

# Detroit Fire Department EVP Pilot – Engagement Plan

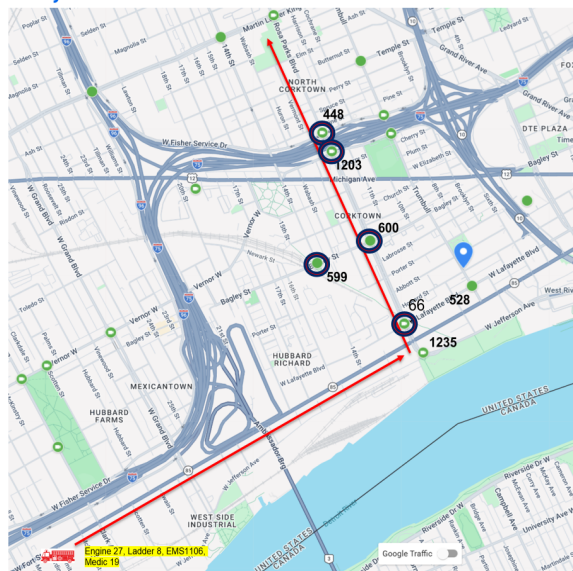
## Overview

The Detroit Fire Department is executing a 90-day pilot in Corktown to improve how quickly and safely emergency vehicles respond to calls. This is being delivered using Miovision and HAAS Alert technology.

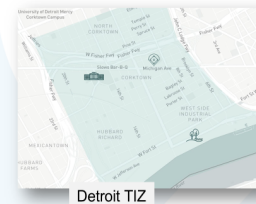
The pilot uses connected traffic signals and cloud-based coordination to reduce delays at intersections. Through this effort, emergency vehicles can receive green lights in real time, helping firefighters move more quickly and safely through congested corridors.

## Corktown Miovision Opticom Locations

### Project Locations



| Intersection                              | ID   | Controller Type | Miovision Equipment                      |
|-------------------------------------------|------|-----------------|------------------------------------------|
| Rosa Parks and West Lafayette Blvd        | 661  | cobalt          | SmartSense<br>SmartLink<br>SmartView360  |
| Bagley St and Rosa Parks Blvd             | 600  | cobalt          | SmartLink                                |
| Fisher Fwy NB Ser Dr and Rosa Parks       | 1203 | cobalt          | SmartSense<br>SmartLink<br>SmartView 360 |
| Fisher Fwy SB Ser Dr and Rosa Parks       | 448  | cobalt          | SmartSense<br>SmartLink<br>SmartView 360 |
| Bagley Street and 14 <sup>th</sup> Street | 599  | cobalt          | SmartLink                                |



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## Marketing Objectives

- Build clear awareness of the pilot in Corktown and across Detroit
- Reinforce the Detroit Fire Department's leadership in improving response operations
- Generate relevant local media coverage tied to public safety

## Messaging

**Primary message:** The Detroit Fire Department is piloting a Miovision and HAAS Alert system that helps emergency vehicles move through traffic more quickly and safely by coordinating traffic signals in real time.

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## **Supporting message:**

- Reduces delays at intersections
- Improves response time and safety for both firefighters and the public

## **Public-facing message:**

- Pilot helps Detroit firefighters get to emergencies faster and more safely

## **PR**

The narrative is that the Detroit Fire Department with Miovision Opticom and HAAS Alert is testing a new way to improve emergency response times in Corktown. Supporting detail will reinforce safety, response times, and that this is happening in a visible neighborhood.

## **Priority outlets:**

- Detroit Free Press ([freep.com](http://freep.com))
- Detroit City News ([detroitcitynews.com](http://detroitcitynews.com))
- WDIV / ClickOnDetroit
- Corktown Connection

One goal is to have a short quote or operational example to strengthen the story.

## **Timing:**

- Early: announce the pilot and its purpose
- Midpoint: share update or anecdote
- End: summarize outcomes and outline next steps

## **Social**

Social will support the Detroit EVP pilot by translating the blog content into clear, real-world scenarios that resonate with local audiences, such as clearing intersections and reducing delays during emergency response. The primary goal is to drive awareness and understanding of the pilot while reinforcing its impact on first responders and the broader community.

## **Miovision Owned Channels**

Used to publish and amplify the primary blog content, along with supplementary posts that reinforce key messages and highlight real-world impact.

## **Local Community Groups (Detroit & Corktown Facebook groups):**

Used selectively for localized, community-focused messaging tailored to residents. Content will be adapted to feel native, informative, and non-promotional.

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## Primary channels:

Detroit Facebook groups

- [Detroit Community](#)
- [Detroit Area News & Classified](#)
- [All Things Detroit](#)
- [Detroit Connection](#)
- [Downtown Detroiters](#)

Corktown community groups

- [Corktown Business Association](#)

Where relevant, posts will align with local context, including the Michigan Avenue streetscape project and broader neighborhood improvements.

## Content

Two assets will be used: blog post and a one-page overview. Both will be used across channels.

**Blog:** explains the pilot and will be the main link used across media, social, and email.

Blog post: [Detroit Transportation Innovation Zone Outreach Blog](#)

**One-pager:** supports media, community, and stakeholder conversations, outlining the Opticom EVP solution and benefits.

## Email

Email city officials to inform them about the project with our messaging and potential results.

**Target:** Detroit fire officials, Detroit police officials, Detroit traffic department

## Email cadence:

Email 1: Launch announcement

Email 2: Midpoint update

Email 3: Final summary

## Corktown Community Engagement

Content will be shared through:

- Corktown Connection (<https://corktownconnection.org/>)
- Detroit's Oldest Community (<https://www.detroitsoledestneighborhood.com/community-organizations>)

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- Corktown Neighborhood Association (<https://www.clickondetroit.com/topic/Corktown/>)

## Message to residents:

This pilot helps Detroit Fire Department vehicles move through traffic more quickly and safely during emergencies

The goal is to improve safety for everyone in the area

## Timeline

|              |                                                              |
|--------------|--------------------------------------------------------------|
| Weeks 1–2:   | Focus on announcement and initial outreach.                  |
| Weeks 3–6:   | Maintain visibility through social and community engagement. |
| Weeks 7–10:  | Midpoint update on progress and sentiment.                   |
| Weeks 11–12: | Focus on results, outcomes, and forward-looking messaging.   |

## Success Indicators

Local media coverage that features the Detroit Fire Department, Miovision, HAAS Alert  
Consistent presence in Corktown and Detroit community channels  
Clear public understanding of what the pilot is and why it matters  
A customer testimonial at the end of the pilot