

CASE STUDY

CITY OF MILL VALLEY, CALIFORNIA

Situation

In the City of Mill Valley, located north of San Francisco on the southeastern slopes of Mount Tamalpais, many residents live in narrow, heavily wooded canyons. After the deadly 2018 Camp Fire in Paradise, California.

Mill Valley community leaders decided that the city's outdated mechanical air raid sirens needed to be replaced with modern emergency warning system installations that continue to operate when existing power and communication infrastructure goes down.



Problem

Most emergency warning installations sound sirens, but are incapable of broadcasting intelligible voice notifications containing critical information about the nature of the emergency and potentially life-saving instructions.

Mobile phone alerts are dependent on cell towers that are prone to fail during power outages and wildfires.

Solution

After evaluating and testing several systems, city officials selected the industry-leading area coverage, vocal clarity, and connectivity options of **industry-leading Genasys ACOUSTICS**. This state-of-the-art solution provides voice-based mass notification that works with standard electricity, satellite connectivity, and solar-powered backup batteries, so information gets out even when the power goes down.

The Genasys Protect platform also includes custom communication zones that provides emergency responders with a powerful evacuation tool that supports zone-based evacuations, multi-jurisdictional collaboration, and direct public communications through the Genasys Protect app.



WATCH VIDEO

Mill Valley's New Emergency Alert System

Courtesy of KGO - ABC 7



The Protect Platform

The **Protect Platform** provides a multi-pronged Protective Communications solution:

- **Genasys Protect** gives organizations precision in who they reach, speed to act faster, and clarity that cuts through confusion. Targeted communication zones combine with comprehensive, multi-channel message delivery to form a powerful, precise, communication solutions to keep people informed of any situation and to protect more lives.
- **Genasys Acoustics** deliver highly audible and clear voice messaging when emergencies arise, broadcasting long-range emergency response messaging outdoors, even when connections are down and the power is out.
- **Genasys Evertel** provides secure, real-time communication and collaboration, both on desktop and a mobile app, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications.
- **Genasys Protect mobile app** provides a single authoritative source for the public during emergencies through seamless notifications, zone-based maps, and real-time resource information.

Self-contained or easily integrated with existing infrastructure, and featuring solar power, battery backup and satellite connectivity, Genasys ACOUSTICS systems are highly effective in delivering life-safety announcements and emergency notifications during floods, fires, earthquakes and other disasters.

"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 Mill Valley



Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering over 155 Million people in more than 100 countries worldwide

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