

# Rave Helps Trinity Management Share Critical Information During Coronavirus Pandemic

## TRINITY MANAGEMENT



### BUSINESS SOLUTIONS

Rave Alert™

Trinity Management, LLC manages properties throughout New England, including the **Roxbury Tenants of Harvard (RTH)** community in Boston, Massachusetts. RTH consists of **789 units of affordable housing** across five multistory buildings and **321 multi-family homes** in the heart of the city.

### The Challenge

Property managers know residents aren't just people who live in their building. Together, this group makes up a community. However, when that community consists of hundreds of homes located across more than a dozen acres, sharing important information can seem like trying to communicate with a small town.

As the director of security for Trinity Management, Luis Muñoz is familiar with the challenges of communicating with a community this size. Trinity Management's Roxbury Tenants of Harvard (RTH) community includes 1,110 units spread over 13 acres in Boston.

"We're very large, and we're smack in the middle of the city," Muñoz said. "We're right next to hospitals and the busiest areas of the city. If anything happens in the area, there's a high likelihood that it may affect our residents."

RTH provides affordable housing to the region, and its residents speak many different languages including Spanish, Chinese and Russian. When it came to communicating with non-English speakers, Muñoz said his team struggled to send important messages to those residents.

Initially, the team used a notification system that was built into their property management system. The COVID-19 outbreak made it clear to Muñoz that they needed a better solution for reaching residents during the course of the pandemic, in addition to alerting them about other rapidly-developing incidents such as approaching severe weather or law enforcement activities in the area.

“We knew our residents would require important information over a long period of time,” said Muñoz. “But we needed the ability to translate communication to them without it being a complicated process.”

### The Solution

Muñoz said he was initially drawn to Rave Mobile Safety’s critical communication solution because of its ability to instantly translate messages. When residents provide their contact information, they can share their preferred language. As administrators send messages to those residents, they can easily indicate that recipients should receive the alert in the language they selected.

With Rave, the property management team is also able to target communication by only sending messages to people in specific buildings. This means the solution can also be used for less urgent announcements, such as notifying residents that their building will be losing electricity for a certain period of time. Prior to using Rave, Muñoz and his team would have the massively time-consuming task of sharing this information through printouts that they had to slide under each door.

“The most valuable thing for us is the ability to use Rave for non-emergencies,” said Muñoz. “A big crisis doesn’t happen all that often. But in such a large community, it’s easier to notify residents this way, plus we don’t have to worry about language barriers.”



***“An informed person is a smart person. Our property has such an interesting dynamic, and Rave has helped us make sure that every one of our residents is informed, regardless of the sheer number of people we need to notify and their varying demographics. It seems like any other property management professional can use Rave and benefit just the same.”***

**LUIS MUÑOZ**  
DIRECTOR OF SECURITY  
TRINITY MANAGEMENT

### The Result

Rave’s simple and uncomplicated interface helped Trinity Management and the RTH team learn the solution just in time to use it for critical communication surrounding the COVID-19 outbreak. Using text, email and voice messaging, Muñoz and his team scheduled weekly briefings to update residents about what management was doing to adapt the property, developments they should be aware of, and share announcements from the City of Boston.



**CASE STUDY** Trinity Management

Rave was also used when the city began conducting coronavirus testing on-site. Muñoz knew it was important to maintain safe social distancing by preventing lines of residents waiting to get tested. Segmentation capabilities made it possible to send scheduled alerts to residents building by building, allowing them to sign up for an available time slot to come get tested.

“Communicating this to residents through Rave has made it easier for them to find out what’s going on,” Muñoz said. “We’re using it to communicate everything, from food distribution, to announcements about road closures and construction, to sharing health notifications from the public school system.”

Reporting features are helping Muñoz and his team improve the overall delivery and performance of these messages. According to Muñoz, there has been a noticeable decrease in residents calling or coming to the security desk with questions.

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