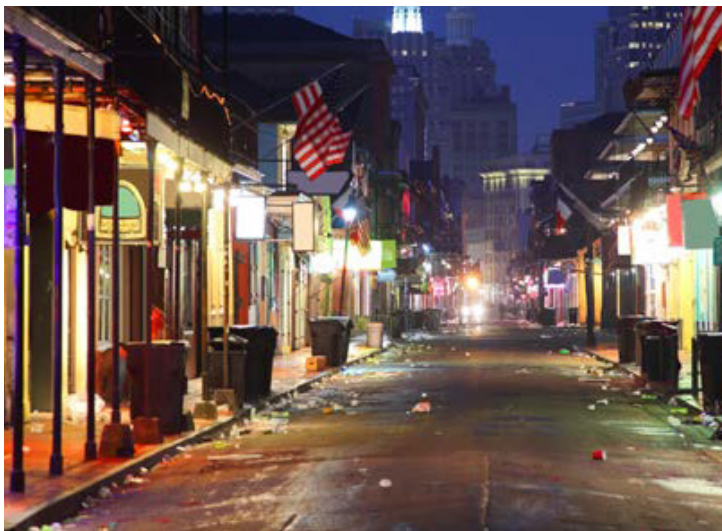# City of New Orleans

> **"** New Orleans is an event-driven city, so we use the Everbridge system nearly every week to communicate with residents and visitors. In addition to this, our fire and EMS departments use the system daily. We are always in need of some form of communication with our residents or internally with our employees, and the Everbridge system is the one we choose for every situation."
>
> Paul J. Reeb
> **City of New Orleans**

OVERVIEW

City of New Orleans (NOLA) boasts a booming tourism sector thanks in part to its unique culture, food, and historic architecture. NOLA has hosted many major events over the past few years, including the Super Bowl in 2013. During Mardi Gras season, thousands of travelers from around the globe visit NOLA to experience the festive celebration, which typically generates over $840 million in annual revenue for the city.

PROBLEM

The City of New Orleans needed a system to communicate with both citizens and employees around large events and festivals, resident alerts, severe weather, and fire and EMS operations.

SOLUTION

Everbridge provides the City of New Orleans with a method of quickly reaching intended recipients, on multiple contact paths and devices, with critical messages.

everbridge®

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HOW DO YOU ENCOURAGE CITIZENS TO SIGN UP?

We have a pretty good public campaign in our "NOLA Ready" program. We basically do a lot of public outreach, and that's the best way to get people to sign up. And once they're signed up, it's pretty easy for those who enroll to manage their settings to get only the alerts they want. Using the Everbridge system, we send targeted messages based on GIS mapping. All we need to do is do an overlay cover, or type in a particular ZIP code, and the map will actually cover that area. Then everyone that signed up in that area will actually get the alert that matters to them

HOW DO YOU MANAGE SENDING MESSAGES TO A VARIETY OF AUDIENCES, INCLUDING CITIZENS AND CITY EMPLOYEES?

We can send messages to specific audiences by setting up contact groups in the Everbridge system. For NOLA, our groups are based on how our departments are set up, including the mayor's executive staff, all our department heads, and the mayor's office itself. We already have their contact information, including their cell phone, business phone, email address, etc., so that stays associated with the contact when we put them into a group.

HOW DOES EVERBRIDGE IMPROVE THE EFFICIENCY OF INTERNAL COMMUNICATION?

It's actually a lot easier for us to send a message out to specific internal groups through Everbridge than it is to go find an email and go one by one for each individual that you're looking for. You may leave someone off or unintentionally add someone on. So I use Everbridge to send out internal messages on a regular basis. With the system, I know the message is going to get there and I can

also look back at the history and see who has received it, whereas with an email, sometimes you don't know if they actually got the message or not.

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.

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