

**RAVE**  
MOBILE SAFETY

**CASE STUDY**

# **HOW BAY COUNTY, MI SENDS 1.2 MILLION NOTIFICATIONS TO KEEP RESIDENTS INFORMED**

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## EXECUTIVE SUMMARY

### Bay County Central Dispatch, MI

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

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# 1.2M

**NOTIFICATIONS SENT ANNUALLY**

# 75%

**OF DATABASE MIGRATED**

# 9

## MONTHS

**UNTIL SMART911 WAS ADDED**

## THE CHALLENGE



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.



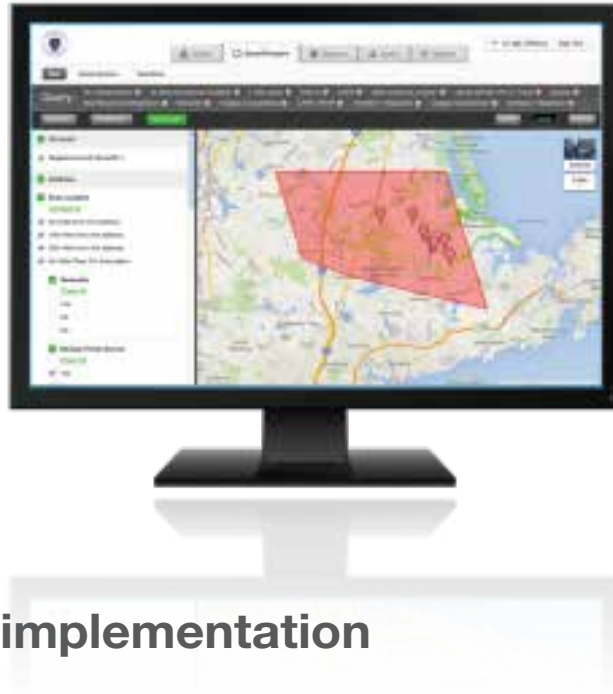
**Rave Alert and Smart911  
work really well together.**

**I wouldn't do it any  
other way. ”**

**CHRIS IZWORSKI  
9-1-1 DIRECTOR  
BAY COUNTY, MI**



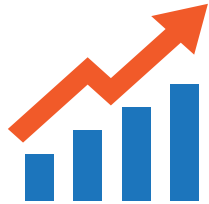
## Bay County Central Dispatch Deploys Rave Alert



### **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**

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### **Rave Alert**

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