



Boston agencies relied on CodeRED for post-blast crisis communications following bombing

Less than thirty minutes after two bombs struck near the finish line of the Boston Marathon in April 2013, multiple agencies within the Boston area used the massive dialing infrastructure behind CodeRED to quickly send critical communications to both runners and the public.

Customer Profile:

The 2013 Boston Marathon suffered a horrific terrorist bombing that killed several people and injured hundreds of others.

Problem:

Many businesses and agencies needed to alert runners, spectators and staff to direct them to safety while helping emergency responders help the injured.

Solution:

Using CodeRED, many organizations were able to successfully communicate during periods of network congestion throughout the tense days-long event.

Benefit:

Working together as a fully informed community, the city of Boston was able to find the culprits and guide law enforcement in their capture.

A tragic attack in the city of patriots

On April 15, 2013, two homemade bombs exploded just seconds apart near the finish line of the annual Boston Marathon, killing three people and injuring hundreds of others, including 16 who lost limbs. In the first 24 hours following the incident, more than 228,000 calls, tens of thousands of texts and emails, in addition to 700 CodeRED® Mobile Alert app notifications kept residents informed of critical public safety messages specific to their areas.

The Problem: How to reach many people at once

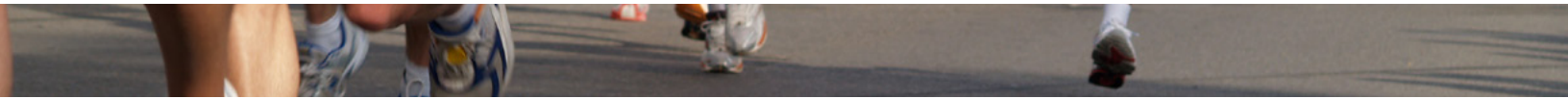
For one client who relies on the CodeRED high-speed notification system, part of the marathon path took runners directly through his town of Newton, Mass. "The Boston Marathon goes through Newton, and it was enormously helpful to be able to deploy the CodeRED system in specific geographic areas on marathon day," said Lt. Bruce Apotheker, spokesperson for the Newton Police Department. "When the state advised a lockdown of Newton and neighboring communities on Friday, April 19th, the system was very useful in helping us to keep our residents informed throughout the day."

The Solution: CodeRED

Brookline Police Department in Massachusetts also relied on CodeRED technology to deliver nearly 30,000 telephone calls specifically related to the Boston Marathon explosion. Their EMT Division initiated calls before 3:15 p.m., less than a half hour after the bombs exploded near the finish line.

The following day, the Massachusetts Institute of Technology (MIT) used the CodeRED system to notify students, faculty and staff of a suspicious package on campus. More than 20,000 calls were launched in 11 minutes and 18,000 text messages were sent in three minutes, allowing MIT to communicate with their campus community during a time of heightened awareness and vigilance. MIT used the system to send a follow-up all-clear message 15 minutes later, and the entire campus was again notified in just over 10 minutes.

The system saw critical client use Thursday and Friday that week as MIT launched thousands of text messages almost every hour to students, faculty and staff related to an active shooter on campus, suspicious package reported, class cancellations and to stay home and indoors. Messages were received in less than three minutes of initial launch.



CodeRED clients across Massachusetts including Lexington, Cambridge, Newton, Arlington and Plymouth used the system to engage SWAT teams and deployments, issue shelter-in-place warnings to the community and alert city transportation and others of office closures. Before noon on Friday, clients had used the CodeRED infrastructure to deliver nearly two million calls, hundreds of thousands of text and email notifications, and thousands of notifications through the CodeRED Mobile Alert for location-specific smartphone alerts.

How local government and law enforcement can use CodeRED:

- Keep crisis management plans up-to-date with pre-created notification scenarios identifying key communities to target
- Issue automated emergency alerts that notify civilians in the path of fire, storm or other danger
- Activate evacuation plans and guide and direct residents to safety
- Alert local emergency responders to assist during a disaster

The end result

Because the CodeRED system is monitored 24/7 by live, in-house technical and client support teams, calls were initiated seamlessly, even during reported network congestion at critical times Monday, overnight Thursday and through Friday.

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Lt. Bruce Apotheker

Spokesperson for the Newton
Police Department

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