HOW BAY COUNTY, MI SENDS 1.2 MILLION NOTIFICATIONS TO KEEP RESIDENTS INFORMED
When Bay County Central Dispatch mass alerts volume exceeded one million messages annually, they decided to upgrade their emergency notification system.

Bay County Central Dispatch selected Rave Alert based on its capabilities and flexibility to send both broad and targeted communications at a high volume.

Implementation was smooth, non-disruptive, and efficient.

THE FACTS

1.2M NOTIFICATIONS SENT ANNUALLY

75% OF DATABASE MIGRATED

9 MONTHS UNTIL SMART911 WAS ADDED
The Saginaw River divides Bay City, MI with 30 miles of shoreline and 4 draw bridges. The population doubles for seasonal events.

In addition to emergency alerts, Bay County Central Dispatch sends notifications for road closures/accidents, health alerts, Bay Metro Transit updates, and bridge openings.

To handle an increasing alert volume while handling inbound 9-1-1 calls, dispatchers needed a more robust and easy to use notification system.

Rave Alert and Smart911 work really well together. I wouldn’t do it any other way.

CHRIS IZWORSKI
9-1-1 DIRECTOR
BAY COUNTY, MI
Bay County Central Dispatch Deploys Rave Alert

Fast and easy Rave Alert implementation

- 75% of database migrated
- 2-day dispatchers training
- Simple layout and interface enabled dispatchers to immediately use system
- Quickly used for internal notifications and mass alerts
THE RESULTS

1.2 M messages annually
   - Community emergencies
   - Road closures/accidents

Cuts down redundant 9-1-1 calls

Non-emergency use
   - Health Department
   - DPW
   - Internal Administration

Added Smart911 9 months later
   - Combined solutions let residents sign up for alerts and Smart911 personal profile at one portal.
   
   The value of Rave Alert and Smart911 to residents resulted in higher community engagement and increased public safety.
BAY COUNTY DISPATCHERS
SEND ALERTS AND
ANSWER 9-1-1 CALLS WITH
RAVE ALERT AND SMART911.

LEARN MORE

Rave Alert
Best-in-class, highly available emergency notification.

Secure. Reliable. Easy to Use.
Trusted by thousands to protect millions.

Contact us today
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