

Item Title: Mass Notification System Replacement

Specific Action Requested:

That the Board of Commissioners approves a multi-year contract agreement to purchase and support the Mass Notification tool from Everbridge and authorizes the County Manager to execute a contract on behalf of Wake County for this agreement.

Item Summary:

Wake County's existing public safety communication/mass notification tool, Communicator, has reached end of life support and must be replaced with a newer more supportable technology. Today, Communicator is primarily utilized by the Emergency Management Department (EM) to notify citizens of public safety emergencies and by the Sheriff's Office to perform wellness checks.

A project team, led by the Chief Information & Innovation Officer, was created with representatives from EM, Sheriff's Office, GSA, Human Services, Human Resources, Communications Office, GIS, Budget and Management Services, and IS. The team identified the current and future needs for replacing the Mass Notification system for Wake County and held several demos of the system from basic to more specialized system requirements. After much research and analysis, the team unanimously recommended the Mass Notification tool from Everbridge.

Everbridge's web-based Mass Notification tool allows users to send notifications via numerous channels (emails, texts, voice calls, etc.) to individuals or groups using pre-defined call lists or computer-based maps drawn based on a specific incident. The tool contains several features and services that were of particular interest to the project team:

- It is a web-based tool that can easily be expanded if and when we identifying additional uses
- It can be utilized very easily from any web-connected device or smartphone for rapid deployment in the field during an emergency situation
- It has extensive reporting and analytics tools to help us identify trends, pre-planning opportunities and better use of the system
- The Community Engagement component of the tool will enable us to push messages to social media (SMS texting, Twitter, Facebook, Slack, Hip chat, etc.) and leverage the reach of Google, (services that that are not available to Wake County today.)
- The tool also features precision GIS mapping which will be integrated directly with Wake County's GIS system for more accurate location services.

Gartner, the County's technology advisory services company, stated that Everbridge is, "the only provider of end-to-end unified critical communication solutions that has been positioned as a leader in Gartner's latest Magic Quadrant for U.S. Emergency/Mass Notification Services. The company was recognized for its completeness of vision and ability to execute."

The cost quotation is \$226,532 for implementation during the first year of hosted service, and the recurring annual fees for web based hosting services will total \$198,132. This quote contains the features necessary to meet the specific requirements as demonstrated, as well as the addition of premium features for Precision GIS with Open Geo-Coding and the Community Engagement tools along with the premium support and implementation services recommended for a Wake County's deployment. Everbridge is currently under the federal GSA Approved End User Agreement and the prices quoted are based on this agreement.

The cost quotation meets Wake County Procurement requirements and incorporates Terms and Conditions as well as an End User License Agreement which has been internally reviewed and approved by Wake County Attorney's Office.

We are recommending an initial three-year contract with two one year renewal options. Phase I of deployment will consist of the replacement of current Communicator functions – most notably Emergency Management notifications and WCSO wellness checks. After Phase I implementation begins, the project team will begin exploring additional uses of the systems, including internal and non-emergency messaging.

The FY2016-2017 CIP budget allocated \$360,000 to purchase and implement the new system. The original project budget was estimated based on implementation of two phases (external and internal). After initial implementation, we recommend that the remaining budget be used for peripheral marketing costs associated with Phase I and the additional services related to implementation of the second phase of the project. The annual hosting and maintenance costs will be carried in the County's General Fund starting in FY 2018.

Attachments:

1. Everbridge Contract