

# Port of Los Angeles



“ With this system, we have greatly improve our communication process. We are able to quickly and decisively reach out to stakeholders, staff and any other affected party, making sure they have all the instructions and information they need.”

Keith Garcia  
Port of Los Angeles

## OVERVIEW

The Port of Los Angeles is part of the LA City harbor department, which holds jurisdiction over an area which lies in San Pedro and Wilmington, California. It consists of many terminals, including cargo terminals, fuel terminals, marinas, and attractions for residents and tourists. On a regular basis there may be between 10-20,000 employees in the Port.

## PROBLEM

Given the location and function of the Port of LA, there are numerous events that can affect it. The department needed to quickly and effectively reach staff and stakeholders during events such as earthquakes.

## SOLUTION

The Port of LA chose Everbridge's Unified Critical Communication Suite to connect staff, responders and stakeholders during events. Port responders were able to deliver message quickly and reliably during both emergency and non-emergency events.

## Q&A with Keith Garcia, Emergency Management Coordinator of Port of Los Angeles



### WHY DID THE PORT OF LA NEED A CRITICAL COMMUNICATION SOLUTION?

The port can experience a variety of incidents on a fairly frequent basis. Given our geographical location, we are susceptible to severe events like earthquakes – which could be accompanied by tsunamis.

Aside from large scale events, we have experienced traffic accidents, fires, and even hazmat spills. We need to make sure that if there's some sort of crisis or impact to the Port of Los Angeles, we can notify all of our stakeholders as quickly as possible with the best information. In addition to this, we need to have the ability to provide updates as they are happening so stakeholders know we are attending to the situation.

Being on the coast of California, we had to deal with the possible after effects of the Tsunami that hit Japan in 2012. In this instance we had to collect information from the National Tsunami Warning Center, along with several federal agencies then shared the information with port officers. From there, via the Everbridge solution, port officers would deliver relevant information to interested and affected parties.

### HOW HAS THE SOLUTION HELPED YOU GET MORE RELEVANT INFORMATION TO STAKEHOLDERS?

During any event, there is information coming from all directions. Everbridge helps funnel that information and allows us to control the flow of it. We can make sure we're getting the correct information to the right people as quickly and frequently as needed.

### WHAT HAS BEEN THE RESULT OF USING YOUR CRITICAL COMMUNICATION SYSTEM?

Over the last couple of years that we've had Everbridge, we've used it regularly to improve our internal and external notification process. Often we host very large planned events within the port. During these events we have patrol and motorcycle officers go out and direct traffic to make sure that people can get to the event. In addition to this officers must be used to open and close streets when needed. We can use Everbridge on a recurring basis through the duration of an event to contact officers with relevant event updates to coordinate staff such as "troublesome" traffic areas where we might need additional help.

For our external process, it allowed us to quickly and efficiently share information with stakeholders and partner agencies. Moreover, with the solution we can manage external resources better, making sure they respond when needed.

We can have a number of incidents in our marinas – such as a boat fire. During this type of situation we would need to immediately inform our port police. From there, port police would coordinate and share information through the solution with the LA City Fire Department – who have several stations on port property. This type of communication coordination helps us greatly improve response and recovery efforts.

#### 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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