



## ATHENS COUNTY



“Thousands of people attend the annual Halloween Block Party in Upper Athens, most of whom are college and university students. In the past, there was no real good way to communicate with attendees during the event. Now, with Everbridge, we can push out messages instantly to improve public safety.”

Dan Pfeiffer  
Athens County 911

### OVERVIEW

Athens County, Ohio has a population of more than 64,000 residents and is home to Ohio University and Hocking College. Throughout the year, Athens County hosts a number of events that draw thousands of attendees from around the country, including its annual Halloween Block Party in Upper Athens.

#### PROBLEM

Athens County needed to be able to reach responders and residents with critical messages, providing timely, accurate information about incidents, road closures, and large events.

#### SOLUTION

Athens County officials use Everbridge to gain situational intelligence about ongoing events, and to quickly communicate with citizens, ensuring public safety.

## QUESTIONS & ANSWERS with Dan Pfeiffer of Athens County 911

### WHY DID YOU SELECT EVERBRIDGE?

With Everbridge, we can quickly get on-the-scene data and easily notify residents about road closures and other public safety issues. For us, Everbridge was a perfect fit because it allows us to deliver messages in many different ways.

Everbridge is a much more versatile system than what we've had in the past. It's user-friendly, has many options for sending notifications, and it takes us less than five minutes to teach someone how to use it.

### HOW DO YOU CURRENTLY USE EVERBRIDGE?

We utilize Everbridge on a county-wide basis. The system is used for our annual Halloween Block Party, and we also plan to use it for Ohio University football games and various festivals throughout the area. Everbridge offers a lot of interactive weather features that make it ideal for big events.

Recently, we used the system to notify residents about a major water leak, as well. With Everbridge, we were able to send a boil-water order out to residents in minutes.

### HOW DOES EVERBRIDGE HELP YOU IMPROVE PUBLIC SAFETY?

Roughly 5,000 people attend the annual Athens Halloween Block Party. Because of the large number of visitors, safety is a top concern. We work closely with Ohio University officials to protect attendees.

Everbridge enhances public safety because it gives us the ability to connect with event police officers and volunteers in real-time. In the past, there wasn't a good way to communicate with people while an event was in progress. Now, we can collect intel, and share information with public safety resources and attendees throughout events.

## THE ONLY END-TO-END PLATFORM

**Planning:** Everbridge is easy to set up, maintain, and organize, meaning that you're always ready for a quick, coordinated response. Everbridge ensures that the right messages get to the right people - with the most advanced opt-in portal on the market, streamlined integration with internal and external data sources, and simple group and contact management.

**Assessment:** When trouble strikes, you need rich insight, presented simply - so you can quickly assess potential impact and make an informed decision to avoid loss. Everbridge offers the only solution on the market that meets these demanding requirements, with the most advanced interactive dashboard in the industry.

**Response:** In critical situations, ease-of-use can mean the difference between an effective response and a mistake that carries serious consequences. Everbridge is engineered to be simple to use under pressure, with a user interface that accelerates time-to-message and reduces the likelihood of errors.

**Delivery:** Even during large-scale disruptions, Everbridge stays on. The most advanced platform in the industry ensures that you reach your contacts - every time. And with worldwide coverage and capabilities, including globally local calling infrastructure and data storage, we're ready to support you wherever your people are in the world.

*For a full product description, along with best practices and product details, please see the Everbridge User Guide and Everbridge University.*

