CITY OF GALVESTON

> "Living on the coast, hurricane evacuations are a matter of life and death. The Everbridge system allowed us to quickly contact thousands of residents who were affected by Hurricane Ike, rapidly communicating warnings and madatory evacuation orders within minutes was critical for public safety as Hurricane Ike approached Galveston Isand."
>
> Alicia Cahill
> City of Galveston

OVERVIEW

Located in the Gulf of Mexico, Galveston Island is one of the most popular beach destinations in Texas. With a population of nearly 60,000, Galveston is famous for the landmark tragedy, the Great Galveston Hurricane of 1900, which resulted in more than 6,000 fatalities. Following the natural disaster, the city built its famous 10-mile long, 17-foot high seawall to withstand future storm surges.

PROBLEM

On Sept. 13, 2008, Hurricane Ike made landfall on Galveston Island, causing at least 82 fatalities and accounting for more than $27 billion in damages.

SOLUTION

The Everbridge system provided the performance, reliability, speed, and ease of use the City of Galveston needed to keep its residents informed throughout the hurricane.

QUESTIONS & ANSWERS with Alicia Cahill, City of Galveston

WHY DID THE CITY OF GALVESTON SELECT EVERBRIDGE FOR ITS EMERGENCY NOTIFICATION SYSTEM?

The city wanted a faster, more efficient way to communicate news to our residents. Primarily, we were looking for technology that would allow us to rapidly communicate emergency information to our residents and business owners.

WHAT WERE SOME OF THE KEY FACTORS IN YOUR DECISION TO CHOOSE EVERBRIDGE?

Prior to implementing Everbridge, the City of Galveston's primary emergency communication tool was an inefficient and unreliable call-tree notification system that was prone to vulnerabilities such as missed messages and single point of failure. In addition, we needed a service that supported multiple communication channels that would enable recipients to get emergency messages across numerous devices in the event of a power outage. After carefully evaluating several ENS providers, Galveston selected Everbridge for its robust and reliable emergency communication platform.

HOW WAS EVERBRIDGE USED DURING HURRICANE IKE?

The Everbridge system enabled Galveston to successfully execute its emergency response plan. With real-time reporting of message delivery and receipt confirmation, emergency managers in Galveston were to verify the safety of residents in a quick and efficient manner.

Throughout Hurricane Ike, Galveston used citizen alerts to inform our residents, emergency personnel, and key officials about evacuations, road closures, and deployments. City officials utilized the platform's voice and text message capabilities to mobilize staff and deliver essential public safety information, including hurricane warnings, evacuation orders, and reentry instructions, to residents and businesses.

By leveraging Everbridge for citizen alerts, Galveston sent emergency messages via multiple contact paths and confirmed message receipt, which accelerated the city's ability to reach large groups of people successfully. The platform's built-in notification tools were an absolute necessity for delivering potentially life-saving information.

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.

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