



Streamlining municipal response: enhancing living conditions and event preparedness



Table of contents

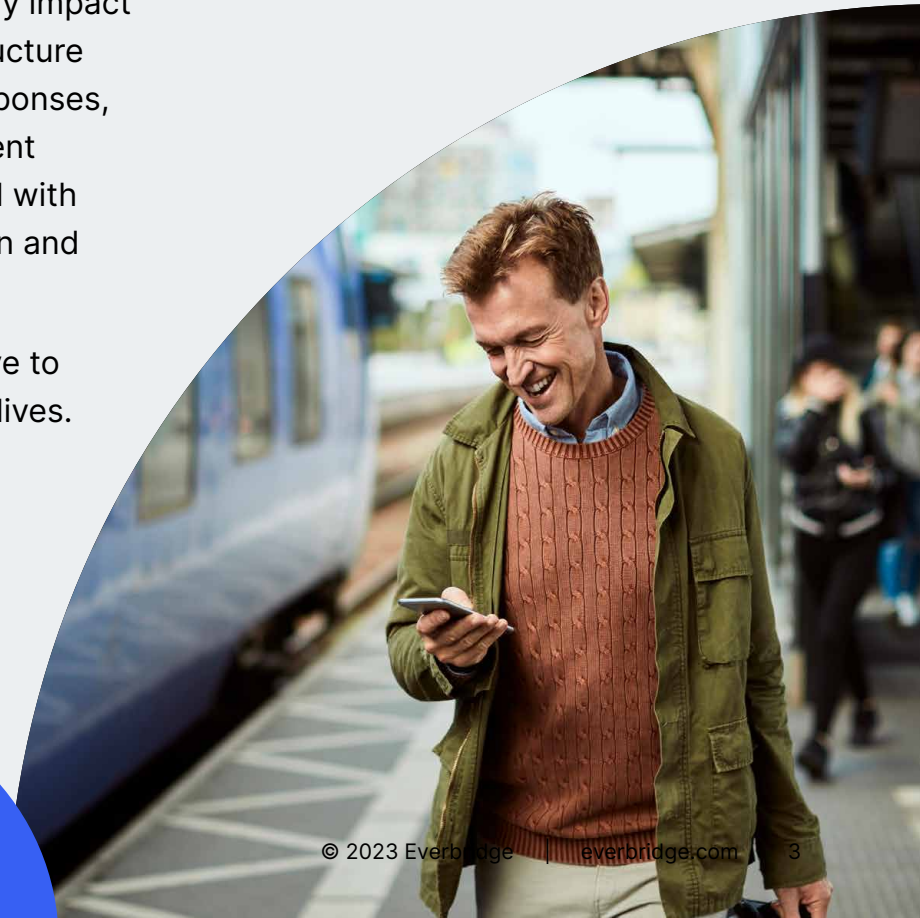
Introduction.....	3
Creating a better environment to live	4
Preparing for large scale events.....	5
Challenges	6
Solutions.....	10
Case study	10
Benefits	11
About Everbridge.....	12

How can we contribute effectively to better living in our cities?

Optimizing the use of intermunicipal resources for the satisfaction of all citizens

In today's rapidly evolving urban landscape, municipalities often face a myriad of challenges when it comes to responding swiftly to issues that directly impact the living conditions of their residents. Whether it's addressing infrastructure deficiencies, managing public services, or coordinating emergency responses, municipalities find themselves grappling with the complexities of efficient problem solving. These struggles are amplified when a city is entrusted with hosting a large-scale event, where the stakes for seamless coordination and timely resolution are raised even higher.

This eBook looks at the challenges faced by municipalities as they strive to respond promptly and effectively to issues that impact residents' daily lives. Moreover, it explores the heightened importance of efficient municipal responses when hosting significant events that attract both local and global attention. By examining real-world examples and innovative strategies employed by progressive municipalities, this eBook aims to provide insights and practical solutions that can enhance the overall preparedness and response capabilities of cities in these critical situations.



Creating a better environment to live

Creating a better environment to live in is of utmost importance to cities for several compelling reasons. First and foremost, an improved living environment directly enhances the overall quality of life for residents. Cities that prioritize clean air, accessible green spaces, clean transportation systems, and peaceful neighborhoods foster a sense of well-being and contribute to residents' physical and mental health. When people have a higher quality of life, they are more likely to be satisfied with their city and have a greater sense of belonging and pride.

Moreover, a better living environment attracts and retains talented individuals, fostering economic growth and development. Cities that prioritize environmental sustainability, promote cultural diversity, and invest in infrastructure improvements become more appealing to businesses, entrepreneurs, and skilled professionals. A vibrant and attractive living environment serves as a magnet, drawing in talent, investments, and innovation, thereby fueling economic prosperity.

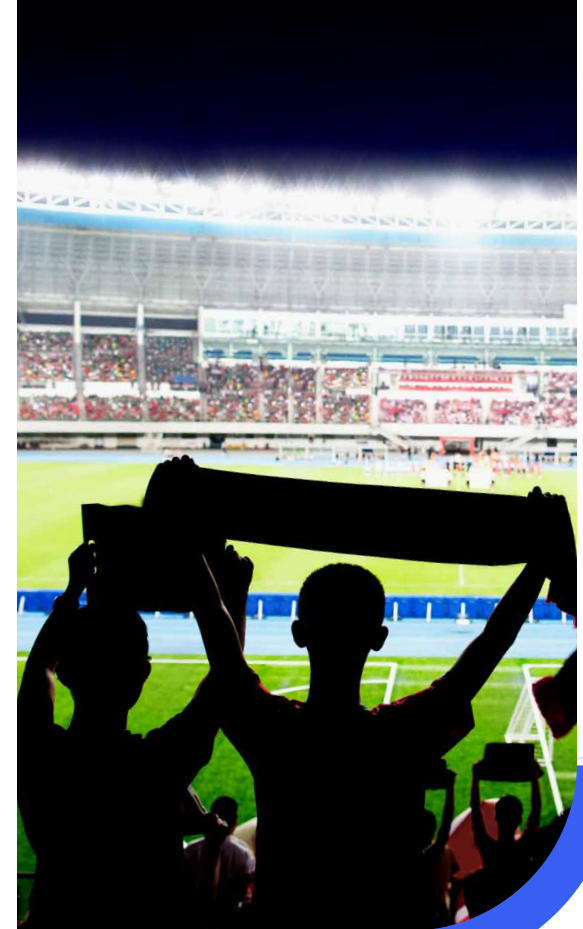


Preparing for large scale events

Cities that host any large-scale event must take extra measures to prepare from a cleanliness perspective. Some of the additional steps that host cities typically take to ensure public spaces remain clear and hygienic during such events are:

- **Increased street cleaning:** Leading up to the event, the city will usually increase the frequency of street cleaning to ensure that the streets are kept clean and free of litter.
- **Additional waste management services:** The city will usually provide additional waste management services to ensure that the increased amount of waste generated by the event is properly managed. This may include providing more waste bins, increasing the frequency of waste collection, and setting up additional recycling stations.
- **Increased inspections:** The city may increase inspections of food vendors and other businesses to ensure that they are maintaining high levels of cleanliness and hygiene.

Overall, preparing for any large-scale event requires a coordinated effort from various city departments and agencies. By taking extra measures to ensure cleanliness and hygiene, the city can help ensure that visitors have a positive experience and that the event is a success.



Challenges

Constituents have an ever-growing list of concerns they expect their elected officials to address, spearheaded by their physical and economic safety. To address these concerns, authorities must overcome several challenges facing municipalities, including:

- **Limited budgets:** Many municipalities face budget constraints and are struggling to provide adequate services to citizens; in turn citizens are protesting en masse to have their voices heard.
- **Aging infrastructure:** Many municipalities have aging infrastructure that needs repair or replacement, but repairs can be costly and time-consuming, two things the government doesn't have a lot of. This is a major issue, for example, in the banlieues of Paris where densely populated neighborhoods lack modernized public infrastructure and road protection.
- **Incivility:** Indecent behavior such as littering, public urination, noise pollution, and vandalism all create a negative environment for residents, but also require costly regular maintenance to avoid. Moreover, many regions lack a good intake system for concerns and complaints so that these issues can be handled promptly.
- **Urbanization:** Rapid population growth in urban regions is leading to an increased demand for social services, such as housing and transportation, which municipalities struggle to keep up with. This has also reduced the amount of accessible green spaces which are crucial to a healthy life.
- **Pollution:** France has continued to struggle with staying ahead of air pollution regulations; so much so that the Conseil d'Etat has ordered the country to pay fines in the millions for failing to tackle air pollution. But there is no inexpensive or immediate solution to rectify these concerns.
- **Homelessness:** Is a growing concern, especially in large metropolitan cities where the cost of living and inflation have not kept up with wages. There are approximately 300,000 homeless people in France who need permanent shelter, and meaningful support to rebuild their lives.

- **Demonstrations and public events:** While demonstrations and public events are essential to democracy, they can be disruptive when not properly managed, or when municipalities do not have sufficient resources to clean up after them. For example, during the 2023 French pension reform unrest, over a million citizens marched in public protests, but members of anarchist groups threw rubbish bins, bottles, and smoke bombs at police.
- **Data silos:** Municipalities often have data stored in silos, making it difficult to share information and gain insight into service delivery and citizen needs.
- **Lack of citizen engagement:** Many municipalities struggle to engage citizens effectively, leading to a lack of trust and dissatisfaction with services.

Large events, festivals, and sporting games such as the Olympics put a huge strain on municipalities. In 2024, Paris will host the Olympic Games, which will be a massive undertaking for the municipality, and authorities must begin preparing to accommodate the vast influx of people and avoid potential dangers. It is estimated that at least 600,000 spectators will be present for the opening ceremony along the Seine, putting enormous strain on local resources unless they are properly prepared.

It's important that visitors to Paris and the 16 other cities in France that are hosting the games are left with a good impression. Now is the time to begin these preparations to truly make an impact.

Nuisances that disturb tranquility in public spaces

Cities and municipalities need an easy way for residents to easily report disturbances in their neighborhoods to keep them safe.

Signs of damage:

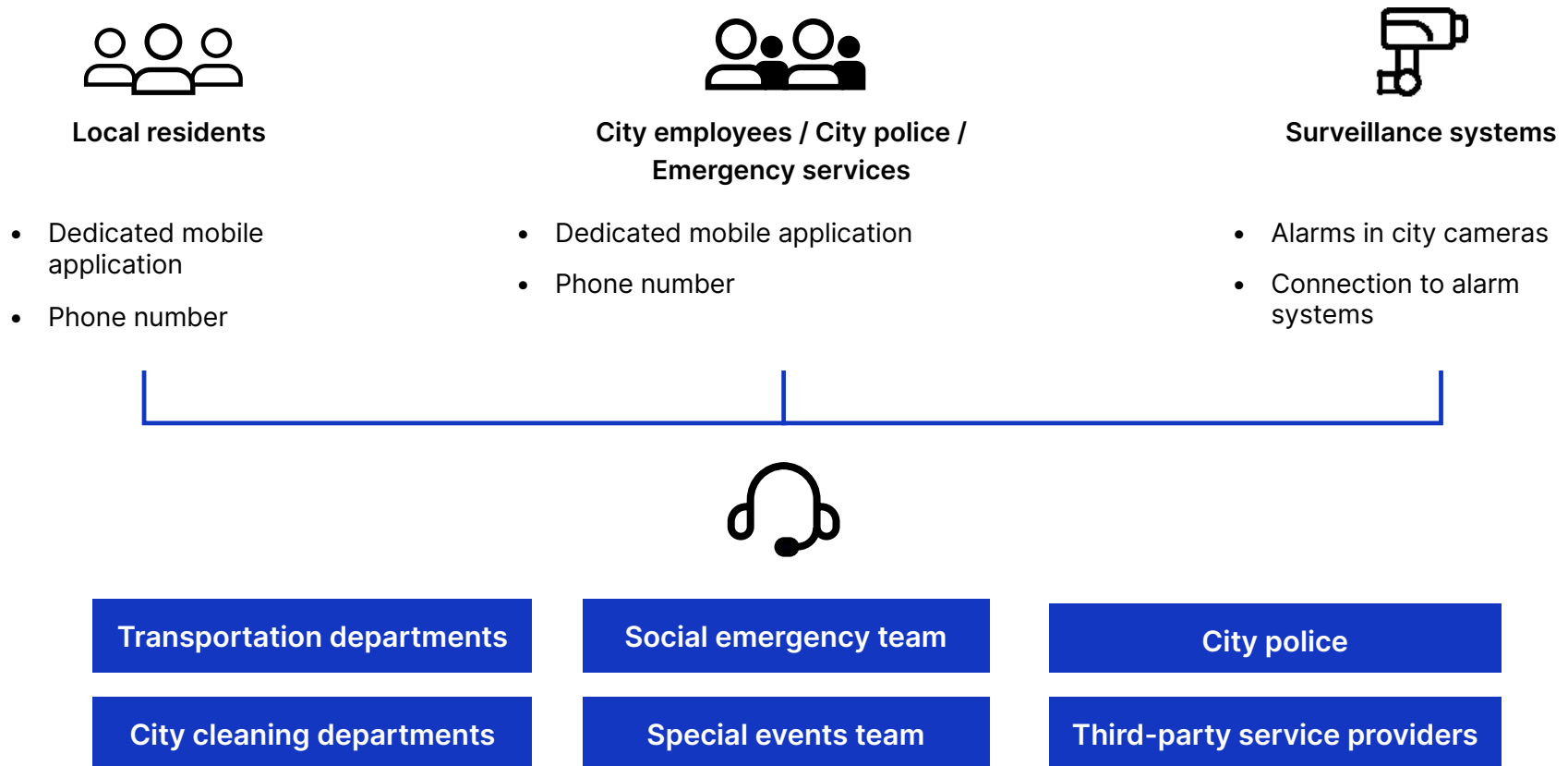
- Abandoned vehicles
- Garbage and littering in public spaces
- Vandalism, degradation of public areas
- Graffiti

Reporting of public order disturbances:

- Incivility, fights
- Deterioration of roads
- Urban parties
- Illegal squatting
- Drunk driving
- Selling and using drugs
- Solicitation, prostitution, exhibitionism

Technology at the service of municipalities

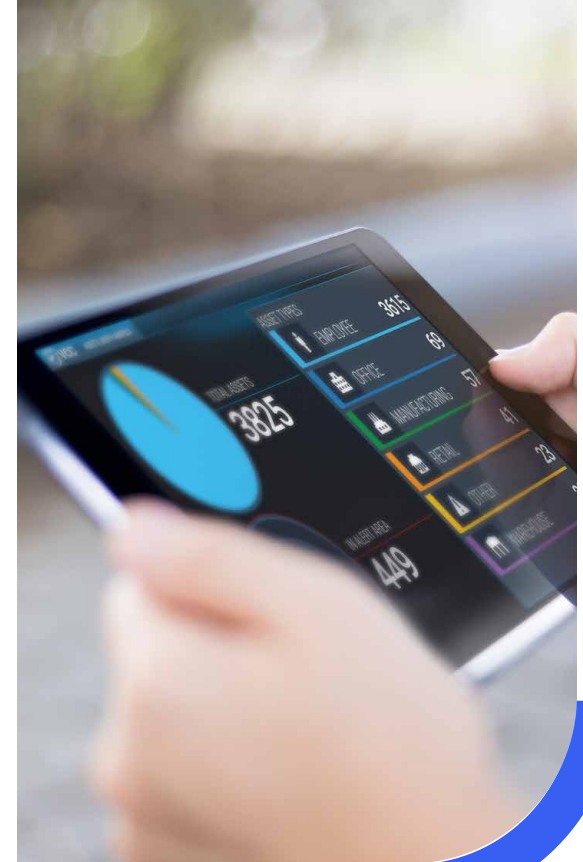
Municipalities would benefit from a solution that streamlines and accelerates responses to emergencies by providing one platform that can be used to manage emergency calls, collaborate among various agencies, utilize intelligent resource mobilization, and view and manage the situation from a single dashboard. From this platform, authorities can view all necessary information and data in real time. Moreover, it is beneficial when this platform is able to integrate with third-party technologies, such as citizen reporting apps, to provide a comprehensive picture of the given situation.



Solutions

Technology solutions can help municipalities to overcome these challenges in several ways:

- **Automating processes:** By automating processes such as service requests and permit applications, municipalities can reduce costs and improve efficiency.
- **Data analysis:** With data analytics, municipalities can gain insights into service delivery and citizen needs, allowing them to make data-driven decisions about how to invest their time and resources.
- **Digital citizen engagement:** Digital platforms such as online portals and mobile apps can help municipalities to engage citizens more effectively and improve transparency.
- **Advanced analytics and reporting tools:** Measurement tools allow emergency responders to quickly and easily analyze data related to an incident, such as the number of people affected, the resources that were used, and the response time. This information can then be used to improve future response efforts and to identify areas where improvements are needed.



Case study

When city officials and public authorities successfully implement the appropriate technology solutions, it increases the satisfaction of citizens.

Local security teams such as Nantes Métropole and Mairie de Paris for example, use Everbridge's solutions during special events such as music festivals, football games, and parades. They also receive and manage intervention requests in cases where clean-up is required, such as vandalism or after large events. In all cases, the use of Everbridge enables them to:

- **Quickly mobilize teams**
- **Schedule and prioritize tasks**
- **Track activities, create and view reports in real time**
- **Communicate with the public**

These solutions will be especially pertinent during the 2024 Olympic games, as well as other large upcoming events like the 2023 Six Nations Tournament, the 2023 Tour de France, and the 2023 Paris Marathon.



Benefits

Technology can help cities and municipalities, large and small, by providing a centralized system to manage and track requests for assistance. Here are some ways in which technology can help with improving the living environment for citizens:

- **Efficient handling of requests:** Manage non-emergency requests for assistance, such as reports of suspicious activity, noise complaints, or minor traffic accidents. By providing a centralized system to manage these requests, authorities can help ensure that they are handled quickly and efficiently.
- **Prioritization of requests:** Prioritize requests for non-emergency assistance based on their urgency and the resources available to respond to them. This can help ensure that the most urgent requests are handled first, while less urgent requests are addressed in a timely manner.
- **Resource allocation:** Resources such as police officers, community service officers, maintenance teams, and special equipment need to be properly allocated. This can help ensure that the right resources are assigned to each situation, improving the efficiency and effectiveness of the response and use of resources.
- **Coordination of response:** Coordinate the response of different agencies or departments to non-emergency situations. For example, if a community service officer is needed to respond to a noise complaint, technology can be used to coordinate their response with the police department to ensure that the situation is resolved quickly and efficiently.

Overall, technology can help improve the handling of non-emergency situations by providing a centralized system to manage requests, prioritize responses, allocate resources, and coordinate the response of different agencies or departments. This can help ensure that non-emergency situations are handled in a timely and effective manner, improving the quality of life for the inhabitants of the community.



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™.

For more information, visit [Everbridge.com](https://www.everbridge.com), read the company [blog](#), and follow us on [LinkedIn](#) and [Twitter](#).

[Get in touch](#) to learn about Everbridge, empowering resilience.

