

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** John Brand, Senior Management Analyst 

**DATE:** April 25, 2011 (CC Meeting of 5/04/2011)

**SUBJECT:** Consider a Letter of Intent Regarding the City's Continued Participation in the County's Emergency Notification System

**SUMMARY**

The Council is being asked to authorize the Mayor to sign a Letter of Intent (LOI) to continue the City of Moorpark's participation the County's emergency notification system as the county prepares to transition to a new vendor to provide these services.

**BACKGROUND**

In July 2008, the Ventura County Sheriffs Department Office of Emergency Services (VC OES) launched a public notification system known as "Reverse 911." It is used to alert residents of emergencies such as fires, floods, and earthquakes. The system has been effectively used in over 70 incidents in the past three years and is utilized on a day-to-day basis for mobilization of response teams throughout the County.

The Cities of Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, and Santa Paula entered into a Memorandum of Understanding (MOU) with the County that allowed these cities access to the Reverse 911 system for emergency notification, but left responsibility for administration of the system to VC OES. Cities not included in the MOU were Thousand Oaks, Simi Valley, and Ventura.

The County, in coordination with the Reverse 911 User's Group consisting of City staff, representatives from other cities, and certain county agencies recently completed a Request For Proposals (RFP) for an emergency notification system and selected Everbridge Inc. in the process.

Reasons for selection of this vendor include, but are not limited to:

- Experience in notification services and customer references
- Fully hosted solution accessible via the internet
- 24/7 Live Support available to all users
- Provides self-registration portal for citizen opt-in and responder notification

Each city is considering its options. Two cities have their own systems: Simi Valley uses "Rapid Notify"; and San Buenaventura uses "Code Red" for their high-volume calling solutions. These vendors were invited to submit proposals. Thousand Oaks already contracts with Everbridge and may consider joining the new county system.

### **DISCUSSION**

As proposed, the Everbridge system will afford greater flexibility. Participating agencies could develop a system-wide consensus regarding the appropriate use of the system. For example, Everbridge allows a separate Community Alerts section which residents can opt-in or out of to suit their needs. They may include information that would usually be distributed via press release, Facebook, and Twitter. These nonemergency alerts would be the responsibility of each city. The Reverse 911 system would remain available until the Everbridge system comes on-line, early in 2012.

### **FISCAL IMPACT**

First year procurement and implementation costs would be paid for with a Homeland Security grant. In FY 2011-2012, Moorpark's cost to access the system would be about \$680.00 and about \$4,500 in the second year of the contract. Sufficient funds are included in the approved Emergency Management budget to pay for this service. This would be a recurring annual expense at about \$4,500 at the current level of participation, and somewhat less if Thousand Oaks and San Buenaventura join. Cost to the cities is based on census data for the community, and may vary depending on the number of cities that opt-in. In the three years of the current contract, the cost to the City has ranged from about \$1,300 to \$1,500 per year.

### **STAFF RECOMMENDATION**

Authorize the Mayor to sign a Letter of Intent to support the selection of Everbridge as the emergency notification system vendor and document the City's intent to continue participation.

Attachment 1: Draft Letter of Intent

## OFFICE OF THE MAYOR

May 5, 2011

Laura Hernandez, Manager  
Sheriff's Office of Emergency Services  
800 South Victoria Ave #3450  
Ventura, CA 93009

Dear Ms. Hernandez:

As you are aware, in July, 2008 the City of Moorpark entered into a Memorandum of Understanding (MOU) with the County to access a public notification system known as Reverse 911 (current contractor). The MOU allowed access to Reverse 911 for emergency notification such as fires, floods and earthquakes, but left responsibility for administration of the system to your office.

The County, in coordination with representatives from Moorpark and the Reverse 911 User's Group, recently completed a Request For Proposals (RFP) for an emergency notification system and selected Everbridge Inc. in the process.

The City of Moorpark fully supports the recommendation of the Reverse 911 User's Group to select Everbridge as the future emergency notification vendor for the County. Moorpark also supports the plan to secure 2011 Homeland Security Grant funding to pay for the first year of the contract, and intends to enter into a revised MOU with the County for notification services when appropriate. I understand that your office will keep us apprised of any changes regarding the selection process. Should you have any questions, please contact Mr. John Brand at 805 517-6248.

Sincerely,

Janice S. Parvin  
Mayor

JP: jb

C: Honorable City Council  
Steven Kueny, City Manager