

Seattle Selects Rave Alert for Citywide Emergency Notifications

Overview

Seattle, Washington, seeking an enhanced emergency notification system for city-wide and internal department alerts and communication, selected Rave Alert after an exhaustive comparative vendor review. Rebranded as “AlertSeattle”, the system now offers residents and city employees important emergency and community updates by Email, text, voice call, and social media (Facebook and Twitter).

“With AlertSeattle, 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

About Seattle

Seattle is the largest city in both the State of Washington and the Pacific Northwest, with a population of over 670,000. Located on Puget Sound, it is surrounded by water, mountains, and evergreen forests, and encompasses thousands of acres of parkland (hence its nickname, "Emerald City"). It is also home to a thriving tech industry, with Microsoft and Amazon.com headquartered in its metropolitan area. A major gateway for trade with Asia, Seattle is the 8th largest port in the United States and 9th largest in North America in terms of container handling.

Rave Alert Allows Flexible Easy to Use Citywide Community Alerting

Using Rave Alert’s unlimited preset templates, the Seattle team identified and set up a wide range of alerts and notifications. Sending alerts was simplified by Rave Alert’s 2-click SnapSend, that sends alerts to all channels (voice, Email, text, and social media) from any internet connected device.



This simplified send method also allows managers to authorize (and limit) dispatchers and system operators to sending specific categories of messages. Alert categories include: emergency alerts, severe weather, health, safety, transportation disruptions, utility service disruptions, or changes in service schedule, and special event information.

Additionally, Seattle is leveraging Rave Alert’s high performance and high capacity voice infrastructure to send voice alerts to landlines and mobile phones. With Rave Alert’s inbound voice service, the city can now provide a call back number to voice alert recipients

that plays a recorded message with more information.

Seattle alerts residents and businesses to significant risks to life or property with critical emergency updates, 24 hours a day. Other, less critical notifications, such as severe weather, public health concerns, utility and transportation disruptions, special events, and emergency preparedness, send between 8:00 a.m. and 9:00 p.m.

Seattle also plans to use the system to rapidly mobilize first responders. Using the Rave powered AlertSeattle portal, public subscribers can easily manage the types of alerts they want to receive and how they want to receive them, such as Email, text/SMS message, or phone call.

Seattle Public Utilities is leveraging the system to:

- Alert citizens in inundation zones downstream of critical infrastructure.
- Notify water customers of a Boil Water Advisory.

People living in or commuting to Seattle can sign up for traffic Alerts to stay informed of large scale traffic events. Additionally, the Seattle Office of Emergency Management is using the system to coordinate volunteers.

Internal Alerting for City Employees

Emergency and non-emergency departmental alerting for all employees was a cornerstone requirement for Seattle. Rave Alert's internal group/list management capability now lets each department manage its own users and templates. Department Admins can delegate alerting authority to sub-admins within their department and limit these admins to specific user lists and templates. This gives each department within the City of Seattle full control of the Rave Alert system's internal use.

Implementation and Launch

Rave Alert's easy to use structure let the entire Seattle team complete training in a matter of hours. Seattle's team launched Rave Alert smoothly with minimal Rave Mobile Safety involvement.

About Rave Mobile Safety

Rave Mobile Safety builds innovative communication software for better emergency preparedness and faster response. Our technology solutions contribute to individual, group, and public safety.

Thousands of municipalities, colleges, and universities trust Rave solutions every day, making Rave one of the leading providers of campus and public safety solutions to higher education institutions and state and local agencies.



Visit us on the web at www.ravemobilesafety.com

Our award-winning portfolio of Rave Panic Button, Rave Alert, Rave Guardian, Rave Eyewitness, and Smart911, and SmartPrepare keeps millions safe, secure, and connected. Rave Mobile Safety is headquartered in Framingham, MA.

Contact Us Today to Learn More

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