



IN NASHVILLE FLOODS, KEEPING WIRELESS COMMUNICATIONS AFLOAT

Record rain, severe thunderstorms and tornadoes swept through much of Tennessee in early May 2010, bringing up to 16 inches of rain to the Nashville area. The Cumberland River overflowed its banks, inundating broad areas and flooding landmarks like the Grand Ole Opry House, downtown businesses, and sports arenas. With buildings underwater and some landline telephone systems not working, businesses, residents and government agencies — especially first responders - needed wireless communications to stay in contact and conduct their operations.

Verizon Wireless sprang into action. “We plan and prepare year-round with federal and state emergency management agencies. We know their plans and they know our capabilities. When disaster strikes, we’re ready,” said Thomas Green, Associate Director of Strategic Sales.

ENSURING NETWORK RELIABILITY AND COVERAGE

Verizon Wireless acted quickly to ensure coverage and capacity on its wireless network. With electric power out for several days in downtown Nashville, it deployed portable generators where needed to maintain power for its facilities. The company also moved in a portable cell site to ensure coverage and capacity in the Opryland area. West of Nashville where landline telecommunications facilities were flooded and a landline central office was out of service, Verizon Wireless deployed a microwave network to

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Associate Director-Strategic Sales
Verizon Wireless



Photos above courtesy of the Tennessee Emergency Management Agency.



With much of the Nashville area underwater, Verizon Wireless reinforced its network to ensure reliable communications for first responders and citizens, set up a Wireless Emergency Communications Center in Franklin and worked closely with state and local agencies to meet their needs.

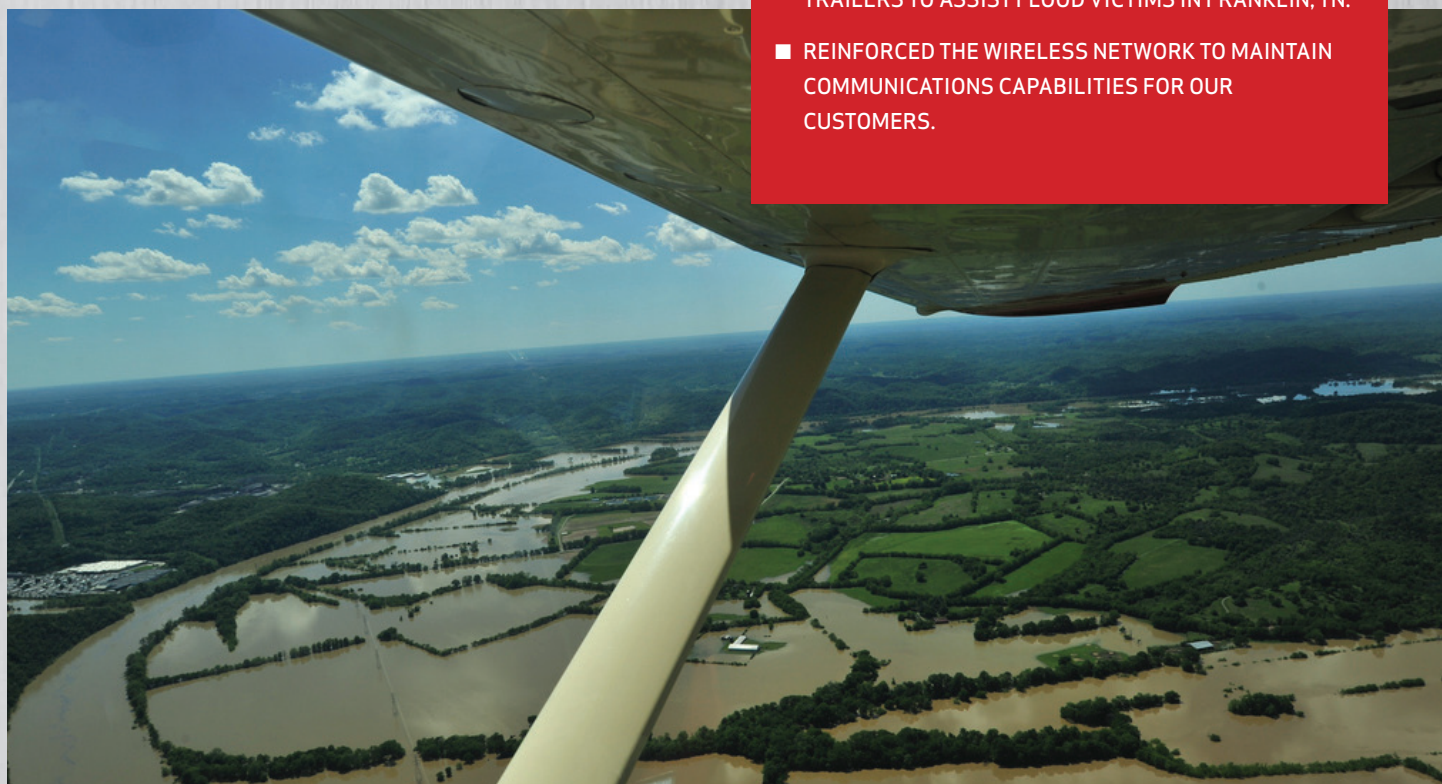
maintain connectivity to its network. In addition, capacity was added to existing cell sites not affected by the floods to handle dramatic increases in cell phone traffic and ensure that first responders would have the service they needed.

In the heavily flooded Bellevue Area west of Nashville, Verizon Wireless traffic engineer, Tom Nadeau, reported that neighbors used his phone to make calls because of Verizon's reliable service. "Verizon proved its reliability to all of us," he said.

DEVICES FOR FLOODED AGENCIES

Verizon Wireless also delivered more than 300 cell phones and 50 Mobile Hotspots providing Internet connections to hard hit state and local agencies. One state agency, for example, received 100 fully activated phones and 20 Mobile Hotspots after setting up shop in a temporary building when its downtown Nashville site was flooded. Another agency that lost its landline phone service due to the flooding activated about 70 wireless devices that they had pre-positioned just for use in emergencies. These devices were instrumental in helping the agency keep the public informed over several days, and the Mobile Hotspots provided Internet access to update the agency's website with emergency information. Some 35 devices were lent to the Red Cross when its building flooded, and several phones were sent to a local nursing home to prevent it from losing communications.

Photo below courtesy of the Tennessee Emergency Management Agency.



EMERGENCY COMMUNICATIONS FOR LOCAL RESIDENTS AND BUSINESSES

Even though a flash flood damaged a Verizon Wireless retail store in Franklin, Tennessee, company employees quickly set up three mobile communications trailers in the store parking lot to serve customers affected by flooding in that Nashville suburb. These trailers served as Wireless Emergency Communications Centers, equipped with fully functional devices so residents without working cell phones could contact family, friends and loved ones free of charge from the company's pool of wireless phones. The center also featured a battery charging station, allowing customers to charge their cell phones and smartphones at no cost.

"We were there for our customers and the public during the Nashville floods, just as we are in every emergency or disaster. Reliability is built into everything we do at Verizon Wireless and we were ready," said Thomas Green.

THE VERIZON WIRELESS RESPONSE

- DELIVERED 300 CELL PHONES AND 50 MOBILE HOTSPOTS FOR INTERNET CONNECTIONS TO HARD HIT STATE AND LOCAL AGENCIES.
- DEPLOYED THREE MOBILE COMMUNICATIONS TRAILERS TO ASSIST FLOOD VICTIMS IN FRANKLIN, TN.
- REINFORCED THE WIRELESS NETWORK TO MAINTAIN COMMUNICATIONS CAPABILITIES FOR OUR CUSTOMERS.