



Everbridge Citizen Alerts

**Expanding the City's Boil Water Advisory
Notification Capabilities**

About the Everbridge System



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About Everbridge

- * Everbridge provides industry-leading interactive communication and mass notification solutions to organizations in all major industries and government sectors.
- * The system is capable of sending 150,000 messages per 10 minute period.
- * The system is pre-loaded with available landline phone numbers.
 - * Landline holders will receive emergency alerts without signing up.





Everbridge Features

- * System can be accessed anywhere, even from mobile smartphones.
- * Map-based contacts
 - * Existing database of landlines
 - * Opt-in for text, e-mail & cell
 - * Opt-in for additional locations like work, school & home



Columbia-Richland Alerts

The City of Columbia and Richland County have launched a new alerts program called the Columbia-Richland Alerts System (CRA) to provide time-sensitive information for public safety and community awareness.



C. R. A.
Columbia - Richland Alerts

Get Connected · Stay Informed



TYPES OF ALERTS

Public safety
Power outage
Missing persons
Community events

Road closures
Public meetings
Traffic safety
Boil Water Advisories



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How Citizens Can Register

Citizens can register online through the City's website or over the phone through the Customer Care Center. Citizens have the ability to choose which alerts they would like and choose where CRA sends the alert. At any time, citizens can modify their alert preferences through their online profile.

ALERTS SENT TO

Home phone
Business phone
Cell phone
Text message

Email
Telecommunications Device for the Hearing
impaired
And more!



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Using Everbridge for Boil Water Advisories



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Boil Water Advisories & Repeals

- * If 25 or fewer customers affected
 - * Door hanger
- * If more than 25 affected
 - * Media advisory issued & posted to City's website
- * Affected hospitals or other water distribution systems receive BWA notifications



Boil Water Advisories & Repeals: Additional Efforts

- * City has recently added these methods



- * **2011 – Nixle**

- * Online database of active BWA & Repeals
- * Posts to City’s Facebook and Twitter feeds



- * **2014 – Everbridge**

- * Access to database of landlines in Richland County
- * Any customer can opt-in for cell phone, text and email alerts

