

Customer Spotlight

Community Engagement in Philadelphia for Pope Francis' Historic Visit



“ For Pope Francis’ historic visit to Philadelphia, the Community Engagement platform was successful in helping us obtain many resident and visitor opt-ins in a very short amount of time. We were able to generate over 11k opt-in’s in just a few days—by comparison, it took almost 8 years for us to amass 15k Twitter followers! Clearly, this is a powerful and highly visible tool that helps us reach citizens quickly and effectively.”

PROBLEM

As the city of Philadelphia prepared for Pope Francis’ historic 2015 visit to the United States, the Philadelphia Office of Emergency Management faced a number of challenges. With over 1.5 million visitors expected to flood the city, and more than 70 local, state and federal agencies involved in the event management efforts, how would Philadelphia effectively prepare for, and manage, emergency activities? Moreover, how could the city effectively engage with both residents and the anonymous visitors that would embark on the trip to ensure they were safe and informed?



SOLUTION

As an Everbridge customer, the Southeast Pennsylvania Task Force was able to ensure the Philadelphia OEM had access to this critical communication solution to prepare and deliver messages on a large scale in the event of an emergency. Most importantly, the department deployed the Nixle Community Engagement solution to improve their database of both resident and visitor opt-ins to improve communication reach throughout the event. Community Engagement proved particularly successful, providing the city with a solution to easily identify and attract opt-ins via SMS. Philadelphia was able to provide these individuals with real-time notifications and alerts related to weekend logistics, traffic, weather and more.



PhilaOEM Director @DirectorPhilaEM · Sep 16

ReadyPhiladelphia alerts provide info about Pope wknd weather. Text PAPALVISIT to 888777 or phila.gov/ready.

Customer Spotlight

Community Engagement in Philadelphia for Pope Francis' Historic Visit

RESULT

By simply texting **PAPALVISIT** to **888777**, the Philadelphia OEM amassed 11,449 opt-ins using Community Engagement—in just 7 total days. The program attracted the attention of the local Philadelphia media, generating mentions in the Philadelphia Inquirer and Philadelphia Daily News, as well as several regional public safety agencies and political influencers.

