Comune Di Pisa

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>
> Paolo Ghezzi
> **Deputy Mayor and Assessor to Civil Protection of the City of Pisa**

OVERVIEW

Based in Tuscany, Comune Di Pisa is part of the Italian Civil Protection System. Responsible for public safety in the municipality of Pisa, the organisation works with local government agencies and emergency services to implement emergency plans and ensure the safety of more than 150,000 citizens.

ISSUE

Comune Di Pisa was looking for a platform that would streamline and automate its emergency response procedures. As an area that is prone to natural disasters such as flooding and wildfires, the organisation was keen to invest in new technology that could improve its critical communication with government bodies, emergency services and the public.

SOLUTION

Everbridge's unified mass notification system allows Comune Di Pisa to communicate quickly and effectively with partner agencies and citizens in the event of an emergency. With more than 100 available communication channels and devices— including SMS, email, text-to-speech calls, social media alerts and app push notifications—the platform enables the organisation to engage in two-way communication with citizens, gather a clear understanding of an incident and deploy emergency resources to protect those in need.

Q&A with Paolo Ghezzi, Deputy Mayor and Assessor to Civil Protection of the City of Pisa
& Luca Padroni, Director of Civil Protection City of Pisa

WHICH EVERBRIDGE PRODUCTS ARE YOU USING?

We are using a range of Everbridge products including the mass notification system, ContactBridge smartphone application and the new social media publishing tool. By having such a diverse range of products available, we are confident that we are able respond effectively during a disaster.

HOW DID YOU FIND THE DEPLOYMENT PROCESS?

Adopting Everbridge into our emergency response processes has been a positive and seamless experience. The depth of material provided by the Everbridge University portal was a great benefit and prepared us for installation. Having key members of the Everbridge team on-hand for advice and support throughout the training process was greatly appreciated.

WHAT SORT OF INCIDENTS HAVE YOU BEEN USING THE EVERBRIDGE PLATFORM FOR?

Everbridge is handling all aspects of civic protection. Due to the climate and geography of central Italy, we deal with a range of critical risks including coastal wildfires, floods, extreme weather and aircraft crashes. The most potent threat is flooding. The Arno River flows directly through the heart of Pisa and water levels regularly rise to potentially dangerous levels.

The Everbridge platform alerts citizens instantly and provides actions to keep them safe. We can also send critical notifications to our multiple emergency service partners to make them aware of the situation and ensure resources are deployed in line with emergency procedure.

WHAT FEEDBACK HAVE YOU HAD FROM YOUR USERS?

The feedback from citizens and those working in the emergency services has been positive. In a recent test, we sent a critical notification to 2,500 opted in citizens and received an impressive 95 per cent response. This reassures us that we have the mechanisms in place to react instantly in a crisis and ensure the lines of communication between local government agencies and the public remain open.

From a strategic perspective, Everbridge's ease of use and the speed at which critical notifications can be sent is impressive. There has been a positive uptake in staff using the platform, which ensures emergency plans are shared and all local agencies are aware of an incident.

WHAT ARE THE BENEFITS OF USING THE EVERBRIDGE PLATFORM?

Firstly, the mass notification system is capable of delivering critical notifications via a wide range of communication channels. This ensures that vital information is delivered to the right people and when combined with the platform's reporting process, we have a detailed understanding of which actions have taken place and whether emergency plans are being followed.

The ability to import numerous databases enables tailored notifications to be sent, ensuring people receive the most relevant information. Everbridge uses geo-coding to adapt messages based on a person's location - this was a huge benefit and gives the platform an advantage over other software products.

Finally, the ContactBridge mobile app ensures that we can respond to critical events outside of working hours. The social media publishing function has also proved extremely effective as this is often the first place citizens will look for information related to a crisis. In having these tools at our disposal, we are able to co-ordinate more effective emergency responses and ensure that the citizens of Pisa are better protected.

WHAT ARE YOUR PLANS FOR THE EVERBRIDGE PLATFORM GOING FORWARD?

We are keen to explore how Everbridge can be rolled out further into our crisis management plans and procedures. We want a unified strategy and would be interested in implementing some of Everbridge's new products such as Crisis Commander – especially if they can provide us with even greater flexibility and control when it comes to co-ordinating an effective emergency response.

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