Smart911 Marketing Kickoff

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Agenda

- Pre-launch Activities
- Usage of Smart911
- Press Launch
- Marketing Best Practices and Resources
  - Smart911
  - Smart911Facility
- Resources
- Next Steps
Pre-Launch Activities
Pre-Launch Activities

Rave Customer Portal

- www.ravecustomer.com
- Smart911 Administrative Console
- Smart911 Reporting Console
- Smart911 First Responder Portal
- Rave Academy

• Did you receive your PSAP Admin Credentials?
Internal Education

• Have telecommunicators complete the Smart911 Training Course in Rave Academy.

• Encourage all staff to sign up at [www.smart911.com](http://www.smart911.com)
  – Send internal email
  – Discuss at staff meetings
  – Promote Smart911 with posters and flyers
Leveraging Response Agencies

• Police
  – Roll call training
  – Smart911 for MDTs

• Fire
  – Community outreach events
  – Incorporate Smart911 into Free Fire Alarm Program

• EMS
  – Provide business cards to hand out

https://safety.smart911.com/portal/internal-education/
Usage of Smart911
Smart911 Safety Profiles

Individuals create Safety Profiles at [www.smart911.com](http://www.smart911.com)

- Provide:
  - Names
  - Photos
  - Addresses
  - Medical
  - Pets
  - Emergency Contacts
Facility managers create Facility Profiles at [www.smart911facility.com](http://www.smart911facility.com)

Provide:

- Multiple buildings within a campus
- Point(s) of contact on site
- Fire alarm contact
- Security alarm contact
- Property owner contact information
- Gates or access codes
- Geographical boundaries including parking lots
- Floor plans of each building
- Landline phone numbers within a building
Platform Functions

**Smart911Chat**
- Text to all mobile callers
- Resolve accidental dials and hang ups
- Send help for those who can’t communicate
  - Home invasion
  - Domestic Violence

**Smart911Notes**
- Logs tied to all phone numbers
- Not tied to any Safety Profile
SmartSave Award

- **SmartSave Award Winners:**
  - Receive a certificate
  - National press release
  - Pizza party for their shift

Submit here: [https://safety.smart911.com/submitsmartsave/](https://safety.smart911.com/submitsmartsave/)
Press Launch
Media Outreach

• Do you want a press conference or open house?

Smart911 Provides:

• Press Release Template
• Smart911 Use Cases
• Smart911 Fact Sheet
• Press Conference Speaking Points
Public Launch – Media Communications

Social Media

• Who controls social media accounts?


Media Tracking and Web Support

• Smart911 posts all media coverage on website

Smart911 Marketing Best Practices

• **Electronic Communications**
  - Email blasts, Website, Social Media, e-Newsletter

• **Printed Materials / Mailings**
  - Flyers, Direct Mailings, Newsletters

• **Send reverse 9-1-1 message / alert**

• **Severe weather messaging**
  - Pre and post storm

• **Community partnerships**
  - School, Nonprofits, Advocates, Religious Groups

• [www.safety.smart911.com/portal](http://www.safety.smart911.com/portal)
Utility or Other Mass Mailings

- **Newsletter**
  - Framingham, MA saw a 51% increase in sign ups from a printed newsletter

- **Magazine Article**
  - Layton, UT saw an increase of 19% in a quarterly magazine

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Smart911

Smart911 is a service provided by the Framingham Police Department that allows residents to create a free Safety Profile for their household that includes any information they want 9-1-1 and first responders to have in the event of an emergency. Then, when anyone in that household dials 9-1-1 from a phone associated with their Safety Profile, their profile is immediately displayed to the 9-1-1 call taker providing additional information that can be used to facilitate the proper response to the proper location. At a time when seconds count, Smart911 provides details that could impact a response the second an emergency call is placed, which could be the difference between life and death. To sign up, visit www.smart911.com.
SmartSave Awards

- **Lawrenceburg, KY**
  - 12% increase

- **Ionia County, MI**
  - 15% increase

- **DuPage County, IL**
  - 1% increase
Culpeper County, VA saw a 41% increase in sign ups during a February storm.

MEDIA ALERT
Culpeper County, VA February 12, 2014

Culpeper County Public Safety Communication Center Urges Citizens to Prepare for Winter Storms by Signing Up for Smart911

Public Safety Service Helps Emergency Responders Help Citizens During Storms, Disasters and Emergencies

WHO: Culpeper County Public Safety Communications Center

WHAT: With the pending Winter Weather approaching tonight, all residents in the Town and County of Culpeper are urged to register for the public safety service, Smart911. Smart911 allows citizens to create a free, secure Safety Profile online that contains important information about their household. 9-1-1 call takers can quickly leverage this data to increase the overall awareness of first responders before arriving to the scene, expedite their arrival time and ultimately save lives.

WHY: Smart911 allows residents of a community to share information about themselves and their families with 9-1-1 call takers and first responders. This can include general data on a household - ranging from the identity of residents, locations of bedrooms and utility information - to specific details about disabilities and medical conditions requiring such things as oxygen, dialysis and more.

With Smart911, if a citizen dials 9-1-1 in an emergency, their Safety Profile is automatically displayed to the call taker, allowing them to send the right response teams to the right location with the right information, accelerating emergency response. A Safety Profile is safe and secure, and residents manage their own information.


If you would like further information about Smart911, please contact William Martin, Director, or Jenny Rosenfeld, Deputy Director of the Culpeper County Public Safety Communications Center, WMARTIN@CULPEPERCOUNTY.GOV, JROSENFELD@CULPEPERCOUNTY.GOV, 540-727-7900

Proprietary & confidential
Suffolk County, NY saw a 67% increase in sign ups from reverse notification

**SMS Text Message:** SMART911.com is where you can provide important information about your household to 911 before the storm. We included a return email in case people question the source. VPOEM@Suffolkcountyny.gov was sent 4600+ messages. Also realized the 200+ bad emails, and cell numbers. Forcing the after action for the vendor to address validation of registered subscribed users.

**Email Message:** with a severe storm approaching, Suffolk County Fire, Rescue and Emergency Services encourages all residents to prepare for the weather by signing up at www.smart911.com and providing information on their household to emergency officials. In the event you need to dial 9-1-1, we will be better prepared to help you. Sign up for the free service now at www.smart911.com
Missoula County experienced a violent storm last September. Even with double the number of 9-1-1 dispatchers on duty, the volume of emergency calls coming in was overwhelming.

Post-storm, Missoula County 9-1-1 took action to spread the word about Smart911 by:

- Reverse 9-1-1 Messaging
- Involving the Media

Missoula increased the number of Smart911 registrations by 55%

MISSOULA - It was a very hectic Monday night for law enforcement as dispatchers handled hundreds of calls in the span of a few hours. Missoula 911 dispatchers saw one of the busiest five hours in recent memory because of incidents like this:

"Obviously took a big tree out into our yard, and we just have to roll with the punches and go with it, so it is what it is," said Missoula resident Bill Miller.

And this wasn’t the only tree to fall in the Missoula area - 911 was flooded with calls about downed trees, power lines, power outages and other emergencies. County Director of Emergency Services Adrianne Beck says it’s one of the busiest nights 911 dispatch has seen in recent memory.

"To say that, that it overwhelmed the 911 center, is a little bit of an understatement," Beck said. "We had nine dispatchers working at the time, which is almost double what we normally have. And the phones were just ringing off the hook. And we have reports of some people who were trying to call 911 but getting a busy signal, and so they had to keep trying until they could actually get through."

Those nine dispatchers fielded an estimated 800 calls between 6 p.m. and 11 p.m. and about 300 in one hour. This put an obvious strain on emergency responders as well, dealing with several hazards associated with the storm. At one point, Northwestern Energy reported about 18,000 people between Missoula and the Bitterroot were without power.

"Everybody really stepped up and really rose to the occasion," Beck said. "And all the emergency response agencies and the 911 center really did tremendous work to make sure that we were capturing all the emergencies that were going on throughout the county and in the city. And getting the appropriate resources to those scenes."

Beck adds the use of their Smart 911 system came in handy during the storm, sending out notifications to thousands of residents informing them of updates and how they should report power outages. Beck says she hopes more residents will sign up for the service, so they can spread the word to more people in case of emergencies.
Smart911 Facility Outreach

Outreach Partners:
- Fire Department
- Business Licenses
- Building permits

Community Partners:
- Schools
- Senior centers
- Hospitals & medical centers
- Retail stores
- Office buildings
- Hotels
- Churches
- [www.smart911facility.com](http://www.smart911facility.com)
Resources
Resources

Welcome to the Rave Customer Portal. Here you will find product logos, resources (such as marketing materials), and consumer registration websites for any Rave product you have purchased.

Rave Customer Portal

- **RAVE Alert**
  - Product Logins
  - Rave Alert Product Login
    - Send emergency notifications, create notification templates, schedule future notifications, and manage administrators, users and lists.
  - Resources
  - Training

- **RAVE Guardian**
  - Product Logins
  - Rave Guardian Console
    - Access active Rave Guardian cases, eyewitness tips, and emergency calls over the web with user credentials.
  - Rave Guardian Administrative Console
    - Review historical Rave Guardian usage.
  - Resources
  - Training

- **RAVE Eyewitness**
  - Product Logins
  - Rave Eyewitness Console
    - Access active Rave Eyewitness tips.
  - Rave Eyewitness Administrative Console
    - Review historical Rave Eyewitness usage.
  - Resources
  - Training

- **RAVE Panic Button**
  - Product Logins
  - Rave Panic Button Administrative Console
    - Sites for administrators to create and maintain their Rave Panic Button profile along with Panic Button Privileges and settings.
  - Rave Panic Button Reporting Console
    - Review and approve Smart911 Facility and Rave Panic Button profiles. Manages historical Rave Panic Button usage.
  - Resources
  - Training

- **Smart911**
  - Product Logins
  - Smart911 Administrative Console
    - Extend Smart911 broad-based, active case time. Configure Smart911 console behavior, display, functions, and data sources. Create or edit credentials for additional administrators or first responders.
  - Smart911 Reporting Console
    - Access the Smart911 dashboard, review historical Smart911 usage. Review and approve Smart911 Facility profiles.
  - Resources
  - Training

- **Smart911 Facility**
  - Product Logins
  - Smart911 Facility Profile Management
    - Sites for administrators to create and maintain their Smart911 Facility profile.
  - Smart911 Facility Reporting Console
    - Review and approve Smart911 Facility profiles. Review historical Smart911 usage.
  - Resources
  - Training

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http://www.ravecustomer.com/

https://safety.smart911.com/portal/
Marketing and Outreach Toolkit

Emergency Alert Text

CLICK HERE to download as .doc

Add these messages to emergency alerts or bulletins issued about storm preparation

SMS text:

SMART911.com is a free service that allows you to provide information about your household to 911 before the storm. From: <enter email contact>

Email Paragraph 1:

With a severe storm approaching, <enter response agency> encourages all residents to prepare for the weather by signing up at www.smart911.com and providing information about their household to emergency officials. In the event you need to dial 9-1-1, we will be better prepared to help you. Sign up for the free service now at www.smart911.com

Email Paragraph 2:

<enter storm details> is in the midst of development in the <enter location> area. We urge all citizens to prepare for the hazardous conditions by creating a free Safety Profile at www.smart911.com. Through Smart911, you can provide emergency responders with the information they need to help you when you need it most. Sign up for the free service now at www.smart911.com

Please contact <enter name> with any questions: <enter contact information>

Newsletters & Emails

Do you need content for insertion in an email, newsletter or other channel?

FIND OUT MORE

Internal Education

Educate members of your agency, response agencies, and other partners.

FIND OUT MORE

https://safety.smart911.com/portal/
Smart911 Library:

- Target Materials
- Flyers
- Web graphics
- Social media graphics
- Videos
- Text for Email, SMS and News letters
Social Media Outreach

Why Should You Sign Up For Smart911?

99% of Smart911 users recommend Smart911 as an essential tool for personal safety.

Smart911.com

Ask us how Smart911 could save your life!

Learn more at Smart911.com

https://safety.smart911.com/category/outreach-materials
Rave Facility Outreach

Marketing Materials:
- Video
- Flyers
- Tri-fold brochure
- Business Cards
- Logo
- Web badges
- [https://safety.smart911.com/smart911facility/](https://safety.smart911.com/smart911facility/)
Monthly Campaigns

- National AMBER Alert Awareness Day
- American Heart Month
- Poison Prevention Week
- National Severe Weather Preparedness Week
- Flood Awareness Week
- 9-1-1 Education Month
- Fourth of July
- National Night Out
- Back to School Safety
- National Preparedness Month
- Fire Prevention Week
- Halloween Safety
- Thanksgiving Safety
- Holiday Safety

https://safety.smart911.com/category/safety-topics/
Questions?
Next Steps

1. Complete dispatcher training and internal education

2. Begin Smart911 platform usage: Smart911 Safety Profiles, Smart911Chat, Smart911Notes, Smart911Facility

3. Schedule launch date and finalize press release