



REPORT

To: Chair and Directors

Report Number: ADM-BRD-124

From: Jeff McDonald, Communications Manager

Date: February 25, 2021

Subject: Proposed Everbridge Contract Renewal

RECOMMENDATION: [Corporate Weighted]

That the Regional Board authorize a renewal contract with Everbridge for the mass communication platform for the Peace River Regional District and seven member municipalities for a five year term ending April 11, 2026 at an annual cost of \$18,500 **USD**; further, that the Chair and Chief Administrative Officer be authorized to sign the extension agreement.

BACKGROUND/RATIONALE:

As the end of the term of the original agreement with Everbridge approached, (expires April 12, 2021) staff realized the impact that changing service providers for the emergency alerts system would have on both the regional district and municipal staff and the members of the public who rely on the system. The potential challenges of switching resulted in a proposed change to the procurement policy to permit direct award of contracts for enterprise software systems such as financial management, agenda management, and emergency alert software. The policy amendment was approved by the Regional Board at its regular meeting held February 11, 2021.

The policy amendment included a requirement to re-evaluate enterprise software systems at least every five years. (Clause 12.1) Staff continue to be satisfied with the performance of the Everbridge system as launched in 2018. The Everbridge platform and mass communications software lets the PRRD and member municipalities have direct contact with residents at risk in an emergency; it can also be used to share information about PRRD facility closures, such as solid waste or water station service disruptions.

The Everbridge system is established with PRRD residents and member municipalities who use the Everbridge system under the PRRD contract; switching to another provider would be a time-consuming process and would require an extensive new media campaign to re-register residents for both the PRRD and for member municipalities, and staff training.

The cost of the platform was USD \$18,500 for each of the three years and Everbridge has agreed to renew for a five year term with no rate increase. Further information regarding the uses and benefits of Everbridge, and why it was originally selected as the preferred system, is contained in the attached staff report from April 2018 when the platform was originally agreed to by the Regional Board.

ALTERNATIVE OPTIONS:

1. That the Regional Board provide further direction.

STRATEGIC PLAN RELEVANCE:

- ☒ Partnerships
 - ☒ Collaboration with Local and First Nations governments
- ☒ Responsive Service Delivery
 - ☒ Enhance Emergency Planning and Response Capacity
- ☒ Advocacy
 - ☒ Emergency Response Capacity for Local Governments

FINANCIAL CONSIDERATION(S):

The annual cost remains at USD \$18,500 per year. Everbridge is offering a five-year renewal at the existing annual rate of USD \$18,500. There is some uncertainty based on the quote being in USD, as the exchange rate varies.

This renewal requires approval of the Board even under the new policy language that allows for direct award renewals for enterprise systems, as it exceeds the \$25,000 maximum direct award value that staff are authorized to execute. (Clause 10.2)

On February 19, 2021, USD \$18,500 converted to CDN \$23,338.34 (at an exchange rate of USD \$1 to CDN \$1.26).

COMMUNICATIONS CONSIDERATION(S):

None.

OTHER CONSIDERATION(S):

As directed by the Board at the February 11, meeting, staff are considering additional amendments to the policy for the Board to consider, around the spending thresholds and limits contained in the policy. Staff are working on this, including seeking information regarding spending thresholds in other local government policies and bylaws. Should spending thresholds increase, future awards of this nature may not be in front of the Board, depending on the term and overall cost of the extension.

Attachments:

1. 2018 Staff Report -- Contract Award for Everbridge Mass Communications Software