U.S. Coast Guard Auxiliary

> " 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 overarching mission of U.S. Coast Guard Auxiliary is to contribute to the safety and security of citizens, ports, waterways, and coastal regions. Its philosophy is to be "Semper Paratus" ("Always Ready") against all threats and hazards. The Coast Guard Auxiliary is an integral part of Coast Guard Forces and has members in all 50 states, Puerto Rico, the Virgin Islands, American Samoa, and Guam.

PROBLEM

U.S. Coast Guard Auxiliary needed a flexible and easy way to alert and manage its thousands of volunteers across numerous Districts and geographies.

SOLUTION

After evaluating various emergency notification platforms, U.S. Coast Guard Auxiliary chose Everbridge for its technical capabilities, security, ease of use, and ability to map to each District's needs.

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Q&A with Steve Pegram, U.S. Coast Guard Auxiliary

HOW DOES U.S. COAST GUARD AUXILIARY USE EVERBRIDGE?

The Auxiliary is tasked by the Commandant to account for and deploy members in emergencies ranging from oil spills to hurricanes. Approximately 70% of the Auxiliary's use of the Everbridge system is for emergency situations, though several Districts use it every day for Flotilla staff meetings, routine tasking, and accountability for fires and other hazards.

Every District is able to operate autonomously within the Everbridge system, with information flowing from the Flotilla level all the way up to the Commandant.

WHAT HAS BEEN THE IMPACT OF THE EVERBRIDGE SYSTEM?

With Everbridge, what used to take teams of six or more 12 hours to accomplish, one person can now complete in minutes to reach all members of the District.

The Everbridge system also canvasses all voice and text contact paths in a single notification and prompts volunteers to confirm receipt. During Hurricanes Gustav and Ike, Districts were able to account for 85% of their members in 15 minutes.

The Everbridge system's customizability enables Districts to tailor the system to match the way they work. Because the Everbridge system is easy to learn and use, even those who were reluctant to try a new technology quickly replaced older methods with Everbridge once they saw it in action.

WHY WAS EVERBRIDGE VALUABLE DURING HURRICANES GUSTAV AND IKE?

The USCG Auxiliary District 8 Coastal Region (8CR) used Everbridge extensively during Hurricanes Gustav and Ike to warn members in Houston, Galveston, New Orleans, and surrounding areas of the impending danger from the storms.

In the five days leading up to the storms' projected landfall, the District started emergency preparations, alerting Auxiliary members to the danger and accounting for their safety. At the 3-day cone, the District issued a higher alert level, providing an update on hurricane status, advising members to board up houses and take other necessary precautions, and requesting confirmation of receipt of instructions. At the 24-hour mark before the hurricanes hit, the District used the Everbridge system for mandatory and voluntary evacuations and shelters-in-place.

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