

How Wake County PIOs Utilize Bridge4PS for Enhanced Communication

The Bridge4PS channel serves as a powerful collaboration platform for Public Information Officers (PIOs) across Wake County, enhancing communication and resource sharing in real time. It supports everyday coordination and serves as a centralized space for incident-specific discussions, such as election security and disaster recovery. Users can share files, receive event updates, and streamline media inquiries, enabling PIOs to coordinate efforts effectively and enhance messaging accuracy. This results in improved operational efficiency and better management of public communication.

Impact of Bridge4PS

Bridge4PS significantly enhances coordination and communication among PIOs compared to traditional methods. The platform fosters real-time updates and file sharing, making it more efficient than emails or scattered tools. Its dedicated channels for events like elections ensure organized discussions and easy access to relevant information. This structured approach allows seamless coexistence of routine updates and critical incidents, improving both daily operations and crisis management.

A notable advantage is the facilitation of cross-jurisdictional collaboration, which enables resource sharing, message amplification, and coordinated responses. The platform enhances situational awareness by consolidating updates from various agencies for a comprehensive operational view. Additionally, the rapid identification and management of misinformation boost public trust and ensure clarity in communications across Wake County.



Highlights

Cross-Jurisdictional Coordination:

Promotes collaboration across agencies, improving public messaging and resource distribution during emergencies.

Enhanced Situational Awareness:

Users can quickly share and access critical information, including incident details and updates, ensuring comprehensive knowledge of ongoing situations.

Proactive Management of Misinformation:

The channel aids in identifying and debunking misinformation (e.g., false ballot theft claims), allowing PIOs to maintain accurate messaging and mitigate public confusion.

Key Features Used

- Users Directory
- Secure messaging
- Picture/File/Video sharing
- Reactions

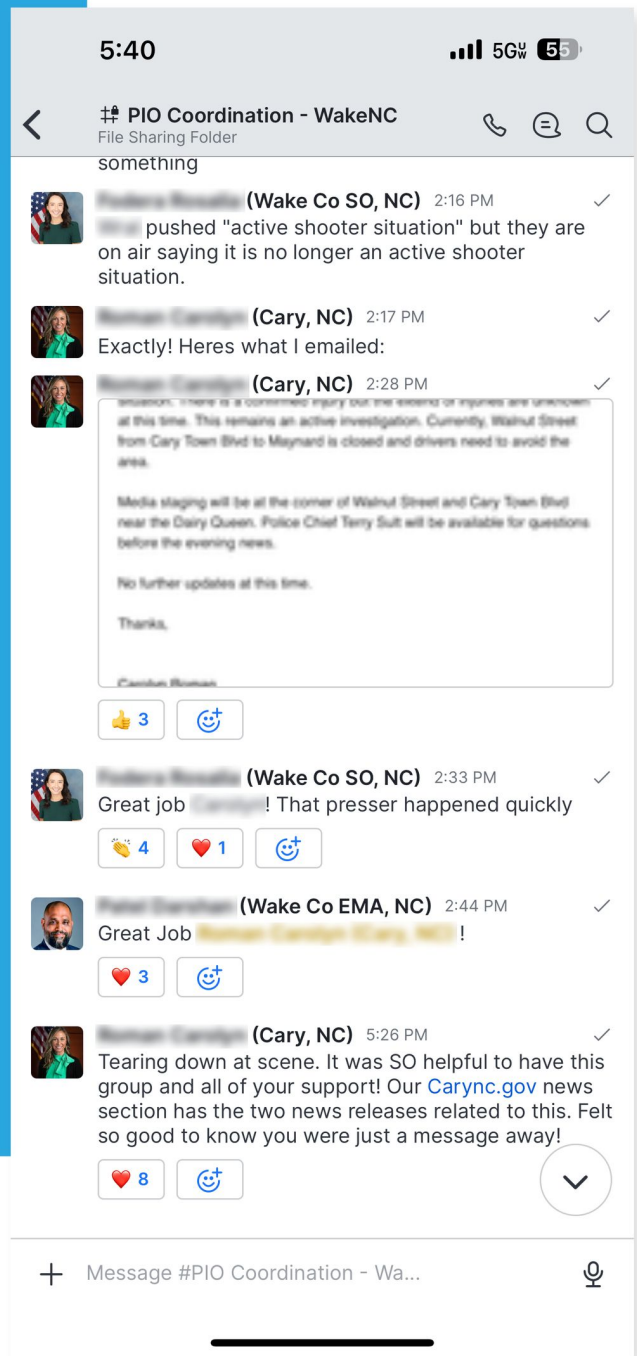
47
MEMBERS

16+
JURISDICTIONS/
ORGANIZATIONS

Description

The Wake County PIO Bridge4PS channel has been pivotal in enhancing communication and coordination among PIOs. It has supported both everyday operations and high-stakes emergencies, with initial activities focusing on setting user permissions and file-sharing capabilities. During Hurricane Helene in September 2024, it became essential for coordinating recovery efforts and resource deployment, and similarly played a crucial role during an active shooter incident in October 2024.

The platform is used for a variety of other operations such as to facilitate coordination during Harris Nuclear Plant siren tests and NOAA radio updates for consistent public communication. A Wireless Emergency Alert (WEA) regarding an armed suspect in January 2025 showcased its effectiveness, despite a technical issue that required quick clarification via the channel. The Bridge4PS platform is additionally utilized for winter storm preparedness and response, providing updates on public safety measures and road closures, thereby strengthening situational awareness and unified messaging during both routine and critical operations.



Point-of-Contact

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Lead Organization

Wake County Emergency Management

Other Participating Organizations

Apex PD, Cary Communications, Cary PD, Fuqua-Varina Communications, Garner Communications, Garner PD, Knightdale PD, NC State University Communications, Raleigh Communications, Raleigh FD, Raleigh PD, Rolesville Communications, Wake County Communications, Wake County Public School System, Wake County Sheriff's Office, Zebulon Communications.



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