Between January and March of 2023, Merced County, like many other Counties in California we were hit with a series of rainstorms causing severe flooding and hazardous road conditions. During these weather events, sandbag locations were distributed throughout the county and temporary evacuation shelters were set up in many of our communities. Getting fast, up-to-date information about road conditions, sandbags, evacuation zones, and shelter locations to our community members was paramount to us during this state of emergency.

In the past, we have utilized several other means of distributing information to the community such as reverse calling systems, social media, public address systems, and news media, but it seems like these systems always came up short when we needed them the most. While these methods were good in the short term, usually the information was out-of-date by the time it reached the community. We needed something that gave us the flexibility to update information during a situation that was rapidly changing and lasted for several weeks at a time.

This is where Perimeter CEO Bailey Farren, her team, and the Perimeter Platform helped to set us apart from other areas dealing with the same emergency. Bailey and her team provided invaluable support during the emergency and were attentive to all our needs.

The Perimeter Platform was easy to learn and easy to use, and we were able to use Perimeter with our existing processes to provide immediate and up-to-date information about evacuation zones, hazardous and closed roads, and sandbag and shelter locations. Not only was the Platform easy for us to use it was easy for the public to use and we never had to worry about our community getting out-of-date information, as the links we provided to the community always contained the most recent updates.

Aaron Rosenberg
Captain
Merced County Sheriff’s Office
700 W. 22nd Street
Merced, Ca 95340
(209)385-7310