



<https://em.countyofdane.com/emergency-alerts>

Dane County's Emergency Notification System



Rave Mobile Safety (also known as Rave Alert) provides emergency notification services for Dane County. The Rave Alert system can be used to deliver local

emergency notification messaging to members of the public within a specific geographic area of the County.

Sign up to receive emergency notification by text, Email or both. Signing up will enable county and local officials to alert you about potentially life-threatening and public safety emergencies in your community. Residents and visitors who sign up may be contacted through this system on behalf of local authorities with information about emergencies like:

- Armed person/active shooter
- Hazardous materials incidents
- Gas leaks

You can also sign up to receive text and Email messages for notification of severe weather Watches and Warnings issued by the National Weather Service.

This service is available to all residents of and visitors to Dane County.

Notification Methods

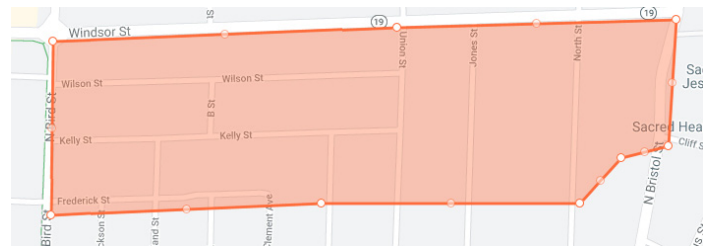
In order to provide the broadest distribution possible, Dane County's notification system utilizes a variety of methods to provide information to the public. These include:



- A. Text Messaging** - SMS text messages can be sent to self-registered subscribers, based on user preferences.
- B. Email** - Email messages can be distributed to self-registered subscribers.
- C. Voice** - Voice messages can be delivered to residents and businesses by landline telephone. The County also has a self-registration process for personal cell phone numbers.
- D. Wireless Emergency Alerts (WEA/IPAWS)** - The Wireless Emergency Alert (WEA) system is a national emergency alert system established through partnership between FCC, FEMA and wireless industry carriers. The system can be used to send *immediate, life-safety* notification messages to WEA system capable smart phone devices.

Geographic Targeting

Public notifications are location-based. All components of the Rave Alert system are based on geographic targeting. Only those locations determined to be at risk will be selected for the delivery of notification messages. You will be notified if your address is located in this area.



Language Translation and Options for People who are Deaf or Hard of Hearing

Any and all alerts issued from Dane County's public alerting system will include text based message delivery methods. Rave subscribers also have the option of selecting a preferred language when signing up to receive alerts. This feature is available with Email and SMS text dissemination options only. Spanish, Hmong, and Russian are currently available.

Activation Considerations

The following criteria will be used by local officials when determining the need to issue a public notification message:

- A. Severity** - Is there a significant, life-safety threat to the public?
- B. Public Action** - Is there a specific action required in order for people to avoid harm?
- C. Urgency** - Does the situation require immediate public action in order to avoid harm?
- D. Certainty** - Is there an imminent or occurring threat to the public?
- E. Location** - Are people within a specific, identifiable area at risk?
- F. Other Notification Methods** - Are other methods of disseminating the information (such as breaking news) inadequate to ensure timely delivery of the information?

If the answer to *all* of these questions is "Yes," then an emergency notification is warranted.

If the answer to *any* of these questions is "No," then either further assessment is needed to gather additional information or system activation is not appropriate for the situation.