Date: March 10, 2015

To: Mayor Marco A. Salvino, Sr.

Vice Mayor Bobbie H. Grace

Commissioner Chickie Brandimarte

Commissioner Walter B. Duke, III

Commissioner Albert C. Jones

From: Robert Baldwin, City Manager

By: Colin Donnelly, Assistant City Manager

Subject: Emergency Notification System

The City has a need for a public mass notification system that can inform the residents, businesses, and visitors to the City of Dania Beach of emergencies. To date, the City relies on the local media, a limited email list, and posting notices on the City’s website to notify the public of emergencies. The City’s most urgent need for a public mass notification system is utility and weather related. In the event of water main repair, maintenance, or service interruption, utility customers can be notified immediately and then notified just as quickly for service updates.

The city requires a system that can push information directly to residents via telephone, email and text. Towards that end, the City hired Mr. Charles Lanza, former Director of Emergency Management for Broward County to consult on the matter. Mr. Lanza identified the leading firms in the field of public mass notification, and then arraigned presentations for the city’s evaluation team: finance department, public services, water utility, the city manager’s office and the Broward Sheriff’s Office.

The following firms were invited:

* First Call
* Emergency Communication Network (ECN, formally known as Code Red)
* Everbridge
* Collabria

The committee recommends ECN, formally Code RED, as the vendor best suited to meet the needs of the City. ECN services include:

* Set-up and training
* Unlimited Emergency Calling, text, email and social media messaging
* 6,000 system minutes for generic notifications
* Code RED weather warnings
* Design and hosting of custom Web page for community enrollment

ECN’s pricing is based upon the jurisdiction’s population. The pricing was established through a Manatee County competitive process. The annual cost for the service is $12,000.00 annually, with a three year commitment. The value of the contract is $36,000.00, thereby requiring City Commission approval since the contract’s value exceeds the city manager’s purchasing authority of $25,000.00.

Funding for this project is available in the amount of $12,000.00 and is appropriated from available cash resources through a transfer from the Water Fund Contingency Account No. 401-33-01-533-99-10 to Water Fund Contractual Services Account 401-33-01-533-34-10.

Recommendation

The Administration recommends that the City of Dania Beach City Commission approve the contract with ECN in the amount $36,000.00 for public mass notification services.