

**Columbus Consolidated Government  
Council Meeting Agenda Item**

<b>TO:</b>	Mayor and Councilors
<b>AGENDA SUBJECT:</b>	Emergency/Non-Emergency Notification System (Annual Contract) – RFP No. 23-0028
<b>INITIATED BY:</b>	Finance Department

It is requested that Council authorize the execution of an annual contract with Rave Wireless, Inc. (Framingham, MA), for an emergency/non-emergency notification system.

Rave Wireless, Inc. will enable the City to provide and support emergency/non-emergency notifications to employees and residents of Muscogee County via a cloud-based system utilizing data, email, text, voice, social media, and messaging, resulting in increased safety and response planning for emergency situations, such as natural disasters, as well as, non-life safety matters such as, automatic weather alerts, holiday schedules for trash/recycling, planned road closures, etc.

The term of this contract shall be for two years, with the option to renew for three (3) additional twelve-month periods. Contract renewal will be contingent upon the mutual agreement of the City and the Contractor.

**Annual Contract History:**

The previous contract was awarded to CivicPlus, Inc. (Manhattan, KS), per Resolution No. 199-18.

**RFP Advertisement and Receipt of Proposals:**

On April 12, 2023, RFP specifications were posted on the web page of the Purchasing Division, the Georgia Procurement Registry and DemandStar. This RFP has been advertised, opened, and evaluated. Five proposals were received on May 17, 2023, from the following firms:

- Rave Wireless, Inc. (Framingham, MA)**
- OnSolve, LLC (Ormond Beach, FL)
- BlackBerry Corporation (San Ramon, CA)
- CivicPlus, Inc. (Manhattan, KS)
- \*CentrAlert, Inc. (Lexington, KY)

*\*CentrAlert, Inc. proposal was incomplete due to E-Verify not being notarized, which is required per Georgia State Law O.C.G.A. § 13-10-91(b).*

The following events took place after receipt of the proposals:

<b>RFP MEETINGS/EVENTS</b>		
<b>Description</b>	<b>Date</b>	<b>Agenda/Action</b>
Pre-Evaluation Meeting	07/24/23	The Purchasing Manager advised evaluation committee members of the RFP rules and process, and

		the project manager provided an overview. Proposals were distributed to each committee member to review.
1 <sup>st</sup> Evaluation Meeting	08/15/23	Committee members discussed the proposals and determined that clarifications were needed from all vendors.
Clarifications requested	08/18/23	Requests for clarification were forwarded to all vendors.
Vendor responses	08/30/23	Clarifications received and forwarded to the evaluation committee. Voters stated they were prepared to begin the evaluations.
Evaluation Forms Sent	08/31/23	Evaluation forms were forwarded to voting committee members.
Evaluation Results	10/20/23	Evaluation forms were completed and returned to Purchasing for compilation of results, which were then forwarded to the Evaluation Committee members for review.
2 <sup>nd</sup> Evaluation Meeting	11/01/23	The Committee met to discuss the Evaluation results. Purchasing identified the ranking of the vendors. The Advisor requested that proponents provide Transition Period timeframe.
Clarifications requested	11/03/23	Requests for clarification were forwarded to all vendors, as well as a request to bind proposals through December 31, 2023.
Vendor responses	11/08/23	Clarifications received and all vendors agreed to bind proposals. Responses were forwarded to the evaluation committee.
Award Recommendation	11/27/2023	The Committee voted unanimously recommended award to the highest-ranking vendor Rave Wireless, Inc.

**Evaluation Committee:**

The proposals were reviewed by members of the Evaluation Committee, which consisted of one voting member from the Police Department, one voting member from the City Manager’s Office, and one voting member from the Emergency Management and Homeland Security Department.

One representative from the Sheriff’s Office and one representative from the City Manager’s Office served as alternate voters.

One additional representative from the City Manager’s Office served as a non-voting advisor.

**Award Recommendation:**

The Committee unanimously recommended award to highest-scoring vendor, Rave Wireless, Inc., as reflected by their comments below:

**Rave Wireless, Inc.**

- The company has been around since 2004 and has proven themselves to be a great asset.
- It is great that we can have unlimited system administrators for the system. And the internal announcements for employees is a cool feature.

- Very detailed experience and qualifications. Very impressive. Really impressed with the ability to have a one-button multimodal alerting.
- 99% system uptime was impressive. Plan was detailed and the best I have read so far. Good 24/7/365 support and can send messages for us if needed. Provided so many FAQs which was impressive.
- Business since 2004. Owned by Motorola. Translate messages to 60 languages.
- I like the fact that they have worked with several local governments, GDOT and Emergency Management systems.

### **Vendor Experience/Qualifications:**

- Rave Wireless, Inc. has been in business since 2004, and in December 2022, joined with Motorola Solutions.
- The partnership between Rave Wireless and Motorola Solutions enables them to provide an integrated approach in providing these services designed and tested specifically for the user based on specificity and simplicity. Their solution is developed utilizing User Experience (UX) for a custom workflow for ease of use. Their solution includes a multitude of useful and customizable apps, alerts and tools:
  - **SnapSend™** – Simple 3-click process from any connected device, send alert to all channels simultaneously.
  - **Send from anywhere** – Cloud-based technology lets you send messages from internet connected and mobile devices.
  - **Recipient Group manageability** – Manage an unlimited number of distinct notification groups.
  - **Automated conference bridge** – Quickly assemble your team with a 1-click message using your own conference lines.
  - **Customizable Workflows** – Shows each alert author only the features they need and are permissioned to use.
  - **Unlimited alert templates** – Tailored for specific emergency types, created in under 5 minutes.
  - **Unique “Call Me” feature for voice recordings** – or use context-aware text-to-speech when time is of the essence. Text-to-speech functionality includes a configurable lexicon feature to adjust pronunciations when needed.
  - **Automated Storm-Based Weather Notification** – Target specific types of events, with or without precise geographic targeting for your area. When storms are coming, send notifications by any mode, to your OEM, to specific locations, or to your entire population.
  - One button/multi-modal alerting, with 2-way SMS, 2-way Voice, simple integration to multiple social media, auto translation with support for 62 languages, Common Alerting Protocol (CAP) support, and a robust suite of reporting tools.
  - Inclusive, Accessible, and Interactive Self-Service is also available for citizens and staff: branded opt-in portal, single portal experienced for all jurisdictions, access and functional needs (ACFN) data, assisted sign-up, automated message translation, integration with Smart911™, and pandemic response and recovery.

- Alex Weichmann, Senior Customer Success Manager; September 2018-present. Works with customers to ensure their Rave products work as expected. Past experience includes 4+ years as police dispatcher and agency trainer for Denver, CO. He is certified as Communications Training Officer Instructor by the Association of Public Safety Communications Officials.
- Nicholas Russo, Associate Vice President, Technical Services; November 2015-present. Nick has served in several positions including Director, Technical Services and Support, and Senior Director, Technical Services and Support, before being promoted to his current position. He is experienced with enterprise software, web technologies, and business operations, and has professional experience with hosted solutions, cross-departmental support teams, and big data products. He has 12+ years' experience with other similar companies serving as Director, Global Support; Manager, eDiscovery Support; Vice President and Director, Hosting Solutions; and Sr. Project Manager. Past experience also includes 1+ year as agency trainer, 6 months as a police dispatcher, and 2 years as an emergency communications operator for the City and County of Denver, CO.

### **Client Work History:**

- The City of Seattle (Seattle, WA): January 2015 – Present.  
Seattle utilizes Rave across 20 agencies for internal and resident communication.
- Louisville, KY (Louisville, KY): June 2016 – Present.  
Louisville utilizes Rave to communicate with over 1,000,000 residents. During large events, such as the Kentucky Derby, they utilize Rave's SMS Opt-In capability and Smart911™ app to engage visitors.
- Georgia Department of Transportation (Atlanta, GA): March 2018 – Present.  
GDOT utilizes Rave to send broadcast notifications to all GDOT employees and key state-county level leadership across the entire state of Georgia.
- Chatham County, GA (Savannah, GA): July 2020 – Present.  
Chatham County utilizes Rave Alert internally and externally to broadcast emergency alerts to the entire community.
- Sandy Springs (Sandy Springs, GA): August 2022 – Present.  
Sandy Springs utilizes Rave Alert internally and externally to broadcast emergency alerts to the entire community.

The City's Procurement Ordinance, Article 3-110 (Competitive Sealed Proposals (Negotiations) governs the RFP Process. During the RFP process, there is no formal opening due to the possibility of negotiated components of the proposal. In the event City Council does not approve the recommended offeror, no proposal responses or any negotiated components are made public until after the award of the contract. Therefore, the evaluation results and cost information have been submitted to the City Manager in a separate memo for informational purposes.

Funds are budgeted each fiscal year for this ongoing expense: General Fund – Contingency; 0101-590-2000-CONT-9801.

**A RESOLUTION**

**NO. \_\_\_\_\_**

**A RESOLUTION AUTHORIZING THE EXECUTION OF AN ANNUAL CONTRACT WITH RAVE WIRELESS, INC. (FRAMINGHAM, MA) TO PROVIDE EMERGENCY/NON-EMERGENCY NOTIFICATION SERVICES. THE ANNUAL USAGE FOR THIS CONTRACT IS APPROXIMATELY \$40,000.00.**

**WHEREAS**, an RFP was administered (RFP No. 23-0028) and five proposals were received; and,

**WHEREAS**, the proposal submitted by Rave Wireless, Inc. met all proposal requirements and was most responsive to the RFP; and,

**WHEREAS**, the term of this contract shall be for two (2) years, with the option to renew for three (3) additional twelve-month periods. Contract renewal will be contingent upon the mutual agreement of the City and the Contractor.

**NOW, THEREFORE, THE COUNCIL OF COLUMBUS, GEORGIA, HEREBY RESOLVES AS FOLLOWS:**

That the City Manager is hereby authorized to execute an annual contract for emergency/non-emergency notification services, with Rave Wireless, Inc. (Framingham, MA), to provide emergency notification to households in Columbus, Georgia, and CCG employees. Funds are budgeted each fiscal year for this ongoing expense: General Fund – Contingency; 0101-590-2000-CONT-9801.

\_\_\_\_\_  
Introduced at a regular meeting of the Council of Columbus, Georgia, held the \_\_\_\_\_ day of \_\_\_\_\_, 2023 and adopted at said meeting by the affirmative vote of \_\_\_\_\_ members of said Council.

- Councilor Allen voting \_\_\_\_\_
- Councilor Barnes voting \_\_\_\_\_
- Councilor Begly voting \_\_\_\_\_
- Councilor Cogle voting \_\_\_\_\_
- Councilor Crabb voting \_\_\_\_\_
- Councilor Davis voting \_\_\_\_\_
- Councilor Garrett voting \_\_\_\_\_
- Councilor Huff voting \_\_\_\_\_
- Councilor Thomas voting \_\_\_\_\_
- Councilor Tucker voting \_\_\_\_\_

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Sandra T. Davis, Clerk of Council

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B.H. "Skip" Henderson III, Mayor