

Nassau County



“ The system is very user friendly; in no time, with little effort, you can figure out how to log in and send out a notification. This is especially important when you’re in the midst of an emergency and you have to react on the fly. It really made it easier for us to send out alerts, and that’s one of the reasons we chose the system. It’s just faster and easier.”

Traci Masau
**Emergency Management
Planner for Nassau County**

OVERVIEW

Nassau County is located in the northeast corner of Florida, along the Atlantic Ocean, and is known as the “Eastern Gateway to the Sunshine State.” The county has a population of about 74,000, and a local economy that includes agriculture, professional industries, and tourism. Nassau County encompasses 12 distinct topographical zones, including sandy beaches, scenic rivers, green pastures, and majestic timberlands.

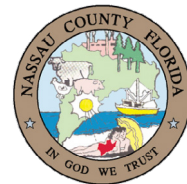
PROBLEM

Given Nassau County’s unique location, the Emergency Management Department needed to quickly and easily reach staff and residents with up-to-date information on storms or events, including evacuation orders.

SOLUTION

Nassau chose Everbridge’s Unified Critical Communication Suite to connect with employees and citizens during incidents or events. Users are able to opt-in using a web-based portal, update and manage their personal information, and select which notifications they want to receive.

Q&A with Traci Masau, Emergency Management Planner for Nassau County



WHY IS COMMUNICATION WITH CITIZENS IMPORTANT FOR THE COUNTY?

In emergency management, we need to alert the public of any disaster or dangerous event. We're a coastal county, basically a barrier island, and there's only one real way on and off the island. We have plans for what to do during a hurricane or severe event that need to be communicated to residents. This ranges from the decision to evacuate, routes to use during an evacuation, and where the public can find information. During severe events, we can let citizens know which shelters are open. During wildfire season, we can provide road closure information and updates on current local situations.

We experience a lot of different types of events and hazards in Nassau County – day-to-day things like road closures, water main breaks, up well water, missing children, hazardous material releases, and more serious threats like school lockdowns, severe weather, tropical storms, hurricanes, flooding, tornadoes, and wildfire. Being able to reach residents about these events is very beneficial.

One of the reasons we chose this system was its ability to target specific areas – you can choose an area by a zip code or you can map it out. A few weeks ago, Public Works sent out an alert to a specific area about a road closure due to construction. During larger scale events that affect the entire county, we would choose to notify the whole county with the required information.

HOW DOES THIS SOLUTION BETTER SERVE COUNTY RESIDENTS?

It's very important that during an event, whether severe weather or day-to-day interruptions, we have a means of

communication with our residents.

We can use the media, social media, limited reverse 911, etc. – but with this solution, we feel that we are able to reach more residents at a faster rate than any of our traditional means of communication. Using a notification system saves us resources, along with time and cost. Most importantly, because of the speed of communication and the information we can get to residents quickly, we're providing additional benefits based on the severity of some of the events we encounter.

HOW DO YOU CREATE PUBLIC AWARENESS ABOUT THE SYSTEM?

Right now we have two separate ways to collect data. The first and easiest way is to simply download our reverse 911 data. However, this doesn't include all the information we need. We have been campaigning to residents to use our opt-in portal, accessible from the Emergency Management page of the Nassau County website. With the portal, citizens can choose how they would like to receive notifications – cell phone, home telephone, work phone, text messages, email. The way the system works, you have your primary notification, and if it doesn't reach you that way, it will try to reach you another way.

Residents can also select what types of alerts they would like to receive. For example, residents can sign up for weather alerts along with road closures and outages. Some people might want to know that there's a lake wind warning because they want to go fishing or kayaking.

There's also a quiet reporting period, so you can check the box and put in the times you would not like to receive notifications.

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.

