Case Study

North Andover Messages Residents During Gas Explosions

The challenge

It's important to be prepared for the unexpected, even when the unexpected is unthinkable. That was the case for the towns of Andover and North Andover, and the city of Lawrence, when a series of gas explosions ignited fires in homes throughout the region.

The solution

The explosions, caused by faulty gas line pressure, killed one person and injured more than 20 others. To prevent more casualties, authorities in North Andover knew they had to message residents to evacuate their homes and advise them to avoid doing anything that could ignite another blaze.

Customer

- North Andover has a population of 33,000 people over approximately 32 square miles.

Challenges Solved

- 9-1-1 Response
- Critical Communication
- Mass Notification
- Safety & Protection

Solutions

- Rave Alert

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"During the gas explosions here in North Andover, it was important that we notified the community to evacuate their homes and to avoid any additional fires or explosions. With Rave Alert, we were able to immediately notify residents and provide them with crucial information to help them stay safe. Most importantly, Rave Alert made this task quick and easy, so we could focus our efforts on managing the crisis as it unfolded."

– Police Chief
North Andover Police Department
Andover, MA

The result

Using Rave Alert, North Andover officials were able to send notifications to continually update residents about the present danger and provide them with next steps for staying safe as crews worked to shut off gas lines and stabilize the region.

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