

# SEAR 1 Event Management Benefits from Genasys Evertel Messaging

Special Event Assessment Rating (SEAR) 1 events represent the highest level of risk for public safety and law enforcement. These events, often triggered by the presence of both the President and Vice President, require the most rigorous security measures, extensive planning, and flawless execution. Typically, SEAR 1 events such as the Super Bowl or major international summits allow for more than a year of preparation.

In a recent case, an unprecedented SEAR 1 designation occurred with just eight days' notice. Agencies responsible for event security, emergency response, and interagency coordination faced the daunting challenge of condensing months of logistical, operational, and intelligence planning into a single week.

## Problem

The compressed timeline introduced several critical challenges:

- **Abbreviated Planning Timeframe:** Condensing 12+ months of work into eight days created high stress and operational risk.
- **Multi-Agency Coordination:** Federal, state, and local agencies all required rapid, clear communication to align on strategy.

- **Real-Time Intelligence Sharing:** Evolving intelligence updates had to be disseminated instantly to decision-makers.
- **Public Safety & Security Risks:** The stakes of a SEAR 1 event meant any communication breakdown could have serious consequences.

Traditional methods of coordination, emails, phone calls, and in-person briefings, were insufficient for the speed and scale required.



## Solution

Planners turned to Evertel, a secure, compliant cross-agency communication and collaboration platform that unifies messaging and streamlines coordination for complex events. Evertel served as the central hub for event management, providing:

**Compliant Messaging:** Secure communication for leadership, field units, and partners that meets CJIS, FOIA, HIPAA, and public-safety record-retention requirements.

**Cross-Agency Collaboration:** Real-time coordination across local law enforcement, federal partners, and public safety organizations that reduced fragmented communication and duplicated efforts.

**Rapid Intelligence Sharing:** Immediate dissemination of intelligence updates, ensuring planners and chiefs had the latest situational awareness.

**Clarity at Scale:** A unified hub that kept leadership, teams, and individuals aligned, while enabling quick creation of ad-hoc groups as needs evolved.

By using Evertel as the single messaging platform, agencies eliminated silos, reduced redundancy, and ensured consistent, authoritative information reached the right law enforcement personnel at the right time.



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Our public safety leaders used Evertel seamlessly during the largest memorial event in the state's history. The City of Surprise had regional assets in the Presidential motorcade. We had SWAT, EMS, Bike Teams, EOC support, forward command support, and coverage for the entire west valley region of Phoenix for various public safety missions. Hazmat teams and SWAT members used the platform to gather and share intelligence leading up to the event. Instant intelligence updates were critical. The platform was used throughout the event. Critical notifications such as wheels down, motorcade enroute, intelligence threats, confirmation of extended time of the service, heat illnesses/exposure, number of people gathered, and starting to see crowd crush behavior, supported our mitigation controls that were in place."

– City of Surprise and Regional Event Planners



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## Results

Despite the compressed planning period, the SEAR 1 event was managed successfully. Chiefs and planners emphasized that Evertel was instrumental in reducing complexity and stress while enabling effective, coordinated action.

### Key outcomes included:

**Seamless Coordination:** Agencies praised the unified platform for enabling rapid decision-making.

**Operational Efficiency:** Evertel minimized confusion and eliminated delays associated with traditional communications.

**Reduced Stress Under Pressure:** Chiefs reported that Evertel helped transform what could have been an overwhelming challenge into an organized, executable plan.

**Proof of Capability:** The event demonstrated how Evertel supports high-risk event management even under the most extreme time constraints.

This case underscores the value of Evertel as a trusted tool for emergency communications, large scale event notification, and protective communications in situations where failure is not an option.

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## SEAR Rating Stats

# 90,000

Events are ranked by SEAR annually<sup>1</sup>

\*1. <https://www.congress.gov/crs-product/R47439>

# 12-18

Months ahead to planning for large events<sup>2</sup>

\*2. <https://portal.cops.usdoj.gov/resourcecenter/content.ashx/cops-w0703-pub.pdf>

# SEAR 1-5

The classification system for events<sup>3</sup>

\*3. <https://riema.ri.gov/operations/special-events>