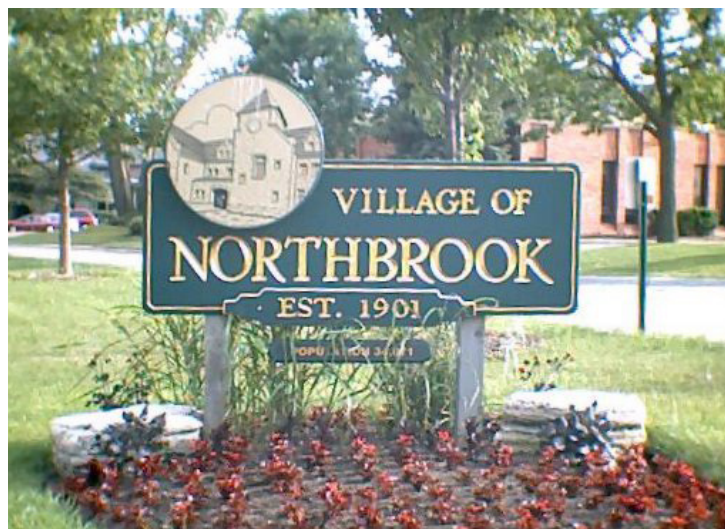
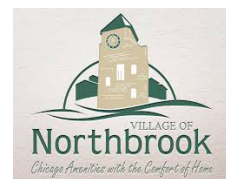


Northbrook, Illinois



“ Today, we use Everbridge to power our notification program, Northbrook Notify, which we use to automatically send important alerts without going through a timely approval process. We use it for emergencies, such as tornado warnings, but also for more routine public service announcements like road closures, construction updates and special events.”

Cheryl Fayne-dePersio
Communications Manager

OVERVIEW

Northbrook, IL is a village at the forefront of Chicago’s north shore with a population of just over 33,400. The community, located at the northern edge of Cook County, IL is home to over 3,000 business with more than 45,000 employees, including the world headquarters for Underwrites Laboratories and Crate and Barrel.

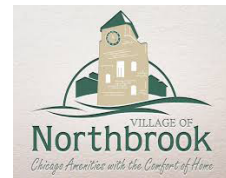
PROBLEM

As home to thousands of businesses, Northbrook, IL faced a unique challenge with the town’s population doubling during business hours. The village required an automated notification system to quickly contact both residents, and employees, during emergency and community events without having to go through lengthy approval processes.

SOLUTION

The village deployed Everbridge to power the Northbrook Notify system which enables the county to easily distribute communications and notifications to the area’s residents and employees on their preferred contact paths and devices, without having to manually determine the cost of each message prior to sending. To increase opt-ins, Northbrook conducted an extensive awareness campaign that effectively reached residents and businesses improving overall engagement with the system.

Q&A with Cheryl Fayne-dePersio, Communications Manager



NORTHBROOK, IL'S EMERGENCY MANAGEMENT PROGRAM AND CHALLENGES?

Northbrook, IL is unique because our population doubles during normal business hours, and it was a challenge to have a line of communication with both residents and business stakeholders. With our old system, the communications department was required to calculate the cost of call-outs and get approval before sending, making it difficult to reach everyone in a timely manner.

HOW DO YOU UTILIZE EVERBRIDGE?

Today, we use Everbridge to power our notification program, Northbrook Notify, which we use to automatically send important alerts without going through a timely approval process. We use it for emergencies, such as tornado warnings, but also for more routine public service announcements like road closures, construction updates and special events.

AWARENESS OF NORTHBROOK NOTIFY TO INCREASE OPT-INS

Our slogan is, "If we can't reach you, we can't notify you." Northbrook residents and businesses can text the zip code 60062 to 888777 to opt-in to receive emergency and non-emergency alerts via text.

To encourage opt-ins, the village takes a unified approach and has all city departments, in addition to the emergency management department, promote the benefits of Northbrook Notify. We stress how people can receive warnings during emergency situations such as dangerous weather, emergency street closures, and water-boil orders directly to their mobile devices if they sign up.

To reach area residents, we focus on promoting Northbrook Notify in the Village Newsletter, on the Northbrook Community Television channel, on hyper-local social media groups and channels and in the lobbies of the village's government and municipal buildings. We also include Northbrook Notify information as a bill stuffer in city regulated mail, such as water bills and vehicle stickers. Lastly, we make regular, on-site visits to senior centers and libraries to increase opt-in rates.

To reach the thousands of area businesses, we work with local fire inspectors to promote Northbrook Notify during the business license renewal process. We also focus on providing flyers in office lobbies, specifying how Northbrook Notify can help area businesses be notified of urgent situations within minutes. Through conducting an extensive awareness campaign, at some point along the way people think, "I guess I should sign up now."

Due to the scheduling of when we decided to implement Community Engagement and the Northbrook Days event, we did not allow time for internal procedures to coordinate the campaign. We plan to use the solution in 2017, and will likely use a keyword like NBDAYS for the event—encouraging residents to opt-in for weather and other updates.

RECENT SUCCESS EXAMPLES

One particular recent use case occurred when a special needs child was missing from Northbrook Court. A call out to homes and businesses within a one-mile radius was sent out with a description of the child and how to approach him since he was autistic. Northbrook Notify's instant messaging was the perfect tool to alert the public with important information. It turned out the child was located within an hour hiding in a back staircase in the mall. This story had a happy ending as we were able to send an update to the event.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in 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.



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