

From the Planned to the Unplanned:

Preparing the Front Lines
of Community Protection



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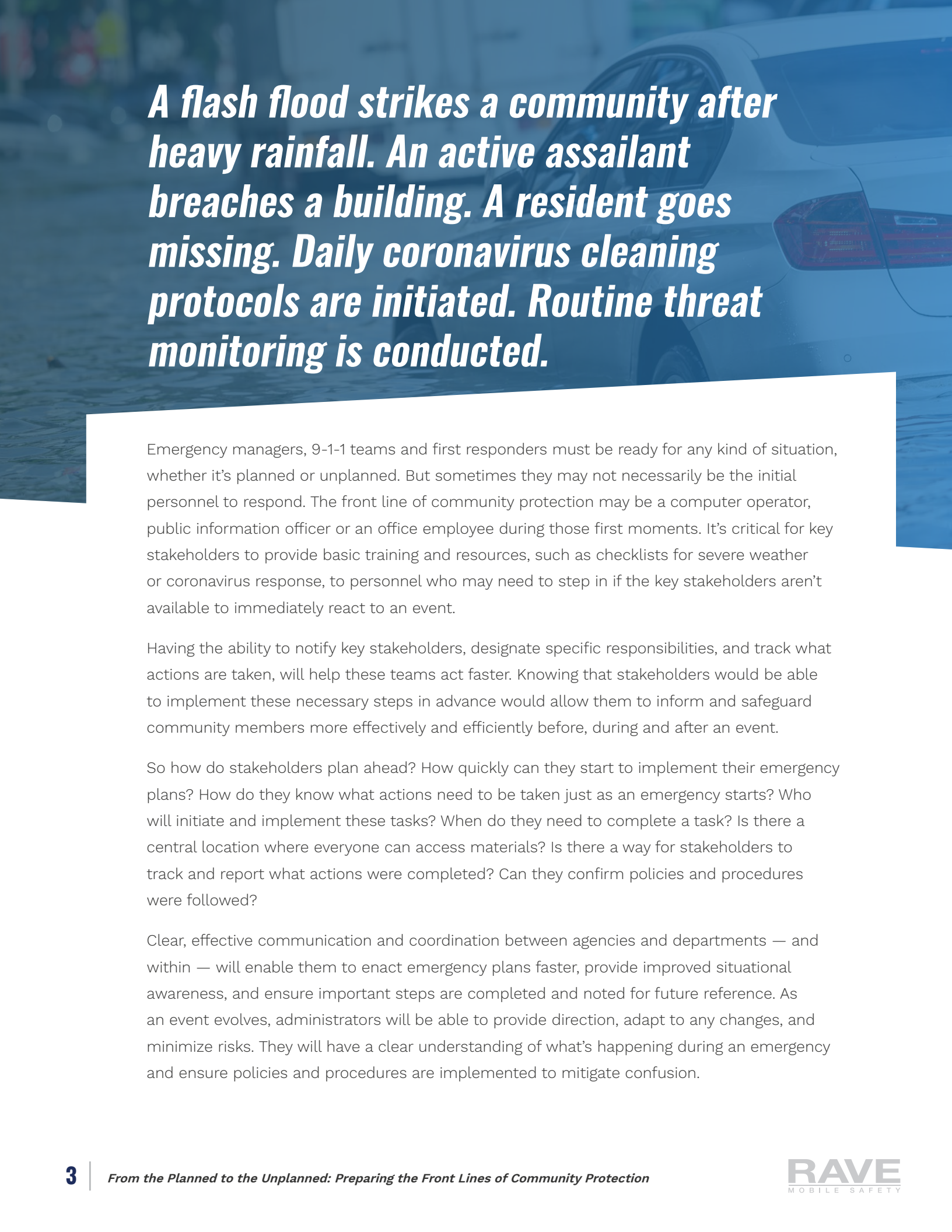
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A flash flood strikes a community after heavy rainfall. An active assailant breaches a building. A resident goes missing. Daily coronavirus cleaning protocols are initiated. Routine threat monitoring is conducted.

Emergency managers, 9-1-1 teams and first responders must be ready for any kind of situation, whether it's planned or unplanned. But sometimes they may not necessarily be the initial personnel to respond. The front line of community protection may be a computer operator, public information officer or an office employee during those first moments. It's critical for key stakeholders to provide basic training and resources, such as checklists for severe weather or coronavirus response, to personnel who may need to step in if the key stakeholders aren't available to immediately react to an event.

Having the ability to notify key stakeholders, designate specific responsibilities, and track what actions are taken, will help these teams act faster. Knowing that stakeholders would be able to implement these necessary steps in advance would allow them to inform and safeguard community members more effectively and efficiently before, during and after an event.

So how do stakeholders plan ahead? How quickly can they start to implement their emergency plans? How do they know what actions need to be taken just as an emergency starts? Who will initiate and implement these tasks? When do they need to complete a task? Is there a central location where everyone can access materials? Is there a way for stakeholders to track and report what actions were completed? Can they confirm policies and procedures were followed?

Clear, effective communication and coordination between agencies and departments — and within — will enable them to enact emergency plans faster, provide improved situational awareness, and ensure important steps are completed and noted for future reference. As an event evolves, administrators will be able to provide direction, adapt to any changes, and minimize risks. They will have a clear understanding of what's happening during an emergency and ensure policies and procedures are implemented to mitigate confusion.



Key players of community safety

Emergency managers, 9-1-1 telecommunicators and first responders need to be ready for any scenario of an adverse event, whether they anticipate it or not.

For emergency managers, it's all about thinking about the possible scenarios for an emergency. They develop plans to mitigate risks and reduce vulnerabilities, while simultaneously anticipating how to prepare and respond to every type of emergency.

As they strategize about events, emergency managers need to know who lives and works in their community and whether these community members are based in urban or rural areas. Some members, for example, may either work in or live in high-rise buildings. Emergency managers also must figure out if some community members, such as people with access and functional needs, will need additional assistance. They need to consider the vertical distance first responders and community members may travel during the different stages of an emergency, as well as any obstacles they may encounter and ways they can maneuver past them.

Communication before, during and after an event is important to inform and help community members stay safe. Emergency managers also must coordinate with other departments, such as law enforcement, public health, emergency medical services (EMS) and public works. When an event strikes, emergency managers likely only have minutes — maybe even seconds — to alert the community, initiate the necessary plans and coordinate with first responders and other resources so they will have a better understanding of what's happening and know what resources they need to allocate on the scene.

Meanwhile, 9-1-1 telecommunicators, law enforcement officials, firefighters and public safety personnel are on the front lines to safeguard communities. Telecommunicators need to collect relevant information, such as the type of incident, accurate descriptions of people and places, and the presence and the type of weapon. Law enforcement officials and other public safety personnel need to be aware of what's happening at the scene, such as if it's volatile, violent or dangerous to the entire community or certain residents. And for them, the speed of information and its accuracy will have an impact on their response times and situational awareness.

Simply having the exact location speeds up response times and saves lives. Numerous studies say the average response time for police to respond to an emergency is about 11 minutes and EMS personnel are on the scene in eight minutes, while the first fire department engine responds in about four minutes. [The Federal Communications Commission \(FCC\)](#) estimates that a one-minute improvement in response time by having the specific location of a mobile call would save over 10,000 lives.



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Buying time in emergency planning and response

Time is crucial for emergency managers, 9-1-1 teams and first responders. An emergency can happen in seconds and last only for minutes. Stakeholders may be able to prepare in advance for some events, so they can notify the community and mobilize their response. In some cases, hurricanes, extreme temperatures and some severe weather events are known ahead of time and community members can receive directions about what actions to take as the situation evolves. For example, an [excessive heat warning](#) is issued within 12 hours of extremely dangerous heat conditions when the maximum heat index temperature will be 105°F or higher for at least two days and nighttime air temperatures won't drop below 75°F. The criteria for the warning varies across the U.S., especially for areas that aren't used to extreme heat conditions.

Sometimes emergency managers, 9-1-1 teams and first responders may have little warning — or none at all — when an adverse event strikes a community.

Some severe weather events or natural disasters, including tornadoes and wildfires, occur without much warning for both community residents and emergency personnel. Tornadoes usually last about 10 minutes, but can exist between a few seconds to over an hour. Alerting a community is extremely important beforehand. The National Oceanic and Atmospheric Administration (NOAA) said the current average lead time for a tornado warning is [13 minutes](#). This means that from the time a warning is issued to the time it's predicted to hit an area, people have 13 minutes to seek shelter.



All it takes is seconds for [wildfires](#) to start; they travel up to 6 mph in forests and up to 14 mph in grasslands. Wildfires move fast and unpredictably, so residents are encouraged to evacuate before any danger. Northern California's [August Complex Fire](#) began over two days through lightning storms, developing 37 separate fires over six counties and later surpassed 1 million acres to become the largest fire in the state's recorded history.

Meanwhile, about 70% of gun-related active assailant events last only five minutes, while a third are less than two minutes, according to the [FBI](#).

Gas leaks, boil water advisories, hazardous materials incidents, major car accidents and missing residents are other critical situations that happen without notice.

About **70% of gun-related active assailant events last only five minutes**, while a third are less than two minutes, according to the [FBI](#).

Emergency managers, 9-1-1 teams and first responders experience many challenges and complexities when severe weather, a gas leak or other events impact a community. But sometimes it's challenging to have the right people at the right place at the right time to start emergency protocols. Key personnel may not be at their stations, rather in traffic, at a family event or on vacation. It may take time to assemble these leaders, so available staff may need to temporarily become the front lines for the community. Having reliable tools, accurate information and accessible checklists, policies and procedures will help stakeholders implement preparation and response plans for their entire staff, including what actions need to be taken, who's responsible for these tasks, and when they're completed. Whether there is or isn't enough time to react to a situation or an emergency operations center is activated, tools and planning are critical to the complexity and speed of response efforts.



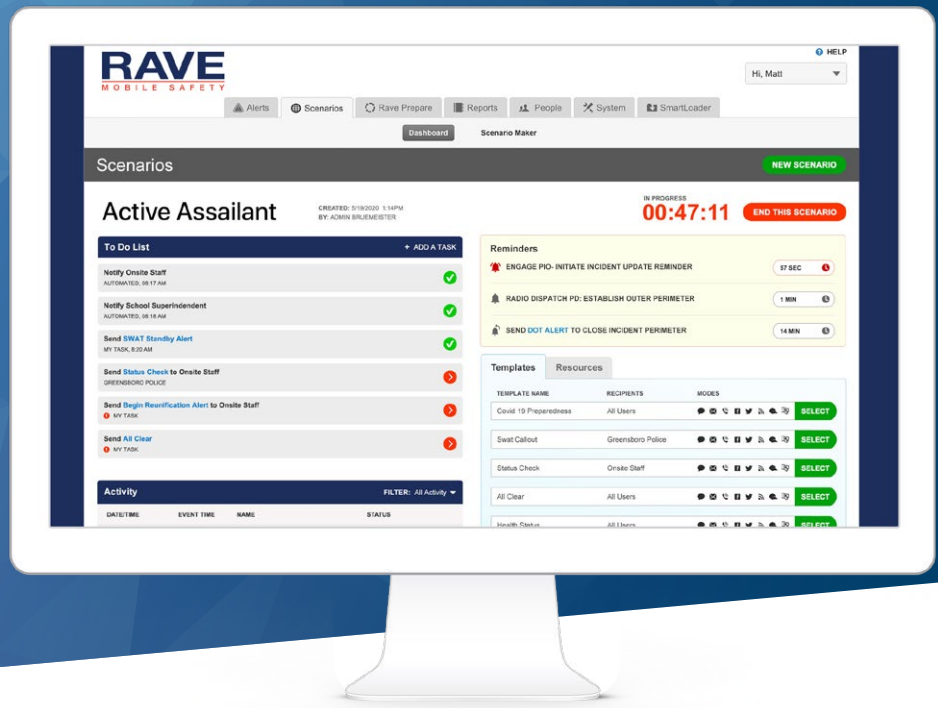
Mitigating and Managing an Event Through Strong Preparation and Communication

After an active assailant incident, a water main break, a public health emergency or highway pileup impacts a community, there is precious time to start implementing a response plan. There may only be a few minutes, even seconds.

Circumstances become complicated. Personnel starts to mobilize. All the while the clock starts. It's during these first moments of a crisis and the actions taken that will likely impact how challenging and successful the emergency response efforts will be.

Accurate information, specific directives, event tracking and reporting, and accessible resources all in one location will help emergency managers, 9-1-1 telecommunicators and first responders neutralize possible confusion and minimize risks.

A tactical incident collaboration tool will allow stakeholders to activate a certain scenario when an incident strikes, assigning critical tasks to personnel across departments and agencies. The tool, which is part of a critical communication and collaboration platform, will provide directions, establish clear responsibilities, share critical information in real time, and improve coordination within departments and between agencies. Stakeholders can use the tool for emergencies, as well as for routine activities, such as testing fire alarms and conducting routine active assailant drills.



Administrators will be able to launch an action sequence for a planned or unplanned event and those who are assigned certain tasks will receive alerts simultaneously. Tasks for emergency managers, 9-1-1 teams and first responders will be listed, show who they were assigned to, and indicate the status of the tasks. Tasks can also be reordered, as well as created instantaneously as events on the ground evolve. The tool will also send reminders to emergency managers, 9-1-1 telecommunicators and first responders when an action needs to be initiated. They can also include notes, so other personnel can see relevant or critical developments related to that specific action. Administrators will have a detailed timeline, ensuring policies and procedures were followed and track what actions were implemented and when they were completed.

The tool also provides a central location for emergency managers, 9-1-1 teams and first responders to access resources and information. Administrators can host reference documents, such as a list of protocols for law enforcement officials to refer to when a resident is reported missing. They can also launch alerts to the community through the tool. In preparation, administrators can create preset message templates, including the type of emergency, data, location and what actions residents need to take.

These alerts can be sent from a smartphone or a laptop in an office or in the field. The platform automatically connects to devices through Common Alerting Protocol (CAP), such as public address systems, digital signage and sirens, to share information quickly. Messages will be sent out

simultaneously through text, email, voice calls, IPAWs and desktop alerts — all through a single touch point. They can be sent out in the mode and language residents prefer. With multimodal messaging and the ability to create preset templates, there won't be a delay or gap in notifying residents as soon as possible.

Administrators will be able to send out an unlimited amount of emergency messages to an unlimited amount of recipients, ensuring departments and agencies can scale up when an adverse event impacts a community.

Departments and agencies will also be able to communicate internally, so they'll have the most current information to respond to these events and strengthen their collaboration and response efforts.

The platform consists of a public safety grade infrastructure of multiple carriers, carrier networks and aggregators, as well as geo-redundant data centers. This ensures the platform won't go down when it's needed the most. It will also include some of the following features:



One-click conference bridge that will bring key stakeholders on the line quickly.



A searchable database that includes demographics and locations of community members who are in need of assistance.



A polling module that will gather responses and real-time location from a select group through voice calls, text and email. Automated follow-up alerts then can be sent out based on these responses and outline necessary next steps.



Automated weather alerts that are tied into the National Weather Service, providing customized alerts based on the weather in the area, including the type, location and severity.

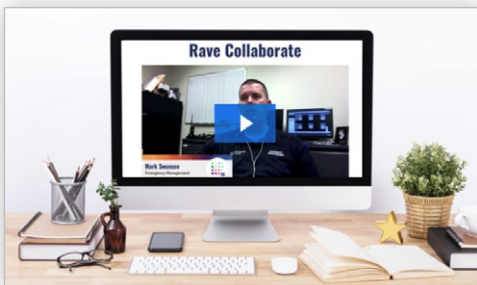


A text to opt-in feature, which would allow community members to easily sign up for alerts by texting an unique keyword to a short code.

Preparing and responding

to a community in crisis is a complex undertaking for emergency managers, 9-1-1 teams and first responders. It's critical for them to collaborate and coordinate effectively and efficiently across — and within — their departments. This is essential when seconds matter. Key stakeholders may not be available to launch response efforts, so staff members may need to start them. Basic training, readily available resources and an easy-to-use process will help staff members begin emergency protocols as stakeholders start to assemble. The tactical incident collaboration tool, which is part of a critical communication and collaboration platform, will enable emergency managers, 9-1-1 teams and first responders to designate specific actions and set clear responsibilities

before an event, minimizing any possible risks as circumstances evolve. It will also provide direction when a situation occurs, allowing stakeholders to make strategic decisions as events at the scene change. They will also be able to capture and share critical information and access event-specific resources, so responding personnel can follow policies and procedures. After an emergency, these administrators will be able to track all responses and actions that were taken for an after-action review. Emergency managers, 9-1-1 teams and first responders will be able to do all they can to understand, stay informed and collaborate more effectively before, during and after an adverse event. And ensure their entire community is notified and kept safe.



Discover the only tactical incident collaboration solution for planned and unplanned events — **Rave Collaborate.**

LEARN MORE

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