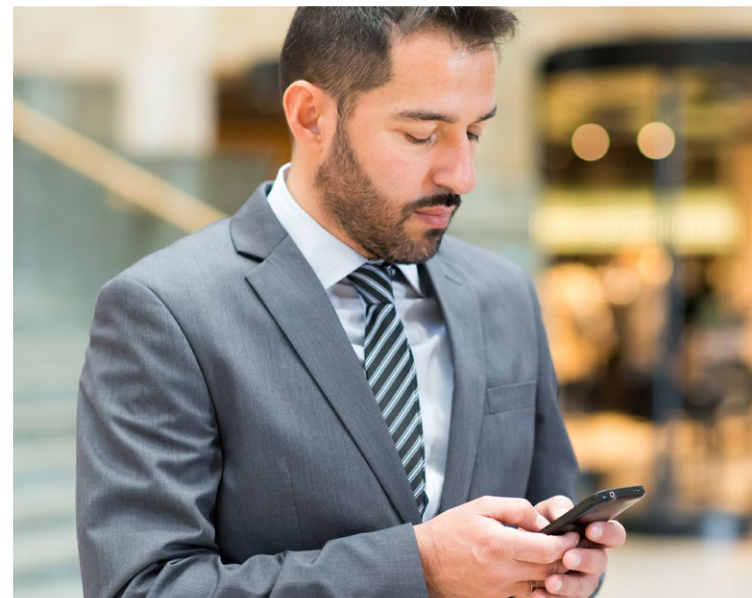
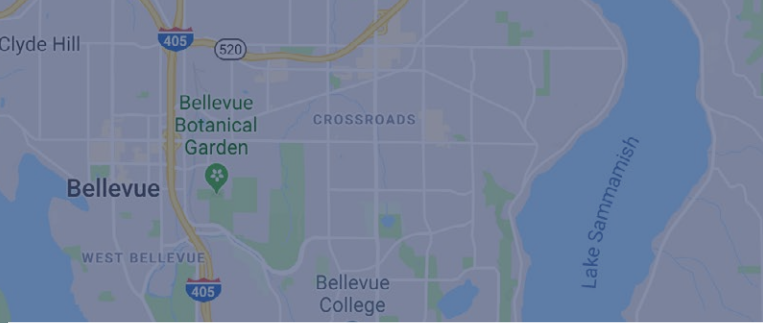
In Chippewa County, Michigan, an elderly man with dementia went missing. 9-1-1 professional Michelle Robbins knew that she needed to reach out to the residents of her small town for their assistance.

Understanding that 94 percent of people with dementia who wander are found within 1.5 miles of where they disappeared, Robbins used Rave Alert's geo-fencing feature to only send alerts within a 1.60 mile radius from the man's home. Rave Alert allowed Robbins to quickly adjust the boundaries of this radius to ensure that no messaging went over the nearby Canadian border.

In just 30 minutes after Robbins sent her initial message, first responders were able to locate the missing man and return him home. Such a quick response would not have been possible had it not been for Rave Alert's capability for quick and concise action.

“Composing and posting the notification was so easy that I was able to send it out even though I wasn’t in the office at the time. Being able to message the community quickly and accurately was invaluable during a missing person case when every minute counts.”

— **MICHELLE ROBBINS**
9-1-1 DIRECTOR
CHIPPEWA COUNTY, MICHIGAN



LOCATION: Seattle, Washington
EVENT: Notifying city employees

Seattle Harnesses Rave Alert for Internal Employee Notifications

In the City of Seattle, Washington, Rave Alert isn't just used to notify the community about events or emergencies that may impact them. It's also used to communicate internally among teams.

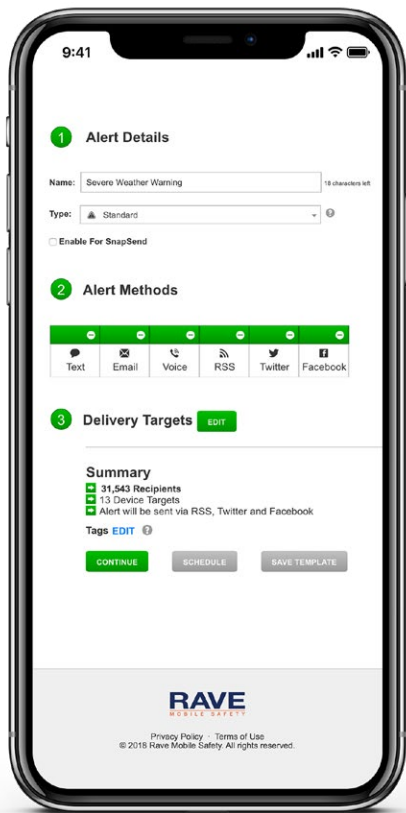
A city like Seattle has a massive group of employees that need to be messaged for both emergencies and nonemergencies. For example, all employees would need to know if government offices citywide are closed due to inclement weather.

Rave Alert's internal group/list management capability lets each department manage its own users and templates. Department administrators can delegate alerting authority to sub-admins within their departments and limit these admins to specific user lists and templates. This capability gives each department within the City of Seattle full control of the Rave Alert system's internal use.

Rave Alert's easy-to-use structure means the entire Seattle team could complete training in a matter of hours. The simple implementation and simple structure helped Seattle's team launch Rave Alert swiftly and smoothly.

"With Rave Alert, we have a powerful and versatile tool to keep everyone informed of emergencies or disruptions that may affect them. We selected Rave because we felt they were the best team to help us achieve all of our objectives for Seattle alerting. Rave Alert integrated well into our existing infrastructure and they were very easy to work with on addressing our needs"

— **BARB GRAFF**
DIRECTOR, SEATTLE OFFICE OF
EMERGENCY MANAGEMENT



Explore How Rave Alert Can Help Your Community

When it comes to emergency notifications, you can't make any compromises. Finding the perfect messaging tool that provides crucial reliability and flexibility for all teams that need to effectively communicate to manage the safety and well-being of their community.

Rave Alert provides everything you need to send unlimited messages to unlimited recipients, with an easy-to-use interface accessible from any internet-connected device. To learn how this can benefit your team, schedule a demo today.

[SCHEDULE A DEMO](#)

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