



# City of Tampa enhances public safety with Everbridge Mass Notification during US Football Championship

## Highlights

- Text message alerts and notifications allowed individuals to receive timely updates on safety protocols, traffic conditions, weather forecasts, and event-related announcements, enabling them to stay informed and prepared.
- The City of Tampa demonstrated its commitment to public safety and emergency preparedness during large-scale events with Everbridge to rapidly communicate important information and coordinate emergency responses.
- Supported the safety of over 22,000 attendees.
- Everbridge has provided the software for safety alerts at over 5 US Football Championships.



# Challenges

Hosting large-scale events such as the US Football Championship presents unique challenges for cities like Tampa. With millions of viewers tuning in, and thousands of attendees gathering at Raymond James Stadium, ensuring public safety, disseminating critical information, and coordinating emergency responses were paramount concerns for city officials.

# Solution

To address these challenges, the City of Tampa deployed [Everbridge Mass Notification](#). This platform allowed city officials to quickly and efficiently alert residents, visitors, and attendees of the championship game in the event of emergencies, disruptions, or the need to share important information. Residents and attendees were encouraged to opt in to receive text messages about safety protocols, traffic updates, weather alerts, event notifications, and other pertinent information directly on their mobile phones.

# Benefits and impact

## Enhanced communication and coordination:

By leveraging [Everbridge Mass Notification](#), the City of Tampa significantly improved its communication and coordination efforts during the US Football Championship. Officials were able to promptly share critical information with residents, visitors, and attendees, including health and safety guidelines, traffic advisories, and event updates. This real-time communication helped ensure that individuals remained informed and prepared, resulting in a safer and more organized event experience.

## Streamlined emergency response:

Everbridge also facilitated a more streamlined emergency response process for Tampa officials. With the ability to quickly disseminate alerts and notifications, city authorities could effectively communicate emergency procedures, evacuation protocols, and other vital information to attendees and residents in case of unforeseen incidents. This proactive approach to emergency management helped mitigate risks and ensure the safety and well-being of all participants during the championship game.