SANTA CLARA VALLEY TRANSPORTATION AUTHORITY

> "We selected Everbridge because of its industry-leading, reliable, and innovative control center operations and emergency notification applications, as well as its successful track record delivering projects to local, state, and federal government agencies."
>
> Mike Hursh
> Santa Clara Valley Transportation Authority

OVERVIEW

Serving 15 Silicon Valley cities and major high-tech companies like eBay, Google, Cisco, Yahoo, and Adobe, Santa Clara Valley Transportation Authority (VTA) focuses on quality of service and customer safety. Beginning with 50 buses in serious need of upgrades and repair in 1972, VTA now operates a fleet of more than 500 bus and rail vehicles, provides more than 3 million rides a month, covers 326 square miles of urbanized area, and has been setting industry benchmarks in accessibility, sustainability, and reliability of service.

PROBLEM

Santa Clara Valley Transportation Authority sought an emergency alert system that provided best-in-class capabilities in emergency notifications, which is essential to the safety of passengers and personnel.

SOLUTION

For unique, emergency situations that threaten business continuity and life safety, Santa Clara Valley Transportation Authority employs the Everbridge system.

WHAT COMMUNICATION CHALLENGES DOES VTA FACE ON A REGULAR BASIS?

With thousands of employees striving to meet the vital transportation needs of an entire region, VTA's incident notification requirements go far beyond preparing for the next major earthquake or tsunami.

From system outages to the dispatch of work crews, VTA faces daily challenges that require targeted communication across the organization. Whether responding to a routine operational incident of life-threatening emergency, VTA's control center must have the ability to get in touch with employees and contractors throughout the organization, as well as elected officials and community stakeholders.

WHY DID VTA SELECT EVERBRIDGE?

When selecting an incident notification provider, VTA sought a partner with expertise in operational notifications, which directly impacts efficiencies and productivity.

VTA's former emergency notification system consisted of an email distribution list to 160 key personnel who received notifications of all types, from the routine to the most critical. Some of these stakeholders could only be reached via email. Meanwhile, others could only be contacted on their mobile phones or by SMS text or pager. This disparity led to a lengthy and unreliable process, requiring countless hours and precious resources to administer.

HOW DOES VTA EMPLOY EVERBRIDGE?

VTA uses Everbridge to target specific groups or individuals, including employees with specific job functions or residing within a particular geographic region. The platform provides improved employee accountability through polling and remote roll-calling.

Everbridge also allows VTA to alert teams in emergency situations, confirm the safety and whereabouts of employees, initiate emergency action conference calls, and more. It enables management to keep a pulse on the entire organization, even in crises.

Some VTA staff members asked if an off-premise dedicated notification system was truly necessary, at least until their email system crashed and was inoperable. VTA leveraged Everbridge to notify all personnel of the system failure and provide updates as the problem was resolved, creating a secure channel for continued communication throughout the outage.

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.