

City of Glendale



“Glendale’s chief of police was extremely impressed that Everbridge responded so quickly to the city’s request for help. Everbridge got the message launched immediately so the public got the information they needed to stay safe.”

Kim Lardie
City of Glendale

OVERVIEW

City of Glendale, California is divided into 34 neighborhoods and has a population of more than 191,000 residents. Incorporated in 1906, Glendale is the 22nd largest city in California and consists of 30.6 square miles of land.

PROBLEM

On August 4, 2009, a brush fire broke out along the Los Angeles border, threatening hillside homes, snarling freeway traffic, and prompting evacuations.

SOLUTION

Everbridge was used to notify residents quickly and help alleviate the City of Glendale emergency response team’s workload so it could focus on dealing with the fire.

Q&A with Kim Lardie of the City of Glendale



HOW WAS EVERBRIDGE USED DURING THE WILDFIRE?

Despite having no training on the system, we knew we could use the Everbridge system to notify residents quickly and help alleviate our team's workload so we could focus on dealing with the fire. Everbridge identified residents in the affected canyon area, which had only one road in and out, and launched a notification advising those residents to evacuate their homes and report to the designated emergency evacuation site.

Firefighters were able to bring the blaze under control by early evening, prompting an all-clear advisory message launched by Everbridge.

BESIDES EMERGENCIES, HOW DOES EVERBRIDGE HELP THE CITY OF GLENDALE WITH OTHER PROCESSES?

City of Glendale recently released a new police manual that needed to be distributed to all 450 police employees. As employees are accountable for all content and changes, we needed to have a record that employees received the manual.

Previously, the department used to keep a manual list with checkmarks by the names of employees when they received the manual. Using Everbridge, employees click to confirm receipt, giving us a comprehensive audit trail. We were also able to rebroadcast to the non-compliance list and found several errors in contact data that we were able to correct in the department's records.

WHAT ADVICE WOULD YOU GIVE THOSE WHO ARE USING EVERBRIDGE FOR THE FIRST TIME?

Don't limit use of the Everbridge system to just emergencies. There are many areas within the city — whether communicating externally to residents and customers or to internal teams — where you can save time, money, or headaches by using Everbridge. Additionally, if you are more familiar with using the system, it will be much easier to use in an emergency.

Everbridge's text-to-speech engine is also excellent and a great alternative when you aren't able to record a message, but test whether using a live voice makes a difference in prompting people to take the desired behavior. Using a live voice can add tremendous credibility, depending on the message and audience.

About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, 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.

