City of Washington
Est. 1825

Public Safety Committee Memorandum

To: Committee Members
From: Jim Culotta, City Administrator
Date: 11/20/17
Re: Reverse 911

EXECUTIVE SUMMARY
Reverse 911 is a system designed to quickly communicate critical information with a large group of people in a defined geographic area. Generally speaking, reverse 911 systems utilize phone (cell & land lines), text, email, social media, and other means of distributing time sensitive information. Typically, users self-subscribe for the service but some public databases can be leveraged to build a contact list. This technology is not new and is used by many municipalities, including the City of Peoria and Peoria County. Staff has researched the two most widely used reverse 911 providers: CodeRED by OnSolve and Nixle by Everbridge. Chief McCoy, Master Sergeant Stevens, and I viewed demonstrations of both systems. We unanimously recommend implementing the CodeRED system.

BACKGROUND
Similarities between the CodeRED and Nixle systems include a low annual price and overall ease of use. Pricing for both systems is based on city population. CodeRED charges an annual fee of $6,000 and no setup fee if the system if completed within 60 days. Nixle charges a one-time setup fee of $500 and an annual fee of $5,000. Based on online demonstrations, both Nixle and CodeRED appear to be user-friendly to manage. Each cloud-based management system is designed for desktop and mobile users, would allow the city to create various user and distribution groups, and messages can be sent in just a few easy steps.

The primary reason we recommend CodeRED is the depth of their capabilities and reliability. For example, CodeRED owns and maintains their core text and voice delivery systems rather than relying on third party providers. CodeRED is used by the City and County of Peoria. David Tuttle, Manager of their Emergency Communication Center, is pleased with CodeRED. Attached is additional information on the functionality of each service provider.

Overall, CodeRED provides more advanced features that would enable the city to efficiently communicate critical information to residents.

REQUESTED ACTION
Staff requests Committee input on this opportunity.

ATTACHED
1. CodeRED & Nixle background materials

CodeRED™

THE POWER OF CONNECTING PEOPLE TO IMFORMATION, WHEN IT COUNTS.

A Public Safety Partnership

ONSOLVE™

There is a Reason…

- More than 40,000 customers worldwide rely on OnSolve

- 150+M households and businesses supported

- We manage and support 14 statewide programs, more than anyone else in the industry

- The CodeRED Mobile Alert App is the most downloaded public safety notification app on the market

- Partnered with the majority of Fortune 500s, including 72 of the top 100

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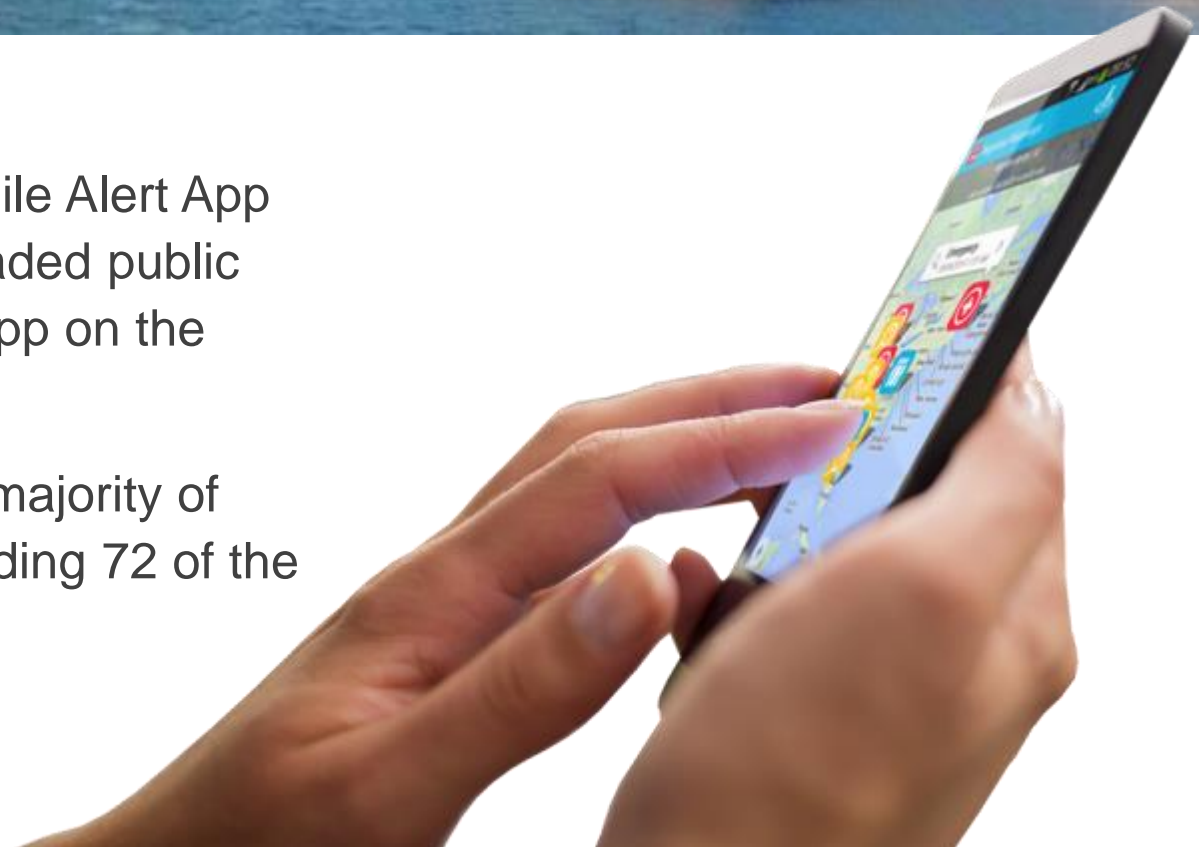
CodeRED™

Communication Challenges

- Mobile society

- Implementation of technology

- Real-time situational awareness/updates

- Multiple audiences (internal/public)

The Solution

CodeRED serves as an integral part of your emergency management preparedness plan, and solves the communication obstacles faced when connecting your residents and staff to the information they need, when it counts.

Dam/Levee Breaks

Dangerous individuals on the loose, active shooter

Evacuation Notices and routes

Fraud or scam alerts

General information (meetings/elections/reminders)

Garbage pickup changes

Gas leaks

Hazmat emergencies

Medicine/prescription/electronic drop-off event notices

Missing child/persons alerts

Mosquito spraying details

Mudslides

Neighborhood crime watch support

Severe weather warnings (floods, hurricanes, blizzards, etc.)

Street closures and traffic updates

Terrorist threats/bomb alerts and warnings

Utility outages and updates (water or electric)

Viral outbreaks and pandemics

Water boil advisories

ONSOLVE™

CodeRED™

- OnSolve is the **largest global** mass emergency and notification provider

- **Solely focused** on emergency and mass notification solutions for nearly two decades

- Maintain our own dedicated triple-redundant infrastructure with **no third-party involvement**

- Employ former emergency managers and law enforcement personnel, with more than **80+ years** of hands-on public safety experience.

- Awarded **CIO IT Innovation Award** 2016

- **Nine (9) competitive acquisitions** in as many years

  - Most recent acquisition was Send Word Now, a global leader in enterprise business notification solutions, serving global Fortune 500 companies

Timeline:

98 — CodeRED technology released

01 — Mapping capability added; ECN pioneers Internet reliability & secure transactions; Hit first million call day; Custom, in-house map control; Transition to triple redundant architecture

04 — Transition to custom geocoding and ESRI mapping

06 — CodeRED Weather Warning technology released

07 — Text & email capability released

08 — (timeline marker)

09 — CodeRED Mobile Alert app launched; CodeRED system & user interface upgrade; ECN acquired by private equity firm; ECN provides 1st interface for FEMA IPAWS alerting

12 — (timeline marker)

13 — Released major upgrade to CodeRED Mobile Alert app; ECN relocates to state-of-the-art facility; CodeRED system & user interface upgrade; Next generation of CodeRED launch; ECN completes acquisition of Global Connect emergency notification contracts

14 — (timeline marker)

15 — CIO 100 Innovation Leaders; Added Social Share feature to CodeRED Mobile Alert app; Completes acquisition of MIR3 Mass Notification solutions; Added Two-Way Messaging; Delivered 7 million notifications for Winter Storm Juno (Over 5 million messages sent within 24hours); ECN Named finalist in regional business awards competition; ECN honored with Chamber of Commerce technology award; Veritas Capital invests in ECN, focusing on critical technology for gov't and commercial clients

16 — (timeline marker)

17 — Acquired Send Word Now; Launch of OnSolve – combing ECN, MIR3 and Send Word Now

ONSOLVE™   CodeRED™

VISIBLE

HIDDEN

SUPPORTING
CAPABILITIES

Features, functions & price

Corporate history, focus, experience

Infrastructure, reliability, resilience

Data security & access

Integration services & APIs

Implementation, training & support

Mission critical, redundant
fail over network

- Full service provider

- Triple redundant secure infrastructure

- Single interface IPAWS solution

- Expedient implementation

- 24x7x365 live proactive client support

- GIS data coding (ESRI)

- Data scrubbing and de-duplicating

- Company-supplied data

- Personalized training

- Comprehensive Mobile strategy

- Resource library with promotional materials

- Advanced data security model

OnSolve has 10 high availability facilities worldwide

has **10** HIGH AVAILABILITY FACILITIES WORLDWIDE

OnSolve utilizes its own secure MANAGED PRIVATE NETWORK

Chicago, IL · Toronto · Denver, CO · Las Vegas, NV · Irvine, CA · San Diego, CA · Dallas, TX · Atlanta, GA · Ashburn, VA · London, UK

Notable CodeRED Successes

- Largest state & local government notification system, utilized in all 50 states, serving more than 100 million U.S. households

- Maintains 14 statewide contracts (more than any other provider)

- Affiliated with nationally recognized organizations including "A Child is Missing", Federal Emergency Management Agency (FEMA) and the National Weather Service (NWS)

- CodeRED has been credited with helping in the recovery efforts for more than 3,500 missing children

HURRICANE SANDY
OCTOBER 29, 2012
NORTHEAST
CATEGORY 1

- 15 million calls launched without delay
- 1.8 million CodeRED Mobile Alert app notifications
- Nearly 1 million text and emails delivered, helping to prevent network congestion during height of the storm

WINTER STORM JUNO
JANUARY 26, 2015
NORTHEAST

- 5.3 million calls launched without delay
- 185,000+ CodeRED Mobile Alert App notifications
- Nearly 130,000 emails and 80,000 texts
- Nearly 9,000 new resident enrollments to receive emergency notifications regarding the storm system

WINTER STORM JONAS
JANUARY 2016
MID-ATLANTIC

- 7.1 million calls over 4 days
- 16,500+ CodeRED Mobile Alert app notifications
- More than 138,000+ text and emails throughout the peak of the storm
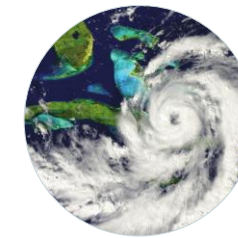
HURRICANE MATTHEW
OCTOBER 2016
SOUTHEAST
CATEGORY 4

- More than 11.5 million calls placed before, during, and after Hurricane Matthew made its way up the east coast of Florida
- More than one million emails and text messages sent, without any failures or downtime
- More than 58,000 new registrations immediately made through the Community Notification Enrollment (CNE) web page

- Immediate and simultaneous alerts to voice, text, email, social media, mobile app, IPAWs, etc.

- Comprehensive mobile strategy (CodeRED Launcher and Mobile Alert app)

- Social Share

- Fully integrated IPAWS interface

- Two-Way Messaging

- Web Widget

- Foreign Language Message Translation

- Customizable community enrollment page

- Powerful API

- Universal ANI

- Patented Validata process

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CodeRED™

Overall Ease of Use

- Mobile Alert Application
- Launcher Application
- Social Share
- Web Widget
- Two-Way Messaging
- IPAWS
- Team Builder

- Language Translation
- Resource Library
- Community Enrollment
- Future
- The CodeRED Difference
- Notification Successes
- Summary

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Mobile Alert Application

Emergency messages delivered directly to the hands of your residents, visitors, and commuters who need to take immediate action.
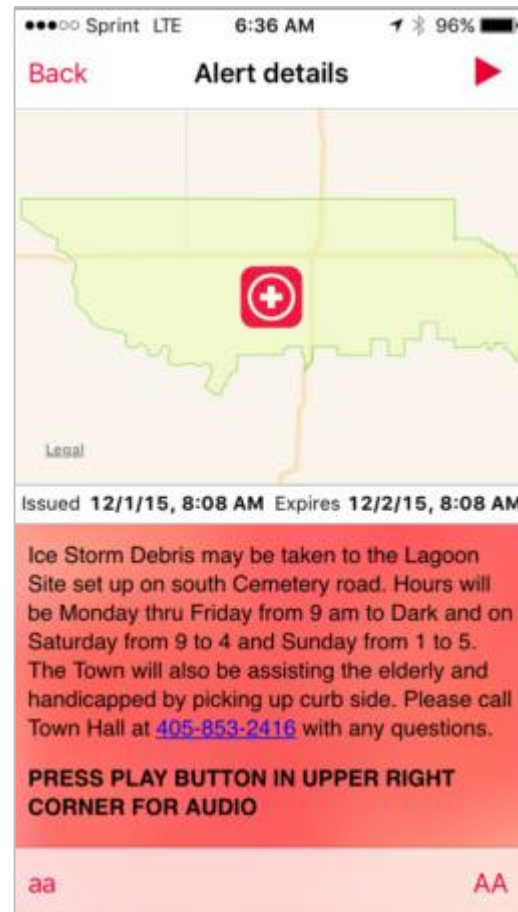
- Location-based mobile device notification app

- No opt-in required

- Message includes both audio and text and map

- Easily implemented for special events

- Customized user experience

THE CodeRED DIFFERENCE

- Geo-Target your mobile audience on their mobile device
- The most downloaded public safety notification app
- Nationwide success alerting residents and visitors

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△CodeRED™
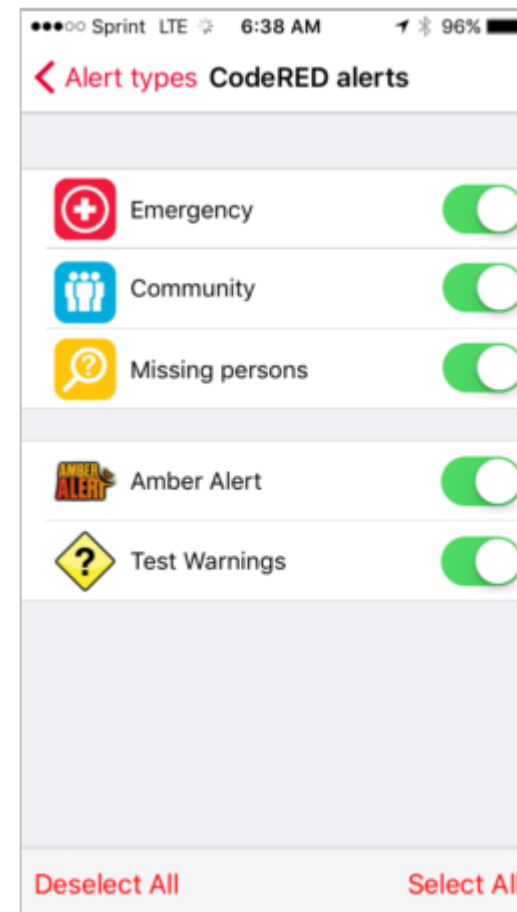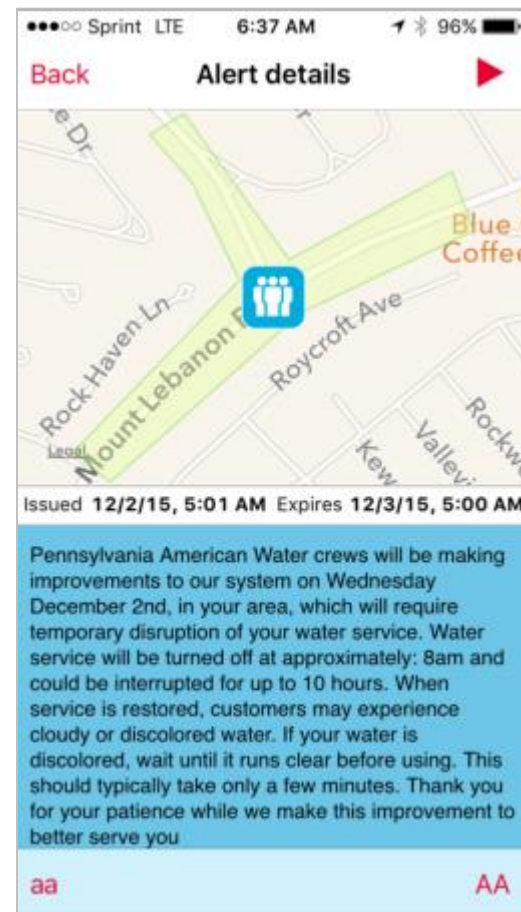
GROUP → MAP → RECORD → TYPE → LAUNCH → SUCCESS!

Social Share

Log in > Create message & select how to send > Confirm IPAWS received message

- Within existing Message Builder
- Use All methods
- Leading provider
- More COGs than any other IPAWS developer
- LIVE JITC Testing
- Featured by FEMA at national conferences

Team Builder
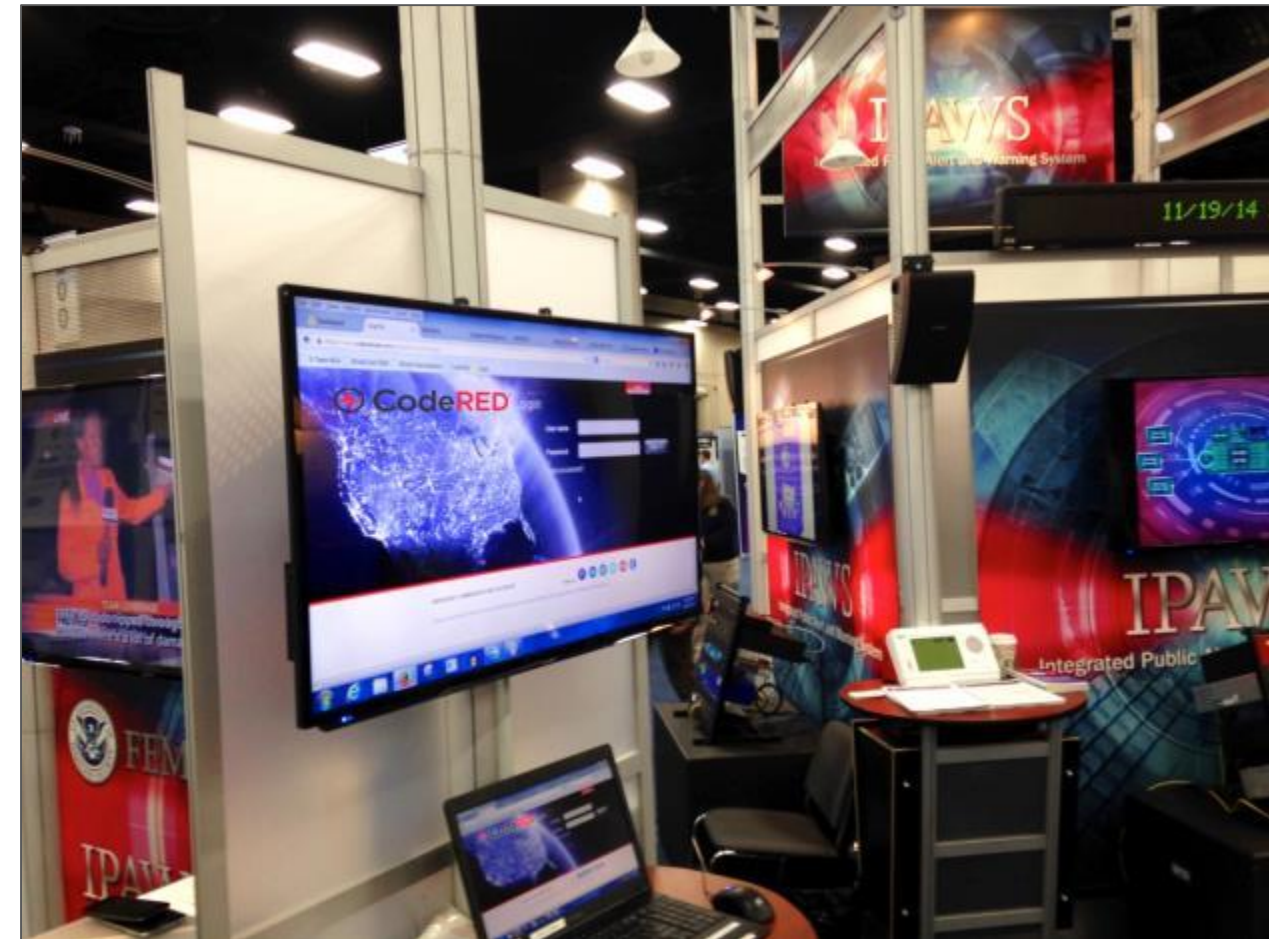
Notify – Confirm – Survey – Quota

- Secure confirmation key
- Survey for real time results
- Fill quotas with intelligent dialing
- Overtime shifts
- Response surveys
- Secure Message Delivery
- Document availability

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- Send alerts in a resident's preferred language

- Accurately convert messages in English to the language(s) of your choice

- Translate and deliver voice, email and text message components seamlessly through a single user interface

- Preview and edit translated message components prior to launch

- Designate individual records to receive alternative language messages via Contract Group Enrollment (CGE)

- Review detailed statistics to see the number of records attempted and/or delivered in each language

Available languages include:	
Chinese (Catalan)	Chinese (China)
Chinese (Hong Kong)	Chinese (Taiwan)
Danish	Dutch
Finnish	Finnish (France)
French (Canadian)	French
German	Italian
Japanese	Korean
Norwegian	Polish
Portuguese (Brazil)	Portuguese (Portugal)
Russian	Spanish (Mexico)
Spanish (Spain)	Swedish

ONSOLVE™

CodeRED™

Instant online access to

- Manuals
- Guides
- Forms
- Marketing Materials
- Best Practices

Resource Library

Client Support Resources

📁 **OPERATING MANUAL**
- 📄 Operating Manual

📁 **USER GUIDES**
- 📄 Call Disposition Breakdown
- 📄 Contact Group Importer Guide
- 📄 Contact group ONLY quick launch guide
- 📄 IPAWS Submission Tool User Guide
- 📄 Quick launch guide
- 📄 Quick Text Reference Guide

📁 **CLIENT FORMS**
- 📄 Contact change request
- 📄 Passcode request

Marketing Resources

📁 **COMMUNITY FLIERS**
- 📄 CodeRED Weather Warning info card 2up
- 📄 CodeRED Mobile Alert flier 4 up

📁 **LOGOS**
- 📄 CodeRED jpg
- 📄 CodeRED Mobile Alert app jpg
- 📄 Graphic Standards
- 📄 CodeRED Stacked jpg
- 📄 CRMAA QR code
- 📄 CodeRED Weather Warning jpg

📁 **SCRIPTS**
- 📄 CodeRED Performance test

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CodeRED™

Community Enrollment

Community Groups

Internet of Things (IOT)

There is a difference and it makes a difference.

- Single solution
- Easy-to-use interface
- Expedient implementation
- World-class client support
- API
- Robust infrastructure

- Geo-location; data management support
- Ongoing training
- Managed services
- Comprehensive mobile strategy
- Statewide and large-scale programs
- Market leaders

Notification Successes

Suffolk County, NY (population 1.5 million)

· Over 250 jobs launched in the past 2 years
· 716,042 messages launched on Jan 26
· From launch to completion: 120 mins.
· 435,615 messages successfully acknowledged
· 0 failed messages

Douglas County, CO (population 306,000)

· Over 300 jobs launched in the past 2 years
· 26,736 messages launched on Oct 8
· From launch to completion: 29 mins.
· 22,596 messages successfully acknowledged
· 0 failed messages

Jefferson County, CO (population 552,000)

· Over 500 jobs launched in the past 2 years
· 311,736 messages launched on March 5
· From launch to completion: 103 mins.
· 251,711 messages successfully acknowledged
· 0 failed messages

Nassau County, NY (population 1.4 million)

· Over 100 jobs launched in the past 2 years
· 739,971 messages launched on July 3
· From launch to completion: 118 mins.
· 473,224 messages successfully acknowledged
· 0 failed messages

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Plymouth County Sheriff's Department

Missing 12-year-old found after CodeRED alert

Carver, MA (March 2016) - A frantic father reported his 12-year-old son missing to the Carver Police Department. The young boy had already been missing for two hours when the call was received. Carver Police Department responded immediately, checking the boy's friend's homes and preparing for a search in a nearby wooded area. Plymouth County Sheriff's Department promptly sent out a CodeRED notification on behalf of Carver Police Department to residents alerting them of the missing child. A woman subsequently informed her husband of the alert and he took his ATV out into the woods to assist in the search. Miraculously, the young boy was found only a half-mile away from his home and reunited with his father.

Richfield City Police Department

CodeRED alert helps find missing 8-year-old within minutes

Richfield, UT (March, 2016) – An 8-year-old boy was reported missing in the Richfield area around after he never returned home from school. The boy's parents reported him missing around 6pm. The Richfield City Police Department issued a CodeRED alert in the area providing a description of the boy and asking residents to call in with any information.

Green Lake County Sheriff's Department

Local missing man found after police send CodeRED alert

Green Lake County, WI (April 2016) – A 20-year-old man with cognitive disabilities was reported missing around 4pm after wandering away from his home. Local police departments organized a search along with the man's family in places the man would

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▶ Martinsville-Henry County 911 Center

CodeRED credited with finding armed and dangerous individual

Henry County, VA—"Getting information out to the public through the CodeRED system is what led to the capture of this dangerous armed person. Within a couple of hours of our CodeRED alert going out, and the continuance of the IPAWS alert in the area, citizens identified the suspect as he walked up to a convenience store trying to blend into society and asking for a ride. Within seconds our 911 Center received three different calls reporting the location of the suspect we were looking for, and officers quickly responded and took the suspect into custody. Without the ability to quickly inform the public of the emergency situation at hand through the CodeRED

▶ Cass County Emergency Management

CodeRED kept citizens safe during a neighborhood shooting

Fargo, ND – A man in North Fargo put members of the community in danger during a domestic violence incident. On a cold February 2016 evening, a young boy called 911 dispatchers and reported a domestic disturbance, saying a man had fired a gun at his mother, the suspect's wife. When Moorhead Police Department officers arrived at the scene, the suspect began firing at the responding officers. Police swarmed the area and set up a perimeter around

▶ Greensville County Sheriff's Office

Murder suspect found courtesy of CodeRED

Greensville County, SC – "The more community involvement that we have the more effective we are. We first implemented the CodeRED system in 2013, and it's been used 44 times since then, reaching 242,000 people with seventy-five percent of the calls

OnSolve remains the preferred partner for critical communications – when seconds count.
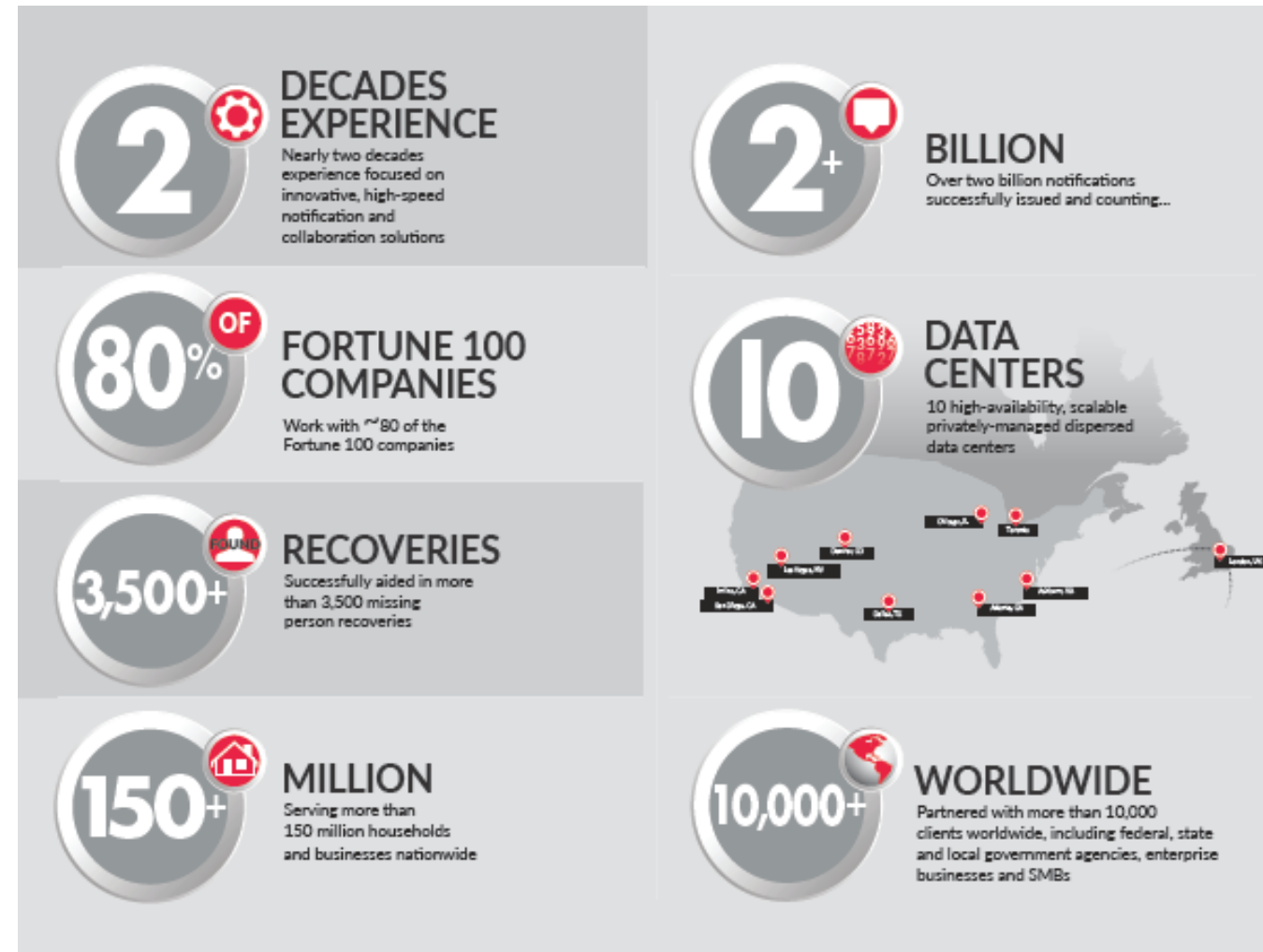
Hi Jim,

Per your request I am providing a few differentiators between CodeRED and other systems that appear to be similar. I updated the highlighted section from my previous email. Please let me know if you have any questions or need anything else from me prior to your meeting later this week.

1. OnSolve owns, operates, maintains and controls its backend core infrastructure without having to rely on unrelated third party providers. OnSolve's redundant network has data centers in 10 high availability facilities throughout the world. CodeRED clients have #1 priority on the network. **This differs from some competitors that are forced to contract with unrelated third party providers that are capable of sending notifications.**

2. OnSolve is the only emergency notification system provider authorized to utilize RealCall® patented technology. This proprietary functionality enables CodeRED to deliver accurate messages in their entirety to answering machines and other voice mail devices without looping or repeating the message. RealCall® has been proven to maximize the efficiency of the local telephone infrastructure when telephone circuits are in high demand. **This differs from other technologies that leave partial, truncated or repeated messages – wasting valuable telephone circuit resources when they are most needed.**

3. OnSolve's premium managed data services is included with the annual CodeRED subscription fee.
   a. OnSolve includes a residential and business database for the City to utilize when contacting citizens of emergency and non-emergency alerts. This premium database is comprised of white page listings, consumer activity data and business databases. The OnSolve provided database currently has 7,840 records in ZIP code 61571 that are available to use today. **This differs from some providers that simply provide "empty software" and require the client to build a subscriber database, starting with zero records, via an opt-in process.**
   b. OnSolve allows the City to add any additional databases you would like to include with the database we will provide (utility billing data, business license data, 911 data, etc). OnSolve's database team will de-duplicate like records, merge files, clean up the data, and geo-code each record to allow for precision GIS based notifications. **This differs from some providers that require the City to manage, clean up and upload its own data files.**
   c. Citizens will have the ability to opt-in the CodeRED database and provide additional contact information to the database. **This differs from some providers as CodeRED opt-ins are added to an existing database and is not opt-in exclusive.**
   d. CodeRED leverages OnSolve's unique Validata® telephone number validation process to confirm every number in the customer's database. This proprietary methodology is used to verify the validity of entries and identify addresses lacking valid phone numbers. This process will purge records that are identified as inactive from the database to ensure clean calling lists resulting faster job completion. **This differs from some systems that does not cleanse citizen databases and will attempt inactive records many times resulting in longer notification campaigns.**

4. City officials will work one-on-one with a member of OnSolve's implementation services team and complete all system set-up tasks and training. OnSolve also offers monthly webinar training sessions that can be used as refresher courses or initial training for new CodeRED users. **This differs from some providers that require the City to set-up their own system and watch university style training video's, with no staff interaction, to learn the system.**

5. OnSolve offers 24/7/365 customer support. City officials can call our support line any time of day and speak to a full time system expert to assist in anyway. **This differs from some providers that only offer client support calls during normal business hours.**
6. CodeRED offers a simple two-step process to initiate notifications from any computer with internet access or via the CodeRED Launcher app. Ease of use is critical with a mass notification system and CodeRED was designed by former clients to be simple and fast. **This differs from some systems that require a more complex launch process with multiple steps.**

⊘ ONSOLVE™

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everbridge NIXLE®

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Community Engagement + Emergency Management Together

ACTIVE SHOOTER

MISSING PERSON

HAZMAT

COMMUNITY EVENTS

SEVERE WEATHER

BOIL WATER

TRAFFIC INCIDENT

SEND

| TEXT | EMAIL | VOICE | MOBILE APP | IPAWS | EVERBRIDGE NETWORK | WEBPAGE | FACEBOOK | TWITTER | GOOGLE ALERTS |

" *To engage the public wherever they are when it matters most - that's what Nixle does for us.* "

CHARLIE BECK
LOS ANGELES POLICE CHIEF

Everbridge Nixle has **600** employees dedicated to
HELP YOU INFORM AND PROTECT YOUR RESIDENTS

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Nixle is the **first and only** commercial public safety service to partner with Google, **increasing your reach by millions**

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+ Unlimited voice minutes
+ Facebook, Twitter & YouTube posting
+ IPAWS Publication
+ Integrated Tipping Platform
+ National Weather Service (NWS) alerts

+ Agency Smart Phone App
+ FOIA Reporting
+ Website Integration
+ Easy text message opt-in
+ Keywords for targeted Messaging
+ GIS targeting of houshellholds and neighborhoods
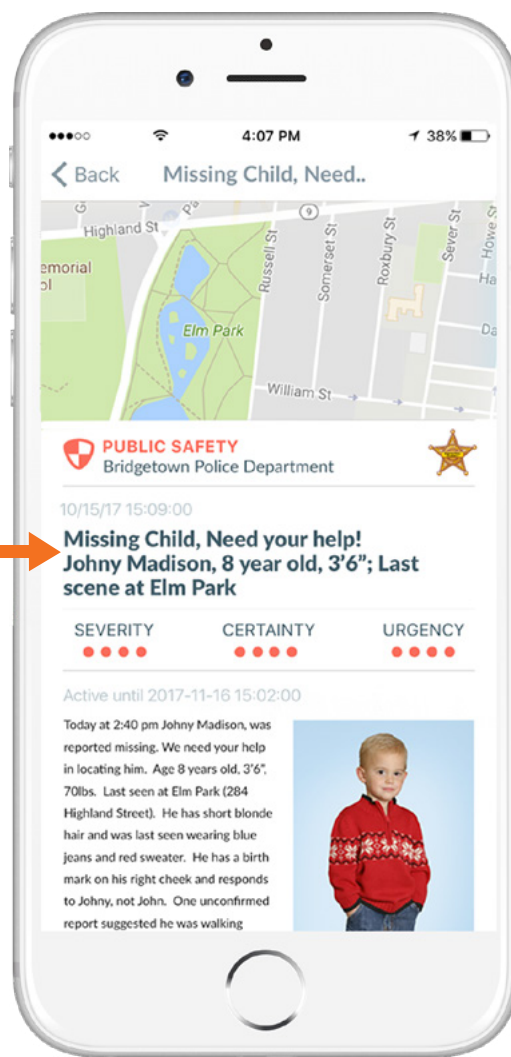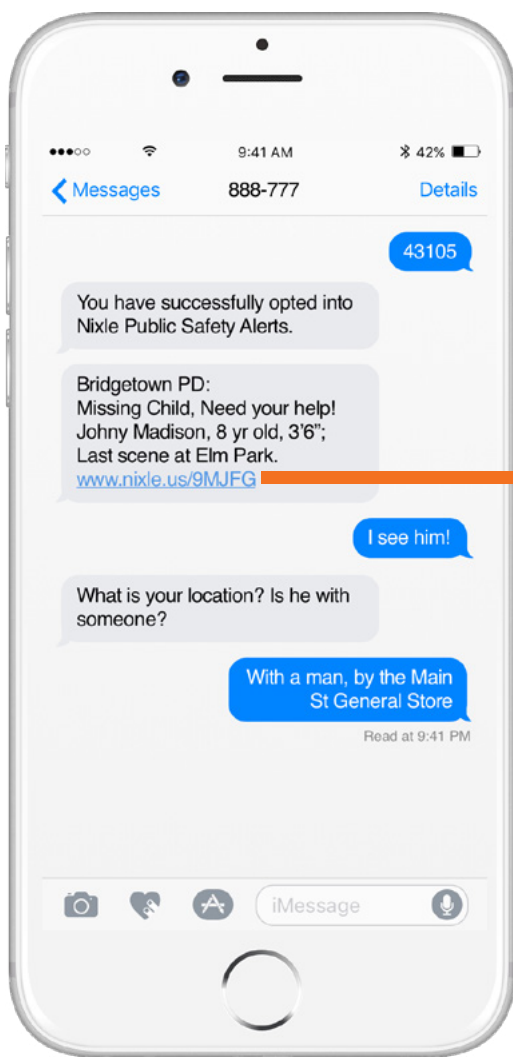
From:	Lindsay Rogers <Lindsay.Rogers@everbridge.com>
Sent:	Thursday, October 19, 2017 6:24 PM
To:	Jim Culotta
Cc:	Jeff Stevens; Mike McCoy
Subject:	RE: Nixle - Confirming our demo tomorrow
Attachments:	Nixle Datasheet.pdf

Jim, Chief McCoy, and Master Sgt. Stevens,

It was great talking to you yesterday! Thank you for taking the time to meet with me. As promised, I wanted to share some additional information and answers to your questions that came up on the call.

Additional information:
- Slides from my presentation
- Nixle Datasheet (see attached)

Pricing based on Washington's population of 16,581:
$5,250/year plus one-time $500 setup fee (includes landline database)
Or
$5,000/year plus one-time $500 setup fee (without data)

Q: Does Everbridge Nixle use our data for anything besides sending notifications?
A: No, Everbridge Nixle does not use resident or customer data for purposes besides sending notifications. You can read more in our privacy policy.

Q: What vendor do we use for landline data?
A: Our data sources are proprietary and confidential. I learned that we now offer a far more robust source than simple published Yellow and White page data. The data we offer customers is aggregated and verified from thousands of sources through a proprietary methodology and includes residential and business data for traditional landlines and VoIP carriers.

Q: Does Nixle own all of the SMS and voice delivery or do we rely on other companies for that?
A: Nixle and Everbridge each send SMS through a primary downstream provider and have secondary providers that act as fail-overs in the event of failure. Voice messages however, are all delivered by Everbridge's own cloud-based voice engine. The engine is elastic so additional instances can be created should load or issues require it.

Q: What information would Nixle be able to provide with a court order subpoena (in reference to anonymous tipping)?
A: Per our legal department, when a customer requests the contact information of an anonymous tipster, our protocol is to obtain a court order, subpoena, or similar government or regulatory approval prior to releasing this information. After legal approval, we can provide the IP address or phone number of the anonymous tipster depending on whether the tip was received via web or phone. That is the only information that will be disclosed. Side note: anonymous tipping can be disabled should you choose not you use it.

Please let me know if you have any additional questions or if there's anything I missed. I look forward to hearing from you.

Thanks,
Lindsay

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