



Everbridge & CAP

2020



Introduction



Scott Benoit

Currently:

Senior Director, Product Management
Everbridge

Prior:

Vice President, Product Management
Nixle (acquired by Everbridge)

12 years in Mass Notification Product Management



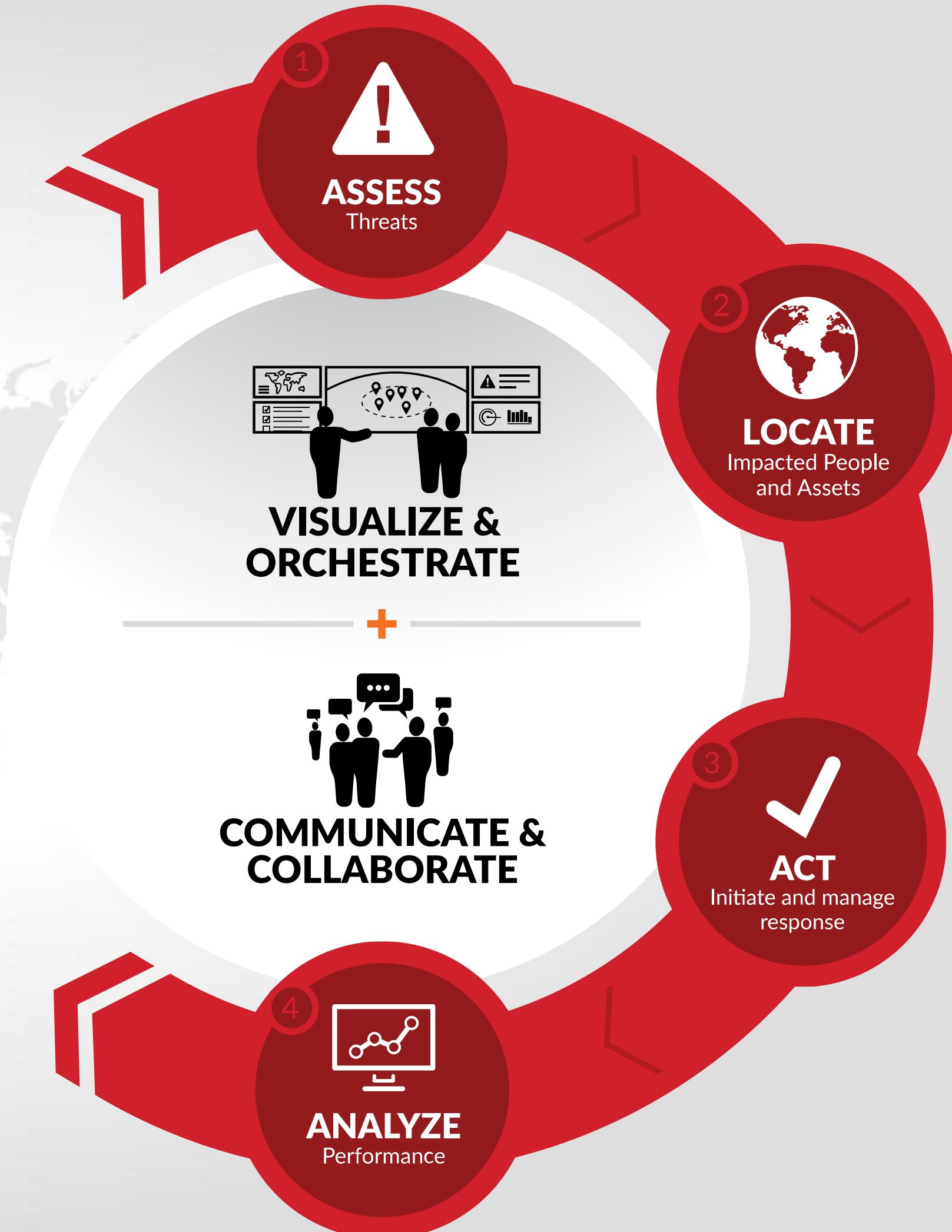
We provide enterprise software applications to improve organizational response for critical events to help

**Keep People Safe and Businesses
Running. Faster.**

CEM

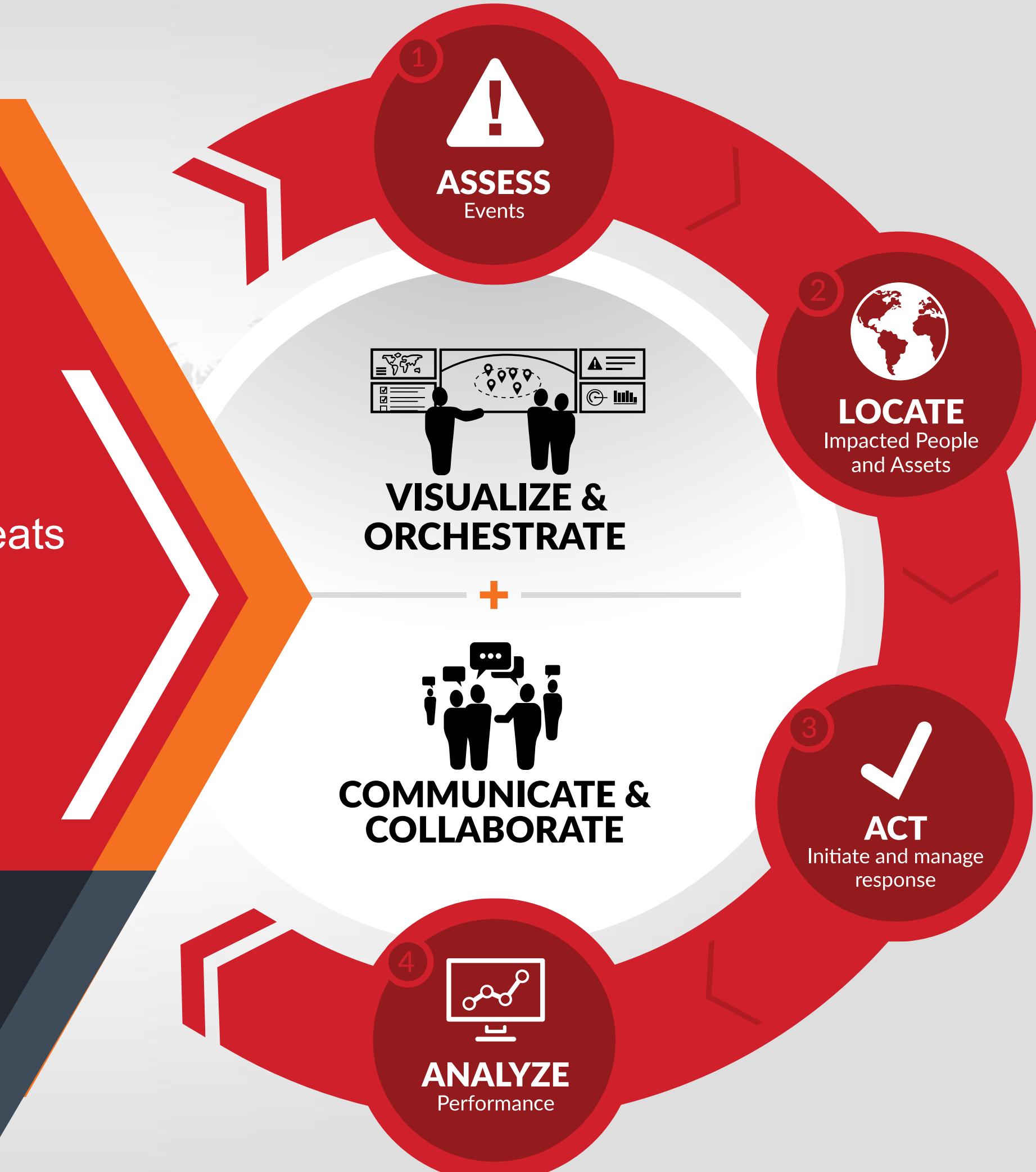
Critical Event Management

PLATFORM



CEM Critical Event Management PLATFORM

- + **ASSESS** threats impacting your assets or systems
- + **LOCATE** responders, resolvers and stakeholders
- + **ACT** to automate SOPs, run-books and mitigate threats
- + **ANALYZE** to improve team response
- + **COMMUNICATE** to optimize response
- + **VISUALIZE** with a common operating environment
- + **SUPPORTS** business and IT operations



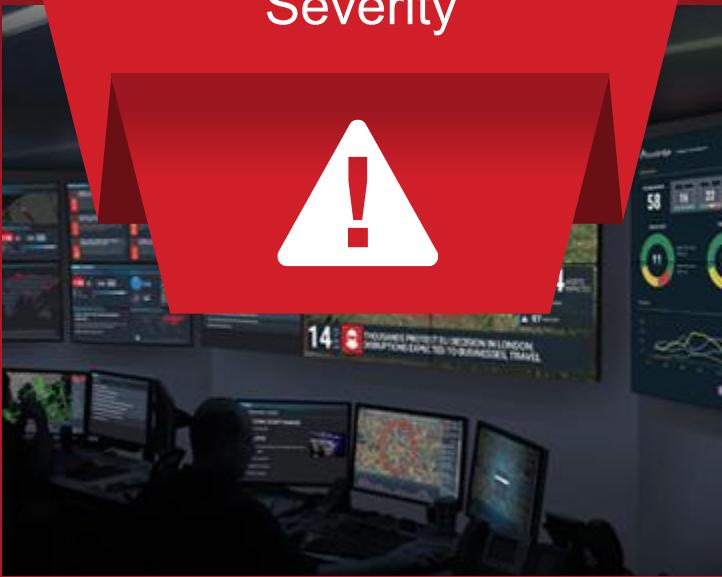
Critical Events' Impact on People, Assets & Operations



What's Needed..

1 ASSESS

Context and Severity



Know What Is Happening or May Happen.

2 LOCATE

Identify Stakeholders and Assets



Identify Who Is Impacted, Needs to Know and Can Help.

3 ACT

Manage Response



Inform, Notify, Rally, Collaborate, Mitigate, Fix, Recover.

4 ANALYZE

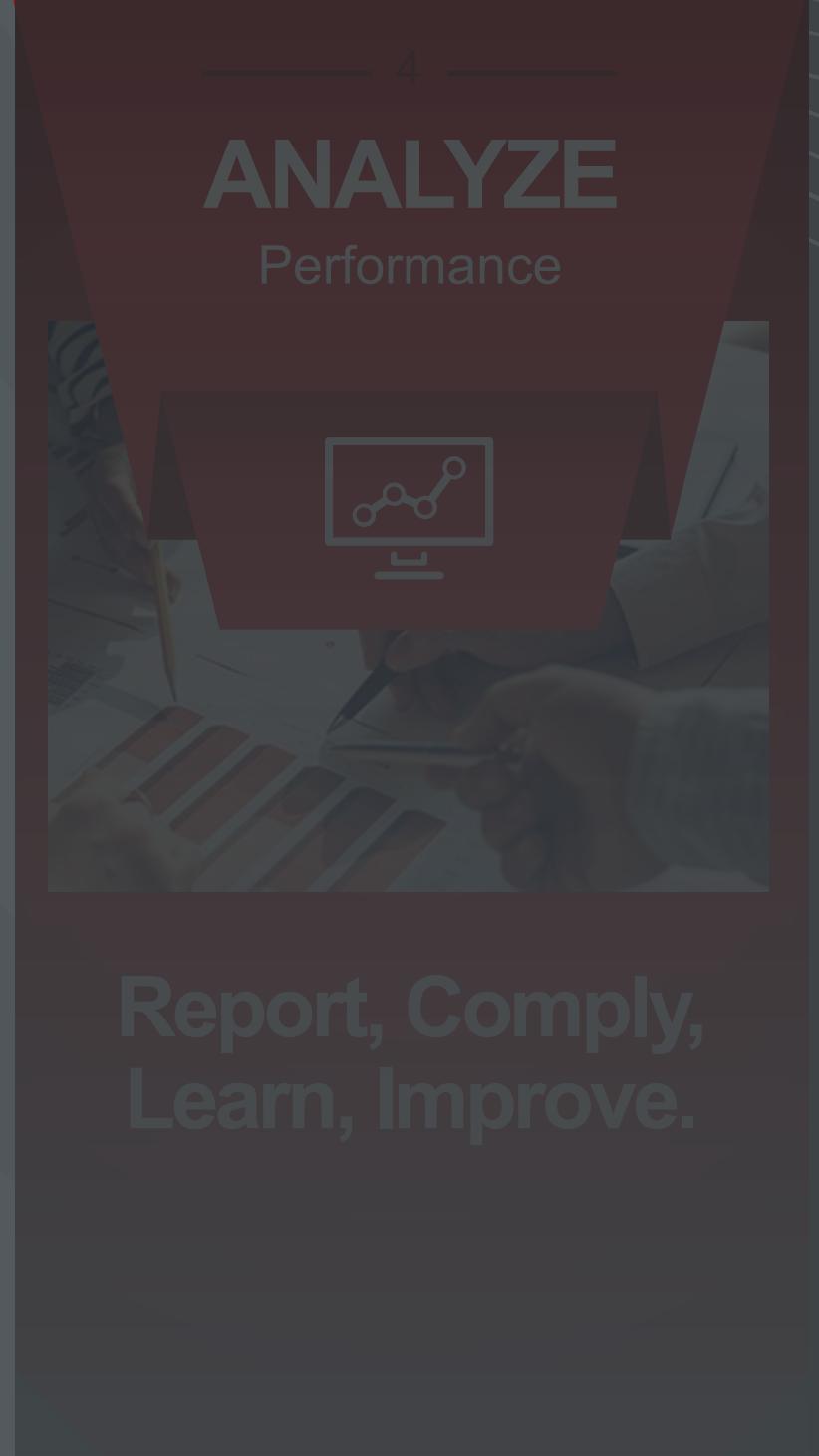
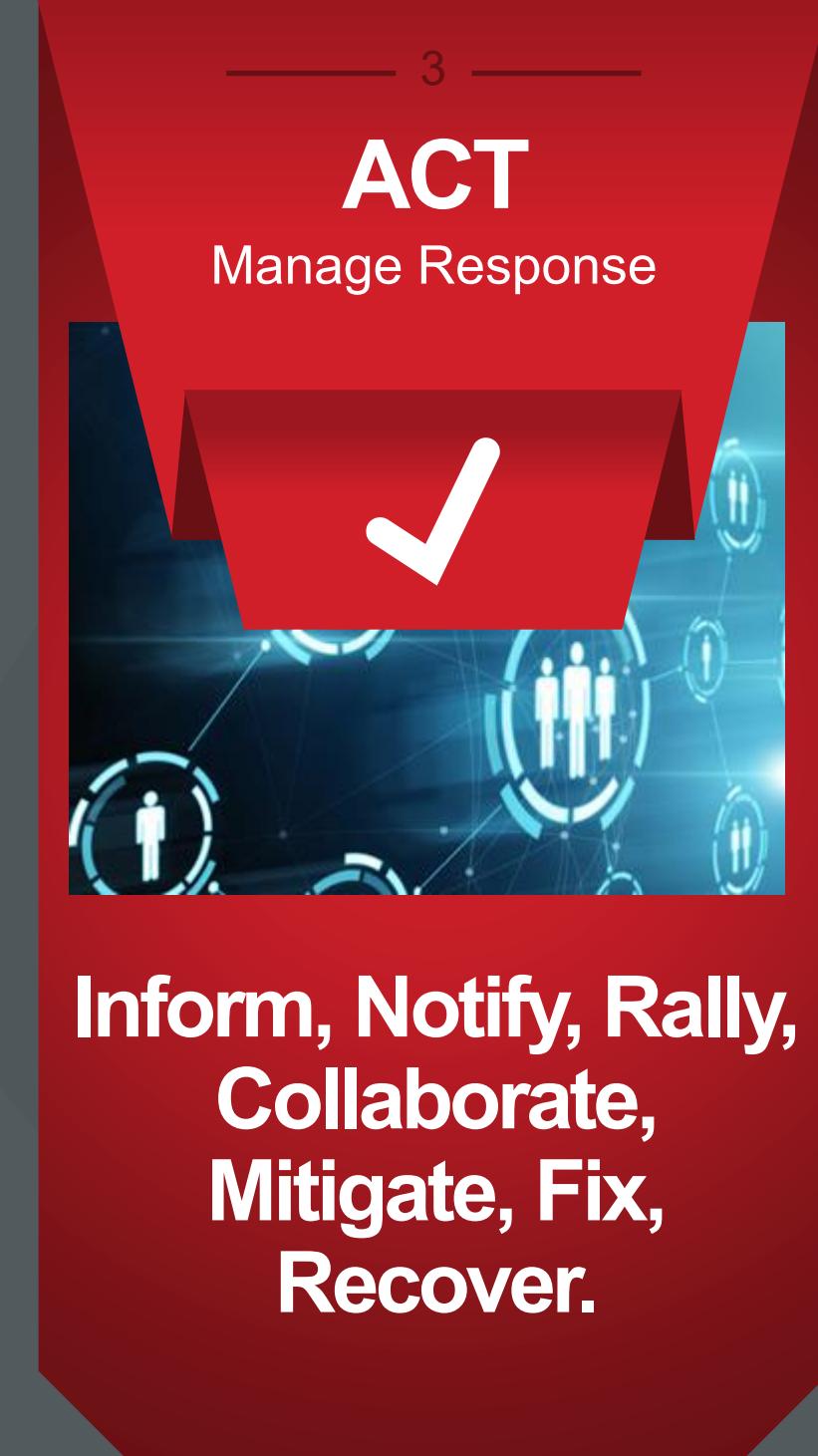
Performance



Report, Comply, Learn, Improve.

What's Needed..

CAP is a critical component to distributing Everbridge notifications





When Everbridge customers need to broadly distribute alerts, they rely on CAP-supported publishing options:

1. Google Public Alerts integration
2. Population Alerting System integration
3. CAP RSS Feed

Google Public Alerts integration

Everbridge & Google



Everbridge
notifications directly
integrated with
Google Search

Partners in emergency
notifications since **2014**

Everbridge Notifications distributed
via Google on:



Desktop



Mobile Web

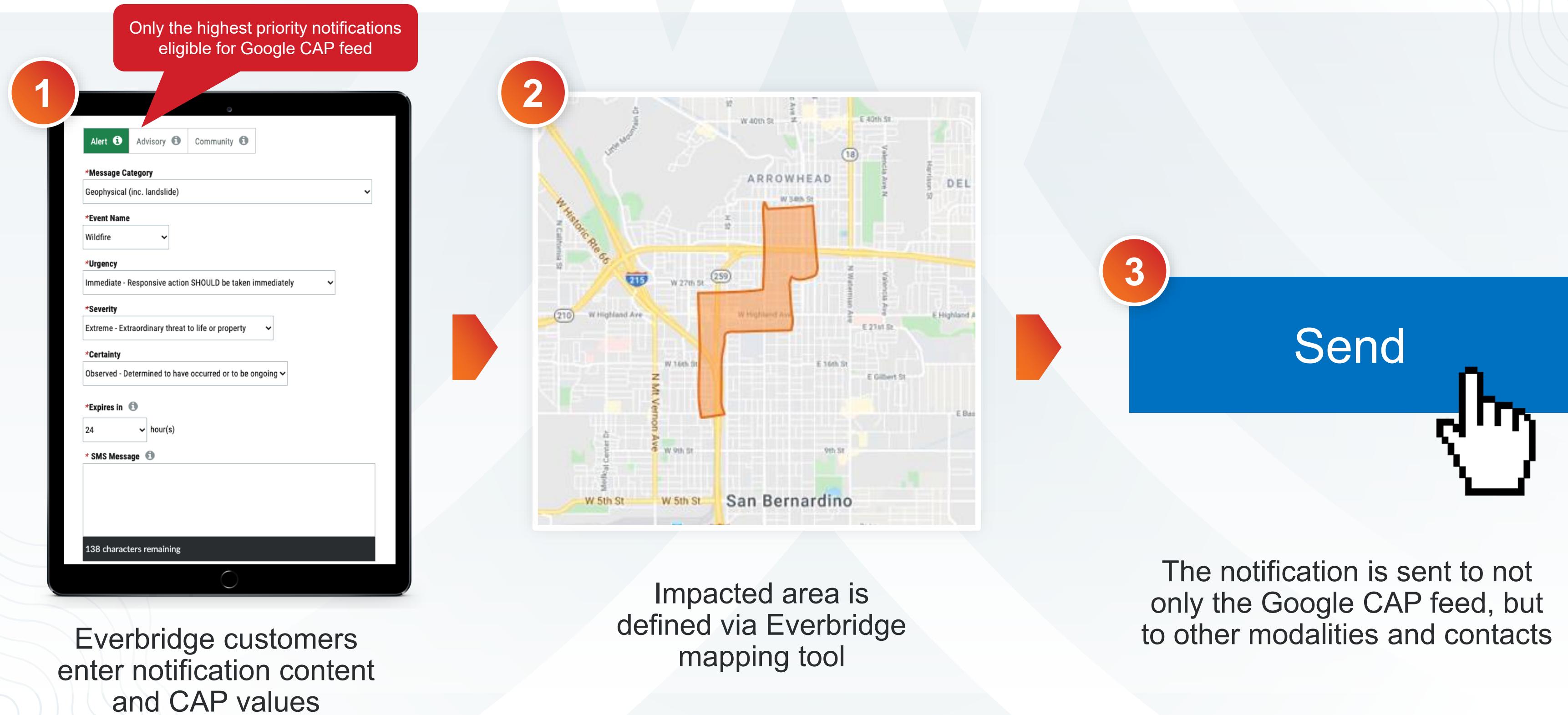


Mobile Apps



How does it work?

Everbridge Notification Workflow



How does it work?

Everbridge CAP Feed

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<?xml version="1.0" encoding="utf-8"?>
<feed xmlns="http://www.w3.org/2005/Atom" xml:lang="en-us"><title>Nixle Messages</title>
<link href="https://rss.nixle.com/pubs/feeds/cap/" rel="alternate"></link><link href="https://agency.nixle.com/pubs/feeds/cap/" rel="self"></link>
<id>https://rss.nixle.com/pubs/feeds/cap/</id><updated>2020-09-22T09:38:09-07:00</updated>
<link href="https://alert-hub.appspot.com" rel="hub"></link><entry><title>
Boil Advisory
</title><link href="https://rss.nixle.com/pub/8258214.cap?version=5" rel="alternate">
</link><published>2020-09-22T09:37:38-07:00</published><updated>2020-09-22T09:38:09-07:00</updated>
<id>https://rss.nixle.com/pub/8258214.cap?version=5</id><summary type="html">Boil Advisory</summary></entry><entry><title>
Cancel Locate: Raiden Toms-Moonin; LOCATED
</title><link href="https://rss.nixle.com/pub/8258210.cap?version=3" rel="alternate">
</link><published>2020-09-22T09:36:01-07:00</published><updated>2020-09-22T09:36:17-07:00</updated>
<id>https://rss.nixle.com/pub/8258210.cap?version=3</id><summary type="html">Cancel Locate: Raiden Toms-Moonin; LOCATED</summary></entry><entry><title>
COVID-19 Reporting
</title><link href="https://rss.nixle.com/pub/8258084.cap?version=5" rel="alternate">
</link><published>2020-09-22T08:30:32-07:00</published><updated>2020-09-22T08:30:58-07:00</updated>
<id>https://rss.nixle.com/pub/8258084.cap?version=5</id><summary type="html">COVID-19 Reporting</summary></entry><entry><title>
Trafford Road at Penn Twp line/turnpike bridge is closed for a tractor trailer accident.
</title><link href="https://rss.nixle.com/pub/8258082.cap?version=5" rel="alternate">
</link><published>2020-09-22T08:28:31-07:00</published><updated>2020-09-22T08:28:59-07:00</updated>
<id>https://rss.nixle.com/pub/8258082.cap?version=5</id><summary type="html">Trafford Road at Penn Twp line/turnpike bridge is closed for a tractor trailer accident. </summary></entry><entry><title>
S/B I275 at Seven Mile is now re-opened.
</title><link href="https://rss.nixle.com/pub/8258020.cap?version=3" rel="alternate">
</link><published>2020-09-22T07:54:05-07:00</published><updated>2020-09-22T07:54:24-07:00</updated>
<id>https://rss.nixle.com/pub/8258020.cap?version=3</id><summary type="html">S/B I275 at Seven Mile is now re-opened.</summary></entry><entry><title>
Units dispatched to vehicle accident intersection Mentzer Gap Rd./ Country Club Rd - use caution
</title>
```

Notification is sent to Everbridge CAP feed for Google

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Google Search
 Google Notifications

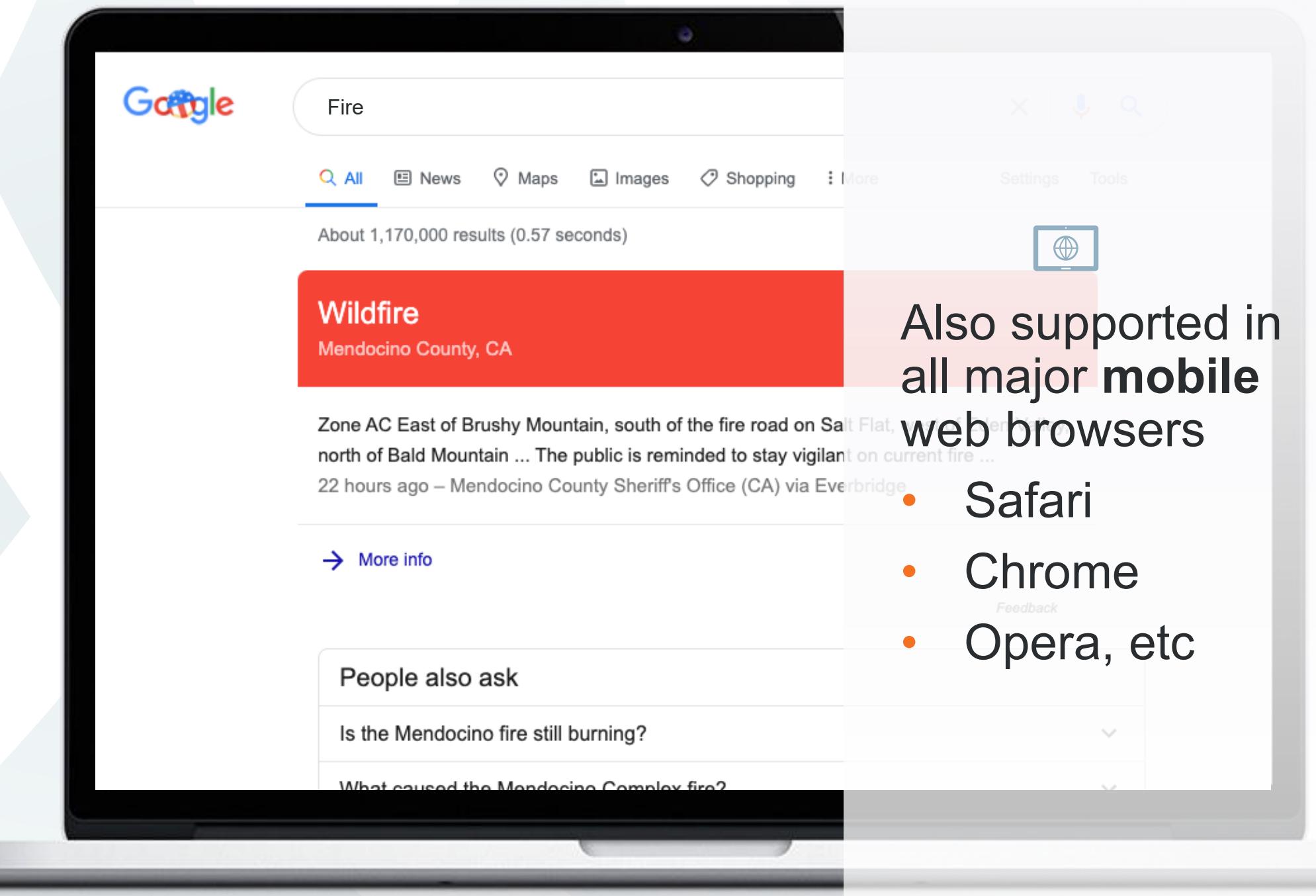
Everbridge notification distributed to Google digital properties

Everbridge & Google

Google Search:

Use Case:

- A user in a foothill community smells smoke
- They open their web browser and search for "Fire" in Google Search
- Everbridge alerts will display at the top of search results
- Users can click through to see the full alert details



Also supported in all major **mobile** web browsers

- Safari
- Chrome
- Opera, etc

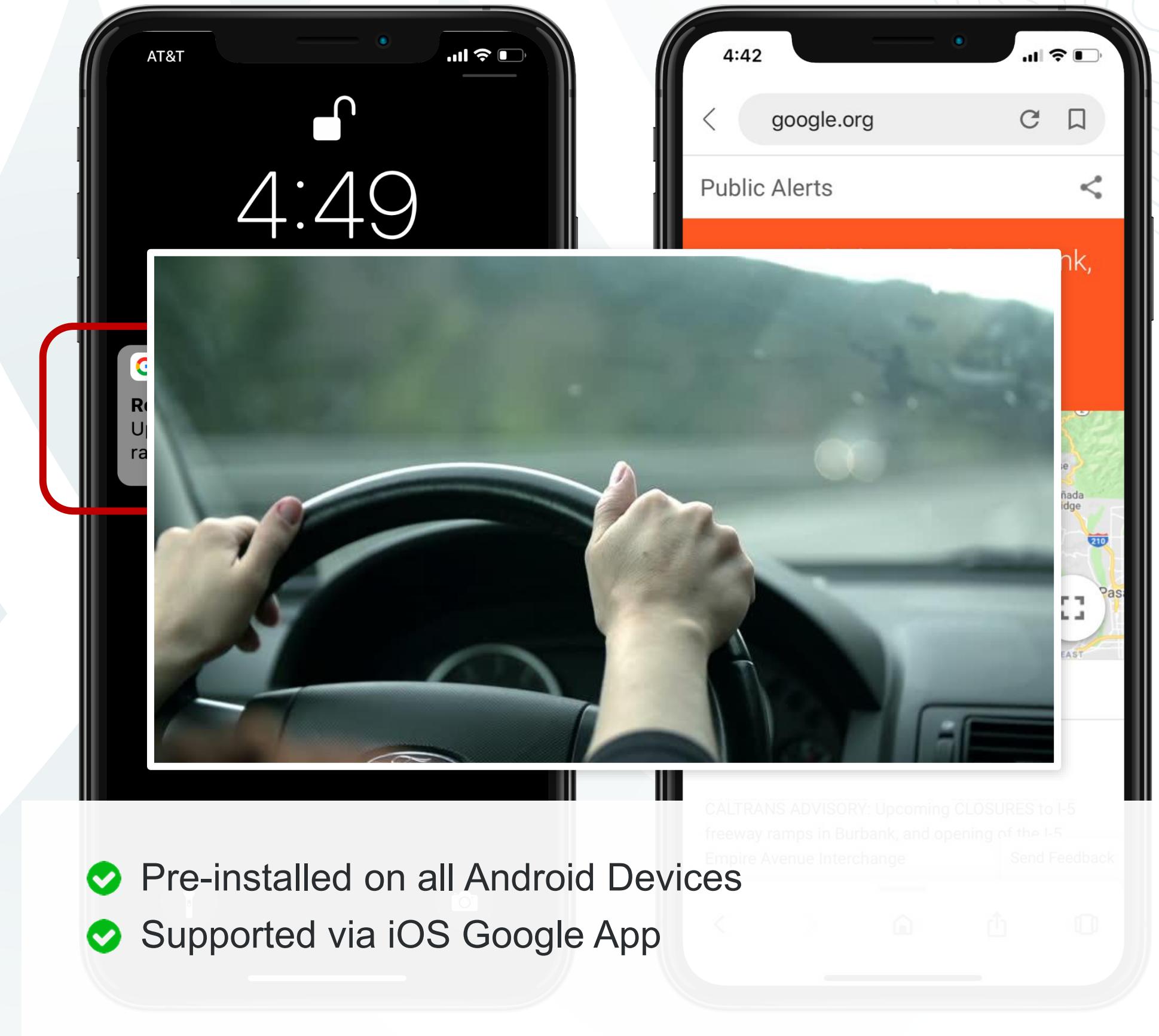


Everbridge & Google

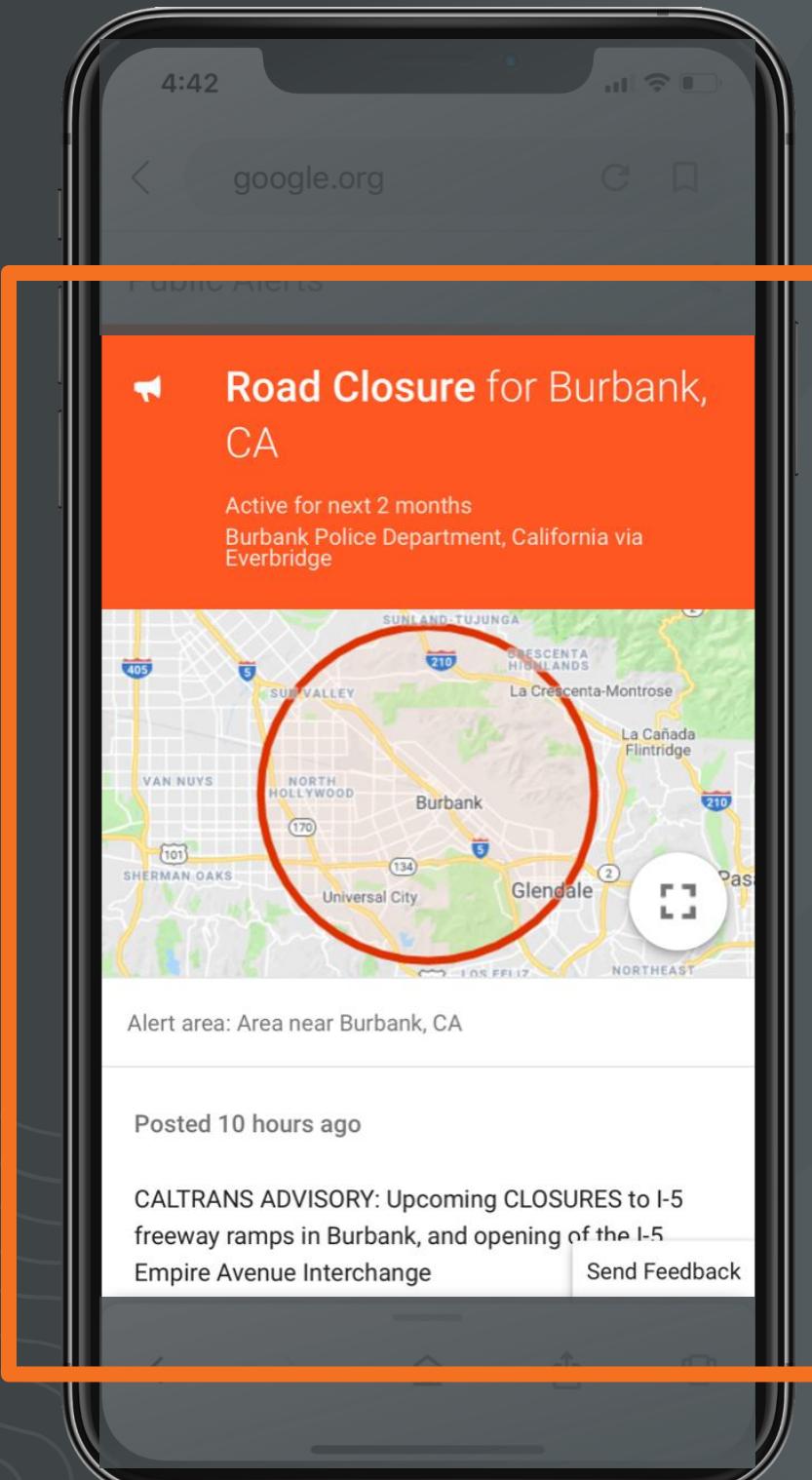
Google Notifications

Use Case:

- A user is driving to an appointment in Santa Monica from Pasadena
- The user has an Android device, or the 'Google' App installed on their iOS device, and location services are enabled
- The user enters into an area with an active alert and receives a push notification
- The user taps-through to view the full alert details



Everbridge & Google



Alerts also displayed in a desktop view

Recent Examples

Wildfire for Monrovia, CA

Active for next 5 hours · Monrovia Fire Department via Everbridge

Posted 19 hours ago

EVACUATION WARNING is still in effect for Monrovia residents in the foothill area below the Bobcat Fire.

We are urging people to stay out of the Phase 1 Evacuation Area, unless you reside in that area. There has been an increase in traffic as people are attempting to watch the fire, take pictures and observe firefighting operations. This is creating a hazard for firefighting personnel who are currently monitoring the area, especially near Canyon Park. It is also adding stress to neighbors/residents who are already stressed. Moving forward, you may see an increase in police presence to keep non-residents from entering the area.

As the fire continues to burn, the flames will remain visible, sometimes growing in size, and followed by a significant amount of smoke. Please note, the fire is burning at a high elevation with fuels that historically have not burned. Firefighting crews have spent a considerable amount of time building defensive lines on the western and southern edges of the fire, which is located directly above Monrovia. These steps were taken to protect our City and surrounding properties. This fire is surrounded by defensible space, including dozer lines, and areas recently burned from fires such as the Station Fire, Madison Fire and last month's Dam Fire. The Bobcat Fire will likely burn for some time until it is fully contained by crews.

Be assured, we have many units patrolling the area and watching for fire spread. The fire is approaching City boundaries and we have multiple crews staged and ready to respond to the area if the fire were to come down from the higher elevations.



Related News

[Live Updates: Wildfires Continue to Rage Across California, Pacific Northwest](#)

 Bay News 9 · Sep 11, 2020
CALIFORNIA – Follow here for updates on the several major wildfires burning around Southern California and many others burning across the state. Here are the ... Unified Command: @Angeles_NF, @LACoFDPIO and Monrovia Fire Department. For more ...

Wildfire for Monrovia, CA

Active for next 8 hours · Monrovia Fire Department via Everbridge

Posted 16 hours ago

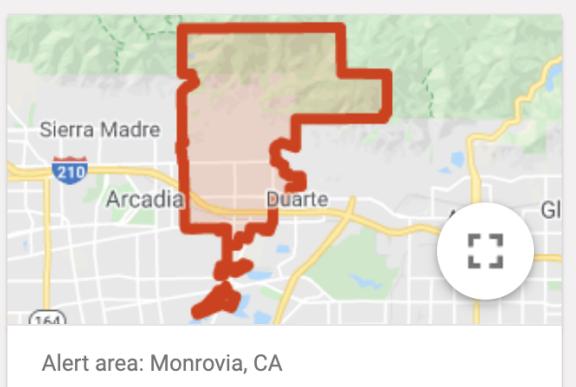
REMINDER: Evacuation Warning is still in effect for Monrovia residents.

As a reminder, an Evacuation Warning remains in effect for those who reside on the Evacuation Map. The Bobcat Fire continues to spread down the hillside just above Monrovia.

If an Evacuation Order is issued, the City will coordinate the evacuation in two phases. The First Phase will be all residents residing north of Hillcrest Boulevard and north of Greystone Avenue. The Second Phase will be all residents residing between Hillcrest Boulevard and Greystone Avenue, south to Foothill Boulevard. There is NO Evacuation Warning and NO Evacuation Order for residents residing south of Foothill Boulevard.

Residents should have evacuation plans in place, organize their emergency evacuation supplies and have essential evacuation personal belongings easily accessible. Vehicles should be fully fueled, facing out in their driveways and ready to leave. Please make those arrangements now.

In the event that an Evacuation Order is issued, residents should quickly gather their families and pets and leave the area to designated evacuation sites, or to family and friends' homes outside the fire area. Delaying these



Tweets related to this alert

 CityofDuarte
@CityofDuarte 18m
Bobcat Fire Update - September 11, 12:15 p.m.
Duarte Remains in an Evacuation Warning
[nixle.us/C75FS](#)

Everbridge & Google



Monrovia, California, USA – September 10



View from my neighborhood!

Population Alerting

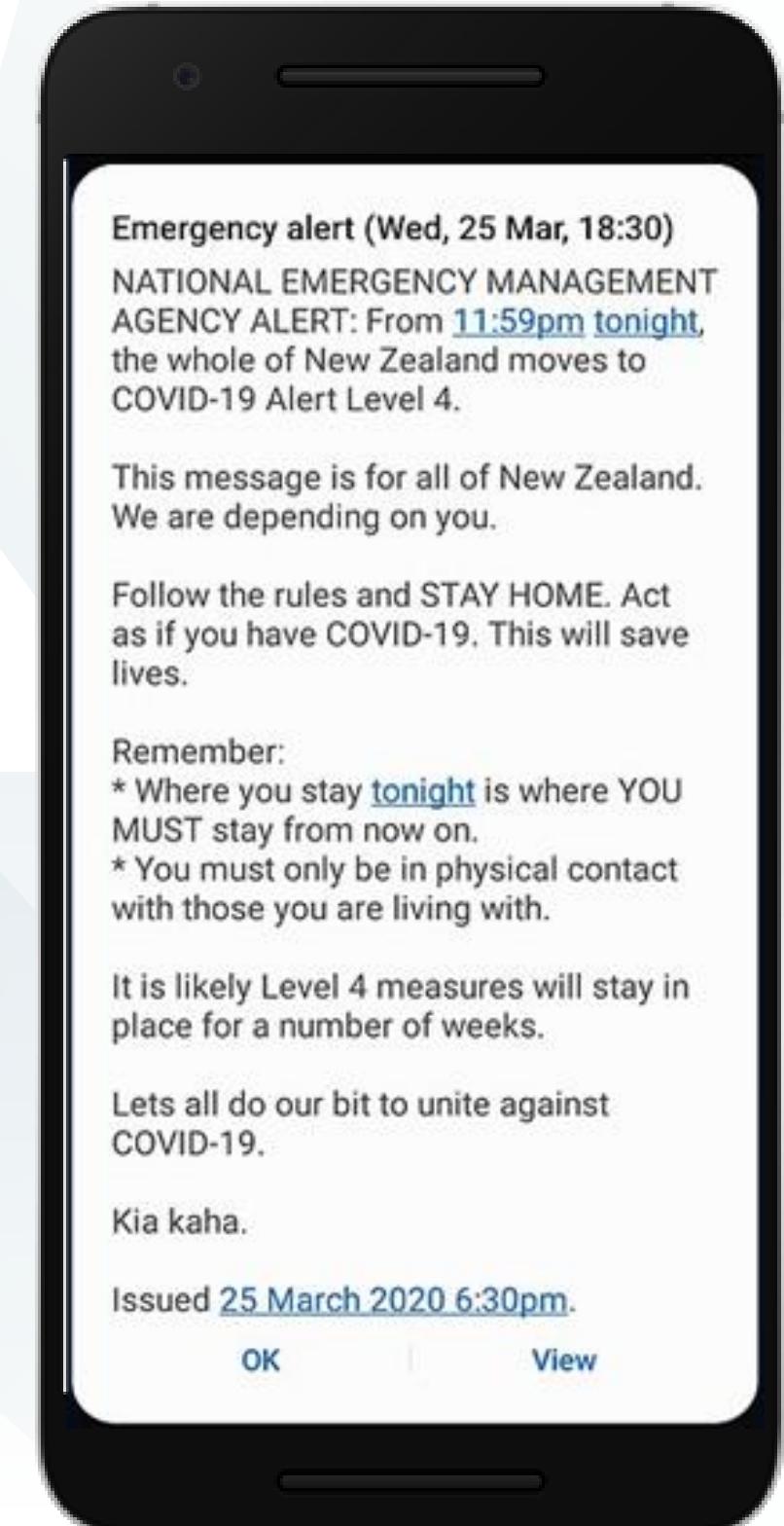
Cell Broadcast

Cell Broadcast and CAP

Cell Broadcast is in every mobile telecommunication network. This global technology is standardized for all networks, from 2G up to 5G. Cell Broadcast messages are received by all mobile devices connected to the network in a specific target area, making it an inherently location-based service.

Advantages of Cell Broadcast are:

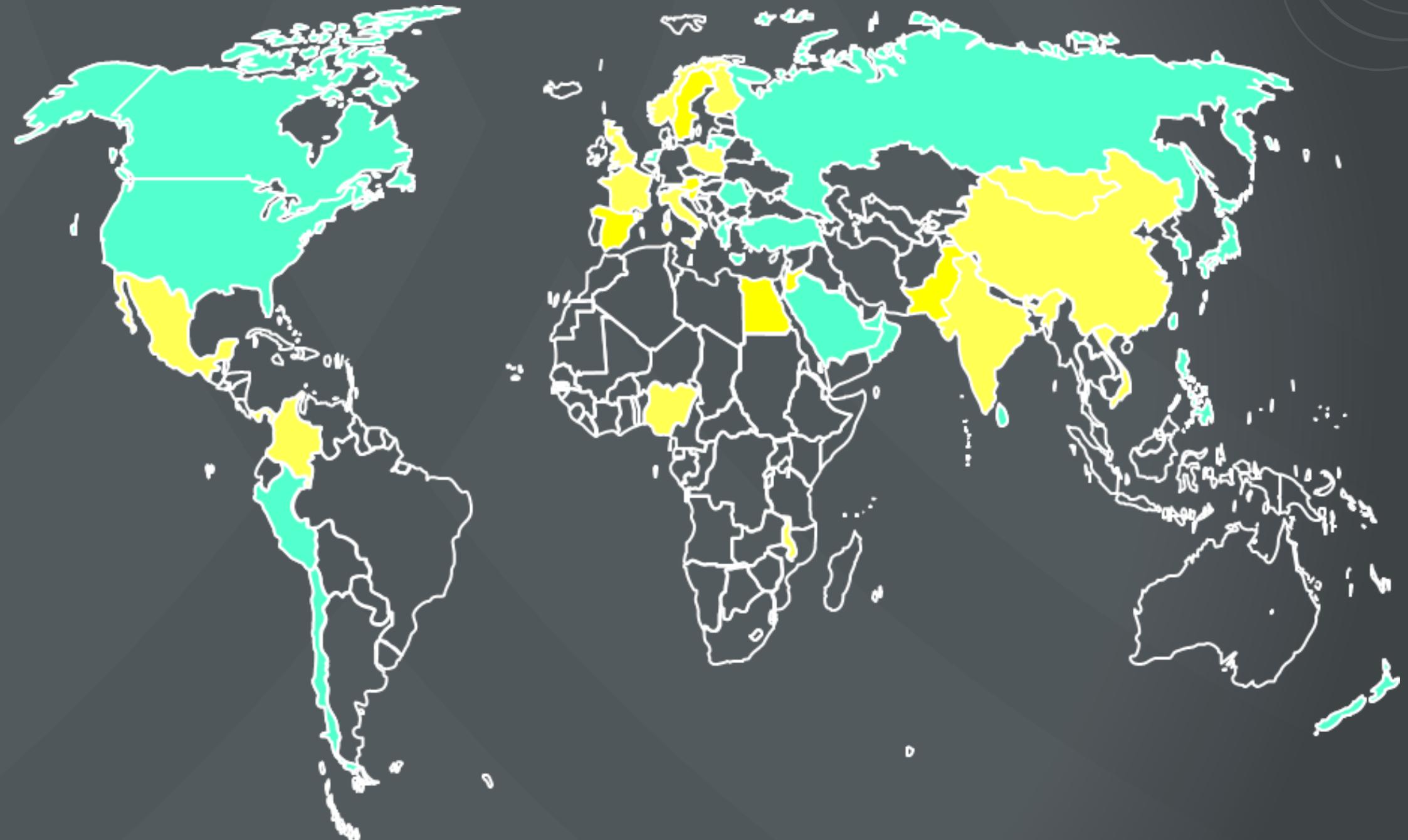
- Fast – reach millions in seconds (including roamer)
- No download or sign-up required
- Location Specific by design
- Public privacy is not compromised no phone number is required as it is Broadcast
- Always works even in the event of network congestion
- Attracts public's attention and initial call for action (dedicated ringtone, vibration and immediate display).
- Only Governments are able to issue alerts
- Adhere to international standards (3GPP, ETSI, ATIS, CAP)
- Free to receive



Countries using Cell Broadcast for national public warning

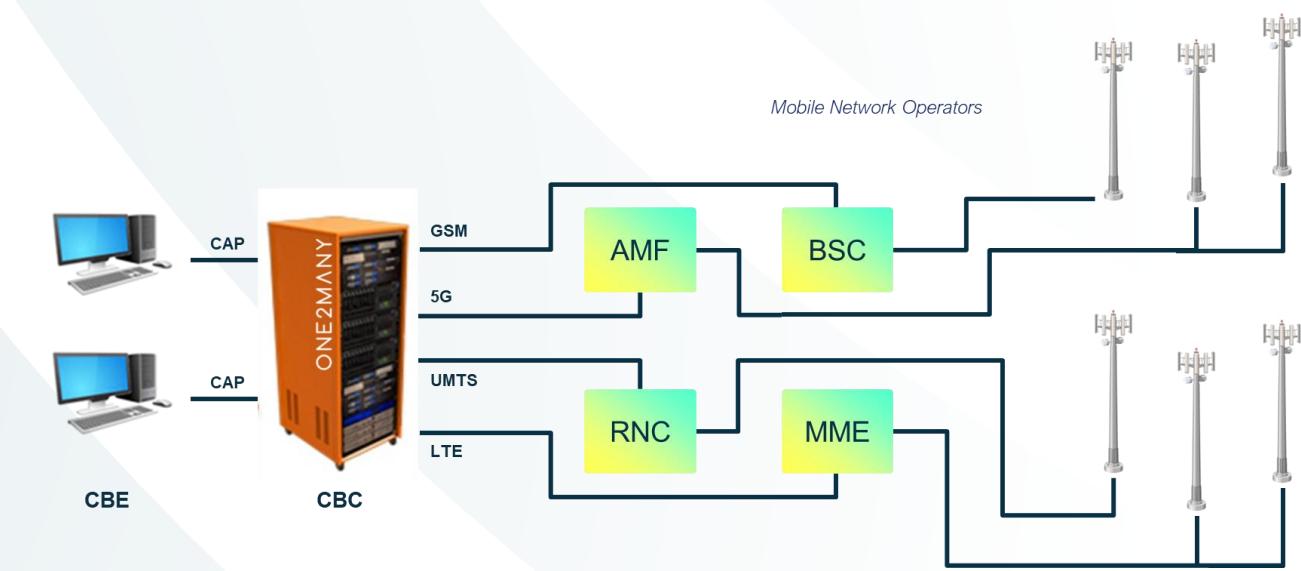
2009 – Japan
2009 – Sri Lanka
2012 – Netherlands
2012 – Lithuania
2012 – Turkey
2012 – Chili
2012 – USA
2014 – Taiwan
2014 – South Korea
2015 – Russia
2016 – Philippines
2016 – UAE
2017 – New Zealand
2018 – Rumania
2018 – Canada
2018 – Oman
2019 – Greece
2020 – Saudi Arabia
2020 – Peru
2020 – Hong Kong
2021 – UK, France, Italy

- Countries using Cell broadcast for National Public Warning system
- Countries in the process of selecting Cell Broadcast for National Public Warning



CAP usage for Cell Broadcast Alert

- **CAP is the global standard** for Governments to integrate with Cell Broadcast systems at Mobile operator as Cell Broadcast is also based upon Global standards from ATIS, 3GPP and ETSI
- **Secure communication** using CAP Digital Signatures and secure encrypted IP connectivity
- **Multi CB Alert Channel support** – Presidential Alert, Extreme Alert, Missing Child Alert, Monthly test, etc using **CAP USC** fields
- **Multi Language support** – Cell broadcast reaches all subscribers and roamers in seconds and therefore needs to support all languages and CAP facilitates this
- **CAP** is easy extendable and supports all existing and new Cell Broadcast functionality like Device Based Geo Fencing



Population Alerting

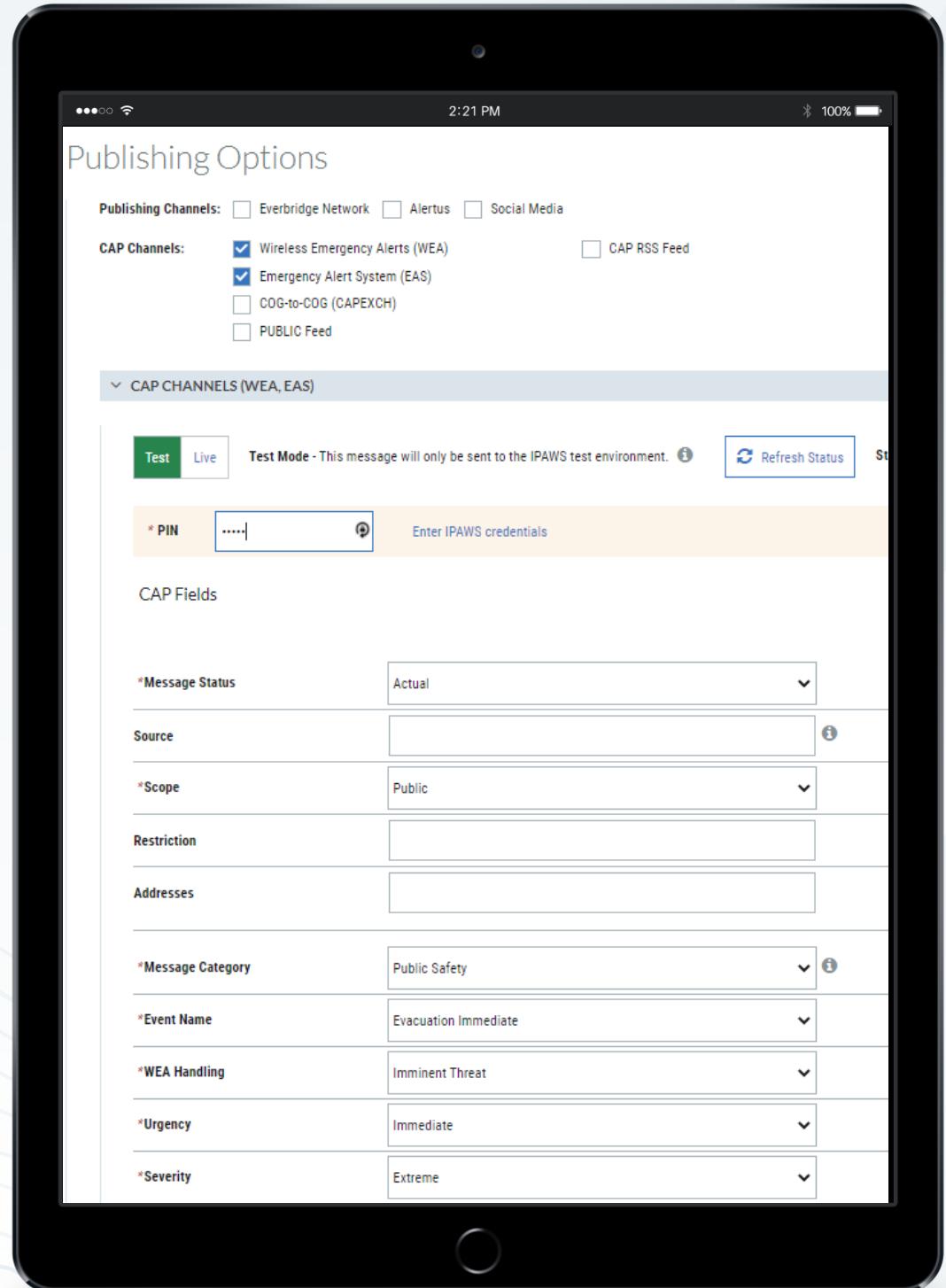
IPAWS (Integrated Public Alert & Warning System)

What is IPAWS?



The Integrated Public Alert & Warning System (**IPAWS**) is the United States' national system for local alerting that provides authenticated emergency and life-saving information to the public through mobile phones using Wireless Emergency Alerts, to radio and television via the Emergency Alert System, and on the National Oceanic and Atmospheric Administration's Weather Radio.

Accessible to Federal, State, Territorial, Tribal and Local Safety Agencies



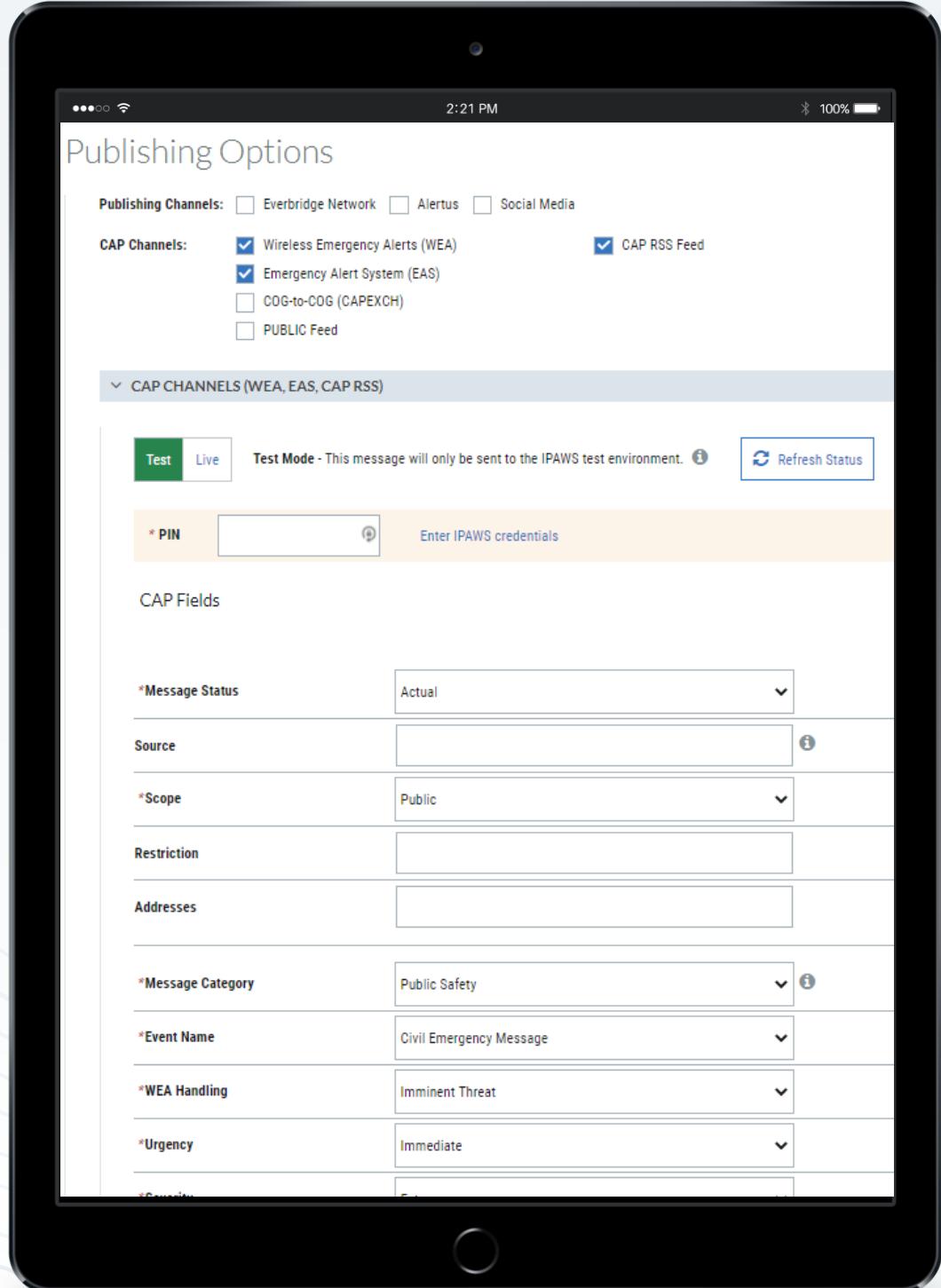
Wireless Emergency Alerts (WEA) sends Geographically targeted alerts to mobile devices.

Emergency Alert System (EAS) initiates a message via AM radio, FM radio, Satellite radio, Cable TV, and Satellite TV.

COG-to-COG (CAPEXCH) is a private channel that sends targeted messages to other alerting authorities.

The Non-Weather Emergency Messages (NWEM) channel is intended for sending non-weather alerts to National Oceanic Atmospheric Administration NWS all-hazard radios.

CAP RSS



Everbridge & CAP



Everbridge Mass
Notification

+ CAP ➔

- Google Alerts ➔
- Population Alerting ➔
- CAP RSS ➔

CAP is essential to Critical Event Management!



Questions