



U.S. COAST GUARD AUXILIARY

"In the past, we had to manually call more than 1,900 volunteers in our database, which took 12 people between 8 to 12 hours to complete. During Hurricane Gustav, we notified our volunteers in minutes and received confirmation of their whereabouts in a quarter of the time using the Everbridge system."

Steve Pegram
U.S. Coast Guard Auxiliary



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.

QUESTIONS & ANSWERS 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.

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.