

City of Lawton & Comanche County



INDUSTRY
Government

LOCATION
Lawton &
Comanche County
Oklahoma, USA

CLIENT OVERVIEW

The City of Lawton and Comanche County have been leveraging Regroup's mass notification system for over a year, improving emergency management and daily communications.

Their experience highlights Regroup's platform's versatility, especially its adaptability to meet the needs of various county stakeholders, city officials, and citizens.

THE CHALLENGE

Faced with an increasing need for efficient, community-wide alerts, the City of Lawton and Comanche County sought a reliable system to streamline notifications and enhance response efforts. Prior systems struggled with scaling to meet the needs of their diverse urban and rural areas, leading Lawton and Comanche County to look for a platform capable of effective communication and straightforward, adaptable integration.

THE SOLUTION

Regroup Mass Notification provided the flexibility and functionality necessary for Lawton and Comanche County's communication goals. This included integrating essential features like IPAWS for streamlined emergency alerts, customizable message templates for rapid communication, and a scalable infrastructure to support future growth. Moreover, Regroup's platform offered easy setup options and channels for targeted outreach, ensuring clear, reliable messages across all departments and geographic areas.

IMPLEMENTATION & RESULTS

The partnership led to significant upgrades in message targeting and user adoption:

IPAWS INTEGRATION: Although real-world activation hasn't yet been necessary, training sessions highlighted the ease of use compared to prior systems. The city's confidence in the platform has grown, with emergency personnel feeling assured they can handle live alerts effectively.

MAPPING & GEO-TARGETING FEATURES: Though the county's mapping projects are still underway, plans include using Regroup's geo-targeting to assist with emergency notifications, particularly for wildfire preparedness. The future integration with updated community maps will enhance the precision of targeted alerts in urban and rural areas.

APP INTEGRATION: The county is also on track to launch a dedicated app integrated with Regroup, creating a centralized platform for mass notifications, emergency alerts, and public education. This development is expected to improve community engagement and reach those who may not yet be part of the notification system.

IMPACT ON DAILY OPERATIONS

Feedback from city and county officials underscores Regroup's role in fostering communication efficiency and public engagement. City Hall now uses Regroup for regular notifications without overwhelming residents, striking a balance between alerting citizens and respecting their day-to-day activities. The county has also streamlined its alert processes, ensuring better compliance and straightforward billing.

USER ADOPTION & SCALABILITY

Both entities highlighted the ease of user onboarding and system scalability. The city's efforts to encourage more detailed opt-ins via QR codes and social media postings are ongoing. The app's launch will also provide another accessible option for community members to engage with the notification system, reinforcing user adoption across the county.

SUPPORT & TRAINING

Regroup's support team was commended for their responsiveness, particularly when onboarding the city and county directly after transitioning from a third-party vendor. Both the city and county staff have appreciated the straightforward approach to training and have been able to schedule additional training sessions as needed.

FUTURE EXPECTATIONS

With upcoming mapping projects, enhanced public outreach initiatives, and the launch of the new app, Lawton and Comanche County anticipate that Regroup will continue to be a key asset in their emergency preparedness and community engagement efforts. They expect to explore even more of Regroup's customization capabilities, primarily to expand their geo-targeting functions.

FINAL THOUGHTS

The City of Lawton and Comanche County have bolstered their emergency communication infrastructure through Regroup, enabling efficient, community-focused alerts that adapt to their evolving needs. This case exemplifies how Regroup's flexible platform can empower local governments to deliver clear, reliable communication across all community levels.

"Regroup meets our needs and is probably the easiest system I've ever used. Coming from other systems, I can confidently say Regroup provides a more flexible and efficient experience."

ALANA PACK | DEPUTY DIRECTOR | COMANCHE COUNTY EMERGENCY MANAGEMENT

About **Regroup**

Regroup Mass Notification provides industry-leading communication solutions to help organizations keep people safe and informed.

From emergency alerts to day-to-day communication, Regroup's platform is designed to be reliable, easy to use and effective in any situation.



Schedule a demo at regroup.com/demo | 855.734.7687 | inquiries@regroup.com