



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 01/13/2026

REQUESTER: Brent Barbour, Major

PRESENTER: Ricky Jackson, Deputy Chief of Police

ITEM TITLE: CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT AND/OR
POSTPONEMENT OF CONTRACT K-2526-101: BETWEEN THE CITY OF
NORMAN, OKLAHOMA AND RAVE MOBILE SAFETY IN THE AMOUNT
OF \$154,375, TO BE PAID IN THE AMOUNT OF \$30,875 PER YEAR FOR
FIVE YEARS, TO PROVIDE A MASS NOTIFICATION SERVICE FOR THE
CITY OF NORMAN FOR THE PERIOD OF SEPTEMBER 29, 2025
THROUGH SEPTEMBER 28, 2030. (City)

BACKGROUND:

Recognizing the need to leverage technology to effectively communicate with our community, the City of Norman has utilized a mass communication system for more than a decade. The initial program began with an approximately three-year use of Blackboard Connect starting in 2013. Due to the advances in technology and cellular use, it was determined that an evaluation of mass notification vendors was in the best interest for providing quality services to our citizens.

Recognizing this need, the Police Department, in partnership with other City Departments, began reviewing other vendors which provided mass notification services, several of which also provided enhanced options such as integration of 911 calls received in the Communications Center.

Three (3) vendors were identified which provide mass notification systems and have the potential to interact with the City of Norman 911 system. A workgroup was established, and product demonstrations were conducted by each vendor. The workgroup reviewed the information provided and the features of each product. Based on the review of the information provided by the vendors and the demonstrations of their products, the workgroup believed that Rave Mobile Safety would provide the best services for the City of Norman.

The vendor agreed to provide a subscriber based mass notification system for citizens of Norman for emergency or critical notifications, Keyword text messages that any cell phone user can opt-in for notifications about designated events, and enhanced emergency profiles directly linked to registered 10-digit phone numbers which will automatically populate information into the dispatch center if that number calls 911.

Following its deployment, the system provided the anticipated services with excellent results. In 2020 this contract was renewed for a five-year term. The funding for the use of a mass notifications service has become a recurring budget item in the City of Norman annual budget with the costs being shared in various city departments. Mass notification messages are generally issued by the Police or Fire Department but can and have been requested by other departments for critical notifications in cases warranting mass notifications.

DISCUSSION:

Staff's experience with this vendor and its systems have been positive. The emergency notification services provided by the software have proven a critical tool in emergency situations including wildfires, severe weather, utility disruptions, and today serves as a critical element of our emergency preparedness efforts for many different critical situations. The system has experienced continued growth in subscriptions. In 2023, the system was credited by a resident as their only in-home notification providing time for their family to seek shelter before being struck and significantly damaged with the family sheltered inside. The advanced warning provided the family with the needed time to seek shelter and thankfully avoid potentially serious injury.

In addition to its emergency notification software, the system additionally provides critical lifesaving information to our emergency communications team by accurately locating cellular callers and allowing our responders to establish live-time two-way text communication with those in need of emergency services. This is a critical tool for our hearing-impaired customers and those who may need to remain silent to preserve their safety when reporting an emergency.

During use of the software, it has not only maintained its original vision and abilities, but continued to provide advanced tools, features, and resources critical to helping our teams across the city as they work to serve those who rely on our services every day. Maintaining this platform, its familiarity to staff and residents, and the programming relied on every day is critical to our continued success. This vendor has become a regional standard for such services.

This is a five-year contract with an annual cost of \$30,875.00. Securing the five-year rate will create cost savings to the City of Norman of \$10,806.25 above the current annual option. The funding for the use of a mass notifications service has become a recurring budget item in the City of Norman annual budget with the costs being shared in various city departments. This update will have no impact on these current annual allocations.

RECOMMENDATION:

It is recommended that Contract K-2526-101 with Rave Mobile Safety be approved and payment be paid from the budgeted funds in FYE 26 which were dedicated for the purchase of a mass notification system, previously Blackboard Connect, in the following cost centers.

Public Works, Other Business Services (10550201-44199)
Police Admin., Other Business Services (10660310-44199)
Fire Admin., Other Business Services (10664240-44199)

PSST Police, Other Business Services (15661322-44199)
PSST Fire, Other Business Services (15665143-44199)
Water Administration., Other Business Services (31955330-44199)
Water Reclamation, Other Business Services (32955341-44199)