



Growing Suburban Municipality

Leveraging modern emergency alerting to keep residents safe during outdoor siren outage



This western city is considered one of the fastest growing cities in the U.S. Its close proximity to a major city, diverse history and balanced blend of old and new make it a popular relocation destination with something for everyone.

Challenge

As an OnSolve® CodeRED® customer for the past 10 years, the city encourages all residents, employees and visitors to enroll in the emergency mass notification system. Recently, the city's outdoor emergency alert system went down for an extended period of time. While officials tried to spread awareness of the outage through social media, many residents were unaware of the problem. The city's emergency management coordinator enlisted a private contractor to conduct a study on the entire system. While the outdoor system isn't used frequently anymore, the incident made clear how critical it is to promote enrollment in CodeRED as a more reliable way to get information to residents during an emergency.

Solution

The extended downtime of the outdoor emergency alert system prompted officials to encourage citizens and visitors to enroll in CodeRED. Signing up is as simple as filling out a form and selecting the types of notifications you want to receive. The promotional and education efforts from the city paid off, with more than 12,000 people registering within a six-month period. The city benefits from a modern system that enables officials to send geo-targeted alerts to impacted individuals and include details about the type of emergency and specific instructions on actions to take for improved public safety. In a time when people are more attuned to their phones than outdoor sirens, an emergency notification system that delivers alerts through mobile channels ensures people will receive and heed incoming messages.

Why They Chose OnSolve

As a cloud-based solution trusted by more than 10,000 communities, city officials were confident in the ability of CodeRED to provide real-time information and protect residents. A secure platform and a fully compliant IPAWS solution expand the city's reach and ability to send alerts via multiple methods. A mobile app and intuitive interface make it simple to craft and deliver alerts instantly — even during high-stress situations — while 24/7/365 support from the CodeRED expert team makes data management simple and improves community engagement.

- ✓ **Extend reach** with a modern and reliable emergency mass notification system
- ✓ **Improve public safety** with geo-targeted alerts that provide clear instructions
- ✓ **Increase enrollment** with a simple and quick sign-up process for residents

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