



Protecting the public

How local governments are doing more to keep people safe



BlackBerry[®] AtHoc[®]

Public safety communication

Public safety involves two key channels: One, communicating within and between the agencies tasked with responding to critical events. Two, communicating with residents and visitors to protect their safety and well-being, before, during and after an incident.

For almost 70 years, public safety communication relied on a one-way, broadcast approach: sirens, radio and TV alerts. But after 9/11, that started changing. Today, connected technology – from mobile phones to IoT-enabled endpoints – is allowing alerts to reach more people, faster.

And that's important, because the frequency and severity of critical events – including extreme weather, rolling blackouts, traffic advisories, public health emergencies, domestic terrorism and civil unrest – are only increasing.

Local governments worldwide are exploring and implementing solutions to protect the people under their duty of care. That's one reason the market for public alerting notification systems is expected to grow from USD\$7.3B in 2019 to \$17.3B by 2024.²

The risks of failing to leverage advanced alerting systems are potentially devastating. For example, during the California wildfires in 2017, authorities chose not to use the Integrated Public Alert & Warning System (IPAWS) system, fearing a mass exodus. Emergency personnel resorted to knocking on doors to issue evacuation warnings. More than 10,000 buildings were destroyed, and 47 people died.⁴

What the public wants

Research demonstrates⁴ that the public wants maximum control over what kinds of alerts they receive and how they receive them – not a broad, all-or-nothing approach.

They want geotargeted alerts, specific not just to their state or province, but to where they work and live.

They want alerts that are adapted to their individual needs – in their preferred language, for example.

And they want messages from trustworthy sources, that are clearly and accurately conveyed, with the ability to access relevant additional details.

Growing demand

More than 2 in 3 Canadians now say they would be likely to sign up for emergency emails, texts, or apps. That's up from 1 in 2 in 2012.¹

1. Canadian Red Cross: Information In Disasters Report & Survey 2018. 2. Markets and Markets Report: Mass Notification System Market, Global Forecast to 2024. 3. Wikipedia: 2017 California Wildfires. 4. Emergency Alert and Warning Systems Current Knowledge and Future Research Directions (2018) Consensus Study Report.

What government agencies require

But how those solutions work and what exactly they deliver is crucial.

Local governments need unified platforms that enable them to connect to the partner agencies – such as fire, police, ambulance and related services – that must work together through critical events.

They need the ability to quickly and easily send highly relevant messages to specific groups of people and confirm receipt.

They need solutions that allow the public to opt in and control how they're notified, so they know they have the latest information.

They need the ability to plan situation responses and save time in a crisis, with pre-approved communication templates and vetted distribution lists.

And they need to ensure that all this is done through a user-friendly, fully secure, and highly available platform.

Introducing BlackBerry AtHoc Public Safety edition

Using BlackBerry® AtHoc® Public Safety edition, local governments and universities can deliver accurate, secure and trusted communications directly to the public.

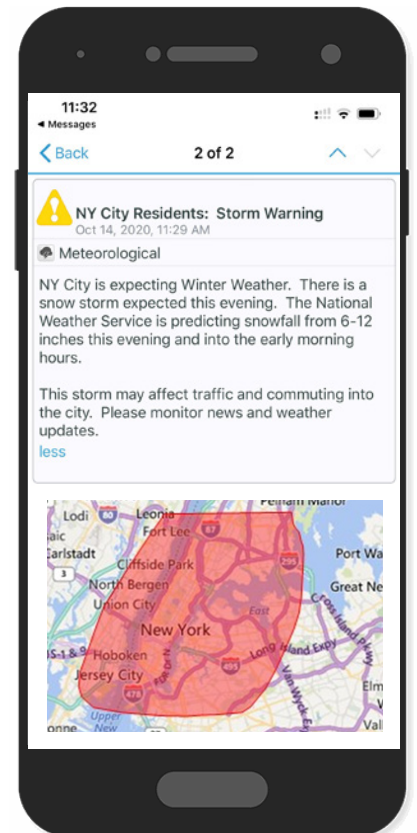
BlackBerry AtHoc can bridge the gap between employees, the public, and essential services when critical information needs to be delivered quickly and reliably.

Official notifications can be sent through virtually any connected device or channel to quickly reach everyone within a specified area.

Most importantly, residents also can opt in and self-register to get enhanced notifications based on events of interest to them.

BlackBerry has supported local governments through crises including earthquakes in Latin America, hurricanes on the Gulf Coast, tornadoes in the Great Plains and wildfires on the West Coast.

BlackBerry AtHoc Public Safety edition builds on this experience to provide a complete, cloud-based critical event management solution in a secure, easily managed and cost-effective manner.

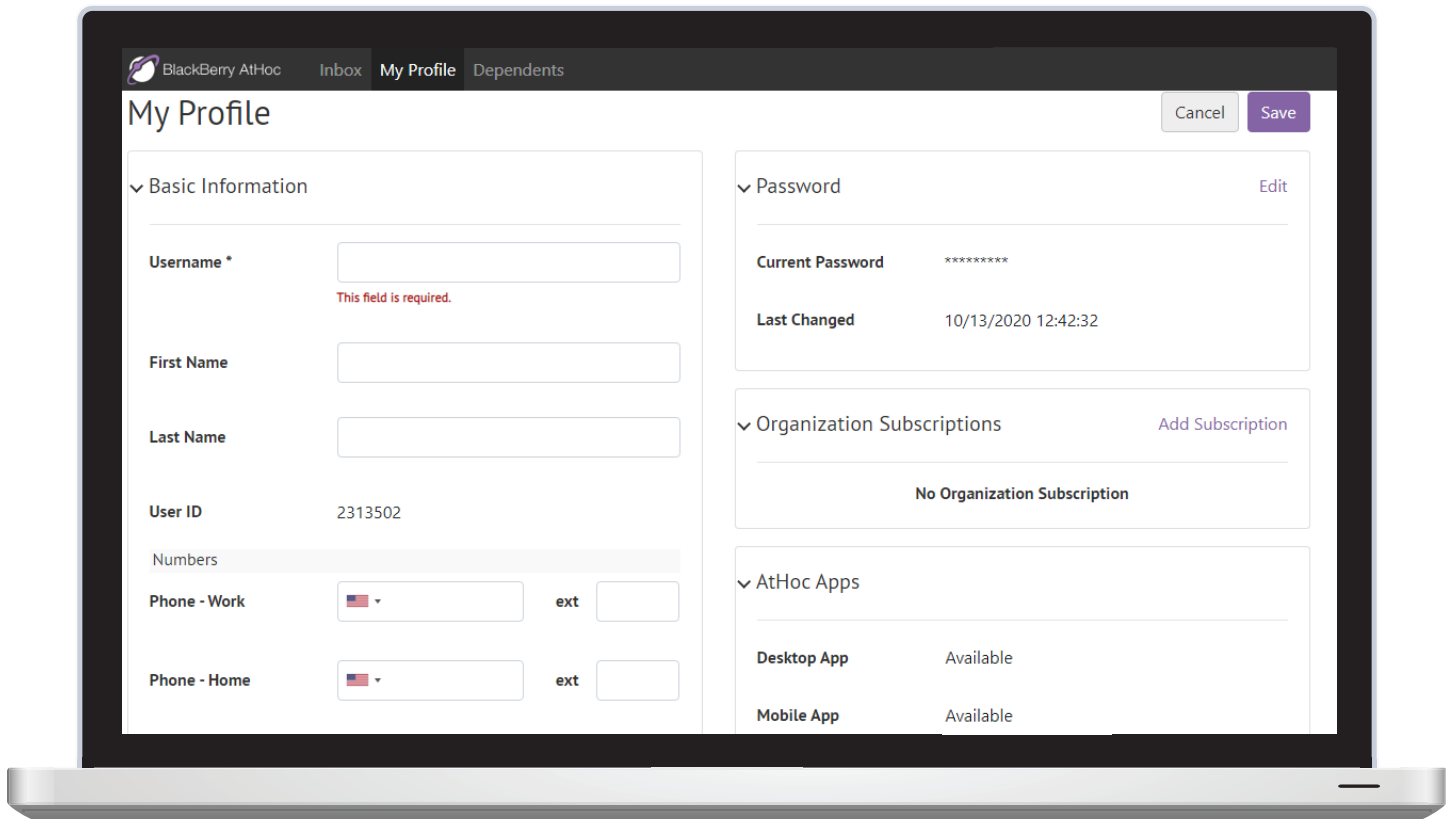


How it works for members of the public

Community members and visitors can:

- Register for alerts and create a profile with their subscription preferences (including language). The set-up process is quick and easy – and can be done from virtually any mobile or desktop device with an internet connection. Visitors to events can even be invited to opt in by SMS.
- Manage the *kinds* of alerts they receive (e.g., public health notices, traffic alerts, special events)
- Set *how* they want to receive notifications (e.g., adding and updating email addresses and/or phone numbers for automated calls and texts)
- Input their home and work address to get information that’s relevant to their area
- Choose to be contacted differently for different *types* of events/notifications (e.g., text for emergencies, and email for traffic warnings)
- Add different members of a household (e.g., a spouse or relative who doesn’t need his/her own account but would benefit from alerts)

With this approach, residents can stay informed and safe through any critical event.

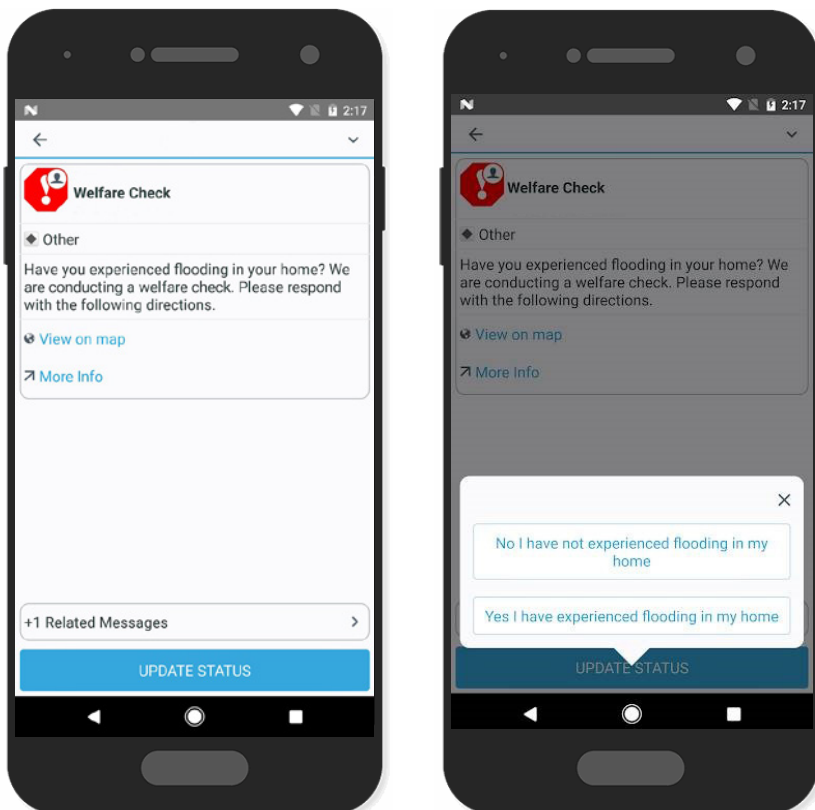


How it works for government agencies

For notifications to the public, solution administrators (Emergency Managers, for example) can:

- Log into the system using Single Sign On for quick access
- Access and a range of pre-approved communication templates so they can take action quickly, modifying the messages as necessary
- Draw a map to mark out the area the notification applies to
- Include rich information, such as a photo or video, and give users the ability to access more details through a link or attachment
- Review all the details about how the message is going out, and to whom, then publish with just a click from a desktop or mobile device
- Confirm that messages are delivered right away across all the formats users have specified
- View an alert summary: reporting tells where messages have been delivered, right down to the individual user name if required.
- See responses, if those were requested (e.g., “I’m in a safe location”)

It’s just as easy and effective to share alerts from a mobile device – which can make all the difference when administrators are on the move during an evacuation scenario, for example. And it’s the same simple process no matter how large the group of recipients – even hundreds of thousands or millions.

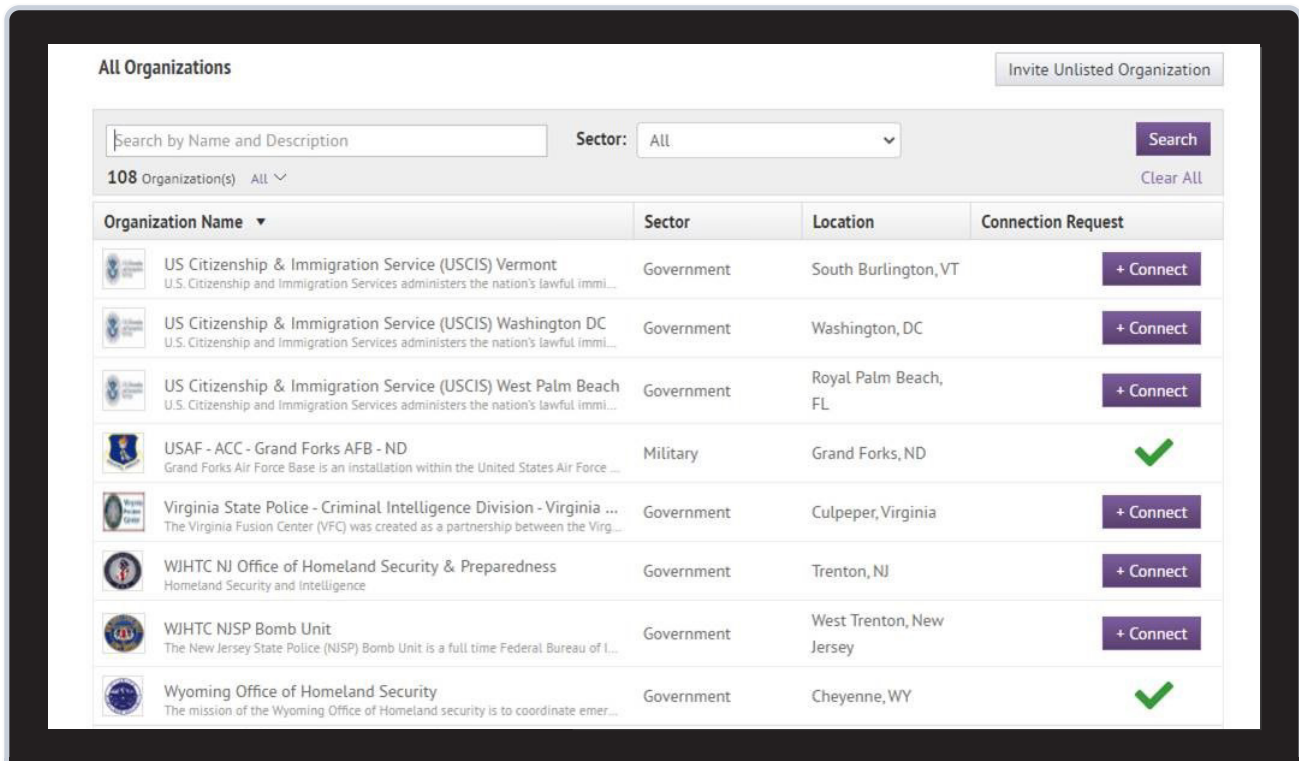


How government agencies can connect with employees and partners

Local governments can alert city or state employees and personnel to increase their safety, decrease exposure to risks, and minimize business continuity impact. Upholding continuity of operations in government is critical, because even in an emergency, essential services must be delivered. Administrators can:

- Include attachments and links to additional details
- Choose exactly which departments to send to
- Control all the ways the message is delivered
- Share the alert to other agencies – for example, Fire Services and Health Commissions, and any other organizations with which you have a mutual aid agreement. In fact, it's quick and easy to invite and connect with agencies that are part of the public safety ecosystem in any sector – even those that are outside of government.
- Ask recipients to respond with the specific answers to questions (including health surveys)
- See a mapped view of responses as they come in

With this solution, local governments can enable continuity of operations through any critical event.



Build bridges with BlackBerry AtHoc

Public safety requires a concerted effort by many people, teams and organizations.

With over 35 years in secure communications, BlackBerry AtHoc is used by global organizations to deliver the essential information required to make critical decisions. BlackBerry experts can help you plan and implement a communications program or handle it for you through the BlackBerry AtHoc Managed Service option. You can be up and running in just 48 hours.

Learn more at www.BlackBerry.com/AtHoc.

Screen shots are for illustration purposes only.

About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 150M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

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