

# Ventura County



“ Everbridge is a robust notification system that captures a wide range of contact methods from home and business phone numbers to cell phone and email. In an emergency, you never know where people may be when sending an alert, having more information increases the chance that the public will receive accurate and timely information to take protective actions. Everbridge helps us fulfill our mission, to safeguard life, property and the environment.”

Gil Zavlodaver  
**Ventura County**

## OVERVIEW

Ventura County is one of 58 counties in the state of California. The county includes 42 miles of coastline and the Los Padres National Forest, which accounts for 46% of the county's land mass in the northern portion of the county. Fertile valleys in the southern half of the county make Ventura County a leading agricultural producer. Together, farming and the Los Padres National Forest occupy half of the county's 1.2 million acres.

Ventura County has over 850,000 culturally and ethnically diverse people who call Ventura County home. In total, the unincorporated areas, along with the ten incorporated cities of Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, and San Buenaventura (Ventura) rank Ventura as the 11th most populous county in the State.

## PROBLEM

Ventura County is susceptible to natural, technological and human-made disasters ranging from large brush fires to hazardous material incidents and everyday emergencies. Public Safety must be able to disseminate emergency information to key stakeholders and the public quickly and efficiently.

## SOLUTION

With Everbridge, Ventura County is able to communicate to various county departments, cities, non-profit and nongovernmental groups and our citizens instantly through multiple contact paths based off of their geo-coded locations.

## Q&A with Gil Zavlodaver, Program Administrator For Ventura County



### HOW ARE YOU ABLE TO MANAGE RESIDENT DATA, ENSURING YOU ARE ABLE TO REACH THEM?

What's great about Everbridge is it gives us a central location to collect data from our residents. We have a citizen opt-in registration portal – which we branded VC Alert – for citizens to register their contact information. Ventura County residents can include their cell phone number, personal email and work email. In fact, residents can input over 30 different contact methods. Having these additional paths increases the chances of reaching people in an emergency.

### HOW ARE YOU ABLE TO PLAN FOR INCIDENTS WITH YOUR SYSTEM?

It is critical to pre-plan various incidents that may occur that may negatively impact our residents. Everbridge gives us the option to create notification templates. With a notification template you can go through the process of completing your entire notification, but instead of sending it, you can save the notification as a template to be used when an incident arises.

Because an emergency can happen at any moment, such as in the morning or late at night, having templates in place helps us tremendously. Instead of having to create an entire notification from scratch – when stress levels are heightened – you can simply select the appropriate template for the situation and send it. You can even make quick edits to the notification if needed. Average notifications may take fifteen to twenty minutes to complete, we are able to get messages out within five minutes using our templates. This saves us not only time, but reduces human errors as well, ensuring our message is delivered to the right people, at the right time.

### About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.



### ARE INTERNAL ORGANIZATIONS ABLE TO LEVERAGE AND COORDINATE AMONGST EACH OTHER WITH THIS SYSTEM?

In our county we have a good amount of internal organizations such as county departments, cities and non-profit organizations that utilize our system. Each have their own responsibilities and staff. Everbridge allows us to separate these groups within the system giving them access to only the groups and contacts relevant for their notification needs.

Each organization has options to designate certain authorized individuals specific roles in the system – such as group leader – allowing that person edit contact information, build out groups and send notifications. Other employees such as dispatchers would have more restricted roles, which would only allow them to send notifications. This helps us control our data and control who is able to send messages.

Since departments have their own groups within the system, they have several notification options. They can create their own messages, templates and notification templates. For a few departments – such as our SWAT team – they can send out bulletins regarding upcoming trainings or scheduling requests like:

“Are you available to work this weekend?”

Press 1 for “yes”

Press 2 for “No”