



# Top Everbridge Nixle Stories of 2017

## 6 Stories of Public Safety Communications

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2017 was another memorable year for agencies that use Everbridge Nixle to power public safety and community engagement notifications. As agencies pursue continuous improvement, it is helpful to take a look back at success stories from the previous year. With over 8,000 public safety organizations across the country utilizing Everbridge Nixle, we highlighted a handful of stories of agencies connecting with the residents they serve and protect, no matter the conditions or situation.

Use these stories as a template for best practices or simply as inspiration for your own unique ideas. The adaptability of Everbridge Nixle allows agencies to address a wide range of safety and wellness scenarios. Enjoy these examples and may you have a safe and healthy 2018!



LOCATION: SONOMA COUNTY, CA

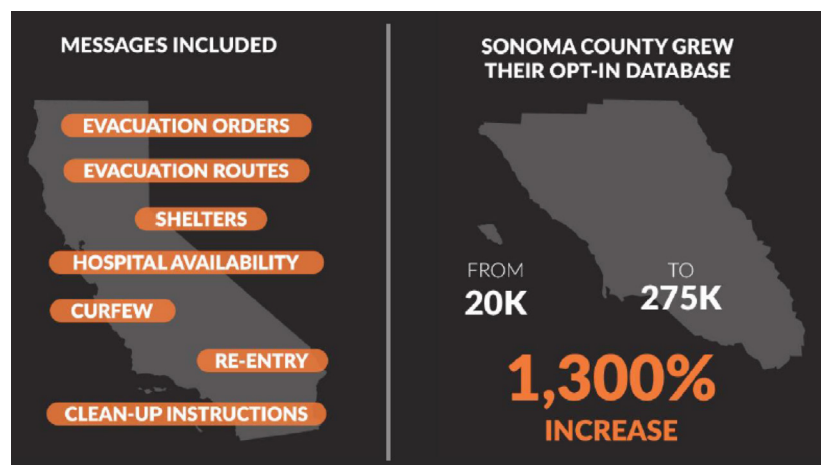
EVENT: WILDFIRES

## PROBLEM

During the October wildfires that took place in California this year, public safety officials needed to be able to send targeted notifications to specific neighborhoods informing residents of evacuation notices. During the fires, over 245 acres were burned, over 100,000 people were evacuated, and 9,000 homes and businesses were destroyed. Since so many residents were displaced with no access to their TVs or home phones, officials needed a way to communicate fire updates with all of their effected residents.

## HOW EVERBRIDGE NIXLE HELPED

The Sonoma County Sheriff used Everbridge Nixle to provide timely updates to their community, before, during, and after the wildfires. Prior to the fires, Sonoma County had roughly 20,000 Nixle opt-ins, but through continued use of the system sending evacuation notices and fire updates, they had almost 260,000 residents sign up for Nixle.



LOCATION: PERRY COUNTY, MO

EVENT: TORNADOES

## PROBLEM

Perry County, MO has a small population of 20,000 and is no stranger to tornadoes. They have tornado sirens in the open areas of the county, but the sirens can't reach all their residents nor can they provide context about the location or severity of the storm. In February of this year, an EF4 intensity tornado touched down in the county and caused widespread damage, destroying the homes of over 60 families.

## HOW EVERBRIDGE NIXLE HELPED

Perry County leverages Everbridge Nixle's integration with the National Weather Service so that any NWS-issued tornado warnings are automatically sent out to any residents in the county that are in the path of the storm and have signed up for the alerts. Because residents were given a timely and detailed warning, the hour-long tornado caused only minor injuries and one fatality. Following the storm, the number of Perry County's Nixle subscribers nearly doubled.

Advisory	<p><i>Entered: 9 months, 1 week ago</i></p> <p>Tornado Warning until 04:15AM <a href="#">More »</a></p>
Advisory	<p><i>Entered: 9 months, 1 week ago</i></p> <p>Emergency Red Cross Shelter is established at Perry Park Center for tornado and their victims <a href="#">More »</a></p>
Advisory	<p><i>Entered: 9 months, 1 week ago</i></p> <p>PCR 906 is open, but there is heavy debris and utility crews working, so avoid unless necessary. <a href="#">More »</a></p>
Advisory	<p><i>Entered: 9 months, 1 week ago</i></p> <p>Anyone needing help rounding up or housing livestock that is loose due to the storm, call Perry Co 911 at 547-4000 <a href="#">More »</a></p>

LOCATION: THE PATH OF TOTALITY  
EVENT: THE GREAT AMERICAN ECLIPSE

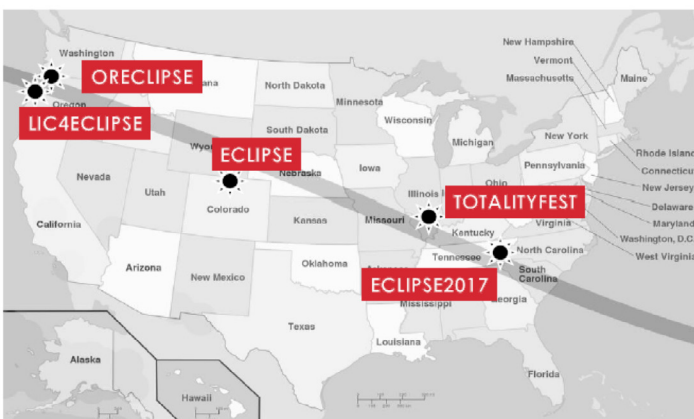


## PROBLEM

The Great American Eclipse brought hundreds of thousands of visitors to areas within the path of totality. Small communities saw their populations double, or even triple in size overnight as visitors flooded their streets to get a view of the eclipse. Public safety officials needed a way communicate with residents and manage visitors to share eclipse safety tips, traffic incident and update notifications, and any other information that related to the event with anyone in their community.

## HOW EVERBRIDGE NIXLE HELPED

Many public safety organizations along the path of totality used Nixle keywords to allow residents and visitors to easily opt-in to receive eclipse-specific notifications and updates sent directly to their cell phones. To sign up, they needed only to text a keyword to 888-777 and they would immediately begin receiving information directly from public safety organizations specifically about the day's events, and would stop receiving notifications once the event concluded.



LOCATION: LOS ANGELES, CA

EVENT: RECRUITING CHALLENGES

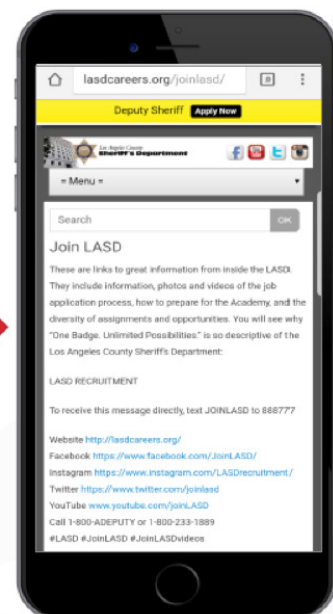
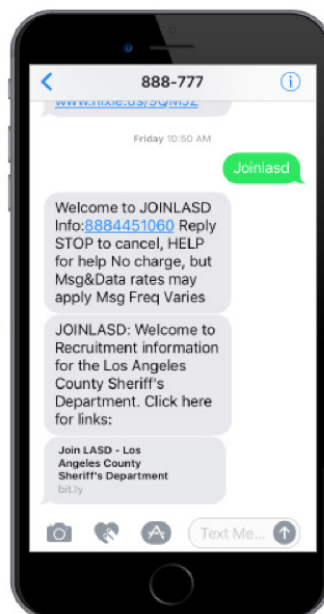


## PROBLEM

Police departments across the country are struggling to find new recruits to backfill their ranks as older officers retire. Some agencies are using social media campaigns to attract younger audiences to their recruitment events, but find that very few are following through and signing up for academy tests. Unless potential recruits are left with easy access to resources showing how to become a police officer, they often may lose interest or forget where to find those resources.

## HOW EVERBRIDGE NIXLE HELPED

The Los Angeles Sheriff's Department took an innovative approach to making sure potential recruits always have easy access to the department's application resources. They quickly realized that if they simply handed out a flyer, that flyer would be quickly forgotten or thrown away. To prevent this, they utilized Nixle to set up the key word 'joinLASD.' By promoting this keyword, anyone who texted it to 888-777 would be sent application resources directly to their phones so they would always have an easy way to access them.



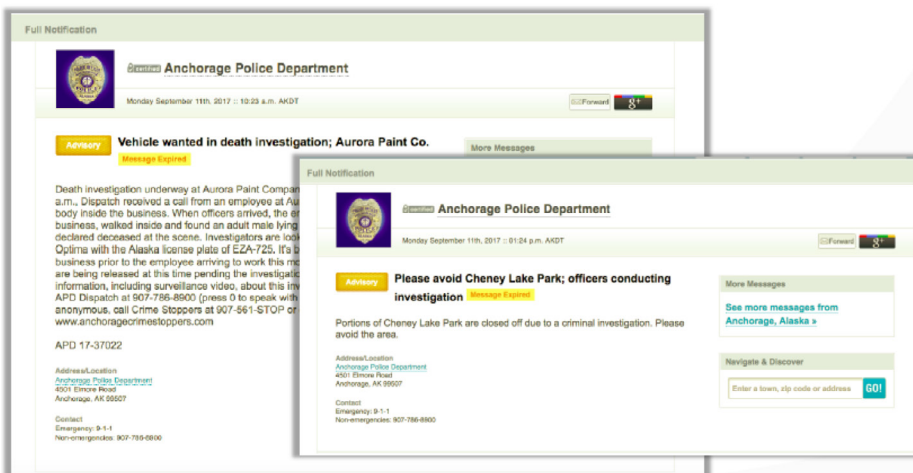
LOCATION: ANCHORAGE  
EVENT: SUSPECT AT LARGE

## PROBLEM

A homicide at a local paint store prompted a manhunt in Anchorage, Alaska earlier this year. Police needed to find a stolen white Kia as quickly as possible to capture the lead suspect, but the vehicle could have been anywhere in the city and the department had limited time to find it. Combing every inch of the city in the hopes of finding the suspect's vehicle it a time-intensive process; Anchorage PD looked to crowdsource the search to save crucial time.

## HOW EVERBRIDGE NIXLE HELPED

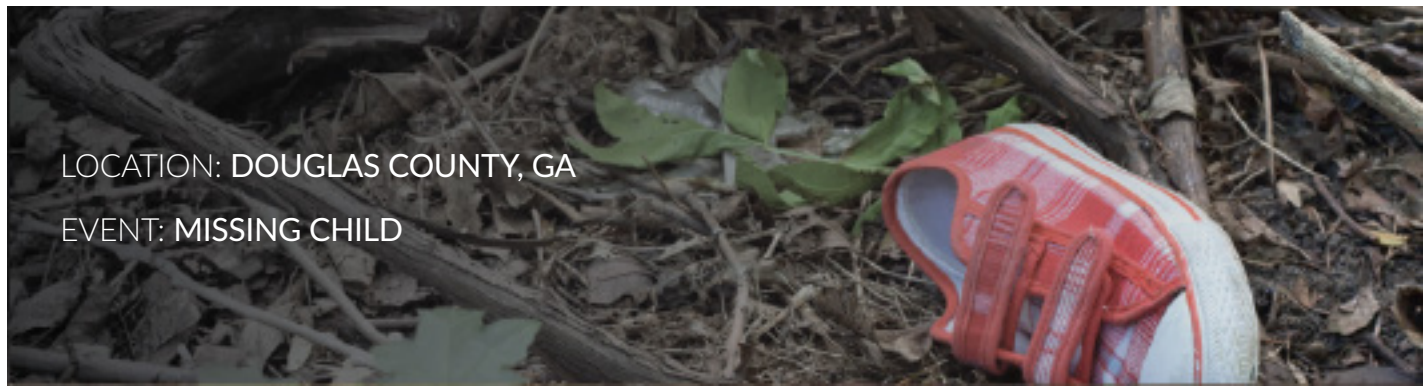
The Anchorage PD supplemented traditional search methods by using Nixle to send a notification to residents across the city with an image and description of the stolen vehicle. By sending the alert, the search party was effectively expanded from a few dozen officers to over 50,000 city residents. A resident who saw the image in the alert recalled the Kia from minutes earlier and provided officers with its exact location, where the suspect was quickly apprehended.



50,695 = Number of residents who receive Nixle alert from APD



"So this is a great example of community policing," said Tim. "We sent out a Nixle for the locate of the white Kia... and shortly thereafter we got a call from a person saying that they saw the vehicle at Island Street and Muldoon Road."



LOCATION: DOUGLAS COUNTY, GA

EVENT: MISSING CHILD

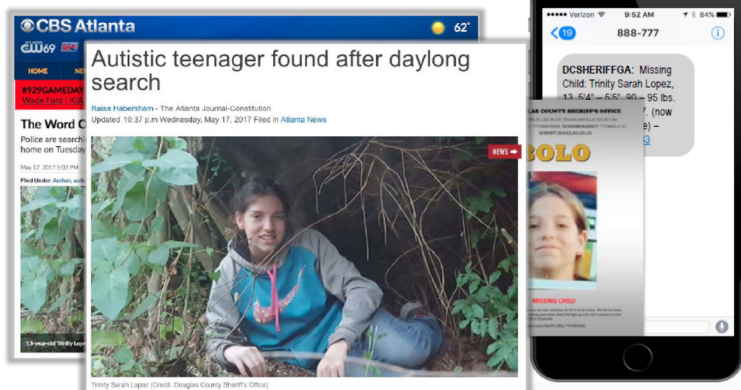
## PROBLEM

According to the National Center for Missing and Exploited Children (NCMEC), the first 48 hours after a child has gone missing are the most critical for a case. Due to strict rules and protocol, not every missing at-risk child can have an amber alert sent using the WEA system to alert residents, so officers must rely on less effective methods like a search party limited to officers and the child's friends and family. This occurred in Douglas County, Georgia when an autistic girl went missing earlier this year.

## HOW EVERBRIDGE NIXLE HELPED

The police department used Everbridge Nixle to send an alert to residents in the area with an image and description of the girl, what she was wearing, and where she was last seen. Any missing child alert sent through Everbridge Nixle is also automatically entered in the National Center for Missing Children's database so they can assign a caseworker to help the agency in the search. The 13-year-old girl was located unharmed after a day of searching.

### Douglas County, GA



### National Center For Missing And Exploited Children

Use Nixle to Leverage NCMEC'S Resources and Support to Help Protect our Most Valuable Asset, Our Children

Excerpt from July 2014 press release announcing Nixle partnership and most current stats:

NCMEC has provided support to law enforcement on 111 cases as a result of Nixle alerts. Of those, 102 have been resolved. **91% SUCCESS RATE**

At a time when public safety budgets and staff continue to be stretched, interagency cooperation and teamwork is essential to keeping people safe.



www.missingkids.com