

# Customer Spotlight

## Community Engagement in Washington, DC for the March For Our Lives Rally



“ With March For Our Lives demonstrators coming to DC from all around the country, we needed a way to quickly reach everyone in the case of an emergency. Using an event keyword made it easy for attendees to sign up. The ability to push notifications directly to thousands of mobile phones allowed us to send important event, safety, and transit information before, during, and after the rally.”

Dr. Chris Rodriguez  
Director, DC Homeland Security and Emergency  
Management Agency

### PROBLEM

Hundreds of thousands of people were expected to descend on Washington, DC, to rally in support of gun control and school safety measures in the wake of the deadly mass shooting at a high school in Parkland, Florida.

Managing those crowds was the main focus of the District of Columbia Homeland Security and Emergency Management Agency (HSEMA), which wanted to ensure a safe experience for demonstrators and residents alike.

### SOLUTION

Using Everbridge's Community Engagement platform, HSEMA created a Mobile Keyword for communicating with the crowds.

Through social media and the local press, the District encouraged activists who planned to attend the demonstration to text MARCH24 to 888777 to receive important safety, traffic, and event alerts.



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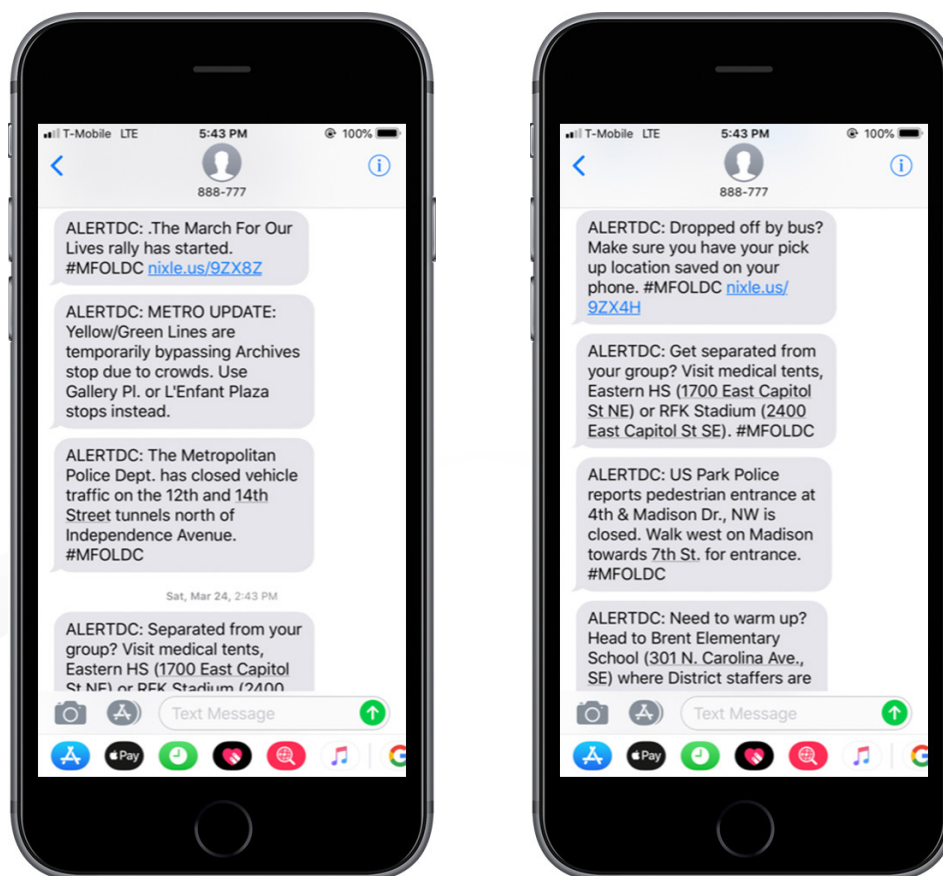
### RESULT

Within three days, more than 15,000 people signed up for the alerts, powered by Everbridge.

District officials sent two dozen notifications to subscribers. The timely texts included information pertaining to street closures, transit delays, weather updates, and reunification locations for missing persons.

In addition to the alerts, the United States Park Police also used Everbridge to solicit anonymous text message tips from attendees. Among the tips received by law enforcement was a report of a duffel bag left unattended near the demonstration, and the need for a medic. In both cases, nearby officers were dispatched to the locations to investigate.

DC officials previously used Everbridge's keyword alerts for other large gatherings in the area, including the 2017 Presidential Inauguration (Keyword: INAUG), Pope Francis' visit to the city in 2015 (Keyword: DCPOPE), and the annual Fourth of July celebrations on the National Mall (Keyword: JULY4DC).



### About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running faster. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, London and Stockholm.

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

