Pierce County

> **"** We have found that Everbridge is an invaluable tool that allows us to stay connected with community members and rapidly communicate critical information to them when necessary. Before Everbridge, we relied on a less powerful notification service, and it took us two to three hours to send a message to 5,000 people. Using Everbridge, we have notified 10,000 people in less than 15
>
> Ken Parrish
> **Pierce County**

OVERVIEW

Pierce County, Washington includes 24 cities and towns, 17 school districts, and seven colleges and universities. As the second most populous county in Washington state, it is home to more than 800,000 residents and consists of 1,806 square miles of land.

PROBLEM

Pierce County wanted an emergency notification system to update citizens about severe weather, road closures, utility outages, and major police activity and personnel.

SOLUTION

Everbridge enables Pierce County officials to monitor their emergency notifications in real-time and makes it easier for them to complete incident reports.

WHY WAS EVERBRIDGE THE BEST CHOICE FOR PIERCE COUNTY?

While 911 data is still used for large-scale emergencies, a voluntary opt-in approach allows Pierce County officials to utilize the Everbridge system to notify citizens about minor and frequently occurring incidents such as severe weather events, road closures, utility outages, and major police activity. The system is able to send standard text and voice alerts as well as flyers to local fax machines.

Pierce County response personnel also appreciate how their notification reporting is significantly faster than before. Prior to Everbridge, notification reports would take hours or days to generate. Now, Pierce County administrators can track notifications in real-time, which has significantly improved public safety.

HOW HAS EVERBRIDGE IMPACTED PIERCE COUNTY?

Protecting the safety of thousands of residents living in the shadow of Mt. Rainier, an active volcano along the coast of Washington state, is a top priority for Pierce County officials. Man-made and natural disasters are problematic at times, but Pierce County administrators have been able to effectively control such issues thanks to the support provided by Everbridge.

With Everbridge, Pierce County has become a safer place. County officials implemented the Everbridge platform to ensure that they can instantly notify stakeholders about critical situations.

In the past, it would take more than three hours to contact 5,000 residents with the county's previous communication system. Meanwhile, the Everbridge system regularly notifies 10,000 residents in less than 15 minutes, a 2,400% improvement.

WHAT MAKES THE EVERBRIDGE SYSTEM DISTINCT?

The flexibility of the Everbridge system allows Pierce County administrators to send messages to a select number of individuals in a small area or to thousands of constituents around the county. This ensures citizens only receive messages that are meaningful, so they are not burdened by irrelevant alerts.

In addition, citizens can opt-in to the system and select what type of community alerts they wish to receive, and then designate which devices receive the alerts.

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