



Santa Clara Valley Transportation Authority

Serving 15 Silicon Valley cities and major hightech companies like eBay, Google, Cisco, Yahoo, and Adobe, Santa Clara Valley Transportation Authority (VTA) focuses on quality of service and customer safety. Beginning with 50 buses in serious need of upgrades and repair in 1972, VTA now operates a fleet of more than 500 bus and rail vehicles, provides more than three million rides a month, covers 326 square miles of urbanized area, and has been setting industry benchmarks in accessibility, sustainability, and reliability of service.



Challenges

Santa Clara Valley Transportation Authority sought an emergency alert system that provided best-in-class capabilities in emergency notifications, which is essential to the safety of passengers and personnel.

Solution

For unique, emergency situations that threaten business continuity and life safety, Santa Clara Valley Transportation Authority employs the Everbridge system.



“We selected Everbridge because of its industry-leading, reliable, and innovative control center operations and emergency notification applications, as well as its successful track record delivering projects to local, state, and federal government agencies.”

Mike Hursh

Santa Clara Valley Transportation Authority



Q&A with Mike Hursh

Santa Clara Valley Transportation Authority

What communication challenges does VTA face on a regular basis?

With thousands of employees striving to meet the vital transportation needs of an entire region, VTA's incident notification requirements go far beyond preparing for the next major earthquake or tsunami.

From system outages to the dispatch of work crews, VTA faces daily challenges that require targeted communication across the organization. Whether responding to a routine operational incident or life-threatening emergency, VTA's control center must have the ability to get in touch with employees and contractors throughout the organization, as well as elected officials and community stakeholders.

Why did VTA select Everbridge?

When selecting an incident notification provider, VTA sought a partner with expertise in operational notifications, which directly impacts efficiencies and productivity.

VTA's former emergency notification system consisted of an email distribution list to 160 key personnel who received notifications of all types, from the routine to the most critical. Some of these stakeholders could only be reached via email. Meanwhile, others could only be contacted on their mobile phones or by SMS text or pager. This disparity led to a lengthy and unreliable process, requiring countless hours and precious resources to administer.

How does VTA employ Everbridge?

VTA uses Everbridge to target specific groups or individuals, including employees with specific job functions or residing within a particular geographic region. The platform provides improved employee accountability through polling and remote roll-calling.

Everbridge also allows VTA to alert teams in emergency situations, confirm the safety and whereabouts of employees, initiate emergency action conference calls, and more. It enables management to keep a pulse on the entire organization, even in crises.

Some VTA staff members asked if an off-premise dedicated notification system was truly necessary, at least until their email system crashed and was inoperable. VTA leveraged Everbridge to notify all personnel of the system failure and provide updates as the problem was resolved, creating a secure channel for continued communication throughout the outage.



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

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