

CITY REPORT

Prepared by the Woodland Hills Transparency Committee

FEBRUARY 20, 2021

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The city will soon replace its emails with *Everbridge* to communicate with residents.

What is *Everbridge*?

Everbridge is an internet-based communication system maintained by Utah County. It was originally designed to issue emergency alerts. It now provides that and more, and is used by cities countywide to inform their residents on everything from traffic alerts to community events. Once Woodland Hills has signed on for announcements from *Everbridge*, it will allow residents to go in and select exactly which kinds of city information they want to receive. They can opt to get their information via email, text or both.

Why replace email communication with *Everbridge*?

There are several reasons. To begin with, email communication has inherent problems. Constantly updating email lists and sending messages costs the city time and money.

What's more, to control spamming our email provider puts a daily limit on the quantity of messages we can send. With the number of recipients we have, we can reach that limit fairly quickly. At that point the emails automatically stop sending without specific notification. When that happens we have no way to know who has been messaged and who has not. For this and a variety of other reasons, emails inevitably fail to reach all of our residents.

Another problem is that not everyone wants the same level of information. Some residents want to know about everything. Others get annoyed when their mailboxes are overloaded. *Everbridge* solves this problem by allowing residents to customize what they receive themselves, rather than relying on city employees to try to manage everyone's information stream.

Is *Everbridge* the same system some residents are already using to get emergency alerts?

Yes. *Everbridge* offers multiple sign-up options to participating communities. Some time ago, we signed up to receive emergency alerts only. This time we are signing up for a full range of announcements, with residents individually managing what announcements they receive.

Will this change cost the city more money?

No. We have been paying a nominal fee for emergency alerts for some time now. The new sign-up option comes at no additional cost. In reality, it will save us money. Not only will communication be more efficient, but the city recorder will no longer have to spend time and resources sending emails, maintaining and updating lists, or fielding calls from residents who have failed to receive the information they need.

How and when will the city make the transition?

The city will phase our new *Everbridge* option in gradually. The plan is to begin posting city information there on February 20. But to give residents time to sign up, throughout the months of February and March the city will continue to deliver announcements via email too. Then on March 31 the city recorder will discontinue sending emails and messages will come exclusively from *Everbridge*. However, even after city emails are discontinued, Woodland Hills information will still appear on our website and Facebook page.

How do I sign up for *Everbridge*?

Sign-up is simple. Just paste this into your browser to go to the website:
alerts.utahcounty.gov

Once you're there, click **Sign Up**, then follow the prompts to set up your account, select the info you want and choose how you want to get it (email, text or both).

And just a heads up: If you have signed up within the last 30 days, the categories have changed. Some categories you originally signed up for may have been eliminated. So be sure to go back in and double-check your account, or you may not receive all the announcements you would like.

If you'd like, you can click on the following link for a two-minute video that will step you through the sign-up process:

<https://youtu.be/Bwpex-aaMAg>

This report and accompanying video were authored by Glenn Anderson for the Woodland Hills Transparency Committee. Music for the video was provided by Bensound.