

MANATEE COUNTY GOVERNMENT

INTENT TO NEGOTIATE

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| SUBJECT | Emergency Notification System Reverse 911 | DATE POSTED | MC 7/23/14 ✓ SE DS 7/23/14 ✓ SE CC 7/23/14 ✓ SE |
| PURCHASING REPRESENTATIVE | Frank Lambertson, 3042 | DATE CONTRACT SHALL BE AWARDED | July 29, 2014 or later |
| DEPARTMENT | Utilities Department and Public Safety Department | CONSEQUENCES IF DEFERRED | None <i>Hemis W. Wallon</i> |
| SOLICITATION | RFP #14-1538FL | AUTHORIZED BY DATE | Melissa M. Wendel, CPPO July 22, 2014 |

NOTICE OF INTENT TO NEGOTIATE

Notice of Intent to Negotiate with Emergency Communication Network, Code Red, Ormond Beach, FL to provide Emergency Notification System Reverse 911 for the Utilities and Public Safety Departments.

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.

Manatee County Code of Laws

BACKGROUND/DISCUSSION

PROJECT BACKGROUND:

The Manatee County Utilities Department and Public Safety Department have a need to acquire high speed, web-based emergency notification system services to alert the citizens of Manatee County should any type of public emergency arise. The Proposer will furnish a system meeting the technical specification defined, including all aspects of the scope such as system implementation, professional training, comprehensive documentation, system security and maintenance services.

SOLICITATIONS:

The RFP was advertised on the Manatee County website, DemandStar, and was also provided to the Manatee County Chamber of Commerce for release to its members. Five (5) proposals were received.

Manatee County Firms that were directly solicited:

None

Manatee County Firms that submitted proposals:

None

Local firms that submitted proposals include:

None

| | | | |
|-------------------|-------------------------|---|---|
| ATTACHMENT | N/A | FUNDING SOURCE (Acct Number & Name) | 401-0010200-531000 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds |
| COST | Estimated Cost \$65,000 | AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement) | N/A |

Other (non-local) firms that submitted proposals include:

Asher Group, Rochester, NY
Emergency Communication Network, Code Red, Ormond Beach, FL
Everbridge Inc., Glendale, CA
First Call Network Inc., Baton Rouge, LA
Rave Mobile Safety, Framingham, MA

EVALUATION COMMITTEE (VOTING) MEMBERS:

Brian Sharkey, Communications/Safety, Utilities Department
Steve Simpson, Emergency Management Officer, Public Safety Department
Frank Lambertson, Contracts Negotiator, Financial Management Department(Chair)

Non-Voting Staff Attending:

Renee Nordbye, Manager – Utilities Contracts, Utilities Department

EVALUATION RESULTS:

The Evaluation Committee convened on May 19, 2014 9:00 A.M. – 10:00 A.M. and determined that oral interviews would be required from the short listed firms Emergency Communication Net, Code Red, Ormond Beach, FL and Everbridge Inc., Glendale, CA.

The Evaluation Committee convened on June 23, 2014 9:00 A.M. – 12:00 P.M. to hear Oral Presentations by the short listed firms Everbridge Inc. and Emergency Communication Network, Code Red.

The Evaluation Committee convened on July 2, 2014 at 9:00 A.M. to discuss the offers based on the oral interviews and stated requirements in the RFP, continuing the acquisition process determining a recommendation to the County Administrator.

Emergency Communication Net, Code Red, Ormond Beach, FL – The firm presented its capabilities in a clear and concise manner via their proposal and continued to show these capabilities during oral interviews. Of particular importance was; a lower cost that would over a five year period create a cost savings of \$100,000 for similar technology, a strong Florida county representation with verified references, an in state home office, and an expressed willingness to work with the County to meet our requirements and needs.

Everbridge Inc., Glendale, CA – The firm submitted an informative proposal detailing their qualifications, its oral presentation created an informative exchange of ideas and technical depth which included Mass Notification and Mobile Members. Everbridge is a respected company in the industry and while impressed with the firm's qualifications it was evaluated second by the Evaluation Committee. Concerns raised by the Evaluation Committee included; the overall cost to the County compared to the higher ranked firm, time frame for record retention was only eighteen months, and system was not as user friendly as the recommended proposer.

REMAINING RESPONDENTS:

These remaining respondents, although well qualified, were not selected based on a comparison of capabilities of the selected

Asher Group, Rochester, NY
First Call Network Inc., Baton Rouge, LA
Rave Mobile Safety, Framingham, MA

ESTIMATED COST OF SERVICES: The estimated annual expenditure is \$43,125.00

FUNDING: Utilities Communication / Safety 401-0008201-534000

The above justifications are a generalized summary of major observations intended only to provide the County Administrator a sufficiently detailed overview of the main observations of a majority of Committee Members. Each Committee Member may have considered one or more facts or factors more or less important than the other Committee Members when voting, and this summary of the Evaluation Committee's decision is not an attempt to exhaustively describe each of the relevant factors which motivated each of the Committee Members to select the rankings described.

The Evaluation Committee voted 3-0 to proceed with Emergency Communication Network, Code Red, Ormond Beach, FL.

The resulting agreement will be managed by Renee Nordbye, Manager – Utilities Contracts, Utilities Department