

Communicating About Traffic Delays

Museum and Research Complex



The Customer

This client is a large museum, education and research complex. It has numerous museums, research centers, and affiliates around the world.

The Situation

In the days leading up to the 2021 U.S. presidential inauguration, the preparation and security in and around the Capitol created major traffic delays in Washington, D.C., impacting many employees' commutes to and from work. This customer's Washington, D.C. location needed a way to provide real-time traffic updates to their employees.

The Solution

The museum and research complex's security team utilized the LiveSafe Mobile Platform to send broadcast messages to employees with information regarding road closures and traffic delays in Washington D.C. For example, one broadcast read, "Due to inauguration preparation, road closures in/around the Capitol are creating significant traffic delays. Additionally, rolling road closures associated with fencing installation are also creating traffic delays." These messages allowed the security team to keep employees informed on which impacted areas to avoid throughout the city.

The Result

Due to these broadcast messages, employees were aware of road closures due to Inauguration Day preparation, as well as additional traffic delays in Washington D.C., and were able to plan their commutes accordingly. These proactive efforts by the museum and research complex ensured the safety and wellbeing of their employees.