

RESOLUTION NO. 2021-105

A RESOLUTION TO AUTHORIZE AN INTERLOCAL AGREEMENT WITH EATON COUNTY TO PROVIDE EMERGENCY ALERT NOTIFICATION SERVICES

WHEREAS, the City is seeking to improve communications with residents through various technologies available; and

WHEREAS, the City Charter, Chapter 15, Section 15.1 vests the authority to enter into contracts on behalf of the city to the City Council; and

WHEREAS, Administration has reviewed vendors and obtained price quotes to provide emergency alert and similar notification services; and

WHEREAS, the annual fee of \$1,500 offered by Eaton County to obtain licensing through RAVE Alerts system currently utilized by the county for emergency alert notices was the lowest price;

THEREFORE, BE IT RESOLVED that the City Council authorizes the City Manager to sign an interlocal agreement with Eaton County to provide .



Memo

Date: July 2, 2021
To: Honorable Mayor Armitage; City Council
From: Erin LaPere, City Manager
Re: City Communications – RAVE Alerts

The city has been in touch with a number of vendors who provide text and email communications to residents. This method of communication is useful as it allows the city to push information out to individuals who have signed up for the services versus relying on residents to visit our website or social media pages for information. Additionally, this provides real-time emergency alert options to notify residents of urgent information such as an emergency water shut-off or road closure notice, as well as emergency information such as a flooding or severe weather alert. There are a number of vendors who provide such services, some specialize in government communications, others in emergency communications, and others in broader based, marketing type communications. In evaluating both the city's needs as well as costs for service, the city discussed a partnership with Eaton County 911 who utilizes RAVE for emergency alerts.

For a nominal annual fee of \$1,500, the City can gain administrative access to the County system and send out alerts to persons who are interested in receiving those alerts for the city. This will have the additional benefit of the persons also receiving any county-wide emergency alerts in addition to the cost savings of not signing up for a separate license. Ordinance does not require competitive bidding for purchases under this amount, however as a price comparison if the city were to contract with Granicus the price is \$7,000 annually. A standalone license from RAVE for these same communications would be \$4,294.35 annually with \$1,250 one-time setup fee. On the agenda for Council's consideration is a resolution to authorize the City Manager to sign an agreement with Eaton County to provide access licensing to utilize RAVE Alerts system.

Since the alert services through RAVE are designed for emergency and similar urgent notifications, the city is also exploring a trial run of email marketing services through Constant Contact. They offer a free 60-day trial after which the city can engage using their tiered pricing with a sliding scale based on level of service. The second-highest tier which offers a significant number of features for the city to utilize ranges from \$45 to \$125 per month, or \$540 to \$1,500 per month which is still significantly less than

other vendors. We are going to engage in the trial concurrently with the alert system through RAVE at which point we can determine whether both systems are necessary. The advantage of the marketing-style email and text system is that it is better suited for non-emergent notifications. No contract or agreement is necessary to sign up for the free trial and if we find it's duplicative, we can end our services at that time.

I recommend the City Council approve the agreement with Eaton County. A resolution authorizing the city manager to sign the agreement is attached along with additional information about RAVE Alerts and the price quote received for a stand-alone license.

eel

attachments

RAVE SERVICE AGREEMENT

This is an agreement between the City of Charlotte, 111 E. Lawrence Ave., Charlotte, MI 48813 (“Municipality”) located within Eaton County, and Eaton County (“County”) 1045 Independence Boulevard, Charlotte, MI 48813, and is entered into and effective on the date of the last signature below.

I. OVERVIEW:

The County, through its Central Dispatch Department (“Dispatch”) centrally receives 9-1-1 calls originating from within Eaton County, Michigan, and dispatches emergency police, fire, and ambulance and wrecker services. In 2013, the County purchased Rave Alert through Rave Mobile Safety for county-wide public alerting. The licensing allows the county to permit other entities within Eaton County to utilize this resource.

II. COUNTY OBLIGATIONS:

The County will be responsible for the following during the term of the Agreement:

- 1) The County will contract with Rave® Mobile Safety for the use of the Rave Alerts.
- 2) The County shall be responsible for any licensing, registration, or maintenance of Rave Alerts.
- 3) The County shall provide administrative access to the Municipality’s lists and settings within Rave Alert to at least one individual identified by that Municipality.
- 4) The County will annually invoice each participating municipality for the utilization of a keyword/short code which will be specific to their opt-in audience. The cost of the keyword is \$1,500/year.

III. MUNICIPALITY OBLIGATIONS:

The Municipality will be responsible for the following during the term of the Agreement:

- 1) Hereby licensing the County to provide access to the Rave Alerts.
- 2) The Municipality shall provide the County with the contact information for at least one individual who is authorized to administer the Municipality’s lists and settings.
- 3) Maintaining user settings within the Rave Alerts for their municipality.

- 4) Payment of its allocated annual share of the Rave Alert system costs as described in Section II (4) within thirty (30) days of the date of the invoice.

IV. TERM AND TERMINATION

The term of this Agreement shall extend until 07/01/2026 at which time the agreement can be amended, extended, or terminated. Early termination by either party will require sixty (60) days' notice in writing to the chief administrative officer of the other party's organization.

V. ADEQUACY OF CONSIDERATION AND SEVERANCE

The Parties acknowledge and stipulate that the mutual covenants and promises contained herein constitute sufficient and adequate consideration for this Agreement and that the Agreement is otherwise fully enforceable. If any provision is found to be illegal, the parties agree that such provision may be severed, and the remaining portions of the Agreement are fully enforceable and constitute adequate consideration for the Agreement to be enforceable.

VI. NO THIRD-PARTY BENEFIT OR WARRANTY

The Parties acknowledge that this is public safety agreement between them and there is no guarantee or warranty that the Rave Alert system will work nor should any of the provisions of this Agreement be construed as conferring a third-party benefit or the right to pursue a legal remedy because of the Rave Alert's use or effectiveness.

VII. MERGER & COUNTERPARTS

This Agreement contains the complete expression of the parties' understanding regarding the Rave Alert system and its use, and all other agreements, oral or in writing, are merged herein. This Agreement may only be modified, added to or amended in a writing signed by both parties. Only the original form of this Agreement may be executed in counterparts, any amendment or modification must bear the authorized signatures of both parties to become effective.

VIII. EXECUTION

The Parties acknowledge that the signatories below are authorized to execute the agreement on behalf of their respective Party.

CITY OF CHARLOTTE

Representative: _____

Title of Representative: _____

Signature: _____

Date: _____, 2021

EATON COUNTY

Representative: _____

Signature: _____

Date: _____, 2021

Rave Alert™

The screenshot shows the Rave Alert interface on a laptop screen. At the top, there's a tab labeled 'ALERT TEMPLATE'. Below it, the alert title is 'Severe Weather Warning'. Under 'Alert Methods', there's a row of icons for email, chat, phone, RSS, speaker, Facebook, Twitter, and a mobile device. Under 'Delivery Targets', there's an 'EDIT' button. At the bottom, there are four buttons: 'CONTINUE' (green), 'SCHEDULE' (grey), 'SAVE TEMPLATE' (grey), and 'CANCEL' (grey). To the right of the laptop screen, there are several circular icons representing different communication methods: a blue Twitter icon, a purple speech bubble icon, a dark blue envelope icon, a red RSS icon, a green phone icon, and a blue Facebook 'f' icon.

RAVE
MOBILE SAFETY



PROPOSAL FOR CITY OF CHARLOTTE

Account Executive: Sara Wise-Martinez
303.324.1262 | SWise-Martinez@RaveMobileSafety.com
Date submitted: 06.08.2021
Price quote expires: 09.05.2021

ABOUT RAVE MOBILE SAFETY

Rave Mobile Safety provides the leading critical communication and data platform trusted to help save lives.

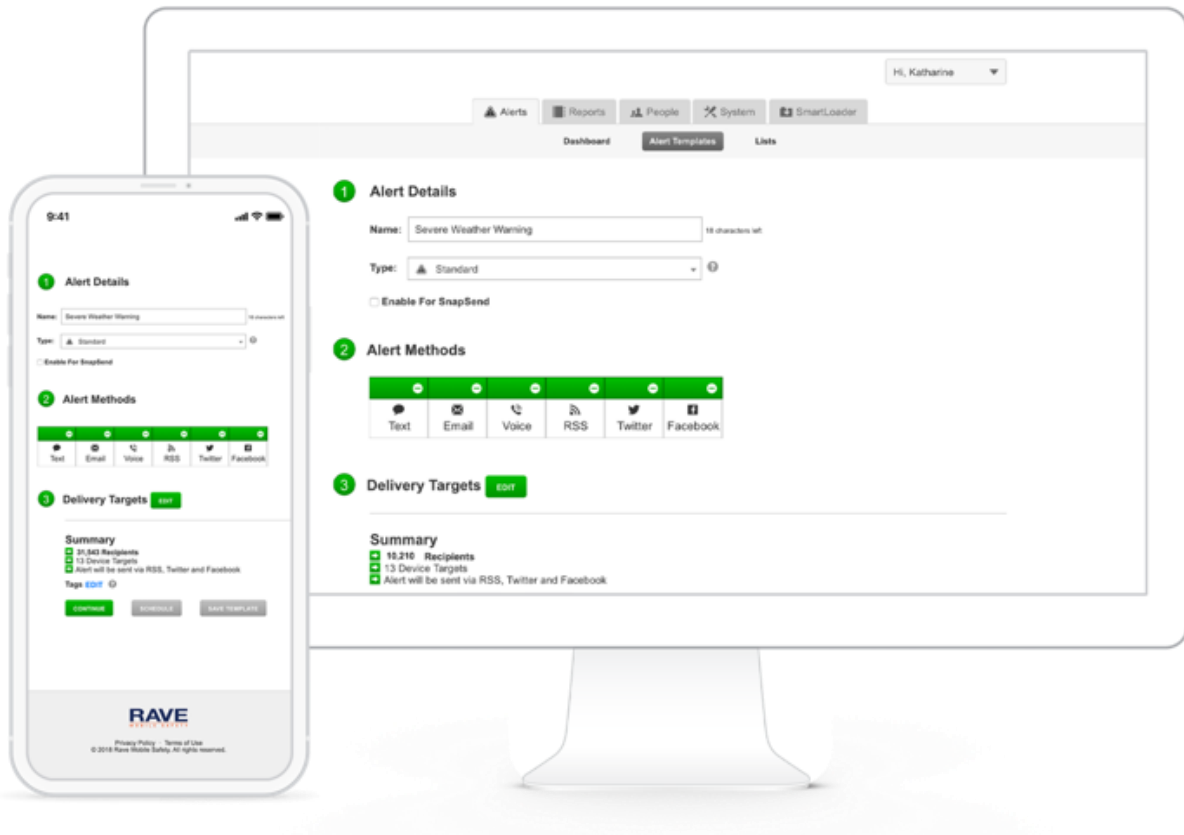
Rave connects millions to those trusted to protect them, by providing innovative solutions to prepare better, respond faster, and communicate more effectively during emergencies.

**SAFETY ACT CERTIFIED BY THE
DEPARTMENT OF HOMELAND SECURITY**



RAVE ALERT

Mass Notification Platform that Improves Agency Collaboration and Emergency Response



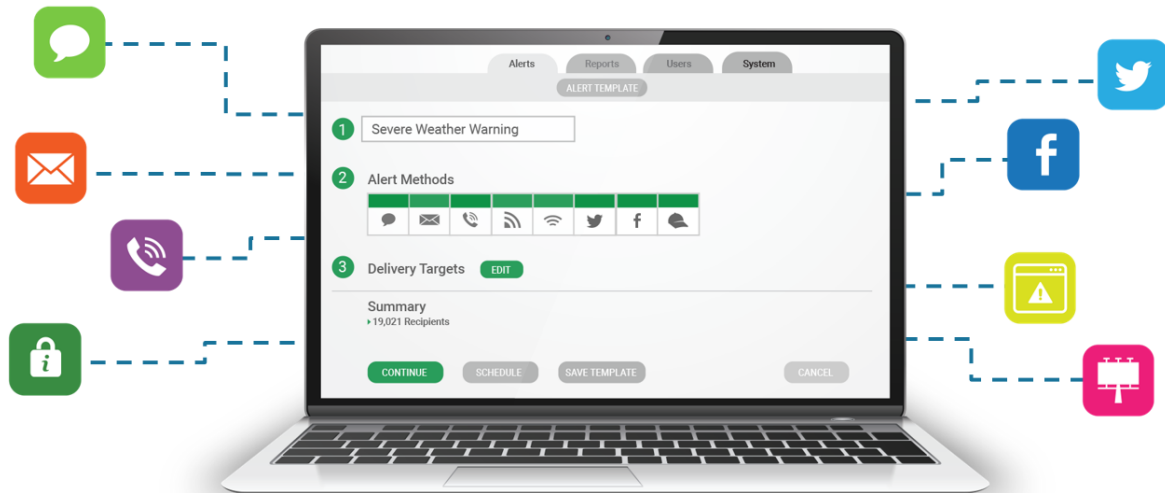
In a world of unknowns, Rave's critical communication and collaboration platform helps prepare and respond to any incident. Rave Alert provides the ability to send mass notifications and/or targeted messages to connect and inform your community, organization, school or institution with critical information at critical times.

With pre-built templates, a mobile-friendly interface and multilingual capabilities, Rave Alert is easy to use, easy to deploy and guaranteed to perform when seconds count providing:

- Strong Engagement with your Department
- Quick and Reliable Messaging
- Enhanced Internal Response Coordination

It only takes three clients to send a message in an emergency via text, email, desktop, voice, IPAWS-OPEN, WebEOC, public address systems, social media, digital signage, Smart911 app, and more. Most administrators can be trained in under two hours, while users with fewer access permissions can be trained in a matter of minutes.

UNMATCHED MESSAGE DELIVERY



Rave's easy-to-use interface ensures your targeted audience receives your messages via multiple communication methods as quickly as possible.

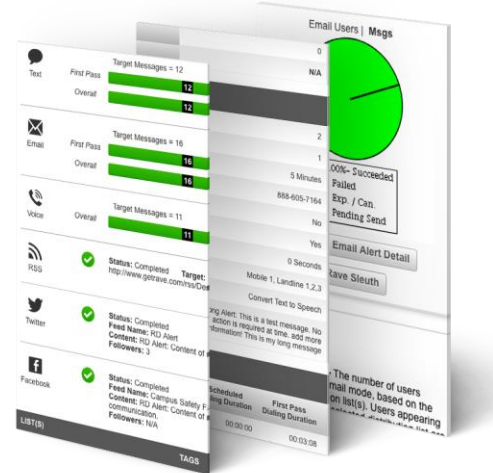
- **Multi-modal Messaging: Two-way** Premium SMS, two-way HTML email, two-way voice, and RSS.
- **Reach a Wider Audience:** Unlimited social reach through your Facebook and Twitter channels.
- **Automatic Translation (Text/Email):** Automatically translate your notifications into 60 supported languages.

INTERNAL ALERTING

Drive engagement and deliver relevant internal communications with role-based access control.

- **Unlimited Administrators, Unlimited messaging:** Never worry about credits or usage. There is no limit to the number of administrators you can create or the number of messages.
- **Scalable Internal Alerting:** Provide tailored views and functionality for each user, allowing you to roll out to many departments with personalized safeguards.
- **Automated CSV Data Loading (Smartloader):** Rave accepts .CSV files regardless of origin and web APIs allowing real-time updates of your data.
- **Single Sign-On (SSO) Authentication:** One sign-on across platforms saves time when administrators need to get a message out. Rave supports AD/LDAP/CAS/Shibboleth.
- **User Management APIs:** Available upon request

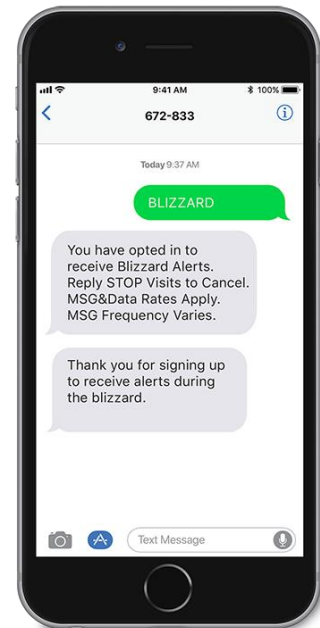
- **Branded Internal Opt-In Portal (Internal Users):** Have employees enter additional information in Rave's self-service opt-in portal with unlimited opt-in groups/lists.
- **Manual CSV Upload (Managed Contacts):** Upload .CSV files regardless of origin, and web APIs that allow real-time updates of your data within Rave Alert.
- **Standardized 3rd Party Integrations (CAP):** Simultaneously send your alerts through outbound CAP APIs to digital signage, sirens, and more.
- **Real-Time Reporting Dashboard:** Administrators can view a robust reporting dashboard to help strategically improve alert effectiveness across your community you can send, making Rave easy to use for internal and external alerts.



SAVE TIME AND RESOURCES

The Rave platform is built for community-wide notifications and ongoing internal communications. The built-in automated features like a one-click conference bridge, staff call-outs, and automated weather notifications help you act fast and respond quicker.

- **One-Click Conference Bridge:** Get everyone on the same conference bridge fast by sending an alert allowing them to click one button to join. No access codes are needed.
- **Geo-Polling, Response, and Follow-Up:** Solicit real-time location and response without an app via phone, email and SMS.
- **Staff Call-Outs with Response Capability:** Quickly assemble your team by sending staff call-outs with response reports for easy analysis and action.
- **Automated Weather Notifications:** Decision-free weather alerts send automated National Weather Service alerts every time.
- **SMS Opt-in (1 Keyword):** Enable staff to send a text to receive alerts.
- **Large scale events:** Send relevant event updates, announcements, or cancellations to event attendees and staff.
- **Severe weather events:** Enable important weather notifications.
- **Ongoing incidents:** Share updates and actionable tips relevant to ongoing incidents that require regular updates and directives.



UNPARALLELED CUSTOMER SUPPORT & TRAINING

With Rave, you get more than a phone number. You get 24-7-365 access to live technical support provided by Rave employees. Your team always has access to Rave product professionals for advice or general questions. We also provide a self-service portal, ongoing live training webinars, marketing resources, and collaborative sessions.



BARB GRAFF
DIRECTOR
SEATTLE OFFICE OF EMERGENCY
MANAGEMENT

"With Rave Alert, we have a powerful and versatile tool to keep everyone informed of emergencies or disruptions that may affect them. We selected Rave because we felt they were the best team to help us achieve all of our objectives for Seattle alerting. Rave Alert integrated well into our existing infrastructure and they were very easy to work with on addressing our needs."

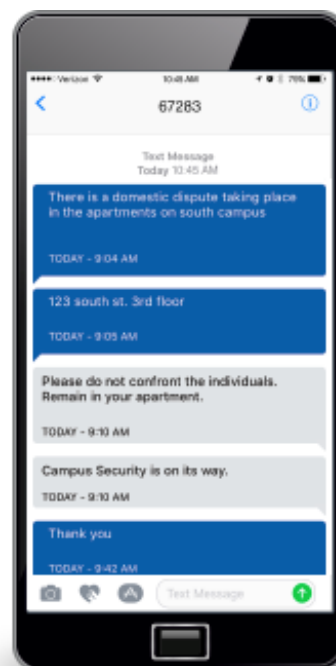
RAVE EYEWITNESS

SEE SOMETHING, TEXT SOMETHING.

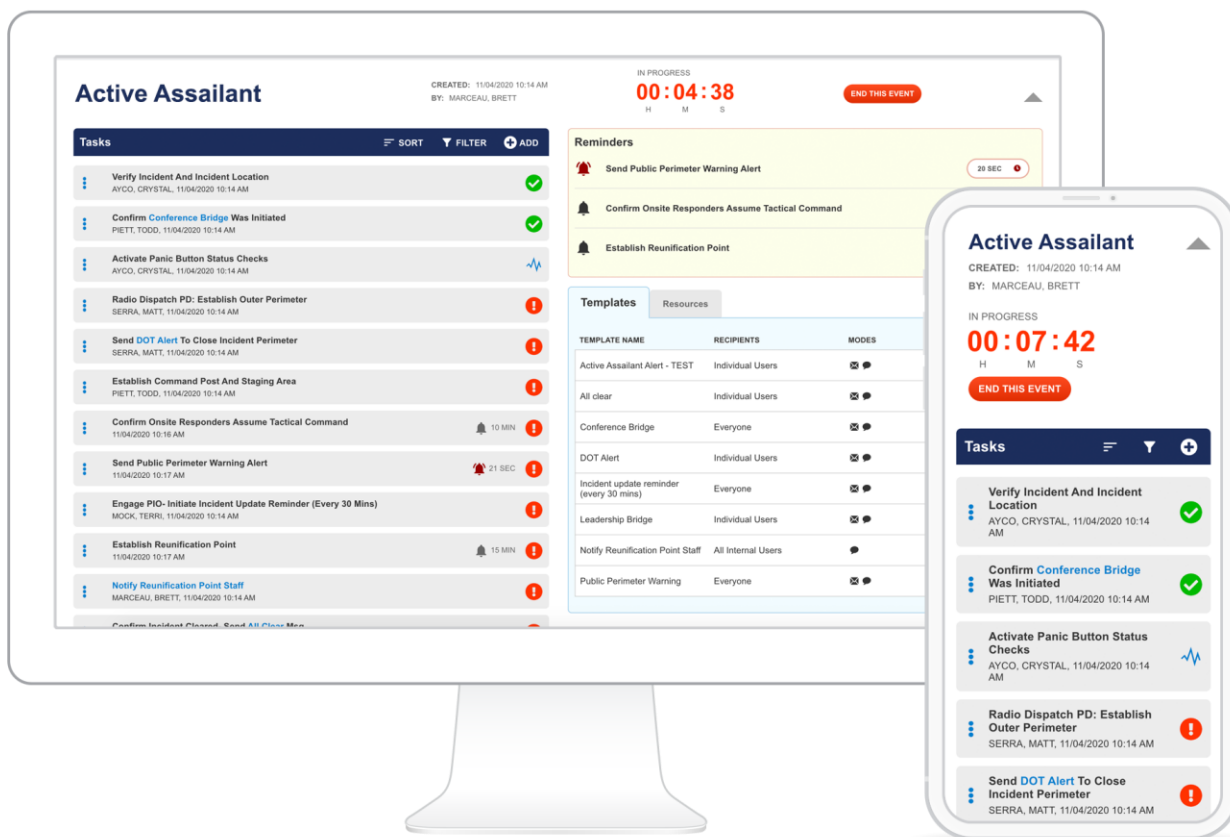
Text messaging is the communication method of choice for many today. Public Safety Organizations utilize this technology to collect information from the community and their employees, empowering residents and personnel alike with an easy and safe platform for sharing and gathering insights that may otherwise go unnoticed.

Text-to-Tip: With text-to-tip technology...

- Your community can anonymously or confidentially report suspicious activity, crime and safety concerns via text messaging.
- Personnel can easily and anonymously provide mental health support, answer human resource-related questions, report violations, and much more.



RAVE COLLABORATE (OPTIONAL)



When events occur that require team, departmental, and cross-disciplinary coordination - focused on situational awareness - Rave Collaborate supports your response with manual and automated task tracking, audit logs, resources, reminders, templates, reporting, analytics, and more.

Whether a routine situation such as a drill or an emergency requiring a critical response, the ability to immediately notify key stakeholders, establish clear responsibilities, and provide direction for tactical decisions, is key in providing or restoring a safe and secure environment.

- **Automated Communication of Key Information:** Rave Collaborate was designed for the early minutes of response. This user-friendly tool reinforces policies and procedures. It also provides critical information, such as emergency protocols or suspect photos, in real-time.
- **Critical Tasks Immediately Assigned:** Move task management from paper or phone to an intuitive online dashboard with defined tasks, clear ownership, up-to-date status and notes to strategically align stakeholders.
- **Event-Specific Access to Resources:** Make sure you are always prepared with pre-built templates for all types of scenarios alongside reference documents added before, collected during, or shared after an event.

- **Extensive Recording of Responses and Actions:** Speed response and ensure compliance with a detailed timeline recording all necessary actions during routine situations or unexpected emergencies.
- **Integrated with the Safe, Secure Rave Platform:** Rave Collaborate builds on the power of the Rave Platform, providing more value when combined with Rave Alert's award-winning critical communication tools, as well as integration with Rave's mobile apps, Rave Guardian, Rave Panic Button and many other technologies. Rave Collaborate takes full advantage of your investment in our notification platform to extend the communications and data management prowess of Rave Alert – forming a genuinely interoperable and comprehensive safety solution.

RAVE ALERT PRICING

Assumptions and Clarifications

- Pricing is based on a population of 9,090
- The number of System Administrators is unlimited.
- All pricing and discounts are based on a 5-year agreement.
- Prices do not include tax. If applicable, the tax will be added at purchase.
- Pre-payment discounts are available.

Product Description	Unit	Qty	Rate	Discount Applied	Extended Fees
Rave Alert for Public Safety <ul style="list-style-type: none"> • Unlimited Opt-in, Text, Voice Calling, Email & RSS • Premium SMS Messaging • CAP API • Social Media Messaging • Internal Alerting (75 employees) • Geo-polling • Conference Blasts • Automated Weather Notifications • SmartLoader • SMS to Opt-in (1 Keyword) 	Each	1	\$4,500	\$1,350	\$3,150.00
Population Add-on	Population	9,090	\$1,636.20	\$490.86	\$1,145.34
Rave Eyewitness	Keyword	1			Included
Annual License Fees Total					\$4,295.34
Rave Alert for Public Safety One-Time Setup Fee			\$2,500	\$1,250	\$1,250.00
Professional Services Fees Total					\$1,250.00
Year 1 Total					\$5,545.34

Based on a 5-year Agreement

Cost Year 1	Cost Year 2	Cost Year 3	Cost Year 4	Cost Year 5
\$5,545.34	\$4,295.34	\$4,295.34	\$4,295.34	\$4,295.34

Additional Product Licensing and Training Options

Product License	Annual Fee	One-Time Setup
Additional SMS to Opt-in Keywords	\$1,500 per	N/A
Rave Collaborate (based on 9,090 population)	\$1,227.24	\$0

Premium Training Services	Service Fee
Remote Online Engagements Tailored Training – Maximum of 4 hours per day	\$1,200 per day
Onsite Engagements Tailored Training – Maximum of 6 hours per day	\$3,650 Includes travel Expenses \$2,750 additional days
Customized Curriculum	\$600

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RAVE MOBILE SAFETY GSA APPROVED

