

Alabama-Coushatta Tribe of Texas

North of Houston, near the Big Thicket National Preserve, lies the Alabama-Coushatta Tribal Reservation, the oldest reservation in Texas. The tribe's sovereign government oversees a wide array of tribal services for the Alabama-Coushatta people that include law enforcement, emergency services, health and human services, and much more.

In addition to the almost 700 permanent residents living on over 11,000 acres, the Reservation hosts year-round tourists and visitors to the Naskila Casino and Restaurant, as well as Lake Tombigbee Campground and Lodge.

Problem

The Reservation and the surrounding area are prone to severe weather and storms, destructive winds, tornadoes, wildfires, hurricanes, and, most recently, the devastating flooding experienced in Central Texas in July 2025.

With the increasing weather severity being experienced across the U.S., community safety is a top priority of the tribal government and the Tribal Council.

Importantly, the Deep East Texas Council of Governments (DETCOG) operates Genasys Protect regionally as its mass

notification system for multiple agencies, providing a unified solution across 11 counties and various municipalities, including the Alabama-Coushatta Tribe of Texas.

While this system provided regional coverage, the Reservation wanted greater local control and integration with both the National Weather Service (NWS) and the larger DETCOG system to ensure real-time community-specific messaging reached its constituents.



Solution

To enhance public safety and protect tribal members, visitors, and tourists on reservation lands, the Tribal Council approved the installation of Genasys Acoustics voice and tone speakers, a remotely managed, always-on voice messaging broadcast system, throughout its existing area. Additionally, the Tribe implemented its own instance of Genasys Protect, integrated with DETCOG's regional system to enable local control and management of alerts. Protect also enabled seamless integration for autonomous weather activation under follow-on orders from the NWS. This integration automatically activates alerts when an NWS's alert polygon includes reservation lands.

Together, Protect and Acoustics provide a layered approach to public notifications with enhanced capabilities and the most advanced, resilient technology available. Protect alerts can be pushed simultaneously across SMS, voice, social media, IPAWS, digital signage, Acoustics, and more, ensuring deep message penetration even in challenging conditions.

With multiple speaker array systems utilizing advanced driver and waveguide technology, Acoustics provides highly audible voice messaging that is supported by satellite and 4G cellular connectivity, battery backup, and solar power capabilities in case of power outages. In addition, the Reservation has integrated with DETCOG's Genasys Protect system for collaborative multi-jurisdictional coverage.





Results

The Alabama-Coushatta Tribe of Texas now keeps residents and visitors safe and informed during emergencies, planned events, and daily operations, with rapid, coordinated communication across the entire reservation. Through its automated integration with the NWS, Genasys Protect instantly triggers preconfigured alerts across all channels the moment a warning includes reservation lands, reaching people faster than any manual process could.

The community is now safer and more confident, with local responders able to act fast and communicate clearly when disasters strike. Using their own Genasys Protect instance and Acoustics network, Tribal authorities send precise alerts and instructions to evacuate or shelter in place during floods, wildfires, tornadoes, or any hazard. Even if power or connectivity are lost, Acoustics continues broadcasting clear voice instructions that everyone can hear and understand at kilometer distances.

Because the system is locally managed, responders who know the community best handle alerts and can coordinate seamlessly with regional emergency managers through DETCOG when larger incidents occur. The same channels also support daily operations and events, strengthening communication and trust across the reservation.

Contact Genasys to learn more about Genasys Protect and Acoustics or for help and support in grant funding for similar projects.



Alabama-Coushatta Tribal Reservation: By the Numbers

\$212 M

Naskila Casinos economic impact¹

¹1. <https://www.easttexasnews.com/polk-county-enterprise/stories/news-emily-wooten-naskila-casino-continues-to-thrive-impacting-east-texas-economy,50732>

95%

of visitors to Naskila Casino aren't from Polk County²

²2. <https://capitol.texas.gov/tlodocs/87R/handouts/C3502022060710001/cb20743d-bfeb-4e38-9330-26ed0b7d6061.PDF>

700

Out of 1,400 members live on the reservation³

³3. <https://www.alabama-coushatta.com/about-us/our-history/>