



October 3, 2025

Madison Fire & Rescue
101 Mill Rd.
Madison, AL 35758

First Due is the sole source for fire and life safety-based Occupancy Management and Pre-incident Planning, Inspections, Advanced Hydrant Management, Fire Incident Reporting - NFIRS, ePCR Incident Reporting, Personnel Management, Assets and Inventory, Scheduling, Events and Activities, and CAD Integration for Madison Fire & Rescue.

The First Due platform proposed to Madison Fire & Rescue is the only known solution set providing these modules with a single administrative login. Other solutions in the marketplace are point solutions and would require multiple integrations to your CAD and other integrated systems. First Due's platform ensures that agencies can avoid costly interfaces with other third party-systems.

To whom it may concern,

Locality Media Inc (dba First Due) provides end-to-end support for Fire and EMS services, fulfilling the identified needs and requirements set forth by Madison Fire & Rescue. This software and its source code are exclusively owned and developed by Locality Media, Inc., and we are the sole provider of this solution.

Below is a detailed list of modules and an explanation as to how each is unique within the First Due platform.

- The leading Occupancy Management and Pre-incident Planning solution to automatically collect data and create comprehensive pre-plans in the field and create pre-plans on every structure by interfacing with data sources such as the assessor's office and the building department. Pre-incident plans incorporate ArcGIS maps, fire systems, hazardous materials, and contact information.
- A comprehensive Inspections module with configurable checklists to support field and virtual inspections. It includes an inspections scheduler, integrated pre-incident planning, and violation management tools.
- An Advanced Hydrant Management module allows users to view hydrants on pre-plan and responder maps, including hydrant lists, hydrant types, hydrant uploads, hydrant set up and ArcGIS hydrant layers. A complete management solution, it also supports hydrant service checklists, data management, hydrant mapping, service inspections, and hydrant flow test reporting.
- A Fire Incident Reporting platform with NFIRS 5.0 and NERIS v1 checklists to support compliance with Federal, state, and local incident documentation and automated report submissions.
- An ePCR-specific Incident Reporting platform allowing for patient incident documentation that meets compliance requirements and provides automated report submissions.



- The Personnel Management module allows agencies to store, manage and access employee records including demographic data, certifications and employment information.
- Asset and Inventory Management module with real-time insight and statistics to support asset, vehicle, equipment, apparatus and inventory management, asset and equipment health checks, and work order management.
- The Scheduling module that allows agencies to manage staff schedules with an interactive shift board, a configurable call shifts module, and tools for time-off and shift trades, all set up to automate the simple or complex shifts, rotations, and union rules.
- The Events and Activities module provides agencies with a master global calendar and log showing events, station activities, and planned trainings that are created using First Due.

Integration, Implementation, Configuration, and Training Services are included with our software. This includes CAD Integration.

All components of our platform are designed, produced, and sold exclusively by First Due. For more information, please visit www.firstdue.com.

Sincerely,

Andreas Huber, CEO First Due