

Copley Township Replaces Legacy Communication Systems with Regroup

Copley Township, serving over 18,000 residents in Summit County, Ohio, sought a reliable and versatile communication system to ensure public safety and efficient operations. Facing the challenges of maintaining outdated warning systems, such as tornado sirens, and the need for comprehensive communication, Copley Township turned to Regroup.

With the priority of keeping residents informed and safe through everyday communications, warning alerts, and public announcements, Regroup proved to be an invaluable tool. It not only facilitates external communication for weather conditions and emergency notifications but also provides crucial internal coordination for emergency services and shift coverage, thereby eliminating the limitations and high implementation costs associated with legacy systems.

Searching for Successful Communications

Among the 18,000 residents across 7,800 households, Copley Township utilizes Regroup for various communication needs. Alerts are sent by multiple departments, with the Media Content Manager handling general public announcements, while fire and police departments use the system for shift coordination and emergencies.

According to Xavier Kanis, Media Content Manager, Copley Township, "Regroup has been great for mass notifications to residents and internally for our first responder units to switch or pick up shifts. It's great to have the ability to use the same messaging platform for added comfortability and confidence when sending communications to make sure our residents feel safe."



The types of notifications sent range from non-emergency public announcements, such as upcoming township-sponsored events, to urgent emergency alerts and shift shortage notifications for police and fire personnel. Additionally, Copley Township leverages Regroup for automated weather alerts, issuing warnings for tornadoes, blizzards, floods, severe thunderstorms, high winds, and hail damage.



Usage and Alerts: Valuable Features That Make a Difference

Copley Township values Regroup's ability to track channel-specific engagement, noting that 95% of residents that have signed up for alerts engage with public announcements and 99% with emergency alerts. This tracking is vital for understanding resident interests and tailoring communication. Copley also found additional value in the legal footers feature, which ensures compliance and a worry-free environment from Regroup.

“For our partnership with Regroup, it’s our goal to make sure everybody is safe and keep that steady line of communication,” Kanis explained. “It's great because Summit County also works with Regroup and utilizes the same kind of alerts, so people have that continuity between the township as well as the county.”

The unified platform offers reassurance when disseminating messages. Regroup has made a tangible difference, especially during recent severe weather events with wind and hail.

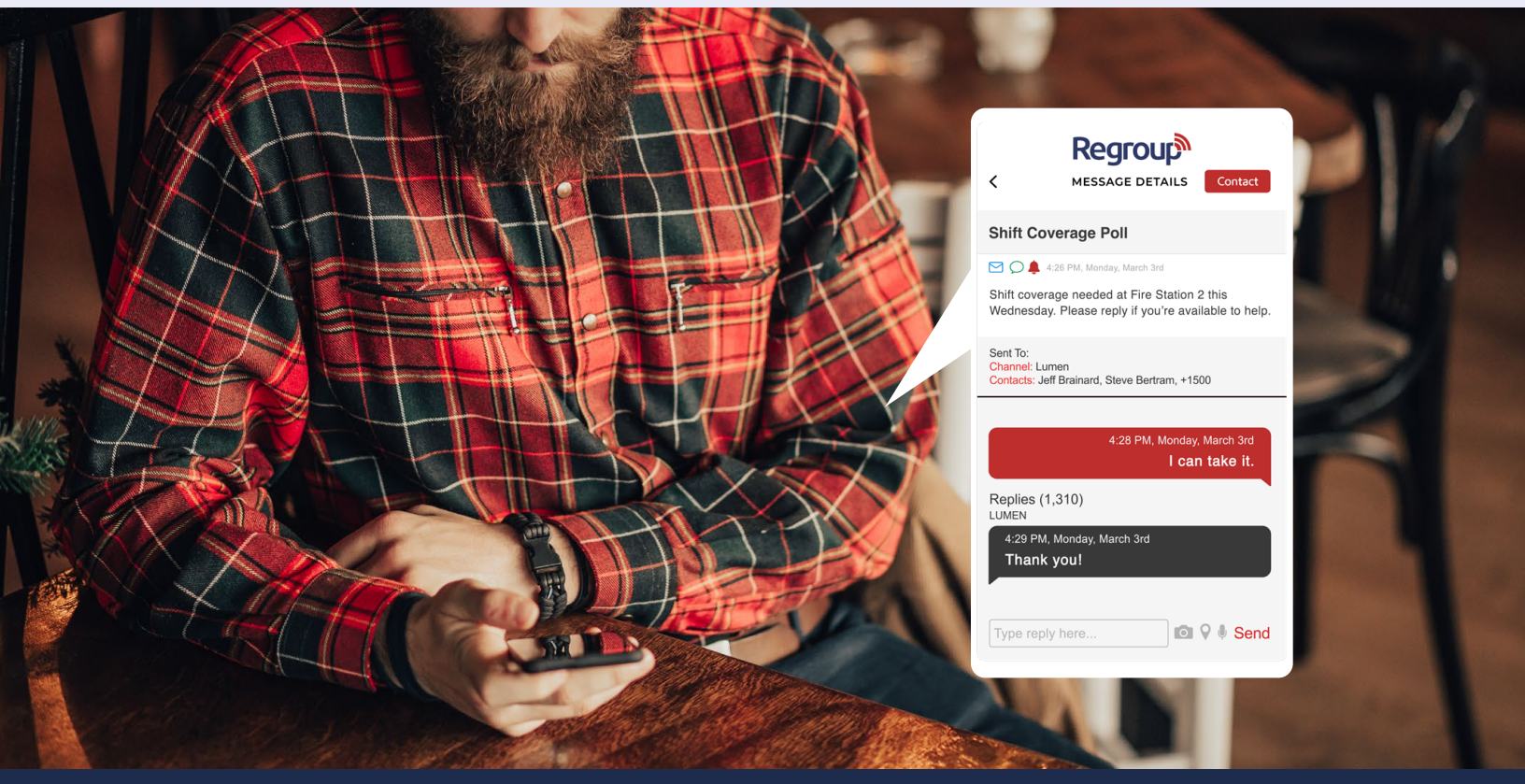
Copley Township found significant value in Regroup's automated NOAA Alerts feature, which allowed it to integrate and automate national weather warnings. That eliminated the need for manual input and ensured timely distribution of critical information.

After consultation with their Customer Success account executive, the Copley Township team strategically chose to focus solely on urgent weather warnings rather than watches.

“This decision was made to prevent notification fatigue and minimize the risk of residents opting out due to excessive alerts. By prioritizing only imminent warnings issued at the county level, we have maintained very low opt-out rates,” Kanis highlighted.

Residents continue to receive essential weather alerts, primarily through text messages, and Copley Township feels confident that it is effectively reaching its community with the most pertinent information.

“Residents receiving NOAA warnings directly on their phones has been a valuable feature to reach the community while at home or on the go, potentially preventing injuries and property damage during weather events.”



Scalable Communication Solutions for the Future

While Copley Township focuses on fully understanding and utilizing Regroup's existing capabilities, it envisions expanding its use in the future.

"The Board of Trustees is deeply committed to public safety and effective communication, which drove the initial adoption of mass notifications for weather alerts," Kanis emphasized.

As the township continues to adapt and identify further communication needs, particularly regarding reaching a broader segment of the public, Regroup is considered a prime platform for that expansion.

"There are possibly going to be new developments for people to live in, so that's another blanket area we can cover and a base of people we can connect with to sign up for alerts," Said Kanis.

With a forward-thinking approach, Copley Township aims to leverage Regroup's versatility to enhance its community outreach and emergency communication strategies.

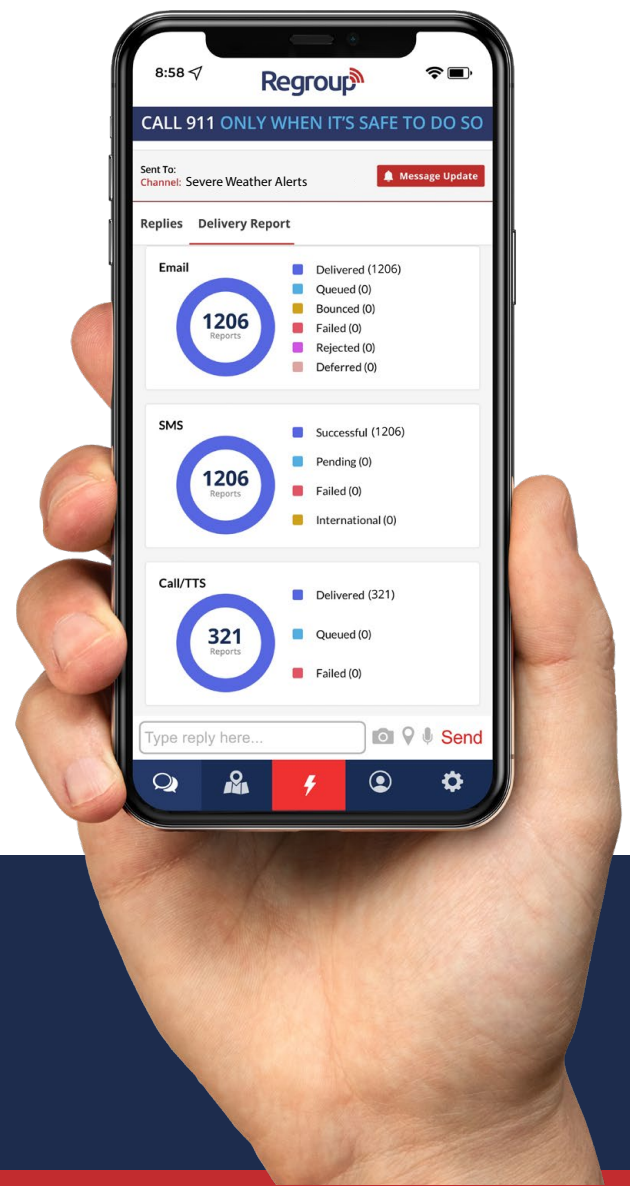
"It's been an easy adaptation for our residents to take on, so it's making sure that we get everybody acclimated."

Level Up Your Mass Communication Success with Regroup

Copley Township is set up for continued growth with flexible solutions from Regroup. The platform's user-friendly approach improved value across the entire campus community, and Regroup's framework offers the potential to delve into untapped resources and expand the possibilities of emergency alerts and mass notifications.

Simply put, Regroup simplifies mass notifications, no matter your audience. "If it's an emergency, you have the muscle memory to be able to put everything in with the confidence of sending out a general public announcement, because it's all the same platform."

According to Kanis, "It's great to have the ability to use the same messaging platform, something that you're comfortable with and know how to use."



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