



Eaton County Sends Geo-Targeted Alert

The challenge

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.



Customer

- Eaton County, MI, is 579 square miles with more than 108,000 residents across 43,908 households and 2,092 businesses.

Challenges Solved

- 9-1-1 Response
- Critical Communication
- Mass Notification
- Safety & Protection

Solutions

- Rave 911 Suite



The solution

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."

"It's the primary source of information for our workers. It doesn't matter if they're on the clock or outside of work. They appreciate getting messages ahead of time."

– Frank Burkhardt, Application & Database Administrator, Blue Bird Corporation

The result

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.

To learn more, visit: www.motorolasolutions.com



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