

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: March 14, 2012

Board Item: V-E-1

Contract with Everbridge Inc. for Mass-Notification Services (Contract 14032A)

Action by Consent

Action

Information

Communication plays a pivotal role in Denver Water's day-to-day operations where miscommunication or lack of communication can impact the safety of employees and the public. During an emergency event, communication failures or misunderstandings have even broader implications. The ability for Denver Water to communicate quickly to tens, hundreds, thousands or even tens of thousands of people anywhere via any media is a key component for public safety.

This type of communication ability can be a valuable tool in preventing response time delays, as well as providing proactive communications to Denver Water customers, which in turn can result in fewer phone calls from customers wanting to notify us of a problem, or wanting to know when water service will be restored.

Denver Water's research in 2011 concluded that the Everbridge Inc. mass communication service offerings were generally considered the strongest in the combined reverse 911 notification and commercial notification markets. Also in 2011, Denver Water was invited by Douglas County, CO to participate in their mass notification RFP and vendor selection process. Denver Water identified two leading vendors from the Douglas County selection process (Code Red and Everbridge) that presented the strongest match to our requirements, both of which have provided proposals to Denver Water. Everbridge Inc. has been selected as the preferred vendor that best met our requirements and with the most flexible pricing model.

Everbridge is a hosted, mass notification service, with the ability to communicate notifications using many modes, including landline phones, cell phones, smartphones, text messaging, instant messaging, email and more. Notifications can be sent with an automated receipt confirmation request, which if provided by the recipient will stop additional notification attempts. Additionally, receipt confirmations can be used to automatically control whether additional notifications to expanded recipient groups are necessary.

The Everbridge hosted services are redundantly located at strategic locations around the country, and will not rely on Denver Water's phone lines and other infrastructure to communicate notifications. The Everbridge contact database will consist of multiple sets of contract information, including Denver Water's employee and customer data, public phone numbers (white pages), 911 data, and Opt-in data. These datasets can be used independently or in combination to better target the intended audience.

The Everbridge service will typically be accessed by key Denver Water personnel through a secure website where notifications can be created, sent, and monitored. In addition to the website, Everbridge has a dial-in service where a live person that can initiate a message, as well as a mobile app for

smartphones. All of this functionality is controlled and limited by authentication and Denver Water specific business rules.

Examples of notification scenarios include:

- Employee notifications regarding:
 - Snow days and other weather events, to essential and non-essential employees
 - Main breaks, from Emergency Services to T&D crews and Warehouse personnel
 - Activation of the Denver Water EOC, to all necessary support personnel
 - Treatment Plant chemical leaks, to necessary support personnel
 - Source of Supply and other operational facility closures to many audiences
 - IT system problems, to necessary support personnel
 - Board member notifications (with or without receipt confirmation requests)
 - Open benefit enrollment information and deadlines to all employees
- Customer notifications regarding:
 - Service interruptions to customers in affected areas
 - Main breaks to customers in affected areas
 - Water Quality Advisories to customers in affected areas
 - Demand management / conservation alerts to customers in affected areas
 - Soft Collections to late paying customers
- Governmental and Elected official notifications
 - Problem alerts and status to selected groups

Services provided under this contract will be charged semi-annually at the annual rates of \$166,395 in year one and \$162,995 in years two through five. Funding for this contract is fully budgeted in the IT Communication Services budget (MPC 4JM0001).

Recommendation:

It is recommended the Board approve this contract with Everbridge Inc. for mass notification services, for a five year period, for an amount not to exceed \$818,375.

Approvals:

Respectfully submitted,



Christopher R. Dermody
Director of Information Technology



James S. Lochhead
CEO/Manager



Patricia L. Wells,
General Counsel