

CASE STUDY

LAGUNA BEACH CALIFORNIA

Emergency Warning & Public Safety Notification

Situation

Faced with wildfire, flooding, earthquake, and other public safety threats, the City of Laguna Beach required an advanced city-wide emergency warning system capable of providing residents and millions of visitors with life-saving critical notifications.

In addition to covering large areas, the city wanted an emergency communications system that was capable of broadcasting voice messages with exceptional vocal clarity and would easily integrate with the city's existing police and emergency management software. Because of the city's strict architectural code, the solution also needed to be visually compliant within Laguna Beach's existing standards.

Problem

Most emergency warning systems are comprised of sound sirens but are incapable of broadcasting intelligible voice notifications. Laguna Beach wanted to communicate timely and critical information about the nature of the emergency plus potentially life-saving instructions without delay. Unlike other types of alerts, the city wanted a system that was not dependent on cell towers that are prone to failure during power outages and wildfires.

Solution

Laguna Beach city officials selected the Genasys Protect ALERT system that is optimized to the primary range of human hearing. Genasys Protect ALERT's system of speaker arrays provided Laguna Beach with superior area coverage, vocal clarity, and a discreet visual footprint with speakers that can be clearly heard and understood by residents and the millions of annual visitors, inside vehicles and buildings, and above background noise.

Results

Direct from the City of Laguna Beach Wildfire Mitigation and Fire Safety Report: "Most notification systems rely on electric power, cellular telephone facilities, and communication lines that could fail due to fire damage. An additional redundant method to communicate emergency notifications is a city-wide outdoor warning system. The system can be activated locally or remotely by satellite to provide an additional layer of notification, in the absence of functioning cell towers."

