



Customer Profile:

Sheriffs in Presque Isle County take the safety of residents seriously, so when foul weather threatens, they are prepared and ready to help.

Problem:

Whiteout conditions were snarling traffic, and sheriffs wanted to alert residents to stay off the roads and dial 911 for any emergencies.

Solution:

Using CodeRED Launcher app to notify the public, sheriffs alerted local residents to the dangerous weather conditions on county roads.

Benefit:

Citizens received timely, critical information in the midst of a powerful storm that protected them from harm and may have saved lives.

County uses CodeRED notification to keep roads clear and people safe during winter storm

Rapid, reliable notification keeps lines of communication open within communities when winter storms threaten.

Whiteout conditions increase traffic risk

Severe weather disrupts people's day-to-day lives more than just about anything else. It can strike without warning, trapping individuals at work, home or school, damaging facilities and threatening lives. To keep people safe, county officials aim to minimize damage and avoid interruptions, keeping traffic flowing and residents safe.

The Problem: Managing traffic in a storm

Presque Isle County, Michigan experienced several inches of snow and whiteout conditions on February 29, 2016. This particular storm caused worse-than-usual traffic and dangerous driving conditions. The County's Office of Emergency Management wanted some way to reach the public and request they stay off the roads and remain safe during this winter weather.

The Solution: CodeRED

At the direction of the Sheriff, a notification was sent using the CodeRED® Launcher app to notify the public to stay off the roads until further notice and to dial 911 for any emergencies. This was helpful in keeping roads open and drivers safe while the storm raged. As the weather cleared, people began to call in inquiring about picking their children up from school and were concerned as they had been advised to stay off the roads.

The office then sent out another notification informing the public that the roads had been re-opened, but that drivers should proceed with extreme caution. The following day, the Sheriff's Office received several phone calls from residents thanking them for alerting them to the winter weather dangers in the area and inquiring further about CodeRED notifications.

How local government and law enforcement can use CodeRED:

- Keep crisis management plans up-to-date with pre-created notification scenarios identifying key communities to target
- Issue automated emergency alerts that notify civilians in the path of fire, storm or other danger
- Activate evacuation plans and guide and direct residents to safety
- Alert local emergency responders to assist during a disaster

The end result

Presque Isle County Sheriffs performed an exhaustive review of various community alerting systems and found CodeRED to be exceptional. From the sales staff to the team that was assigned to them for training and support, they were pleased and stated they would highly recommend the CodeRED system to any agency that values the safety and security of its citizens.