

DeKalb County Emergency Management Agency

Transforming Emergency Communication with **ALERT DeKalb**



DeKalb County Emergency Management Agency (EMA) plays a critical role in protecting lives across a geographically diverse region in Northeastern Alabama. With a mix of rural communities, small towns, and high-traffic outdoor destinations, the county faces a wide range of natural, technological, and human-caused hazards. To improve coordination and communication during both daily operations and emergencies, DeKalb County EMA implemented the Regroup mass notification system, locally branded as **ALERT DeKalb**.

The Challenge

DeKalb County needed a reliable, flexible communication system capable of reaching residents, visitors, and multiple agencies quickly and effectively. The region's terrain, tourism activity, and dispersed population made it especially difficult to ensure timely alerts and coordinated response efforts during crises.

One Solution, Many Agencies

By deploying Regroup's mass notification system, DeKalb County EMA established ALERT DeKalb as a centralized communication platform. Initially launched as a rapid alerting tool for severe weather, the system quickly evolved into a comprehensive, day-to-day operational backbone supporting multiple agencies, including:

- DeKalb County EMA
- DeKalb Ambulance Service
- DeKalb County Sheriff's Office and Special Response Teams
- DeKalb County Association of Fire Departments

Countywide Impact

The implementation of ALERT DeKalb has significantly improved both emergency response and routine operations. Agencies now benefit from faster information sharing, better coordination, and enhanced situational awareness.

ALERT DeKalb enables:

- **Targeted notifications** to specific neighborhoods and communities
- **County-wide alerts** for severe weather and life-threatening events
- **Internal communication** across first responders, leadership, and community partners

The platform is used daily to streamline operations, share critical updates, and ensure agencies can adapt quickly to changing conditions. For example, DeKalb Ambulance Service uses the system to manage shift operations, communicate updates, and support internal processes, ensuring continuity and efficiency across teams.

What began as a severe weather alerting tool has become an essential communication infrastructure for DeKalb County. ALERT DeKalb now supports both emergency response and everyday operations—helping agencies work smarter, respond faster, and ultimately keep their communities safer.



**Want to see what Regroup can do
for your community?**

Schedule a demo today at
Regroup.com/demo

DeKalb County EMA has transformed how we provide critical information, maintain coordination, and protect citizens by implementing Regroup, which is locally branded as ALERT DeKalb.

Michael Posay
Director of Emergency Management

