

CASE STUDY FOR **MARIN COUNTY CALIFORNIA**

ENHANCING EMERGENCY PREPAREDNESS IN Marin County with Genasys Protective Communications

Situation

Marin County, situated just across the Golden Gate Bridge in the northern part of the San Francisco Bay Area, encounters distinctive challenges due to its hilly, forested terrain and a diverse population of over 265,000 residents. In 2019, the City of Mill Valley, nestled in a densely wooded valley with narrow winding roads and poor cellular coverage, decided to replace its outdated WWII-era sirens. Engaging Genasys for their advanced Protective Communications platform marked the inception of a transformative journey to bolster emergency preparedness across the county.



Problem

The existing mechanical air raid system operated on tone-only alerts, lacking voice capability. It was pre-cellular and internet, relying solely on radio signals for activation, which frequently led to connectivity issues. This presented a significant challenge, particularly in a region susceptible to natural disasters such as wildfires and earthquakes. The imperative for modernization and efficient communication during emergencies became apparent, prompting Mill Valley to pursue a comprehensive solution.

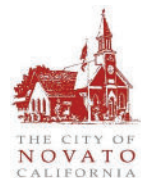
Solution

Genasys spearheaded the implementation of the Genasys ACOUSTICS solution in Mill Valley, a move aimed at delivering high-clarity voice alerts to furnish actionable information regarding wildfires' location, size, or movement. This innovative system seamlessly integrates with the Genasys Protect command and control software, facilitating swift message formulation and targeted alert dissemination. The Marin County implementation currently includes **14 outdoor voice-activated speaker nodes** strategically placed throughout the county. This comprehensive update entailed the removal of outdated equipment, installation of state-of-the-art **Genasys ACOUSTICS devices equipped with battery backups and satellite connectivity**. Expanding upon the success of the Mill Valley Genasys ACOUSTICS project, Marin County embarked on extending its outdoor warning network to encompass additional jurisdictions along with the purchase of several portable LRAD 100X speakers.



In 2021, Marin County further bolstered its emergency response capabilities by deploying Genasys Protect as its countywide public communication and evacuation solution. Genasys Protect streamlines decision-making processes, fosters cross-agency collaboration, and facilitates targeted communications, thereby expediting emergency response and evacuation management efforts.

Then in 2024 Marin County expanded protection with advanced traffic modeling. This cutting-edge solution elevates traffic modeling and simulation capabilities to new heights, enabling swift responses to emergencies while providing a clear understanding of traffic patterns. This empowers strategic decision-making in urban development, enhanced evacuation planning alongside Genasys Protect, and refined real-time emergency communications.



Results

Marin County's approach to emergency preparedness is comprehensive and forward-thinking, with the integration of the Genasys Protective Communication platform playing a pivotal role in enhancing its capabilities. The expansion to 14 Genasys ACOUSTICS nodes around Mill Valley underscores the county's ongoing commitment to expansion and improvement. Moreover, additional cities are in the planning stages for deployments in 2024 demonstrating their proactive approach to ensuring that all regions in Marin County are adequately covered by this advanced technology.

Through collaborative efforts with Genasys, Marin County has established a robust Protective Communications infrastructure that enables rapid and effective responses to both natural and man-made disasters. The integration of Genasys ACOUSTICS with Genasys Protect positions Marin County as a model for comprehensive emergency preparedness. This integration not only streamlines communication and response efforts but also lays the groundwork for future expansions and advancements, ensuring the continued safety and security of its residents and communities. Marin County's proactive approach serves as an example for other regions looking to enhance their emergency preparedness measures.

"The City of Mill Valley is excited to announce the installation of new and more powerful emergency sirens to replace our aging system. These sirens project both siren and voice recordings to alert and inform the community." - **James Wickham, Mayor of**

"For commanding officers ordering an evacuation, it closes the loop with the field units whether or not the warnings have gone out. This reduces radio tra-c in rapidly expanding complex incidents. As a branch director, I have used Genasys Protect evacuation zones outside of Marin County. It sped up the process of having access to the zones. I was able to communicate more efficiently and effectively about the areas that needed to be evacuated. This is a game changer in communicating evacuation areas." - **Matt Barnes, Deputy Fire Chief, Southern Marin Fire Protection District**

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