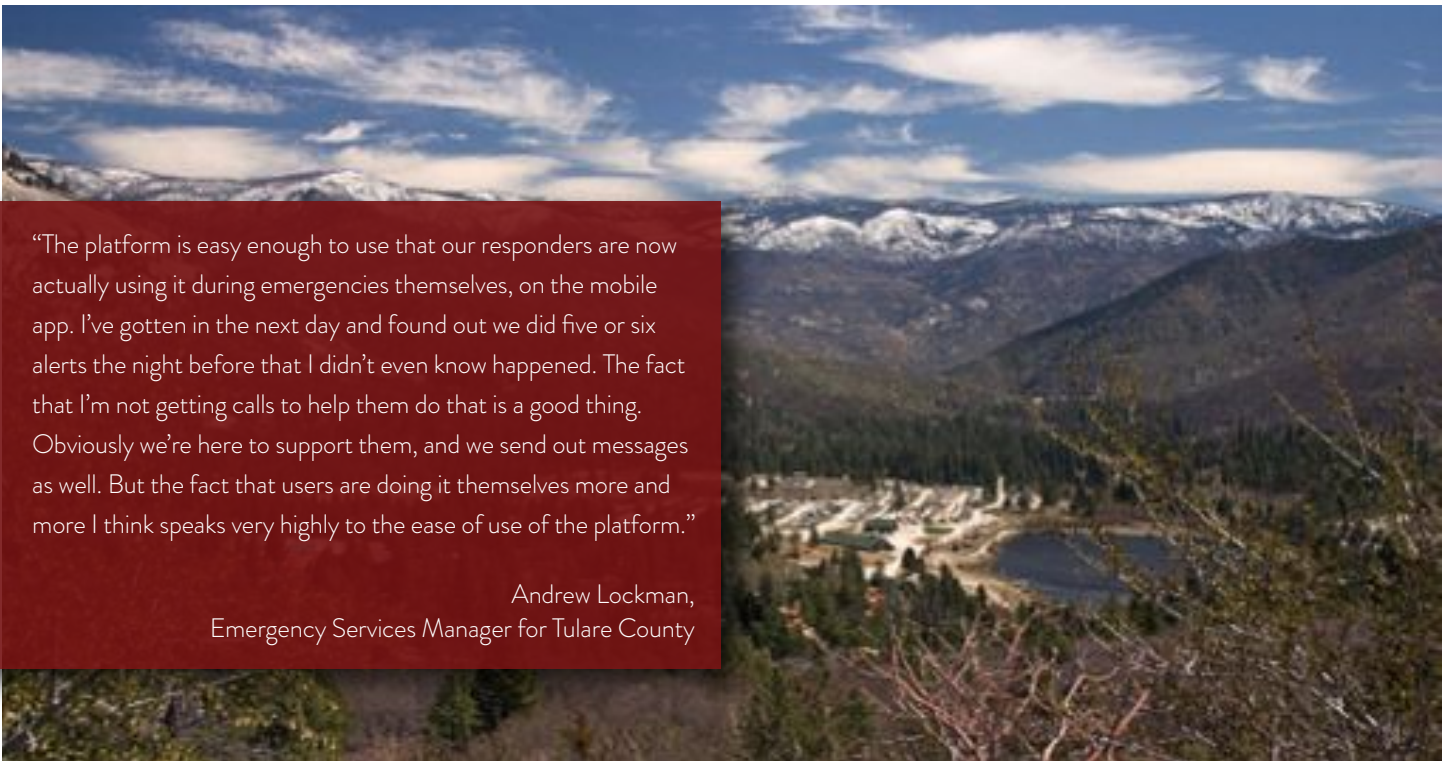




## TULARE COUNTY



“The platform is easy enough to use that our responders are now actually using it during emergencies themselves, on the mobile app. I’ve gotten in the next day and found out we did five or six alerts the night before that I didn’t even know happened. The fact that I’m not getting calls to help them do that is a good thing. Obviously we’re here to support them, and we send out messages as well. But the fact that users are doing it themselves more and more I think speaks very highly to the ease of use of the platform.”

Andrew Lockman,  
Emergency Services Manager for Tulare County

### OVERVIEW

Tulare County, California has a population of more than 450,000 residents and eight incorporated cities. Tulare is the second-leading producer of agricultural commodities in the United States. The Eastern half of the County is comprised primarily of public lands, including Sequoia and Kings National Parks. These parks attract well over a million visitors a year.

#### PROBLEM

Tulare County needed to enable departments, cities, agencies, and organizations in the county to send operational, incident, and emergency messages to residents and staff.

#### SOLUTION

Tulare County uses Everbridge to notify staff, first responders, and citizens of incidents, events, emergencies, and other important information. An opt-in portal allows citizens to register contact information and select what types of alerts they would like to receive.

## QUESTIONS & ANSWERS with Andrew Lockman, Emergency Services Manager for Tulare County

### WITH SUCH A LARGE NETWORK OF PARTICIPATING ORGANIZATIONS, HOW DO YOU MANAGE THE WIDE VARIETY OF MESSAGE SENDERS AND TOPICS?

The ability to customize a field, group and/or template is extremely important because no two situations are the same. Everbridge allows us to send a general message or go into as much detail as we need. Different departments need different privacy access and usage settings - a sheriff's department might need to message the whole county, while a city fire department would only need to contact their local citizens. We can cross organizational boundaries while being able to manage it. If one person needs special group access they can have it, while everyone else might only be able to notify their city or department.

### HOW HAS THE INCIDENT RESPONSE PROCESS CHANGED FOR THE COUNTY?

Before we implemented the system, we would have an incident commander or a hazmat team arrive on scene and decide that a message needed to be sent. Then they would call dispatch, someone sitting in an office, and try to describe to them what message needed to be sent, and where it needed to go. From there, dispatch would have to draw on a map based off of their interpretation of what was said. They'd probably have to go back two or three times because they forgot to ask a question.

Now, our responders have a mobile app. Our incident commanders pull out their phone, put in their password, and say, second alarm call back or third alarm call back, off duty personnel call back, hazmat call out, or SWAT call out. They can click that template and hit send. They don't have to do any guess work. Better yet, when they're on scene they can punch in their address, put in a 500 or 1,000 foot radius, and send a message. They can actually pick up on their phone and say, "This is the Chief, we're

out on this incident, you need to shelter in place," and those contacts hear the voice of the responder standing on the corner.

### HOW IS PUBLIC SAFETY AND AWARENESS IMPROVED?

During any type of emergency or incident, the first reaction citizens have is to call 911. Most of these calls are not emergencies; they're due to a lack of information. We can quickly and decisively send out information letting affected communities know we are aware of an issue, like an outage, and are dealing with it, helping us avoid messages like, "What happened to the power?" This is important because it keeps our 911 lines open for real emergencies.

### HOW DOES THIS SOLUTION HELP YOU BETTER SERVE THE DIVERSE POPULATION OF THE COUNTY?

We use the opt-in portal to allow people to go in and say, "I want to get information about this specific topic." We've also used it to communicate with the general public as well as some of our vulnerable populations. For example, the human services agency has a list of their senior services type clients - those who may have a medical condition, be medically fragile, or even those who may have a difficult time paying their utility bills. If we get an excessive heat event coming up, we'll actually go and we can very quickly survey those clients. We'll ask them, "Are you okay, are you running your air conditioner? Are you aware there's a heat event coming up? Do you have any needs?" Then you can pull that report and say, "These five folks said that they have needs." You can hand those off to the social workers and the social workers will make follow up calls. We're trying to create more of a safety net within the community as much as we can through all the disparate users.

## 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.*

