State of Connecticut

> " After seeing the success in state-run agencies, 41 cities, towns health districts and council of governments went on to purchase their own municipal Everbridge system for emergency and nonemergency use. By using the same system statewide, the State of Connecticut is improving operational efficiencies."
>
> Mike Guerrera
> **State of Connecticut Official**

OVERVIEW

CT Alerts is the emergency notification and mass communication system powered by Everbridge that is used across the entire State of Connecticut. By using the same system statewide, Connecticut is improving operational efficiencies.

PROBLEM

The State of Connecticut had many emergency notification solutions across different agencies and communities, which presented problems for statewide communication and training.

SOLUTION

The Everbridge solutions suite enables state officials to communicate on a single state-wide platform, which creates operational efficiencies during emergency situations when they matter most.

HOW MANY PEOPLE ARE OPTED-IN TO THE CT ALERTS SYSTEM?

At this point we have well over 100,000 opt-ins in addition to our whitepages and 911 directory data. This helps us reach as many citizens as possible in instances of emergencies or crises. The State has a population of 3.5 million people, so our communications are extremely high volume. Additionally, we have several state agencies including law enforcement and healthcare organizations using the system for both emergency and operational usage

WHAT MAKES YOUR CITIZEN OPT-IN PROGRAM SUCCESSFUL?

We had about 50,000 opt-ins after the system had been implemented. However, before a large hurricane swept through the state we executed a comprehensive promotion program that highlighted the benefits of opting into the system. In less than six months, we doubled our opt ins from below 50,000 to well over 100,000.

HOW DO YOU OPTIMIZE THE EFFECTIVENESS OF YOUR BROADCASTS?

We only alert the people that need to be alerted. We draw polygons of affected areas using GIS mapping capabilities. If it's a small-scale event, we will only notify the people within the direct area that should receive the message. However if it is a large event or weather emergency, you'll see more town and city-wide broadcasts. Additionally, we don't send messages out from 11:00pm to 6:00am unless they are absolutely critical emergency situations. If you call citizens in the middle of the night, they will grow more likely to ignore your messages in the future.

HOW DO YOUR EMPLOYEES TRAIN TO USE THE SYSTEM EFFECTIVELY?

We use the online training offered from Everbridge. There is a self serve portal that you can access online – I'm not sure how many people take advantage of that but it is truly valuable in helping us train our officials on the usage of system.

HOW DO YOU USE EVERBRIDGE TO IMPROVE OPERATIONAL EFFICIENCIES?

Our department uses Everbridge for overtime and all sorts of day-to-day operational uses. It's grown to be a valuable part of our daily operations. Based on our employee data and each individuals assigned attributes, we have created unique groups that allow us to get the staffing and operational messages out to the right people.

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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CALL +1-818-230-9700