

DVRPC selected NEWCOM to implement the Delaware Valley Region Digital Alerting program



BACKGROUND

The Delaware Valley Regional Planning Commission (DVRPC) launched the Digital Alerting program to improve roadway safety and reduce struck-by incidents involving emergency vehicles. DVRPC selected NEWCOM to support implementation of this initiative, designed to enhance first responder vehicles with digital alerting capabilities. NEWCOM collaborated with HAAS Alert and regional agencies to install the system and activate Safety Cloud® digital alerting.

THE CHALLENGE

The Delaware Valley Regional Planning Commission (DVRPC) was in search of a partner to help implement the Delaware Valley Region Digital Alerting program to increase awareness of roadside hazards and encourage compliance with Slow Down, Move Over laws. The region's roadways are heavily trafficked and prone to serious incidents, posing a significant risk to both first responders and the public.

DVRPC recognized the opportunity to reduce risk through a comprehensive digital alerting solution that enhances situational awareness. DVRPC faced many challenges to initiate the program. Deploying HAAS Alert transponders and integration of the Safety Cloud platform required coordination with more than 100 agencies and installation across over 500 emergency response vehicles, including PennDOT Freeway Service Patrol units.

CUSTOMER PROFILE

The Delaware Valley Regional Planning Commission (DVRPC) builds consensus on improving transportation, promoting smart growth, protecting the environment and enhancing the economy.

DVRPC was in need of a solution provider to implement the Delaware Valley Region Digital Alerting program.

INDUSTRY

Architecture and Planning

CHALLENGES

- Improve compliance with Slow Down, Move Over laws to reduce collisions
- Rapid connection to over 100 agencies and equip 500+ response vehicles
- Meet upgrades and troubleshoot in a timely manner
- System integration with existing technology

To implement this complex, region-wide initiative, DVRPC proactively sought a highly qualified partner through a competitive bidding process. Achieving DVRPC's goal of improving roadway safety through digital alerting required a contractor with proven expertise in seamless technical integration, multi-agency coordination, and strategic guidance.



“DVRPC is deeply committed to improving safety for both first responders and the public. As part of our Traffic Incident Management program, the Digital Alerting initiative plays a vital role in that effort. We appreciate our partnership with NEWCOM and HAAS Alert, and their role in helping us bring this innovative safety technology to agencies across the region.”

- Chris King, Office of Transportation Operations Management, DVRPC



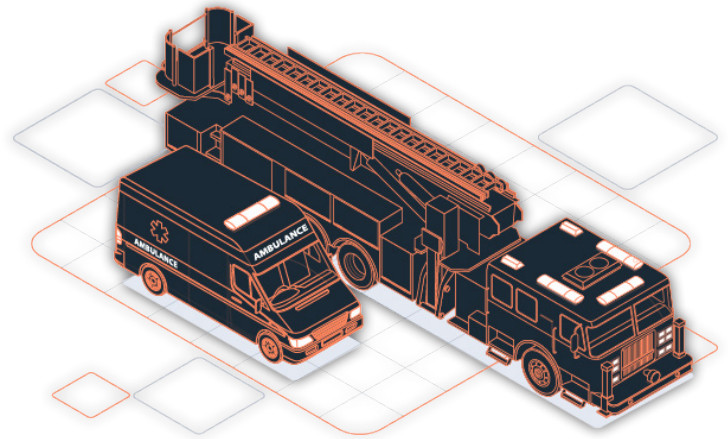
PROPOSED SOLUTION

NEWCOM was awarded the contract through a public bid process to implement the Delaware Valley Region Digital Alerting program, enabling public safety agencies partnered with DVRPC to access Safety Cloud. The program equips emergency vehicles operating on regional roadways (e.g. fire apparatus, law enforcement vehicles, ambulances, tow trucks, etc.) with digital alerting capabilities through vehicle infotainment centers and mobile navigation apps.

In collaboration with HAAS Alert, NEWCOM delivers a turnkey solution that includes Safety Cloud subscriptions for Responder-to-Vehicle (R2V) alerts, installation of HA-7 transponders or integration with existing Ericsson HA-D routers, as well as full project management and post-sale support. NEWCOM serves as the central coordinator among DVRPC, HAAS Alert, Ericsson, and local agencies to ensure efficient, region-wide deployment.

Key enhancements:

- **Improved first responder safety:** First responders with activated vehicle lights notify approaching drivers of roadside activity through early digital alerts.
- **Enhanced motorist safety:** Reduced the likelihood of secondary incidents near emergency scenes.
- **Real-time operational insights:** DVRPC and participating agencies can monitor vehicle activity and incident response.
- **Data-driven reporting:** Through monthly reports, agencies can quantify alert performance and support safety-related decision-making.
- **Streamlined regional coordination:** Connects over 100 agencies via a centralized deployment strategy.



FUTURE PLANS

DVRPC equipped more than 500 vehicles in the first year and will continue the initiative for four years, with funding covering installation costs, subscription fees, and ongoing support services for previously installed vehicles. NEWCOM will continue to work with regional agencies to install the system and activate Safety Cloud services. NEWCOM will ensure new device integration with existing systems, such as Ericsson routers previously installed in vehicles for a complete digital alerting network for DVRPC.

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Solutions

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HAAS ALERT

“The Delaware Valley Regional Planning Commission (DVRPC) Digital Alerting program is an amazing example of a regional collaboration aimed at connecting and protecting first responders county wide. We’re grateful to the NEWCOM team for their partnership in making this program a reality.”

- Tim Adams, Director,
Transportation Safety Strategy & Programs,
HAAS Alert

SUMMARY

Through its partnerships, NEWCOM and HAAS Alert are supporting DVRPC to deliver advanced digital alerting capabilities to improve safety for first responders and the traveling public. The DVRPC Digital Alerting program includes over 100 agencies and more than 500 emergency response vehicles across Greater Philadelphia, including southeastern Pennsylvania and southern New Jersey. Safety Cloud alerts help reduce the risk of struck-by incidents by notifying drivers of emergency vehicles before they are visible. As a result, increasing awareness and compliance with Slow Down, Move Over laws.