CASE STUDY: San Diego County Regional Airport Authority

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A NEW CULTURE OF COMMUNICATION AT LINDBERGH FIELD

How the San Diego County Regional Airport Authority Uses Send Word Now to Streamline its Daily Operations

San Diego International Airport, also known as Lindbergh Field, is the busiest single-runway airport in the United States, serving 40,000- 50,000 passengers each day. The San Diego County Regional Airport Authority, which was created on January 1, 2003, manages the day-to-day operations of San Diego International Airport and addresses the region's long-term air transportation needs. The Authority is charged with maintaining safe and effective airport facilities that exceed customer expectations, and it always puts security first. So when the Authority needed an on-demand notification system to streamline airport communication, it turned to Send Word Now.

Earthquake Tested

On Sunday, April 4, 2010, the Airport Authority employed Send Word Now's alerting software to reach out to employees, managers, and members of the emergency management department after a 7.2 magnitude earthquake centered 16 miles southwest of Guadeloupe Victoria, Mexico, struck the San Diego area.

The Airport Authority's Airside Operations office used Send Word Now to send an alert to key personnel after the earthquake struck, indicating that terminals had been temporarily evacuated as a precaution but that the damage had been minimal. The alert gave members of the emergency management department, as well as other staff at the airport, the information they needed to know – that the facilities were safe and that operations had returned to normal.

"Because the earthquake occurred on a Sunday, the majority of our staff was at home," explained Cameron Burkel, the Security and Public Safety Analyst for the Airport Authority. "After receiving the alerts, our personnel were able to come back in on Monday feeling fully informed, as we had

already disseminated the critical information regarding what happened during and after the earthquake. Also, our media relations team was able to get clear and reliable information out to the media and the public as soon as the event occurred."

A New Airport Culture

While the airport doesn't face a high-magnitude earthquake on a regular basis, it does use Send Word Now for all types of day-to-day communication. Whether during security incidents, fire alarms, weather alerts – fog, for example –, or just routine drills, the operations staff at the airport uses Send Word Now's alerting platform at all hours of the day to message employees, airline contacts, external stakeholders, and members of the media relations team.

"We use Send Word Now as a routine notification tool, to let everyone know what's going on," said Burkel. He added, "It is far better that our employees find out about what happens directly from us than through news outlets the next day. With these alerts, we can keep everybody up to date and on the same page."

"When we first adopted the system, some of our team members were apprehensive about the change," he explained. "Soon thereafter, a paradigm shift occurred and Send Word Now became an integral part of our airport culture. Using the service has become second-nature to us, and our employees are very happy to use it. This system has been embraced by us here at San Diego International Airport"

Value Added For Airport Communications

Before turning to an automated notification system, the Airport Authority relied on an inherently slower and less reliable manual communication system. The airport chose Send Word Now after a competitive bidding process, during which Send Word Now demonstrated that it was the most secure system and that it would add the most value to the airport's operations. "It had everything that we were looking for," explained Burkel. "It has the most intuitive interface, and we feel that it is the notification platform best suited for the airport's needs."

Steve Shultz, spokesperson for the Airport Authority, stressed that Send Word Now has also been extremely helpful to the airport from a media standpoint. "When we get message via Send Word Now, we know everyone is getting the same information at the same time," he said, adding, "This is critical, especially in emergency situations, as it allows us to have a more coordinated and faster response. When our media spokespeople can get an alert about an event as it's happening, we can get that message out to the public much more effectively."

"We have seen a tremendous amount of value added by this system," reaffirmed Burkel, noting "You can't put a price on having timely and valid information to people when they need it."

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> -**Cameron Burkel**
> *Security and Public Safety Analyst, San Diego County Regional Airport Authority*

The Send Word Now Advantage

By tailoring its services to the needs of its customers, Send Word Now consistently provides secure and innovative notification solutions that outmatch its competitor's offerings. Through its BlackBerry and iPhone integration, Conference Bridge functionality, and unique features such as WeatherBlast, customers can take advantage of Send Word Now's customizable platform to maximize all of their communication efforts. And on top of its robust software features, Send Word Now offers best-in-class customer support services that just can't be beat.

Send Word Now is the leading worldwide provider of on-demand alerting, response, and incident management services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.