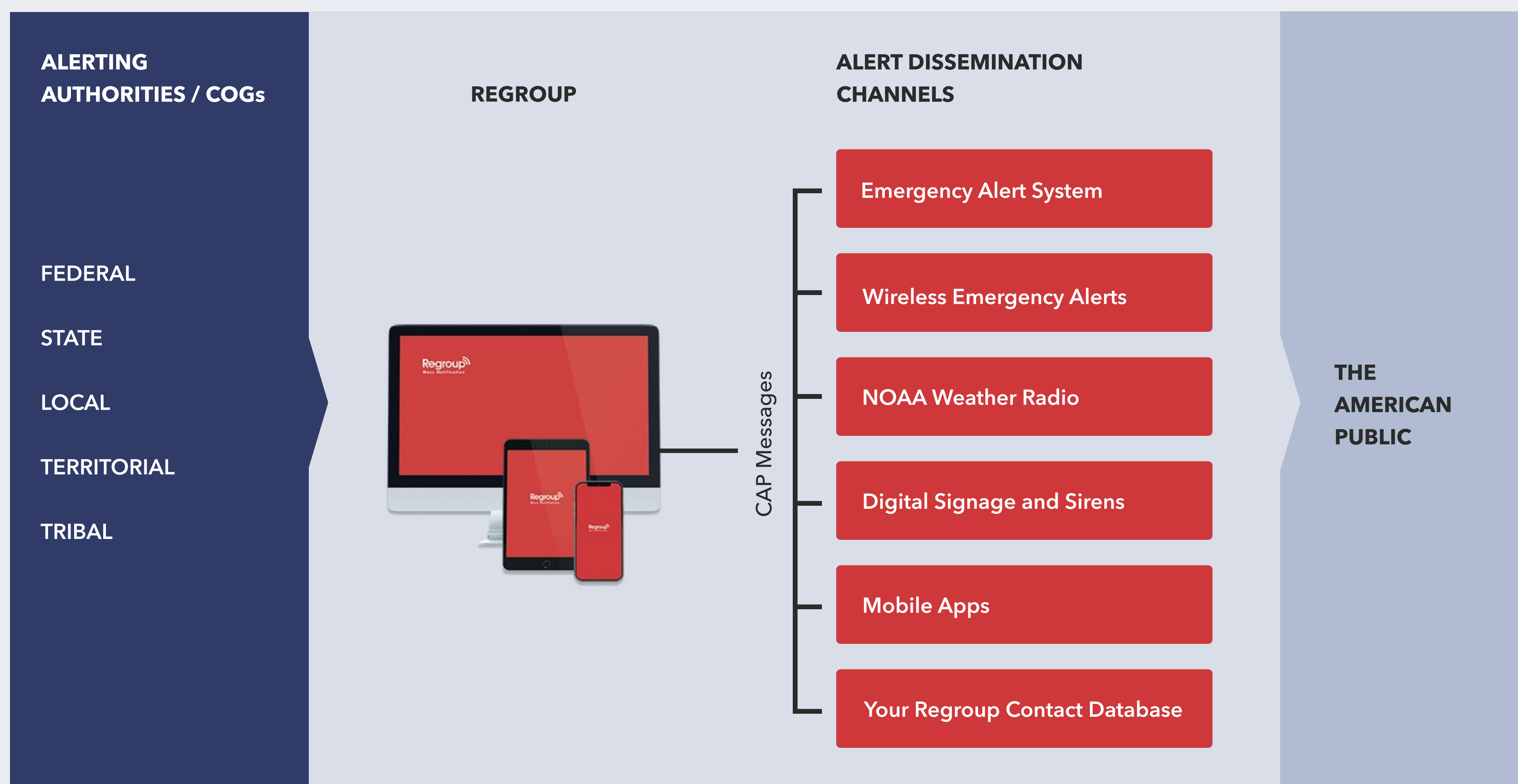# IPAWS INTEGRATION

Reach citizens wherever they are when emergencies arise

Regroup

The Federal Emergency Management Agency (FEMA) in the United States oversees the Integrated Public Alert & Warning System (IPAWS). IPAWS provides public safety officials with an effective way to alert and warn the public about serious emergencies using approved systems like Regroup's, which follow Common Alerting Protocol (CAP) standards. Federal, state, local, tribal and territorial alerting authorities can use Regroup's IPAWS integration to keep citizens informed and safe when disaster strikes.

Regroup Mass Notification is recognized by FEMA as being one of the nation's few Alert Originators that have successfully demonstrated their system's IPAWS capabilities.

HOW IT WORKS

ALERTING AUTHORITIES / COGs

FEDERAL

STATE

LOCAL

TERRITORIAL

TRIBAL

REGROUP

CAP Messages

ALERT DISSEMINATION CHANNELS

Emergency Alert System

Wireless Emergency Alerts

NOAA Weather Radio

Digital Signage and Sirens

Mobile Apps

Your Regroup Contact Database

THE AMERICAN PUBLIC

ALERTING POWER OF IPAWS

As an approved Collaborative Operating Group (COG), or alerting authority, you'll have the power to reach citizens in a variety of highly public ways, even without having their contact information on file in your Regroup system. Reach people via the following channels:

Emergency Alert System (EAS)

These messages trigger broadcast, television, AM/FM radio, cable TV stations, satellite radio, wireline services and more.

Wireless Emergency Alerts (WEA)

These messages are broadcast through cell phone towers so all citizens in the vicinity of a tower will receive the alert.

NOAA Weather Radio

NOAA weather radio alerts trigger a nationwide network of radio stations broadcasting continuous weather information from the nearest National Weather Service office.

Local Infrastructure

Local infrastructure like IPAWS-compliant digital road signs, sirens, and other systems can broadcast alerts on high-traffic roadways in densely populated areas.

Mobile Apps

Mobile apps including those from FEMA, Regroup Mobile App, the American Red Cross, and the Weather Channel can expand your reach to millions of people by displaying IPAWS messages as push notifications.

EXPAND YOUR REACH WITH REGROUP

In addition to the IPAWS message dissemination options, using Regroup also empowers alerting authorities to reach their citizens via other popular communication channels and devices, including:

Mobile Devices (Text/SMS and Voice Calls)

Regroup Mobile App

Email

Landlines

Social Media

Websites & RSS Feeds

Forums & Message Boards

Public Address Systems

Each minute, our system can send:

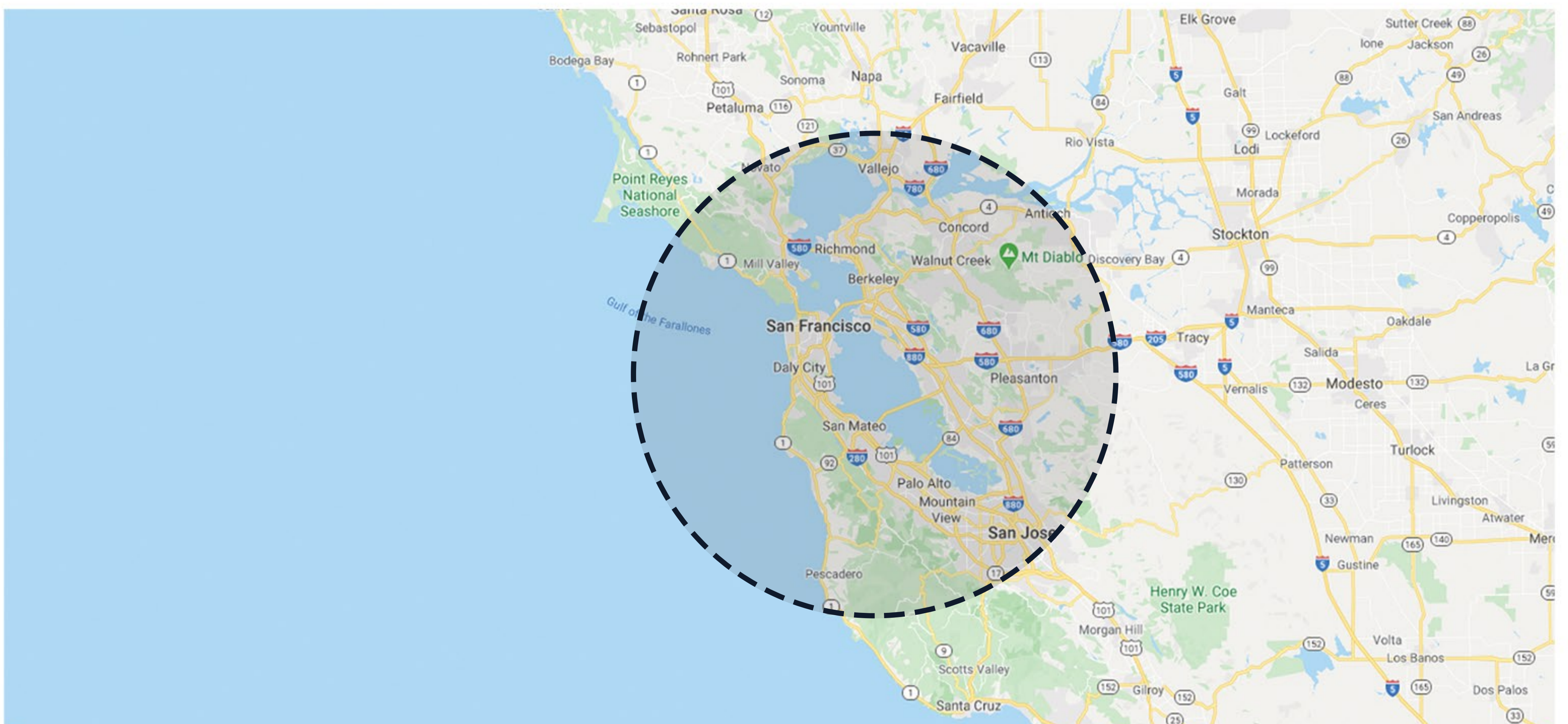**30,000** Voice calls

80,000 SMS / Text

120,000 Emails

540,000 Push notifications

Regroup's system allows you to customize alerts to ensure citizens receive event-specific instructions on how to respond. You can also deliver targeted IPAWS alerts to citizens located within a specific geographic area by selecting the region on a map, and connect with other COGs to coordinate emergency response efforts across larger areas.

WHO CAN SEND IPAWS NOTIFICATIONS

A Collaborative Operating Group (COG) is the term used by IPAWS to designate organizations that are responsible for coordinating emergency management and incident response activities, including public alerting. A COG typically consists of public safety officials who need to coordinate actions, communicate and exchange information in a collaborative environment.

While a COG may have members from multiple jurisdictions, each individual member account is administered through Regroup as the IPAWS originator.

Types of organizations that may constitute a COG include:

State, regional, county, or municipal emergency management and incident response organizations

State law enforcement agencies

Federal agencies

Military units

Public health departments

Fire services organizations and

Mutual aid partners

GETTING STARTED

As your IPAWS originator, Regroup can point you in the right direction to start the process with FEMA to become an IPAWS message alerting authority. The first step that federal, state, local, tribal and territorial alerting authorities must take is to execute a Memorandum of Agreement (MOA) with FEMA in order to send notifications to IPAWS.

After selecting Regroup as your IPAWS originator and applying for and executing the MOA, the next steps will be to apply for public alerting permissions and complete IPAWS web-based training. After the public alerting application and web-based training have been completed, specific alerting permissions will be implemented in IPAWS-OPEN and individual members specified by the COG will be able to send alerts and warnings in the geographically prescribed areas.

BENEFITS OF USING REGROUP FOR IPAWS ALERTS

For nearly a decade, Regroup has successfully demonstrated our system's IPAWS capabilities to FEMA. Our clients include state and local governments whose public safety officials depend on Regroup every day to keep their communities safe. In addition to the benefits below, key members of our 24/7 Support Team have official FEMA IPAWS training, and you'll always be able to reach us if you need help.

Guided Alert Creation:

Sending an IPAWS alert can be complicated due to the number of required fields and distribution options. Regroup's on-screen tooltips make it clear with a simple message-building page that designates required fields. As certain options are selected, such as WEA alerts, additional required fields will appear for you to input the necessary information. To make alerting even faster and easier, we've built in the ability to save IPAWS Alerts as templates that include predefined message content and delivery channels for future use.

Target Groups and Locations:

Our built-in geotargeting capability empowers admins to easily deliver IPAWS alerts to targeted areas. You can also send messages to groups already stored within your Regroup account, or notify other COGs by simply drawing an area on a map.

Send With Confidence, Test With Ease:

Regroup's system supports IPAWS test keys that allow you to conduct critical drills and team training exercises without fear of accidentally sending a false alert to the public. Our system also gives you the ability to preview and edit all alerts prior to sending to IPAWS.

Our platform was built to be robust and reliable. Combine that with our unlimited training and 24/7/265 client support and it's easy to see why Regroup is trusted by local governments and public services nationwide for sending IPAWS alerts.

READY TO GET STARTED?

Contact Regroup for more information today by scheduling a customized demo at **Regroup.com/demo**

Existing clients should reach out to **success@regroup.com**