NEWCOM
Tech Forward, Future Ready

White Paper

DVRPC Digital Alerting Program

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Executive Summary

PROJECT OVERVIEW

The Delaware Valley Regional Planning Commission (DVRPC) chose NEWCOM to implement the Delaware Valley Region Digital Alerting program, enhancing first responder vehicles with digital alerting capabilities. NEWCOM collaborated with regional agencies to install the system and activate HAAS Alert Safety Cloud services.

The effort aims to create a regional program to deploy digital alerting technology in first responder vehicles. NEWCOM collaborated with DVRPC to enhance relationships with partner agencies and provide data on the technology's usage.

INTRODUCTION AND BACKGROUND

Digital alerting, or Responder-to-Vehicle (R2V) technology, alerts motorists of responders' positions directly in their vehicles, increasing awareness of roadside hazards and encouraging compliance with Slow Down, Move Over laws to reduce serious incidents. The program will connect to over 100 agencies and equip 500+ response vehicles, along with PennDOT Freeway Service Patrol Vehicles.

Digital alerting technology differs from all past methods utilized to notify a driver of an approaching hazard by bringing the alert within the vehicle to gain the driver's attention. This increased awareness of roadside hazards can help to increase compliance with Slow Down, Move Over laws and reduce serious injury and fatal collisions.

The Challenge

PROBLEM DESCRIPTION

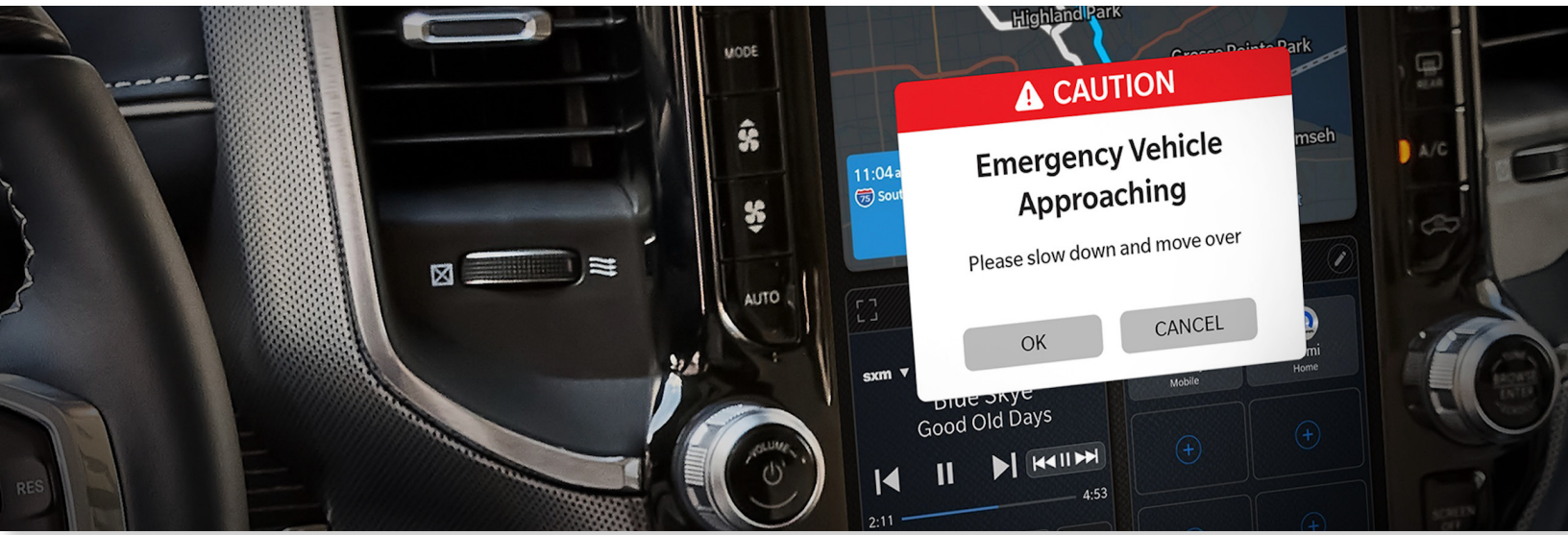
DVRPC was in need of a solution provider to implement the Delaware Valley Region Digital Alerting program, enhancing first responder vehicles with digital alerting capabilities.

> “DVRPC is excited to partner with NEWCOM to bring the HAAS alert system to Greater Philadelphia. Safety is a top concern for everyone traveling on our region’s roadways, and by alerting drivers of an incident or first responder vehicle ahead, they have more time to move over, slow down, and help keep the first responders safe.”
>
> - Ariella Maron, Executive Director, DVRPC

Proposed Solution

MOVING FORWARD

DVRPC aims to equip more than 500 vehicles in the first year and continue the initiative for four years, with funding covering installation costs, subscription fees, and ongoing support services for previously installed vehicles. NEWCOM will collaborate with regional agencies to install the system and activate HAAS Alert Safety Cloud services. NEWCOM, as the system integrator, will ensure new devices integrate with existing systems, such as Ericsson routers previously installed in vehicles.

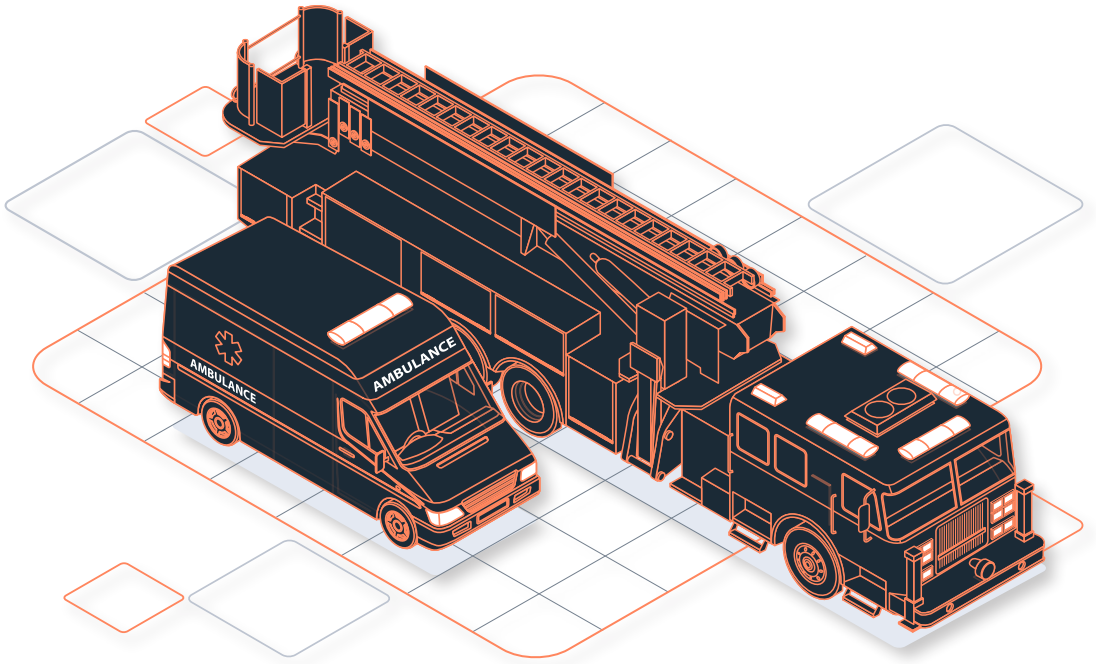


TECHNICAL SPECIFICATIONS

Safety Cloud alerts motorists of nearby or approaching emergency vehicle through leading navigation apps like Waze and Apple Maps on mobile devices, as well as compatible in-vehicle infotainment systems. This includes 2018 and newer Stellantis vehicles (Chrysler, Dodge, Jeep, and Ram) via the EVAS (Emergency Vehicle Alert System) feature, as well as 2024 and newer Volkswagen vehicles.

Proven to reduce collision risks by up to 90%, digital alerting services like Safety Cloud enhance roadway safety for the motoring public and for first responders that operate on or near roadways. Alerts are sent out only when first responders are responding with lights activated. Drivers cannot see a vehicle's location beyond that.

NEWCOM, the solution provider, with bonded and insured dedicated installers is responsible for installing these devices in first responder and PennDOT Freeway Service Patrol vehicles across the Delaware Valley region.



> "The most vulnerable moments for first responders are when they are navigating to a call and while they are on the side of the road. Digital alerting provides them with an advantage that enhances safety and encourages civilian traffic to slow down, move over, and use caution."
>
> - Jim Carman, Director of Sales, NEWCOM

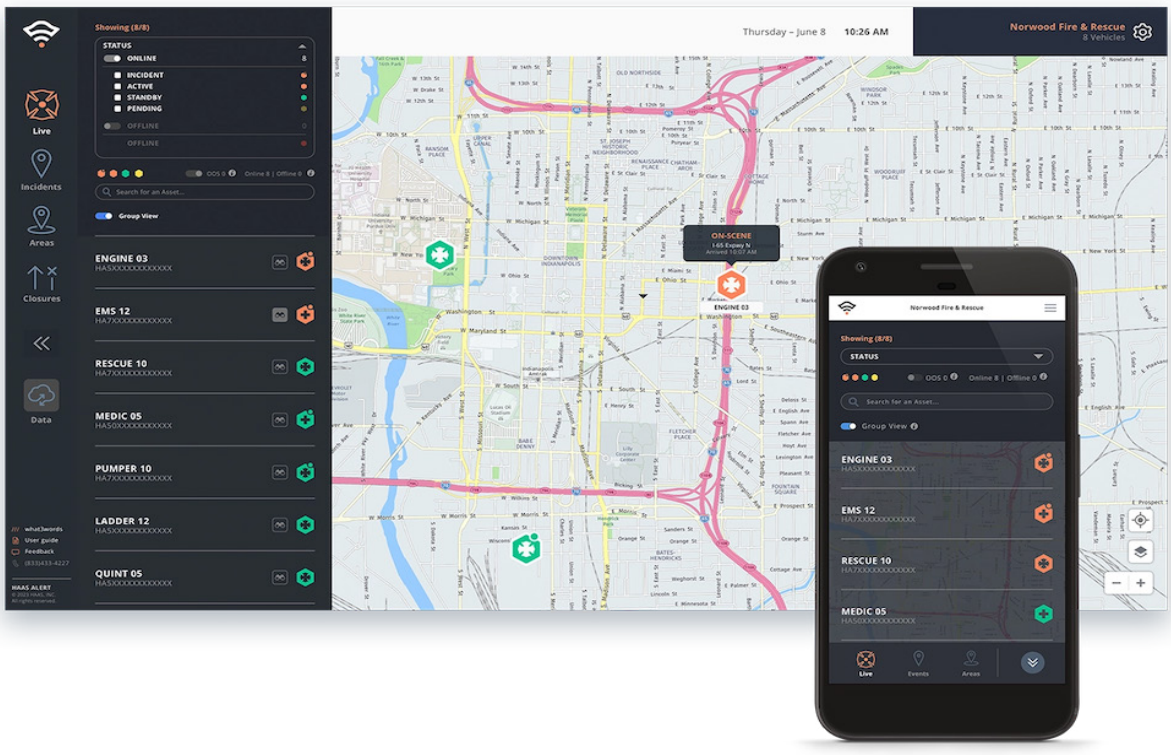
Benefits of Project

TARGET MARKETS AND PROCESS

NEWCOM was awarded a contract through a public bid process that allows public safety agencies within Delaware Valley that participate with DVRPC to access digital alerting capabilities. First responders operating on major highway systems in coordination with PennDOT (e.g., fire apparatus, law enforcement vehicles, ambulances, tow trucks, etc.) can utilize the contract.

NEWCOM coordinates with HAAS Alert to design a program that includes an annual HAAS Alert Safety Cloud subscription for Responder-to-Vehicle (R2V) service, installation of the HA-7 transponder (or integration with existing Ericsson HA-D routers), as well as project management and post-sale support. NEWCOM works closely with all parties (HAAS Alert, DVRPC, Ericsson, and local agencies) to ensure a seamless deployment.

Through this program, DVRPC gains full visibility into the location and response activity of emergency vehicles within the region. Individual agencies also benefit from this real-time insight into their own fleets. The Safety Cloud application provides monthly reports detailing key metrics such as the number of drivers alerted, average response times, and time on scene. These reports serve as measurable proof that the system enhances roadway safety by alerting civilian drivers and encouraging caution around first responder vehicles.



Tech Solution

PARTNER ECOSYSTEM

NEWCOM will support DVRPC in procurement, design, deployment, integration, and installation of HAAS Alert Safety Cloud across regional agencies. NEWCOM collaborated with DVRPC to enhance relationships with partner agencies and provide data on the technology's usage.

HAAS Alert Safety Cloud software is being used for the project for real-time digital alerts that prevent collisions by informing drivers and other public safety agencies of their presence. Safety Cloud's digital alerting automatically broadcasts alerts to drivers up to 30 seconds in advance of emergency vehicles or road workers.

Agencies using Ericsson routers can seamlessly integrate with HAAS Alert Safety Cloud without requiring additional equipment. Our installation team connects the router's PTO wire to the vehicle's emergency lighting system. When the emergency lights are activated, the router automatically transmits location and status data to HAAS Alert Safety Cloud, which then notifies nearby civilian traffic of the emergency vehicle's presence. After installation, NEWCOM works with the agency's NetCloud administrator to finalize the configuration. By adding an API key, we establish a direct connection between Ericsson's NetCloud application and HAAS Alert Safety Cloud. Once set up, vehicle operators would engage lights as usual, and the system is actively sending alerts.

Summary

IN CONCLUSION

NEWCOM is at the forefront of advanced modernization of technology for first responders in Greater Philadelphia through the DVRPC Digital Alerting program. By leveraging digital alerting solutions provided by NEWCOM, first responder teams will be empowered to help notify drivers of emergency vehicles, before they are visible. The DVRPC Digital Alerting programs consists of over 100 agencies and 450+ emergency response vehicles across Greater Philadelphia.

The technology improvements increases first responder and passing motorists safety, and also reduces the amount of struck-by collisions with first responder vehicles while en route or on the shoulder. “Delaware County has 575,000 residents, 65 fire departments, 42 police departments and numerous emergency medical providers[1].” The ability to alert motorists of responders’ positions directly in their vehicles increases awareness of roadside hazards and encourages compliance with Slow Down, Move Over laws to reduce serious incidents.

If you have existing technology but are interested in upgrading your equipment or expanding the capacities of your equipment under this opportunity, don’t hesitate to complete the interest form through NEWCOM at https://newcomglobal.com/dvrpc/.

Reference[1]: Delaware County Pennsylvania. Retrieved from https://delcopa.gov/departments/emergencyservices.html

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