City of Williamsburg

> **"** I think it's really going to transform the communications capability, both internally and for residents. As Everbridge evolves and changes, we'll find better and better ways of sending notifications. By starting now, we've got that groundwork to really do some great things. Everbridge ensures that there's a way to measure the effectiveness of our emergency notifications and be held accountable."
>
> Kate Hoving
> **City of Williamsburg**

OVERVIEW

Founded in 1699, City of Williamsburg, Virginia was the epicenter of political events in Virginia leading up to the American Revolution. Today, Williamsburg has a population of more than 15,000 residents, and along with Jamestown and Yorktown, forms part of the Historic Triangle that draws millions of tourists annually.

PROBLEM

City of Williamsburg needed an interactive communication and mass notification system that was simple to use, and allowed city administrators to quickly send messages to multiple audiences.

SOLUTION

Everbridge provides an easy-to-use solution, allowing City of Williamsburg to streamline its emergency and day-to-day communications for residents and internal staff.

HOW HAS EVERBRIDGE CHANGED THE WAY CITY OF WILLIAMSBURG COMMUNICATES?

We felt like we needed to do something where we were coordinating our emergency communications. In the past, we would blast information out, but we had no way of knowing if people received it. You think you're doing a good job, but you really have no way of knowing. What I liked about Everbridge is that not only was it integrated, but it was the only system that had confirmation of receipt. The reporting is great as well; it's easy to use and intelligently thought out.

HOW ARE YOU ENCOURAGING RESIDENTS TO SIGN UP FOR ALERTS?

We're going to reach out through our neighborhoods and our neighborhood response teams. We're using flyers and going door to door, and we've sent out an email notification explaining it to people, and we'll use social media. We're actually doing a printed piece to send because we have enough people who might not have web access or comfort with it and we thought that was important. We're going to work neighborhood to neighborhood. We're also going to reach out to our business associations and hotels to reach

our visitors. I've already received two calls from older people asking me to sign them up. They're very excited we're providing the service.

HOW DOES THE CITY'S UNIQUE DEMOGRAPHIC AFFECT YOUR MESSAGING?

We use templates where we can. We have a large population of elderly residents, so we really need to think about messaging for those who may be older. We work to craft our message to the situation and make it clear and easy to comprehend. We have templates for major hurricanes and other severe weather events. We have one type of alert for general emergencies, another for drills and preparation information, and we also have a medical needs alert. We've been testing with staff, too, to get feedback. I've already adjusted some of the language on our portal because there was confusion about quiet time for weather alerts. It's so easy to make changes as we get feedback and sense confusion.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London.

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

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