

White Paper

MSP Digital Alerting Initiative



Executive Summary

PROJECT OVERVIEW

The Massachusetts State Police selected NEWCOM to implement an integrated notification system that alerts drivers to nearby emergency vehicles with activated lights and sirens. The goal is to equip drivers with real-time information to improve roadway safety. NEWCOM collaborated with HAAS Alert and Massachusetts State Police to install the system and activate Safety Cloud® digital alerting.

This initiative supports compliance with Move Over and Hands-Free laws while helping reduce dangerous roadside incidents. By leveraging connected vehicle technology, MSP is advancing its commitment to the safety, health, and wellness of Troopers.

INTRODUCTION AND BACKGROUND

Digital alerting, also known as Responder-to-Vehicle (R2V) technology, delivers real-time notifications of emergency vehicles and roadside hazards directly to drivers through navigation systems and connected platforms. By bringing alerts inside the vehicle, this technology captures driver attention earlier than traditional warning methods such as lights and sirens alone.

The Massachusetts State Police initiative will equip more than 600 marked cruisers across six patrol areas throughout the Commonwealth. By improving driver awareness and providing advanced warning of roadside activity, digital alerting helps increase compliance with Slow Down, Move Over laws and reduces the risk of serious injury and fatal collisions.



The Challenge

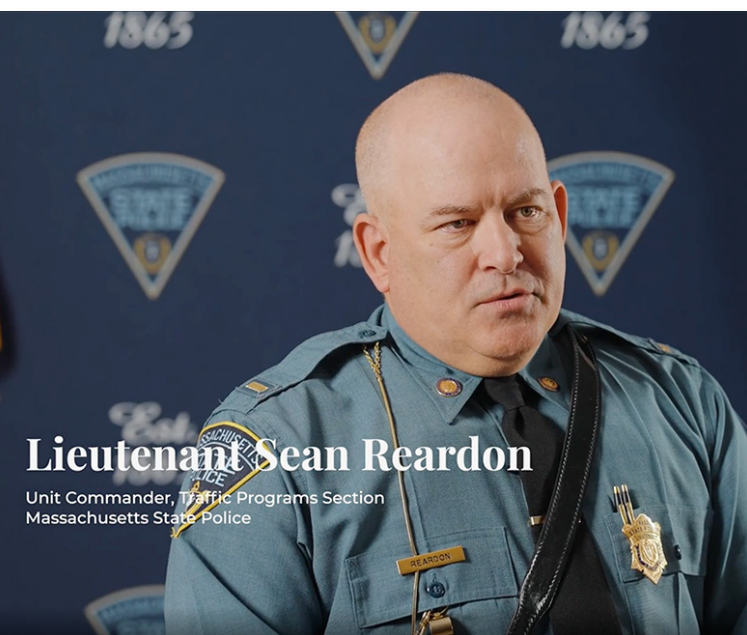
PROBLEM DESCRIPTION

The Massachusetts State Police required a technology solution that could enhance roadway safety while integrating seamlessly with existing patrol operations. Several challenges needed to be addressed before implementation could begin.

First, the agency required a reliable method to deploy Safety Cloud technology across a large and active fleet. More than 600 marked cruisers across six patrol areas needed to be equipped with the necessary hardware and connected to the digital alerting platform without interrupting ongoing law enforcement operations.

Second, the commonwealth experiences significant traffic congestion across multiple regions, particularly within the Boston metropolitan area and along major tourist routes. Heavy commuter traffic, seasonal tourism, and hazardous winter conditions all contribute to elevated risks for roadside incidents involving emergency vehicles.

Additionally, the MSP procurement process required adherence to strict public sector guidelines. Implementing a new statewide technology platform required a trusted partner with experience navigating government procurement processes while also coordinating deployment logistics with multiple stakeholders. Ultimately, the department needed a solution provider capable of delivering both technical expertise and project management to ensure a smooth, compliant, and efficient implementation.



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One of our key initiatives is roadside safety. What it allows us to do is it gives us an advanced warning so that motorists either know that we're up ahead or that we are coming up in route to some sort of roadside hazard up ahead. NEWCOM has been a great partner in helping us as we procure these items and set up a schedule to help us deploy these because they are often going into vehicles that are already in service.”

- Lieutenant Sean Reardon, Unit Commander
Traffic Programs Section, Massachusetts
State Police

Proposed Solution

MOVING FORWARD

To meet requirements, the Massachusetts State Police selected NEWCOM as the implementation partner for the statewide deployment of Safety Cloud digital alerting technology.

NEWCOM, a contract-approved vendor through the Commonwealth's ITC73 contract managed by the Operational Services Division (OSD), provided MSP with a streamlined procurement pathway that eliminated the delays and costs associated with a traditional competitive bidding process. This allowed the agency to quickly move forward with the project while maintaining compliance with public procurement standards.

Working closely with HAAS Alert, NEWCOM delivered a comprehensive, turnkey solution that included system installation, activation of Safety Cloud services, project coordination, and long-term operational support. As the system integrator, NEWCOM served as the central point of coordination between MSP personnel and HAAS Alert's technical teams to ensure seamless deployment across the state.

Funding for the initiative was provided through the National Highway Traffic Administration (NHSTA) and administered by the Office of Grants and Research within the Executive Office of Public Safety.



TECHNICAL SPECIFICATIONS

Safety Cloud alerts motorists of nearby or approaching emergency vehicles 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 patrol vehicles across the Commonwealth.



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By providing automatic, advanced notice to drivers approaching an emergency scene or a responding vehicle, we hope they can use good judgement and take action to move over, slow down, and pay extra attention to their surroundings. We appreciate our partners at the Office of Grants and Research, the Executive Office of Public Safety, and the National Highway Traffic Safety Administration who provided funding for this important project.¹”

- Colonel Geoffrey Noble
Massachusetts State Police

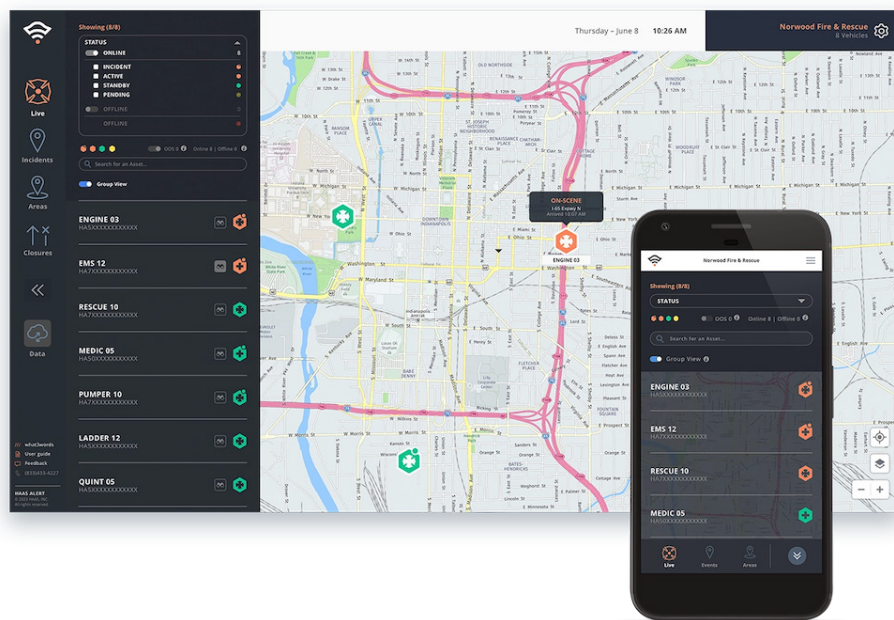
Benefits of Project

TARGET MARKETS AND PROCESS

The Massachusetts State Police partnered with NEWCOM to deploy digital alerting technology across designated patrol vehicles throughout the Commonwealth. As a contract-approved vendor through the Commonwealth's ITC73 contract managed by the Operational Services Division (OSD), NEWCOM provided MSP with an efficient procurement pathway that allowed the department to implement Safety Cloud technology without the delays associated with a traditional competitive bidding process. This streamlined process enabled MSP to accelerate deployment while ensuring compliance with public sector procurement requirements.

NEWCOM coordinated closely with HAAS Alert to implement a program that includes annual Safety Cloud® subscriptions for Responder-to-Vehicle (R2V) digital alerting services, installation of HA-7 transponders in designated patrol vehicles, and comprehensive project management throughout the deployment. As the system integrator, NEWCOM works directly with MSP and HAAS Alert to ensure seamless activation of digital alerts and consistent performance across patrol vehicles operating throughout the state.

Through this program, the Massachusetts State Police gain enhanced visibility into emergency vehicle activity and incident response across multiple patrol areas. The Safety Cloud platform provides valuable operational insights through monthly performance reports, detailing metrics such as the number of drivers alerted, vehicle activity, and digital alert performance. These insights help MSP quantify the effectiveness of the system while reinforcing roadway safety initiatives designed to protect both Troopers and the driving public.



Tech Solution

PARTNER ECOSYSTEM

NEWCOM will support the Massachusetts State Police in procurement, design, deployment, integration, and installation of HAAS Alert Safety Cloud across regional agencies. NEWCOM collaborated with MSP to streamline installations 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.

Together, these partners delivered a coordinated deployment strategy that enabled the Massachusetts State Police to quickly implement digital alerting technology across their fleet while ensuring long-term operational support.



Summary

IN CONCLUSION

NEWCOM is at the forefront of advanced modernization of technology for the Massachusetts State Police through the implementation of Safety Cloud digital alerting. By leveraging Responder-to-Vehicle (R2V) technology provided by NEWCOM, Troopers will be empowered to help notify drivers of emergency vehicles, before they are visible. The statewide deployment spans more than 600 marked cruisers across six patrol areas, establishing a scalable digital alerting infrastructure across the Commonwealth.

This technology enhances situational awareness for drivers, supports compliance with Slow Down, Move Over laws, and reduces the risk of struck-by collisions involving marked cruisers operating roadside or en route to incidents. “In 2024, the State Police alone had 42 incidents where an operator crashed into a stationary cruiser (either at an emergency, work zone, or while conducting an enforcement activity). In the first 12 weeks of operation, nearly 900,000 motorists have received advance notice of a cruiser’s presence preventing crashes and allowing these cruisers to respond to emergency scenes quicker and safer¹.”

The ability to alert motorists of Troopers positions directly in their vehicles increases awareness of roadside hazards and encourages compliance with Slow Down, Move Over laws to reduce serious incidents.



Reference¹: Massachusetts State Police. Retrieved from <https://www.mass.gov/news/state-police-implements-safety-cloud-vehicle-notification-system>

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