

## Report to Community and Protective Services Committee

**To:** Chair and Members, Community and Protective Services Committee Meeting  
**From:** Jacqueline Davison, Deputy City Manager, Enterprise Supports  
**Subject:** Emergency Public Mass Emergency Notification System – Single Source Procurement (SS21-38)  
**Date:** November 2<sup>nd</sup>, 2021

## Recommendation

That, on the recommendation of the Deputy City Manager, Enterprise Supports, the following actions BE TAKEN, with respect to the Emergency Public Mass Emergency Notification System:

- (a) a purchase of service agreement BE AWARDED to Everbridge, Inc. as a single source procurement for a mass emergency notification system at a cost of \$77,000 plus HST per year for a five (5) year period, beginning December 20<sup>th</sup>, 2021 to December 19<sup>th</sup>, 2026. This is in accordance with section 14.4 (d) and 14.4 (e) of the City of London's Procurement of Goods and Services Policy.
- (b) that Civic Administration BE AUTHORIZED to undertake all administrative acts which are necessary in relation to this matter; and
- (c) the approval given herein BE CONDITIONAL upon the Corporation of the City of London negotiating satisfactory terms and conditions with Everbridge, Inc. to the satisfaction of the City Manager;

## Executive Summary

Emergency Management and Security Services is seeking single source approval to enter into Purchase of Service Agreement with Everbridge, Inc. for the period of December 20<sup>th</sup>, 2021 to December 19<sup>th</sup>, 2026 for the continuation of their provision of a mass public emergency notification system.

## Analysis

### 1.0 Background Information

#### 1.1 Previous Reports Related to this Matter

- Community and Protective Services Committee, meeting on July 22, 2013, Agenda Item #21, Public Notification System and Communication Plan for Emergencies
- Community and Protective Services Committee, meeting on December 13, 2016, Agenda Item #16, Annual Emergency Management Program Update
- Community and Protective Services Committee, meeting on December 5, 2017, Agenda Item #4, 2017 Annual Emergency Management Program Update

### 2.0 Discussion and Considerations

#### 2.1 Purpose

The municipality is responsible for communicating emergency information and safety directions to residents and staff as part of the Municipal Emergency Program and the London Emergency Response Plan. The implementation of a Mass Emergency

Notification System is a key tool to increase the robustness and efficiency of the current public and staff emergency notification systems.

## **2.2 Background**

### City of London Emergency Mass Notification

In 2013, the Community and Protective Services Committee reviewed various options for public notification system. Council recommended that the City pursue a Request for Quotation for the purchase of an automated notification system.

In the event of an emergency and/or significant event, the dissemination of timely and accurate information is an important tool for the protection of staff and the public. The mass notification system is one element of the City's public warning system to notify staff, residents, and businesses. The Mass Notification System may be used to provide life saving information to staff, residents, and businesses during a large-scale hazardous material incident, an explosion, drinking water contamination, etc. This system also has the ability to notify senior leaders so that they are aware of and appropriately able to respond to the situation.

The municipality is responsible for communicating emergency information to residents and staff as part of the London Emergency Response Plan. Pursuant to the London Emergency Response Plan, the City currently uses Alert London, social media, and media releases to communicate emergency information. The continued use of a mass public emergency notification system is desired to maintain the robustness and efficiency of the current emergency notification system. The Alert London Notification System was successfully used on July 19<sup>th</sup>, 2020 to advise residents and businesses of a tornado warning as issued by Environment and Climate Change Canada. The Alert London Notification System was also used on August 3, 2021 to notify surrounding residents to shelter-in-place (e.g., close all windows and doors, turn off the HVAC system) as a result of the fire on Centre Street (near Wharncliffe Road).

Canadian Standards Association Z1600-14 6.2.5.6. best practices recommends that organizations "develop emergency communication and warning capability to advise the affected population of hazards and threats to people, property, the environment, and/or the continuity of services either directly, indirectly, or through authorized agencies."

Over the last several years, other municipalities have implemented a mass notification system, to advise staff and public of a large-scale emergency. Municipalities include Sarnia, Sudbury, and Waterloo Region, as well as Western University.

This system is also being shared amongst City of London Services and allied partners to support the emergency notification of staff. City Services and allied partners have access to notify their respective staff of an emergency and/or callback to work. Environment and Infrastructure (e.g., Dispatch, Road-Side Operations, Transportation) utilises the system to call in staff as a result of severe weather (e.g., snow removal). Other allied partners have also created their notification lists to notify their staff of a significant event and the requirement to report back to work (e.g., London Health Sciences Centre for Code Orange [external emergency]).

Since initiation of the contract, we have trained City of London staff (e.g., Emergency Management and Security Services, the Security Operations Centre, Environment and Infrastructure Services), London Health Sciences Centre staff, Middlesex-London Paramedic Service on the use of the emergency notification system.

The system allows multiple contact paths (e.g., text, email, cellphone, landline) to notify residents and staff of an emergency/significant event. Emergency Management and Security Services have administrative rights to the system to activate a public emergency notification to staff and/or residents.

## 2.3 Procurement Process

In 2016, the City of London completed a Request for Quotation (RFQ16-59) for an Emergency Mass Notification System. Everbridge, Inc. was the only bidder and was awarded a five (5) year contract in accordance with the Procurement of Goods and Services Policy.

During the past five years, Everbridge, Inc. has supported the City of London in the continuous improvement and development of the Alert London platform. Everbridge, Inc. has worked with City staff to establish a comprehensive database to enhance the notification system. Everbridge, Inc. continues to develop its product and platform and continues to be a leader in the emergency notification sector. Municipalities including Sarnia, Waterloo Region, Sudbury and several lower tier municipalities, have implemented a municipal emergency mass notification system using Everbridge, Inc. Everbridge, Inc. has demonstrated an understanding of Ontario municipal requirements for emergency notification, as well as the requirements for the City of London. Everbridge, Inc. has provided great assistance with the development of organizational structures and the development of notification templates. Everbridge, Inc. has also provided assistance with the post notification analysis and providing recommendations for improvements in the delivery of notifications. Furthermore, Everbridge, Inc. has an extensive e-learning modules and videos, accessible through Everbridge University (website).

Based on the service, support, features, knowledge and expertise that Everbridge, Inc. has provided to the City of London during the previous contract period, a single source award approval to Everbridge, Inc. for five (5) years is requested as per the City of London's Procurement of Goods and Services Policy, sections 14.4.(d) and (e):

- d. There is a need for compatibility with goods and/or services previously acquired or the required goods and/or services will be additional to similar goods and/or services being supplied under an existing contract (i.e., contract extension or renewal);
- e. The required goods and/or services are to be supplied by a particular supplier(s) having special knowledge, skills, expertise or experience;

In accordance with section 14.5(a)(ii) of the City's Procurement of Goods and Services Policy, since the award is greater than \$50,000, Committee and Council must approve the award.

## 3.0 Financial Impact/Considerations

### 3.1 Annual Cost

The annual cost for the Emergency Notification System is \$77,000. This cost provides approximately 7.5 million contacts annually. Based on the past five (5) years experience, the annual 7.5 million contacts is sufficient.

The annual cost of this procurement is \$77,000 and can be accommodated within the approved Emergency Management and Security operating budget.

The total cost of the Emergency Notification system would be \$385,000 over five (5) years.

## Conclusion

As outlined in the City of London's Emergency Response Plan, a Mass Notification System forms an integral component to the City's response to an emergency event. Based on experience over the past five (5) years with Alert London, and in working with Everbridge Inc., to continually improve the system and on-board outside agencies, it is

recommended that through a single source procurement, the City enter into a five (5) year purchase of service agreement with Everbridge, Inc.

**Prepared by: Andre Luc Beauregard, Manager, Emergency Management and Security Services, Enterprise Support**

**Submitted by: Dave O'Brien, Director, Emergency Management and Security Services, Enterprise Support**

**Recommended by: Jacqueline Davison, Deputy City Manager, Enterprise Support**