



# Village Uses Everbridge to Automatically Notify Residents and Employees

## Village of Northbrook

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.

### Highlights

- + Use cases extend beyond alerting on critical events to more routine announcements.
- + Using the new system, a lost child was found within minutes of going missing.
- + A unified approach across village authorities has helped increase the rate of notification opt-ins.





Today, we use Everbridge to power our notification program, Northbrook Notify, which automatically sends 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.

## NORTHBROOK COMMUNICATIONS MANAGER

## Challenges

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 Northbrook's Communications Manager

## HOW IS NORTHBROOK INCREASING OPT-INS FOR THE NORTHBROOK NOTIFY SYSTEM?

Our slogan is, "If we can't reach you, we can't notify you." 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."

## WHAT WAS A RECENT SUCCESS STORY?

When a special needs child went missing from Northbrook Court, homes and businesses within a one-mile radius were sent a description of the child and how to best approach him as 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 found in under one hour hiding in a back staircase of the mall. This story had a happy ending as we were able to use the new system to successfully locate the missing child and reunite him with his parents.



### Let's Chat

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