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DEPARTMENT OF
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April 14, 2005

Mayor and City Council
Sacramento, California

Honorable Members in Session

SUBJECT: APPROVAL OF THE RESOLUTION TO SUSPEND FORMAL COMPETITIVE BIDDING AND AUTHORIZE THE PURCHASE OF AN EMERGENCY TELEPHONE NOTIFICATION SYSTEM (ETNS) IN THE AMOUNT OF \$124,252 – TO BE FUNDED BY UASI GRANT FUNDS (G457)

LOCATION AND COUNCIL DISTRICT: D-ALL

RECOMMENDATION:

This report recommends that the Mayor and City Council adopt the attached resolution to:

- Suspend formal competitive bidding for the purchase of an emergency telephone notification system; and
- Authorize the purchase and installation of Reverse 911's emergency telephone notification system for \$103,252; and
- Authorize the purchase of an additional 2-years of support services and updates for \$21,000.

CONTACT PERSONS: Rick Braziel, Deputy Chief 433-0816
Gina Knepp, Communications Center Manager 264-8107

FOR COUNCIL MEETING OF: May 3, 2005

SUMMARY:

The regional purchase of an emergency telephone notification system (ETNS) will offer tremendous life saving and community awareness potential, in addition to furthering the concept of regionalization, cost efficiencies, and cooperation between neighboring public safety entities. The purchase of an ETNS would be in direct support of the United States Office of Homeland Security Report (July 2002 National Strategy for Homeland Security) that

The mission of the Sacramento Police Department is to work in partnership with the Community to protect life and property; solve neighborhood problems, and enhance the quality of life in our City.

would encourage the pursuit of technologies such as ETNS that would call households **and businesses** to provide information about vulnerabilities and protective measures.

COMMITTEE/COMMISSION ACTION: None

BACKGROUND:

ETNS started in the mid 1990s. It was realized by local public safety officials that an ETNS could effectively augment other notification methods currently in place (sirens, television broadcast announcements, etc). ETNS provides the ability to precisely target populations in specific geographic locations better than existing alternatives. The telephone, more than any other communication device, allows public safety officials to deliver specific, actionable information that allows those in harms way to know exactly what is occurring, what to look for, and what is expected.

After researching several vendors, the Sacramento Police Department (SPD) has identified an ETNS offered by Sigma Communications, officially known as Reverse 911. The SPD has investigated three separate providers of the community notification systems, and Reverse 911 has been determined to be the most desirable and able to offer capabilities that are not available from any other source.

The following items are patented and proprietary to Reverse 911. The SPD was unable to locate an alternative product with the same features and functionality.

- Two-way interactive feature – allows for communication through the system without any type of operator intervention. No other product on the market allows the citizen to reply to the community notification software.
- Capturing language lists – upon system installation an initial message will be sent to citizens in the database asking which language they prefer to receive notifications.
- Opt out option – allows citizens to opt out of non-emergency, community notifications, such as community events, meetings, etc. Citizens are not allowed to opt out of emergency notifications.
- Emergency notification – allows jurisdictions to identify individuals that can respond or require notification in an emergency. The two-way interactive feature will further expedite the process by providing an immediate reply of who has received the message.
- R911.net – allows each jurisdiction to utilize other Reverse 911 subscriber's unused phone lines. The multi-jurisdictional offering of this product would allow the region to capitalize on calling power, increase efficiency, and reduce cost.

Additionally, Reverse 911 is the only company that is currently working on (1) an ETNS for cellular phones and (2) a solution to the current Voice over IP problems that prevent users with these phones from communicating directly with a 911 Call Center, thus, preventing their receipt of ETNS communication.

The database will include residential and business wired telephones in Sacramento County, the incorporated cities within the county, and the cities of Roseville, Rocklin, and West

Sacramento. Given the expansive geographic territory, all of the patented features provided by Reverse 911, and that 97% of the U.S. population has 911 wire line services that can be utilized by an ETNS, the use of an ETNS to distribute emergency information in a crisis has the potential to be a very effective method of emergency notification. This report recommends the purchase of a regionalized ETNS from Reverse 911.

FINANCIAL CONSIDERATIONS:

The total cost for the project is \$124,252, which includes the \$103,252 purchase price, initial installation, and 1st year of support services and \$21,000 for an additional 2-years of support services and updates after the initial 1st year of service is completed. The costs will be reimbursed through UASI Grant Funds (G457).

ENVIRONMENTAL CONSIDERATIONS:

This proposal does not constitute a “project” and is therefore exempt from the California Environmental Quality Act (CEQA) according to CEQA guidelines Section 15061(b)(1) and 15378(b)(3).

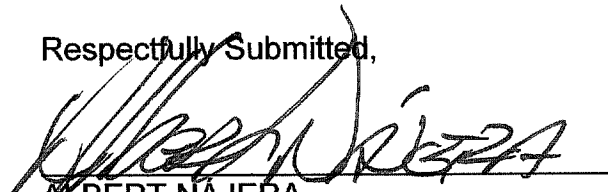
POLICY CONSIDERATIONS:

This purchase is consistent with the City Council’s policy of improving technology to realize operational efficiencies. Also, the purchase of an ETNS is aligned with the City’s Strategic Plan goal to enhance and preserve the neighborhood.

ESBE CONSIDERATIONS:

Reverse 911 does not qualify as an ESBE vendor.

Respectfully Submitted,


ALBERT NAJERA
Chief of Police

RECOMMENDATION APPROVED:



ROBERT THOMAS
City Manager

Ref: COP 4-20

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RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION SUSPENDING FORMAL COMPETITIVE BIDDING AND AUTHORIZATION FOR THE PURCHASE OF AN EMERGENCY TELEPHONE NOTIFICATION SYSTEM AND SUPPORT SERVICES AND UPDATES FROM REVERSE 911 IN THE AMOUNT OF \$124,252.

NOW THEREFORE, LET IT BE RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO THAT:

1. In the best interest of the City, formal competitive bidding is hereby suspended.
2. The City Manager, or a designated representative, is hereby authorized to purchase from Reverse 911 an emergency telephone notification system in the amount of \$103,252.
3. The City Manager, or a designated representative, is hereby authorized to purchase from Reverse 911 two additional years of support services and updates for the emergency telephone notification system in the amount of \$21,000.
4. Funding allocation as follows:

255-ORG-G457-xxxx Emergency Telephone Notification System \$124,252

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

