

Increase Your Resident Opt-In Database

Best Practices to Grow Your User Base

Brought to you by Everbridge and Nixle

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Background

The following information was designed to share best practices to teach communities how to drive resident opt-in's and increase their contact database.

Over the course of many years, and thousands of communities, big and small, a series of best practices have been established to provide maximum results in increasing resident opt-in data bases for cities, towns, counties, states and more.

The ultimate goal is to keep residents informed, safe, and when necessary communicate critical and actionable information before, during and after an emergency crisis.

Providing ongoing pertinent communications including severe weather, missing or dangerous persons, road hazards and other public safety and community information is key in establishing an ongoing digital dialogue to keep your resident population continuously safe and informed.

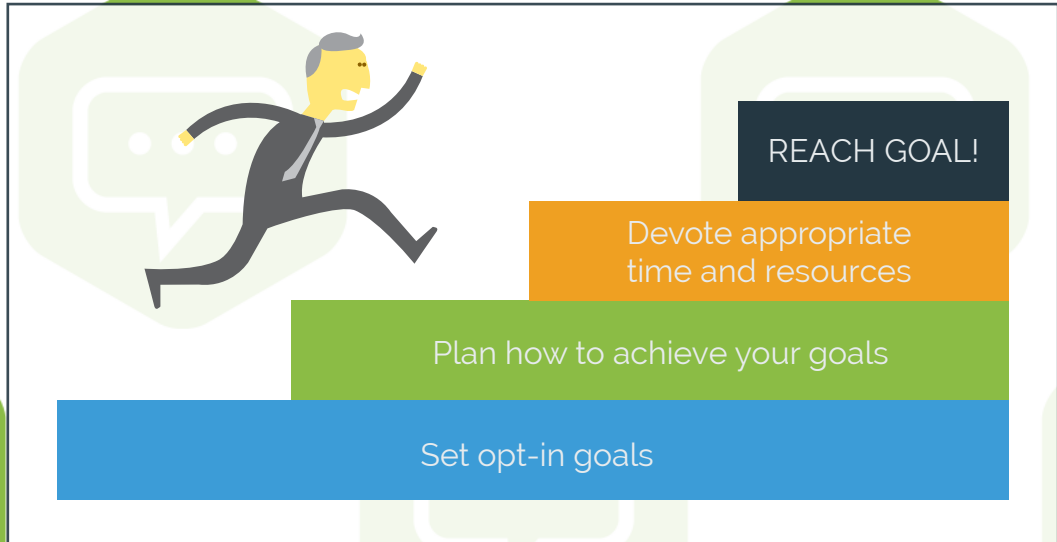
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3 Steps For Success

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Steps For Success



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Step 1: Set Opt-In Goal

Establish Your Opt-In Goals

First, **identify the amount of opt-ins you are starting with**. This will provide you with a baseline on which your database will grow.

Ask your account representative "How many opt-ins already exist?" With millions of residents already in our system, you will likely already have contacts that you are not aware of.

Set your goal for how many opt-in's you would like to receive over a certain period of time

Example / City of Sunshine, USA

2,073 – Opt-ins in existing database

1,204 – Opt-ins from Everbridge

3,277 – Total current opt-ins

Target = 50% increase in 1 year

1,638 new opt-ins in 1 year

Goal = 4,916 total opt-ins in 1 year

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Step 2: Plan How You Will Achieve Your Goals

Establish a Plan to Achieve Your Goal

Marketing Plan: Create a simple marketing plan. Use the suggestions in this document for successful examples.

Local Agencies: Work with local agencies to get the word out and increase the number of residents you can reach to have them opt-in.



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Step 3: Establish Appropriate Time and Resources

Needed Resources

- ✓ **Identify the people** who are needed to help support the plan.
- ✓ **Have a team meeting to discuss the overall goal** and ensure everyone understands their role and responsibilities in making your notification solution successful.



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How to Increase Opt-Ins

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Issue a Press Release

- ✓ **Initial Press Release:** Issue a press release to your community about your notification system. Include information on system usage and frequency as well as the types of messages that community members will receive. This ensures residents have clear expectations for the system and they understand its value. Don't forget to emphasize that the service is always free for residents.
- ✓ **Crisis Press Release:** Issue a press release after a crisis urging residents to stay informed and to opt-in to receive public safety information.

Also consider setting up interviews for your agency representatives with the local media to help you reach a wide audience. Be sure to provide clear instructions on where and how people can register.

Feature | Week Ahead

Mayor to Residents: Continue Nixle Sign Up

Posted by Colleen Platt (Editor) , August 18, 2013 at 04:00 AM

To sign up to receive e-mails and text messages, residents must register. To register both your e-mail address and cellular phone number click here:<https://local.nixle.com/register/> Or to sign up for text messages only, simply **text your zip code to 888777.**

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Weekly Social Media Postings

If your department is already using social media as a tool to engage the community, leverage it to ask residents to opt-in to receive notifications. You can let your followers know exactly what they need to do to sign up. Posting these instructions regularly will help increase subscribers.

Communicating on a regular basis, extending beyond ENS communications, is important in establishing a consistent rhythm of information for community members. Other content and event ideas to share online with the public include:

- ✓ "Meet the Chief" Police meet and greet the public
- ✓ "Touch a truck" DPW allows children to touch and sit in city vehicle's
- ✓ Library events
- ✓ School events
- ✓ Town events (parades, 4th of July, local sporting events, etc)

Urge residents to share and forward social media posts so that more members of the community can stay informed and join the opt-in database.

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Weekly Social Media Postings

Post to:

- Facebook
- Twitter
- Nixle
- Google Public Alerts
- YouTube
- Other

Examples:



Hawaii Department of Public Safety (PSD) Like Page

February 26, 2014 · @

If you are not signed up for Nixle, our alert system, simply text your zip code to 888777 and receive real-time alerts and advisories directly from us and other local agencies. There is no charge for registering, but standard text messaging rates associated with your mobile phone service will apply. You can opt out at anytime by texting "STOP" to 888777. Click the link for more information on registration.



City of St Louis EMA @CityEMA · Sep 7

Being informed is very important, sign up to receive emergency alerts from CEMA by texting STLCEMA to 888777. #NatlPrep #ReadySTL



Kern County Sheriff's Office Announces New Nixle Alert System
by 23 ABC News | KERO
6 months ago · 53 views

The Kern County Sheriff's Office has recently partnered with Nixle to implement a Community Notification System that can be ...

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Public Signage Urging Residents to Opt-In

- ✓ Billboard Signage
- ✓ Bus Bench Signage
- ✓ Vehicle Signage



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Other Marketing Tactics

☑ Walking Maps

Provide a handout to residents and visitors sharing the opt-in benefits



2015 Philadelphia Papal Visit
G + U + I + D + E
SEPTEMBER 26-27, 2015

Logos for the City of Philadelphia, Philadelphia Police, and the World Meeting of Families 2015 Philadelphia.

General Information:
For more information regarding the World Meeting of Families-Philadelphia 2015 (WMOF) and the Papal visit to Philadelphia, please visit: www.WMOFMeeting2015.org/
For a digital version of this map, please download the FREE "GoPhiladelphia" App to your smart phone.
Stay informed! Visit www.phila.gov/ready to sign up for readyPhiladelphia emergency text alerts or use the phrase: "papalvisit" to 888777 to be enrolled.

☑ School Handouts

Provide a handout to schools sharing the opt-in benefits for parents



WILMINGTON POLICE DEPT.

KEEP SAFE AND INFORMED

Get citywide mobile and email alerts from the Wilmington Police Department including emergency and crime alerts, traffic advisories, and public safety information.

Send anonymous crime tips by texting **TIP WILMINGTON** and your message to 888777.

SIGN UP FOR FREE at www.WilmingtonDE.gov or text your zip code to 888777.

GET MOBILE ALERTS
Receive Free Emergency Texts

TEXT YOUR ZIP CODE TO: 888777

☑ Utility Bill Inserts

Provide a handout to residents sharing the opt-in benefits

Attention Lower Township Residents:
Receive real-time safety and community information

To Easily Register - text LTPD to 888777

OR YOU CAN REGISTER & SEE ALL YOUR OPTIONS by going to www.nble.com and clicking "Sign Up!" and following the steps below:

- Enter required information and an email address & cell phone number where you would like to receive messages and make a selection for voice messages. If you opt in for text messages on your cell phone, you will only receive them for advisories and high alerts. If you have a home phone & you are already automatically registered to receive high alerts via voice messages!
- Click "I Accept. Sign me up!"
- Enter your home address to receive local messages
- Share Nble with your family and friends
-
-

To Customize (if you are already registered)

- Log in at www.nble.com, use your cell # or email as your user name. First time logging in? You'll need to request a password, by clicking the New "Your Password" link and follow the instructions
- Click "Locations" tab
 - Click "Add New Location" to add addresses in your town or around the country. Do your relatives out of the area? Keep track of what's happening near your loved ones and the places you work, in visit.
- Click "Settings" tab
 - Select a location from the left-hand menu and subscribe to receive messages from each agency by checking the "Subscriber" option. Adjust which messages (by priority level), are sent to your email or cell phone. Please note you must opt in to receive messages from non-public safety agencies

Work with Community Groups to Increase Opt-ins

- ✓ Have mayors include your notification system, and the opt-in process in their “State of the City” speeches.
- ✓ At public events have iPads that have the sign-up page open so residents can opt-in.
- ✓ Have an Eagle Scout go to various assisted living facilities to help the senior citizens opt-in.
- ✓ Boy scouts/volunteers go door-to-door with a sign-up spreadsheet or door hangers for those not home.
- ✓ Other community groups to work through include Neighborhood Watch, libraries, community centers, sports clubs, PAL, DARE.

Example: Eagle Scout helps police to urge residents to opt-in to receive notifications



Courtesy of Denville, NJ

Work with Community Groups to Increase Opt-ins

- ✓ Work with utility companies to include a resident opt-in message with monthly bills.
- ✓ Work with neighborhood watch groups to publicize the importance of opting in.
- ✓ Perform monthly tests of your notification system encouraging people to tell friends and family to sign up.
- ✓ Have a public resident opt-in table at as many municipal events as possible (think farmer's markets).
- ✓ Work with schools to send home opt-in instructions as part of the "Welcome Packet" at the beginning of the year.

Example: Include in school newsletters to parents, PTOs, SROs, and signage at school sporting events.



FREE EMERGENCY NOTIFICATIONS AVAILABLE – POLICE LOOK TO EXPAND PROGRAM

South Brunswick Police have a registration drive now underway for our emergency notification system. The goal is to increase the number of residents, businesses, and community members who receive the messages. Accurate and timely information is important in an emergency. This free notification system allows residents to receive timely information on road conditions, weather advisories, crime alerts, and safety tips. The notifications can be sent to your phone, email, or both.

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Best Practices for Writing Messages

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Types of Alerts and Message Writing

Message Content Ideas

- ✓ Provide relevant and interesting topics that encourage residents to opt-in

Community news, local events, positive news

Safety tips for the holidays

- ✓ Share information that affects residents daily lives

Traffic, road closures, detours, parking bans, festival or event updates

- ✓ Share critical safety information and solicit help

Missing and Wanted

Advisory	<i>Entered: 5 days, 16 hours ago</i>	
	AVOID Rt 27 near Raymond Rd for next 4 hours due to heavy traffic. Delays into Princeton and Franklin expected More »	
Advisory	<i>Entered: 5 days, 16 hours ago</i>	
	South Brunswick Police Department awarded \$7,000. Funds to pay for new bullet proof vests More »	

Advisory	<i>Entered: 1 hour, 1 minute ago</i>	
	Halloween Safety Tips and Curfew Information More »	
Advisory	<i>Entered: 4 days, 20 hours ago</i>	
	Scam and Fraud Alert - JCP&L reports increased scams targeting utility customers More »	

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Send Messages Throughout an Event or Crisis

Deliver Information Throughout the Lifecycle of an Event or Crisis

- Keep residents engaged and informed
- Helps you control information
- Increases the likelihood a resident or visitor sees a message
- Increases the chance the message goes viral

Manage an Event or Crisis



BEFORE



DURING



AFTER

Manage an incident or crisis effectively by sending public safety information before, during and after the event.

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Best Practices Abridged

Take the time to make sure that everyone in the department is educated about the system. When you have an entire department and/or city promoting the platform it will be a much more successful program.

Send quality information on a regular basis. The higher the quality of the information, the more people will be drawn to it.

Engage the residents. Don't talk to them, talk with them.

Capitalize on major events to drive opt-ins.

Cross platform marketing. Make sure you are getting the word out on all communication channels that you have access too.

Use human language, not "cop" language.

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**For more information,
request a demo today**

Everbridge provides a unified critical communication suite that helps clients be better prepared, make better decisions, and respond quickly and confidently during disruptive events. When an incident happens, whether it's a natural disaster or an IT service outage, we automate communications to ensure that the right messages get to the right people at the right time.

Widely recognized by analysts as the market leader, Everbridge solutions are trusted by clients in all major industries and government sectors to connect with over 50 million people around the world.

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