



District fires up staff and reduces response time by half



Customer Profile:

The Lacey Fire District has more than 140 employees and volunteers and supports 75,000 residents in a 70-square mile service area, responding to more than 10,000 calls per year, including 7,800 for emergency medical services.

Problem:

Lacey Fire District used to rely on a cumbersome manual phone tree system—wasting time that could be better spent on other important response tactics.

Solution:

Since the deployment of Intelligent Notification, Lacey Fire District has reduced the response time of firefighters and paramedics by half.

Benefit:

Citizens now find that response teams arrive on the scene of disaster or threat in half the time, better protecting homes and property and saving lives.

Rapid, two-way notification from MIR3 allows crew to mobilize dispersed volunteers quickly and reliably, reducing time to respond.

The success of emergency teams is directly related to response time

Emergency teams, particularly those that rely on a large number of dispersed volunteers rather than on-call staff, depend on rapid communication to mobilize quickly. Outdated phone trees and other manual systems not only distract valuable staff from their usual jobs but can tie up phone lines, inhibiting back and forth communications, and delaying emergency response. One fire district has found a solution.

The Problem: How to communicate with response teams quickly

In North Thurston, the Washington State county that Lacey Fire District serves, you can be sure that every 55 minutes, every day and every night, an emergency response team is on its way to help a citizen in need. With this level of service, when multiple fires and other emergencies occur at the same time, resources are stretched thin, and everyone's time must be used effectively.

Before updating their systems, the fire district relied on an archaic, time-intensive manual phone tree system to alert firefighters, paramedics and other responders. When an emergency arose, personnel had to drop

their usual responsibilities so they could join in on calling duty, trying to reach emergency workers by phone, no matter where they were. As well as being time-consuming and resource-restrictive, with several different people dialing it was difficult to track response and manage more than one emergency at a time—and phone lines were tied up in the process.

The Solution: Intelligent Notification

Lacey Fire District contracted with MIR3SM partner, Wide Area Rapid Notification (WARN), to find a solution. They chose the Intelligent Notification platform. Reliable and versatile, Intelligent Notification provides rapid two-way communication that allows users to issue voice and text notification to desk phones, cell phones, PDAs, pagers, fax machines, and email accounts.



In North Thurston, the county that Lacey Fire District serves, you can be sure that every 55 minutes, every day and every night, an LFD emergency response team is on its way to help a citizen in need.

Automation leads to improved efficiency

Now firefighters and paramedics are automatically notified during emergencies, leaving other personnel to concentrate on their primary tasks. Intelligent Notification also lets recipients respond to communications and tracks all responses. Following the success of Lacey Fire District, other agencies in the Pacific Northwest are exploring options with MIR3 for public notification and GIS location-based services for emergency notification during community-wide threats.

How Lacey Fire District benefits from Intelligent Notification:

- **Improved service levels and use of resources** – Rather than have a team on the phone notifying responders, Lacey Fire District can reach as many responders as needed at once by phone, SMS, email, pager, and more. This is perfect for their widely dispersed group of dedicated volunteers.
- **Decreased time to respond to a crisis** – Since all responders are notified at the same time, and responses are tracked, crisis management has become more efficient and effective.
- **Time and money is saved** – Authorities at Lacey Fire District can send a notification to response workers by simply logging into the Web interface, sending an email or making a phone call.
- **The system can be learned in minutes** – Intelligent Notification has a simple interface and notification process so staff can learn to use the system in as little as ten minutes—a lifesaver when new teams need to be trained quickly.

The bottom line

With Intelligent Notification, Lacey Fire District has reduced the response time of firefighters and paramedics by half. Citizens can receive help much faster, homes and property can be protected and lives can be saved.

For more customer success stories, visit us at: www.MIR3.com

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