

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** FIRE – OFFICE OF EMERGENCY MANAGEMENT

**AGENDA DATE:** 01/08/13

**CONTACT PERSON/PHONE:** SCOTT CALDERWOOD, DEPUTY CHIEF, 838-3263  
BRUCE D. COLLINS, PURCHASING MANAGER, 541-4313

**DISTRICT (S) AFFECTED:** ALL

**SUBJECT:**

The El Paso Fire Department requests that the Purchasing Manager for Financial Services, Purchasing Division be authorized to issue a Purchase Order to Everbridge, a GSA Schedule contractor, GSA Schedule 70 number: GS-35F-0692P, for the purchase of a countywide mass notification system at a cost of \$188,500 dollars and an annual maintenance fee of \$178,500 dollars with maintenance fee of \$535,000 for three years. The total estimated award is for \$714,000 dollars.

**BACKGROUND / DISCUSSION:**

The City of El Paso has been providing and maintaining a mass notification system as part of its regional emergency preparedness effort for the last two years under an internally maintained server based limited system. The Office of Emergency Management together with Information Technology is recommending upgrading to a new web-based system, Everbridge, which will offer vastly improved service to the City and its citizens. This service is used to warn the public of emergency events and to provide direction through notification to land line phones, mobile devices, email and many more options through voice and text application. The service also serves as an employee messaging system for the City and County. Administrators will be able to text message employees in their group. By obtaining a system that can send messages to all employees of the City and County, notifications will be sent directly to their contact methods of their choosing. The County is also limited to the amount of utilization of the system, due to limited licenses. Increasing the number of licenses will better allow first response agencies such as Police, Fire, Sheriff's Office and County volunteer fire departments to coordinate response and special team. The current system (Federal Signal-Codespear) is not meeting the needs of the City or County. Federal Signal has limited use as an employee messaging system of which the City and County have both expressed their need for this feature to better coordinate their workforces. This system will also be in compliance with Commercial Mobile Alert System (CMAS), which will also assist the City and County in sending notification to citizens, regardless of whether the citizens have opted into the notification system and regardless of the carrier. All of these components add new functionality offered by Everbridge and used in various communities throughout the nation and Texas such as Galveston and the Texas Department of Emergency Management. Also, the use of Everbridge allows us to be on the same platform with our International Airport.

**SELECTION SUMMARY:**

This vendor was selected because their system standardizes us with the International Airport and provides the need additional functionality that Federal Signal's Code Spear currently cannot provide such as the Commercial Mobile Alert System. The International Airport uses

Everbridge as their airport notification module. Federal Signal Corporation-Code Spear does not offer an airport module that was required by the El Paso International Airport. As a GSA contractor we are able to take advantage of government pricing while ensuring that the City has a standardized mass notification with countywide coverage.

**PRIOR COUNCIL ACTION:**

The City of El Paso awarded Federal Signal Corporation - Code Spear a reverse telephone system or mass notification system on February 24, 2009 for a total award of \$570,450. The El Paso Fire Department will be presenting a resolution for termination of the Federal Signal Corporation in February at the end of the maintenance agreement. The reason for the overlap of the two systems from January to February is due to the time required for implementation and the necessary testing.

**AMOUNT AND SOURCE OF FUNDING:**

\$78,350 239-522020-1000-15070  
\$110,000 322-580350-2720-22130-2010SST808

**BOARD / COMMISSION ACTION:**

N/A

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:** \_\_\_\_\_  
Name Signature Date

**COUNCIL PROJECT FORM  
(COOPERATIVE CONTRACT)**

\*\*\*\*\***POSTING LANGUAGE BELOW**\*\*\*\*\*

Please place the following item on the REGULAR agenda for the Council Meeting of JANUARY 08, 2013

Discussion and action on the request that the Purchasing Manager for Financial Services, Purchasing Division be authorized to issue a Purchase Order to (Everbridge, Inc.) a contractor under U.S. General Service Administration Council Cooperative (GSA), Contract #GS-35F-0692P for the purchase of mass notification system. The City has made the determination that purchasing from this cooperative offers the most cost-effective pricing.

Department:	Fire Department
Award to:	Everbridge, Inc. Glendale, California
Initial Cost:	\$188,500.00 (System Cost) \$178,500.00 (Estimated Annual Maintenance)
Total Cost:	\$367,000.00
Additional Cost:	\$535,500.00(Estimated Annual Maintenance for 3 years)
Total Estimated Award:	\$902,500.00
Account No.:	239-522020-1000-15070 322-580350-2720-22130-2010SST808
Funding Sources:	General Fund & Urban Area Security Initiative (UASI) FY 2010
District(s):	All
Reference No.:	2013-103

This is a Cooperative, unit price contract.

\*\*\*\*\***ADDITIONAL INFO BELOW**\*\*\*\*\*

*Dedicated to Outstanding Customer Service for a Better Community*

**SERVICE SOLUTIONS SUCCESS**



To: Bruce D. Collins, Purchasing Manager

From: Scott Calderwood, Deputy Fire Chief

Through: Carlos Carmona, Interim Fire Chief

Date: 01/08/13

Re: Everbridge Mass Notification System

Mayor  
John F. Cook

City Council

District 1  
Ann Morgan Lilly

District 2  
Susie Byrd

District 3  
Emma Acosta

District 4  
Carl L. Robinson

District 5  
Dr. Michiel R. Noe

District 6  
Eddie Holguin Jr.

District 7  
Steve Ortega

District 8  
Cortney C. Niland

City Manager  
Joyce A. Wilson

Interim Fire Chief  
Carlos Carmona

The El Paso Fire Department/Office of Emergency Management recommends utilizing the GSA Schedule 70 for the purchase of a mass notification system.

1. Is there an urgent need for the product/service? In other words, is time of the essence?

Yes, the Office of Emergency Management together with Information Technology is recommending upgrading to a new web-based system, Everbridge, which will offer vastly improved service to the City and its citizens.

2. Does the purchase through the Program promote the standardization of equipment?

Yes, this vendor was selected because their system standardizes us with the International Airport and provides the need additional functionality that Federal Signal's Code Spear currently cannot provide such as the Commercial Mobile Alert System. The International Airport uses Everbridge as their airport notification module. Federal Signal Corporation-Code Spear does not offer an airport module that was required by the El Paso International Airport.

3. Does the purchase through the Program support local business? If not, is there a comparable product/service available locally?

No, there are no local vendors for this type of service.

4. Do the available vendors have prior work experience and/or familiarity with the City?

Yes, Everbridge is currently doing business with the El Paso International Airport.

5. Is the pricing reasonable as compared to other similar products/work performed for the City of El Paso in the past or as quoted from other companies?

Yes, As a GSA contractor we are able to take advantage of government pricing while ensuring that the City has a standardized mass notification with countywide coverage.



ISO Class 1

*El Paso*

Fire Department

416 N. STANTON, STE. 200 • EL PASO, TX 79901-1242 • 915.485-5600 • FAX 915.485-5633

[WWW.ELPASOTEXAS.GOV](http://WWW.ELPASOTEXAS.GOV)



2010



505 N Brand Blvd, Ste 700  
Glendale CA 91203 USA

t 888.366.4211  
f 818.484.2299

www.everbridge.com

**QUOTATION**

Quote Number: 00005648

**Confidential**

1 of 3

Exhibit A

**Prepared for:** Scott Calderwood  
El Paso County/City, TX  
200 N Kansas  
El Paso, TX 79901-1410  
(915) 838-3263  
(915) 838-3261  
calderwoodsd@elpasotexas.gov

**Quotation Date:** January 1, 2013  
**Quote Expiration Date:** January 31, 2013  
**Rep:** Matthew Ward  
(818) 230-9785  
matthew.ward@everbridgemail.com

**Contract Summary Information**

**Contract Period:** Contract Period: 3 Years  
**Contract Optional Years:** 2 Years

**Aware Members up to:** 15,000  
**SmartGIS Households up to:** 375,000

<b>Initial Subscription</b>				
<u>Product</u>	<u>Fee Type</u>	<u>Qty</u>	<u>List Price</u>	<u>Total Price</u>
Everbridge SmartGIS-Unlimited Initial Fee	One-Time	1	\$201,000.00	\$178,500.00
Aware Annual Fee	One-Time	1	\$49,995.00	\$0.00

<b>Additional Service Options</b>				
<u>Product</u>	<u>Fee Type</u>	<u>Qty</u>	<u>List Price</u>	<u>Total Price</u>
SmartGIS Quarterly 911 Data Refresh	Recurring	4	\$2,500.00	\$0.00
Aware QuickLaunch Annual Fee	Recurring	1	\$2,995.00	\$0.00

<b>Professional Services</b>				
<u>Product</u>	<u>Fee Type</u>	<u>Qty</u>	<u>List Price</u>	<u>Total Price</u>
Two Day Onsite Training	One-Time	1	\$5,000.00	\$0.00



505 N Brand Blvd, Ste 700  
Glendale CA 91203 USA

t 888.366.4211  
f 818.484.2299

www.everbridge.com

## QUOTATION

Quote Number: 00005648

Confidential

2 of 3

Exhibit A

Pricing Summary:	
Initial One-time Fees and Year One Fees:	\$178,500.00
One-time Implementation and Set Up Fees:	\$10,000.00
<b>Total Initial Fees:</b>	<b>\$188,500.00</b>
Subsequent Year(s) Ongoing Annual Recurring Fees:	\$178,500.00

1. Additional rates apply for all international calls.
2. Quote subject to terms & conditions of GSA Contract No. GS-35F-0692P.
3. Successful delivery of text messages is dependent on the Member's SMS plan.
4. Customer is responsible for acquiring its Members' permission to use, store and download their contact information.
5. Additional Annual Subscription Fees and/or Usage Fees will apply for Member counts or minute usage amounts beyond the limits outlined above.
6. Supplemental Notes or Comments supplied in this Quote are for informational purposes and not intended to be legally binding or override terms & conditions of GSA Contract No. GS-35F-0692P.

Quote is for an ANNUAL UNLIMITED USE system which includes:

Unlimited use – all contact or call types – up to 35 paths per person: Phone (Home, Cell, Work, Other), SMS (SMPP and SMTP), email (multiple accounts per person), Pagers (one way, two way, TAP, Numeric and Alpha Numeric), Fax, IM (Instant Message) TTY/TDD as well as other paths as they become available

Unlimited administrators

Unlimited ongoing training

All system updates

Both Aware for employees and SmartGIS for Citizens

Custom Citizen/Business Opt-in Page design and hosting (provides portal for collecting additional contact paths of citizens and businesses)

Initial upload and Geo Coding of 911 Data and Everbridge provided business data

Everbridge is a GSA approved vendor. Everbridge's GSA number is: GS-35F-0692P

Contractor or its insurer will INDEMNIFY, DEFEND AND HOLD the City, its officers, agents and employees, HARMLESS FOR AND AGAINST ANY AND ALL CLAIMS, CAUSES OF ACTION, LIABILITY, DAMAGES OR EXPENSE, (INCLUDING BUT NOT LIMITED TO ATTORNEY FEES AND COSTS) FOR ANY DAMAGE TO OR LOSS OF ANY PROPERTY, OR ANY ILLNESS, INJURY, PHYSICAL OR MENTAL IMPAIRMENT, LOSS OF SERVICES, OR DEATH TO ANY PERSON ARISING OUT OF OR RELATED TO THIS AGREEMENT. Without modifying the conditions of preserving, asserting or enforcing any legal liability against the City as required by the City Charter or any law, the City will promptly forward to Contractor every demand, notice, summons or other process received by the City in any claim or legal proceeding contemplated herein. Contractor will 1) investigate or cause the investigation of accidents or occurrences involving such injuries or damages; 2) negotiate or cause to be negotiated the claim as the Contractor may deem expedient; and 3) defend or cause to be defended on behalf of the City all suits for damages even if groundless, false or fraudulent, brought because of such injuries or damages. Contractor will pay all judgments finally establishing liability of the City in actions defended by Contractor pursuant to this section along with all attorneys' fees and costs incurred including interest accruing to the date of payment by Contractor, and premiums on any appeal bonds; provided, however, that if such final judgment finds that the City was negligent or greater level of fault, then City shall reimburse Contractor for all fees, costs, expenses and awards resulting therefrom. The City, at its election, will have the right to participate in any such negotiations or legal proceedings to the extent of its interest. The City will not be responsible for any loss of or damage to the Contractor's property from any cause.



505 N Brand Blvd, Ste 700  
Glendale CA 91203 USA

t 888.366.4911  
f 818.484.2299

[www.everbridge.com](http://www.everbridge.com)

**QUOTATION**

Quote Number: 00005648

**Confidential**

3 of 3

Exhibit A

**Authorized by Everbridge:**

**To accept this quote, sign, date and return:**

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Authorized Signature Date

\_\_\_\_\_  
Print Name Title

\_\_\_\_\_  
Print Name Title