



CITY OF INGLEWOOD



“Everbridge is exactly what we need in a mass notification system. We realized an immediate return on investment in the speed in which we are able to communicate internally as well as with citizens. We know that we can react and respond accurately and efficiently to any event in a moment’s notice and would recommend Everbridge to any city with similar needs.”

Michael D. Falkow
City of Inglewood

OVERVIEW

The City of Inglewood is centrally located in Southern California and boasts a rapidly growing population of over 111,000 residents. Located on the shore of the Pacific Rim, Inglewood serves as a gateway to major commercial centers, both domestic and international.

PROBLEM

The City of Inglewood needed an effective way to communicate with citizens, businesses, officials, and internal departments in emergency and routine situations.

SOLUTION

The City of Inglewood chose Everbridge, a quick, reliable crisis communication solution that delivered stellar results.

QUESTIONS & ANSWERS with Michael D. Falkow of the City of Inglewood

WHY DID THE CITY OF INGLEWOOD SELECT EVERBRIDGE?

After major disasters such as 9/11 and Hurricane Katrina, the City of Inglewood wanted a fast, dependable crisis communication solution. While the city's IT team had backup mechanisms in place, it also wanted a platform that would bridge the gap in its ability to assist administrators, police officers, and other departments with growing emergency management needs.

The city quickly improved its communications to citizens and internal departments with Everbridge, which delivered an immediate return on investment. When the city was affected by damage to a 12-foot section of water main, assistant city manager and chief information officer Michael D. Falkow alerted residents across all four Council Districts on a rolling basis of the impact of the planned repair on water pressure. The Everbridge system was also instrumental in helping Falkow target communications to those residents located within a few hundred feet of a localized water main rupture that affected more than 350 residents in one neighborhood.

HOW HAS THE CITY OF INGLEWOOD USED EVERBRIDGE?

When Inglewood's Centinela Hospital Medical Center collaborated with the City of Inglewood Police Department and the Los Angeles County Fire Department for a major bio-decontamination drill, Falkow used the Everbridge system to proactively notify residents within a one-mile radius of the exercise. Because the drill would include a significant amount of

fire and police equipment, tents, and "patients" in makeup, Falkow didn't want to alarm residents and cause unnecessary panic. Instead, he used the Everbridge system to send messages to residents in the affected area, alerting them to the drill, explaining the nature of it, and providing information and alternatives for parking.

In addition, Falkow uses the Everbridge emergency notification system as an internal tool for staff call-outs. The solution also plays an important role with the city's police department: Falkow's goal is to relieve the watch commander and dispatch from the grueling task of making numerous calls trying to track people down.

WHAT HAVE BEEN THE RESULTS OF USING EVERBRIDGE?

The Everbridge emergency notification system has improved the City of Inglewood's ability to quickly notify citizens of disasters, potential hazards, and other public safety information. Because of the easy-to-use technology, city personnel can launch Everbridge during emergencies with minimal training or for day-to-day communications.

With Everbridge, the many departments that comprise the City of Inglewood can now actively collaborate to respond to emergency situations, which has strengthened departmental communication greatly. The speed and accuracy in which both citizens and internal staff members can be notified of critical and non-emergency information far surpasses previously time-consuming and costly methods of communication.

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.