



Customer: Wellesley Police  
Key-Code: WellesleyPolice  
Website: <http://www.wellesleypolice.com/>

Watch our interview with Lt. Scott Whittemore:

<https://youtu.be/ZIDJFh-X15c>

# Wellesley Police Multiplies Safety Contact Downloads for 2016 Boston Marathon, Thanks to KeynectUp

Wellesley Police struggled to ensure that their contact information was downloaded to smartphones during the Boston Marathon. With the use of KeynectUp's services, 82% of volunteers and safety workers saved integral safety information in case of emergency.

## Executive Summary

The Wellesley Police Department serves as a vital part of Boston Marathon security every year on Marathon Monday. Yet as safety and security became integral to Marathon preparations, Wellesley PD felt disorganized when debriefing Marathon volunteers and staff on safety protocol and contacts. There were too many numbers and emails to share and volunteers and staff rarely saved information in a convenient place on their phones. With the use of KeynectUp's communication platform, Wellesley PD was able to put all necessary phone numbers, emails, and other information in the phones of staff and volunteers, thus facilitating emergency preparedness.

## Wellesley Police's Challenges

Wellesley PD initially shared important safety contact information on slideshows presented to staff and volunteers when preparing for the Marathon, with each phone number typed out on the screen for staff to copy down. However, Lt. Scott Whittemore, on-scene commander for the Marathon in the past, found that in 2015, sharing

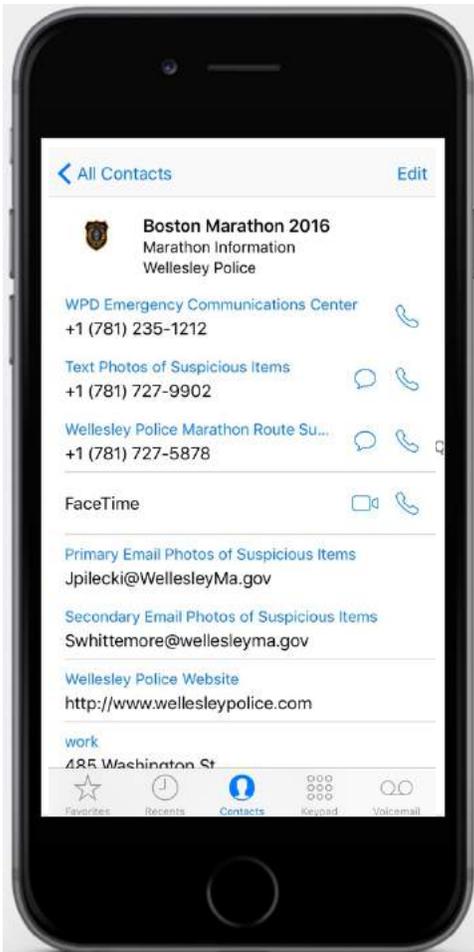
contact information in presentations was far from useful.

"We did a lot of cell phone posting and a lot of old school... call this number for this, and this number for that," Lt. Whittemore remembered. During his debriefing presentation in preparation for the 2015 Marathon, it took a while for staff and volunteers to copy down contact information. Many didn't copy down any of the information and were forced to seek it out on Marathon Monday from the few who did save the numbers.

"There's a difference between posting [a number] on a PowerPoint and having people actually copy it down," said Lt. Whittemore. And for him, volunteers were not copying it down.

In hopes of maximizing the amount of staff who wrote down the contact information, Lt. Whittemore only shared a minimal amount of contact numbers.

"In the past we've posted... usually one cell phone number and one station number. And if something had really



gone downhill that affected Wellesley, I think we would have been overloaded.”

Had an emergency situation arose in Wellesley during the Marathon, Lt. Whittemore believes that the police would be overwhelmed with the influx of calls. Since he could only provide a minimal amount of contacts, all concerned volunteers would have called his personal number, crippling his communications with other important staff members.



### How KeynectUp Helped

Wellesley PD’s implementation of KeynectUp’s contact cards helped to ensure that everyone was informed on emergency contacts and information during the 2016 Marathon. Lt. Whittemore created one KeynectUp profile that he was able to share with all Marathon staff and volunteers (seen above.) The profile contained the

Wellesley PD Communication Center, the Wellesley Route Supervisor, a number to text pictures of suspicious packages, and more. Now, all of the contacts he needed to share were in one location for easy downloading into a staff member’s phone.

When Lt. Whittemore shared his KeynectUp profile to Marathon staff in 2016, he simply shared the Key-Code on a slide show and told everyone to take out their phones and text 444-999. He was stunned with the results.

“We had about 300 people in the auditorium, [240 who were not a part of Wellesley PD,] and... right away there were 198 downloads in that day... The capture rate, I thought, was huge,” Lt. Whittemore recalled.

Lt. Whittemore was blown away by the immediate influx of downloads right after he shared the Key-Code. This instant capture-rate of 82% from new volunteers gave Whittemore peace of mind when preparing for Marathon Monday. Lt. Whittemore no longer had to leave saving emergency contacts up to chance. Staff and volunteers now have an easy way to save every safety contact they needed in less than 10 seconds with minimal input on their end.

Beyond the capture rate, Lt. Whittemore could finally share numerous important contacts without any additional effort on the part of his staff. He was even able to share a map of the Marathon’s route and a schedule for the day, all through his KeynectUp profile.

“By being able to have text, email, and locations, we were able to offer much

more with KeynectUp this time around,” Lt. Whittemore said. “If they didn’t get an answer the first time, they could call somewhere else. There was a whole bunch of information that we hadn’t been able to do [before 2016.]”

Lt. Whittemore was finally able to share all the information for the Marathon without worrying about whether or not staff wrote it down. For the Boston Marathon of 2016, Lt. Whittemore finally perfected the art of contact sharing with his volunteers and staff. Lt. Whittemore was even able to create a profile for himself to share any time of the year. “[It’s] a way to connect to a younger population,” claimed Lt. Whittemore. He looks forward to sharing the Boston Marathon KeynectUp profile on every Marathon Monday.



### Lt. Whittemore’s Final Thoughts:

**“It’s easy to use and people understand how to get it quickly – that wins the battle for me... Now instead of calling someone or asking someone, they just go right to their phones... it keeps the radio and airways free for important stuff.”**

