

CASE STUDY

ADAMS COUNTY, COLORADO



AS ONE OF THE LARGEST COUNTIES IN THE STATE OF COLORADO, ADAMS COUNTY FACES A MYRIAD OF COMMUNICATIONS NEEDS.

An oddly shaped county, it fully surrounds the Denver International Airport, the land of which was ceded to the city of Denver for the purpose of that airport, but it deals with the complex road transportation needs that one of the largest airline hubs in the country requires.

In addition to daily needs that include closures due to Colorado's often unpredictable weather, Adams County also needed to prepare its staff and authorities in the event of emergencies like an active shooter event. Then, in March 2020, it closed its offices due to the COVID-19 pandemic, and needed to inform both its employees and affected community members.

FOR ALL THESE NEEDS, IT RELIES ON REGROUP MASS NOTIFICATION, A POWERFUL PLATFORM THAT IS EASY TO USE, COST EFFICIENT AND SCALABLE.

A VARIETY OF USES, ONE PLATFORM

HOW DOES ADAMS COUNTY MAKE THE MOST OF ITS REGROUP MASS NOTIFICATION SYSTEM?

With emergency notifications, day-to-day communication and preparing for potential dangerous situations. Other options, such as emails, phone trees, and social media posts, are not as far-reaching nor as efficient as the Regroup platform.

Recent uses Adams County has employed:

- ✓ Notification and activation of the emergency services' CADRE (Collaborating Agencies' Disaster Relief Effort)
- ✓ Informing employees of building closures and delays
- ✓ Special notifications to specific groups, such as arranging conference calls with affected teams prior to a building closure
- ✓ Special event registration and notification
- ✓ Building specific emergency message templates, for example in the event of an active-shooter situation within a certain facility

"The system is extremely easy to use. We are surprised at how easy it is to train new employees to use the system. Regroup is user-friendly, straightforward, and is a common sense platform,"

Michael Bean

Emergency Management Coordinator for Adams County, Colorado.

WEATHER DELAYS AND CORRECTIONS

Colorado's unpredictable weather includes tornadoes, severe thunderstorms that can produce large hail, and snow storms that can dump heavy snow on busy roadways.

THE ADAMS COUNTY OFFICE OF EMERGENCY MANAGEMENT USES REGROUP FOR BOTH EMPLOYEE NOTIFICATIONS AND PUBLIC INFORMATION TO KEEP CITIZENS SAFE AND TRAFFIC FLOWING SMOOTHLY.

A few ways they've employed the system successfully:

- ✓ The emergency management office was able to notify more than 2,600 employees of several building closures and office delays due to extreme weather conditions.
- ✓ The office is able to provide public information and weather alerts during the large county fair and well-attended July 4th celebratory events.
- ✓ The system is used to engage leadership in on-the-spot conference calls to make important emergency decisions.
- ✓ When a false tornado warning went out to employees through the phone system, the emergency management office was able to easily contact those employees and tell them it was not a real emergency.

"One of the features we find most beneficial is the ability to create different groups within our account. This allows us to create targeted messaging and push it to only those who specifically need it. At the same time, it allows the adaptability and flexibility to send messages to all groups at once to ensure wide dissemination of a critical message,"

Michael Bean

Emergency Management Coordinator for Adams County, Colorado.

SOLUTIONS FOR CITIES AND COUNTIES

REGROUP MASS NOTIFICATION IS THE PROVIDER OF CHOICE FOR CITY, STATE AND LOCAL GOVERNMENT ENTITIES ACROSS THE UNITED STATES

Our system provides the features they need most to serve the needs of citizens and keep entire communities safe and informed:

- ✓ **NEAR-INSTANT COMMUNICATION.** Unlike manual calling or texting emergency alerts, Regroup can send important information to hundreds of thousands of recipients in seconds.
- ✓ **EFFICIENT.** Municipalities can avoid spending money on costly hardware that needs maintenance. Our cloud-based system and 24/7 support is all government agencies need to reach everyone, regardless of where they are.
- ✓ **AUTOMATED ALERTS.** Regroup offers built-in automation for severe weather and other federal alerts from FEMA's IPAWS, NOAA, and more.

"A feature we find beneficial is the ability to text to join a group. We use this feature for special events, such as the county fair, where attendees can text a specific number to be added into a specially created group. These users can receive important messages for the duration of the event and then be cleared from the system afterward to ensure they are not receiving unwanted messages,"

Michael Bean

Emergency Management Coordinator for Adams County, Colorado.

Learn More

Our platform was built to be robust and reliable, for every device and application. Combine that with our unlimited training and 24-hour client support and it's easy to see why Regroup is the most trusted name in mass notification solutions.

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