



REPORT

To: Chair and Directors

Date: March 28, 2018

From: Deborah Jones-Middleton, Protective Services Manager

Subject: **Contract Award for Everbridge Mass Communications Software**

RECOMMENDATION(S): *[All Directors – Corporate Weighted]*

That the Regional Board authorize that the Purchasing Policy be waived and that the Peace River Regional District enter into a 36 month agreement for \$18,500 US per year with Everbridge to provide mass communications software to the Peace River Regional District and seven member municipalities and that the Chair and CAO be authorized to sign the agreement.

BACKGROUND/RATIONALE:

Mass communication software provides an opportunity for direct contact with residents at risk in an emergency as well as public meeting notifications and general information distribution. Some programs available allow residents to sign up, identifying their residential, work, and school locations, provide telephone numbers and/or email to receive notifications on their chosen devices, via voice, text, or email.

This software can be used to notify residents, within a specified area, about multiple events such as elections, assent voting, local area meetings etc. During an emergency this software can be very useful in assisting staff in providing public information directly to affected residents and determining which residents need assistance (e.g., transportation or assistance with livestock evacuations).

At the June 2017 meeting the Emergency Executive Committee moved the following:

“That the Emergency Executive Committee recommend to the Regional Board that staff be authorized to consult and prepare a report outlining which municipalities would be interested in participating in the Everbridge service and share the system costs.”

At the July 13, 2017 meeting the Board moved the following:

“That staff be authorized to consult with municipalities regarding their interest in participating in the Everbridge service and the sharing of system costs, and prepare a report on same.”

Staff presented the concept to member municipalities during the initial Collaborative Report – 2018 Emergency Services Budget November 20, 2017 Emergency Management Model meeting in June and they expressed interest in the program. A webinar presentation was held in September for municipal staff and they were very impressed with the benefits of the program and the many ways they could utilize it within their municipalities. A letter to each of the municipalities was sent out January 26, 2018 asking if they would like to participate in the program and the response was unanimous that they would like to participate.

Staff researched a number of platforms as follows:

Quotes Received		
Company	Rational	Annual Costs
Everbridge	<ul style="list-style-type: none"> 24/7 service support. The system will support up to 30 devices per person. Status reporting on message delivery; Two way messaging Able to specify addresses included in the notification area through mapping and GIS capabilities. Can provide human voice messages. Member Municipalities are able to utilize the system for minimal cost. Target Groups can be set up to receive messages, i.e. ESS Volunteers, SAR Volunteers, Board Members; Can be used by other PRRD Departments to announce public Meetings, OCP Meetings etc. 	<ul style="list-style-type: none"> approximately \$23,500 CDN (\$18,500 US per annum)
Voyent	<ul style="list-style-type: none"> Computer generated messaging. No two way communications Member Municipalities would have to invest separately. Status reporting on message delivery; Uses Google Maps which is not accurate in the Peace. 	Approximately \$36,500 CDN per annum
ePACT	<ul style="list-style-type: none"> Only uses pre-determined mapping; Only offers a computer voice speech message. No two way messaging Member Municipalities would have to invest separately. 	<ul style="list-style-type: none"> Approximately \$63,000 CDN per annum Plus \$3,000 set up fee

ALTERNATIVE OPTIONS:

- 1) That the Board provide direction to staff.

STRATEGIC PLAN RELEVANCE:

- ☐ Ensure that the Solid Waste Management Plan is operating on a fiscally defensible basis.
- ☒ Ensure effective execution of Public Safety and Emergency Services initiatives.
- ☐ Foster Collaboration on services with municipalities and electoral areas.
- ☐ Establish a strategy for coordinated advocacy on identified issues.

While many mass notification systems are developed ONLY to deliver emergency communications, the Everbridge platform can be used to deliver communications for both emergency and nonemergency events. The functionality of the system minimizes 911 and customer support calls with notifications that proactively alert citizens to the scope, impact, and resolution of a situation.

Everbridge provides 24/7 customer support and training to customers that can be delivered in-person, via webinar and/or through Everbridge University (free online training with hundreds of courses).

Some of the platform's features include (but are not limited to):

- during an emergency event, Everbridge will allow local governments to provide targeted information directly to the affected residents by identifying impacted areas on a map and sending notifications to only those residents in the affected area; this area can be as large or as small as the local government would like and can change as the event materializes;
- providing routine messaging such as road closures, maintenance, tree trimming, water main flushing and public meetings, thus reducing postage and labour costs;
- a dashboard that will capture all responses and data in a real time when a notification is issued to let staff know what residents have responded, the devices they used and the time when they responded (for instance, a notification could be issued that an evacuation is being ordered. The notification will ask if they need help to evacuate their home; the dashboard will identify those who responded "No" and those who responded "Yes" giving the EOC the essential information to further contact these individuals and make a plan to help them to safety);
- a full audit trail report that includes a history of communications, delivery attempts, and acknowledgement of message receipts;
- an app for residents to utilize on cellular devices - this app will also notify them if they enter an area where an emergency notification has been issued (i.e., evacuation alert);
- text or voice messaging options;
- provision of land line data so messages can reach those who have not yet registered and have a land line; and
- the ability for each municipality to manage their own targeted communications to their residents.

Everbridge also allows customers to create customized call lists. These lists could include a local government's EOC staff list, ESS Volunteers, public works crews, etc., thus reducing the time it takes to call in staff or notify them of an event such as an emergency, office closure, etc.

On March 22, 2018 the Peace River Regional District Board approved the budget which included \$30,000 toward implementing the Mass Communications program.

- ☐ Manage parks and trails in the region.
- ☐ Support the agricultural industry within the regional district.
- ☐ Not Applicable to Strategic Plan.

FINANCIAL CONSIDERATION(S):

\$30,000 has been budgeted in 2018 under Administration. \$25,000 is allocated to the platform (set-up, training and implementation), with \$5,000 for public engagement.

COMMUNICATIONS CONSIDERATION(S):

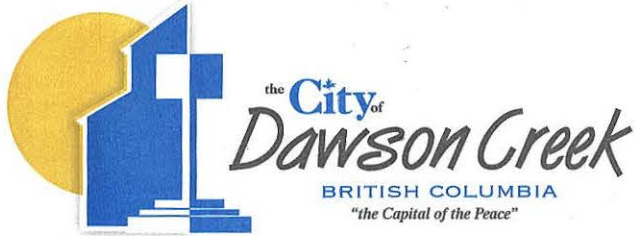
To encourage the public to register, a public engagement campaign will be developed once the software is in place and staff have been trained.

OTHER CONSIDERATION(S):

Attachments:

Confirmation from Municipal Partners re: Mass Communications Program Participation

- City of Dawson Creek
- City of Fort St. John
- District of Hudson's Hope
- Village of Pouce Coupe
- District of Taylor
- District of Tumbler Ridge
- District of Chetwynd



February 7, 2018

File No.: 1-4-6

Trish Morgan
General Manager of Community Services

Email: prrd.dc@prrd.bc.ca

Dear Ms. Morgan

Re: Mass Communication Software

Your letter dated January 26, 2018 was received at the Regular Meeting of Council February 5, 2018. Council passed a motion to participate in this platform.

We are requesting that the Peace River Regional District include the City of Dawson Creek as a participating municipality in the Everbridge Platform.

Please forward the next steps in this process, and we look forward to working on this platform with you.

██████████
Director of Corporate Administration

/lb

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District of Chetwynd

Box 357
Chetwynd, BC
Canada V0C 1J0

tel: (250) 401-4100
fax: (250) 401-4101
email: d-chet@gochetwynd.com

February 7, 2018

Peace River Regional District, Dawson Creek Head Office
PO Box 810
[1981 Alaska Avenue]
Dawson Creek, BC V1G 4H8
Email: Trish Morgan <Trish.Morgan@prrd.bc.ca>

Attention: Trish Morgan, General Manager of Community Services

Dear Ms. Morgan:

Re: Mass Communications Software

With respect to your letter sent January 26, 2018 re: Mass Communications Software please note that at the February 5, 2018 Regular Council Meeting Council adopted a resolution requesting that the Regional District include the District of Chetwynd as a participating municipality in the Everbridge Mass Communications Software platform.

Thank you, and please contact me should you require more information.

Yours sincerely,

DISTRICT OF CHETWYND

Carol Newsom
Chief Administrative Officer

Vision Statement

Chetwynd exists in order that area residents have sustainable opportunities for
Security, Health, Safety and Prosperity
in surroundings that display the best of our natural environment.

February 16, 2018

File #: 0400-50

Via Email: prrd.dc@prrd.bc.ca &
trish.morgan@prrd.bc.ca

Peace River Regional District
P.O. Box 810
Dawson Creek, BC V1G 4H8

Attention: Trish Morgan, General Manager of Community Services

Dear Ms. Morgan,

RE: Mass Communications Software

Thank you for your letter dated January 26, 2018 regarding the Everbridge Mass Communications platform. Please be advised that, at the Regular meeting held on February 13, 2018, Fort St. John City Council passed the following resolution:

RESOLUTION NO. 72/18
MOVED/SECONDED

"THAT, staff be authorized to communicate to the Peace River Regional District the City's intent to participate in the implementation of the Everbridge Mass Communications software,
AND THAT, the subscription cost of \$500.00 be charged to the Emergency Management budget."

CARRIED

If you have any questions or require additional information, please contact me at lhowes@fortstjohn.ca or by telephone at 250-787-5796.

Sincerely,

Laura Howes
Deputy City Clerk

cc: Jim Rogers, Director of Protective Services
Moir Green, Director of Strategic Services



HUDSON'S
HOPE

PLAYGROUND OF THE PEACE

9904 Dudley Drive
Hudson's Hope BC V0C 1V0
Telephone 250-783-9901
Fax: 250-783-5741

February 20, 2018

Peace River Regional District
1981 Alaska Ave
Dawson Creek, BC
V1G 4H8

Attention: Deborah Jones-Middleton

Re: Everbridge Mass Communications Platform

Dear Sirs/Mesdames,

At the February 13th 2018 Council meeting the following resolution was passed:

RESOLUTION NO.022/18
M/S Councillors Heiberg/Middleton

THAT:

"Council direct staff to send letter advising the Peace River Regional District that the District of Hudson's Hope would like to be included as a participating municipality in the implementation of the Everbridge Mass Communications platform."

CARRIED

Please accept this letter noting that the District of Hudson's Hope would like to be included as a participating municipality within the Everbridge Mass Communication initiative.

Regards,

Robert Norton
Director of Protective Services



CORPORATION OF THE VILLAGE OF POUCE COUPE

PO Box 190, Pouce Coupe, B.C. V0C 2C0
Telephone: (250) 786-5794 Fax: (250) 786-5257
www.poucecoupe.ca

April 23, 2018

Peace River Regional District
1981 Alaska Ave
Dawson Creek, BC
V1G 4H8

Attention: Deborah Jones-Middleton

Re: Everbridge Mass Communications Platform

This letter is written at the request of Alternate Director Lavoie to confirm that the Village of Pouce Coupe wishes to participate in the regional mass communication program being offered through Everbridge.

Sincerely,

Chris Leggett
CAO/CFO

From: [Chris Leggett](#)
To: [Sandy Stokes](#)
Cc: [Deborah Jones-Middleton](#)
Subject: RE: Mass Communication
Date: Tuesday, February 20, 2018 10:38:24 AM

Hi Sandy/Deborah,

I must have missed that email.

Yes we want to be a part of it. We can bring it up as an FYI for Council tomorrow night, but as it will be a recurring annual cost, I will be including it in the Operating section of the budget under public health and welfare.

Thanks

Chris

Christopher Leggett, CLGA, CLGFA, CFP, CPCA
Chief Administrative Officer/Chief Financial Officer

Village of Pouce Coupe

Pouce Coupe, BC

VOC 2C0

P: **250-786-5794**

C: 250-719-7708

Fax: 250-786-5257

Email: cleggett@poucecoupe.ca

Website: www.poucecoupe.ca

From: Sandy Stokes
Sent: Tuesday, February 20, 2018 10:31 AM
To: Chris Leggett <CLeggett@poucecoupe.ca>
Subject: FW: Mass Communication
Importance: High

Hi Chris

I got a call from the PRRD today from Debra she wanted to know if Council had made a decision on this letter that was sent on Jan 26. Please see attached. I can bring this up at the meeting tomorrow night as a late item. The PRRD needed to know yesterday.

This is the first that I have seen of this. Have you had a chance to read it? What would you like me to do?

Sincerely,

Sandy Stokes

Village of Pouce Coupe
Corporate Officer

P- 250-786-5794

F- 250-786-5257

E- ssokes@poucecoupe.ca

W – www.poucecoupe.ca

From: Deborah Jones-Middleton [<mailto:Deborah.Jones-Middleton@prrd.bc.ca>]

Sent: Tuesday, February 20, 2018 10:26 AM

To: Sandy Stokes <ssokes@poucecoupe.ca>

Subject: Mass Communication

Thank you

Deborah Jones-Middleton | Protective Services Manager

Direct: **250-784-3215** | Cell: **250-219-4011** | Deborah.Jones-Middleton@prrd.bc.ca

PEACE RIVER REGIONAL DISTRICT | Box 810, 1981 Alaska Highway, Dawson Creek, BC V1G 4H8

Toll Free: (24 hrs): **1-800-670-7773** | Office: **250-784-3200** | Fax: **250-784-3201** | www.prrd.bc.ca



PEACE RIVER REGIONAL DISTRICT

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DISTRICT OF TAYLOR
www.DistrictofTaylor.com

Box 300, Taylor, BC V0C 2K0

DISTRICT OFFICE
10007 - 100A Street

Phone: (250) 789-3392
Fax: (250) 789-3543

February 14, 2018

Deborah Jones-Middleton
Protective Services Manager
Peace River Regional District
P.O. Box 810
Dawson Creek, BC
V1G 4H8

via email: Deborah.Jones-Middleton@prrd.bc.ca

Dear Ms. Jones-Middleton:

RE: Mass Communications Software

This letter confirms that, at their Regular Meeting of February 5, 2018, Council agreed to be a participating municipality in the Mass Communications software.

We understand that the cost of \$500 will be billed directly to the municipality, if not all PRRD member municipalities participate, or via regional requisition, if full participation is reached. This payment will provide the municipality our own integrated module and access to this platform.

As always, we appreciate the collaborative relationship we enjoy with the PRRD.

Sincerely,

Charlette McLeod
Administrator

Cc: Trish Morgan, General Manager of Community Services

From: [Aleen Torraville](#)
To: [Deborah Jones-Middleton](#)
Subject: Mass Communications Software
Date: Tuesday, February 20, 2018 2:35:03 PM

Hi Debra,

This email is to confirm that the District of Tumbler Ridge would like to have access to the software platform as presented in the January 26, 2018 correspondence from the PRRD.

Please send invoice when ready.

Regards,

Aleen

Aleen Torraville, CMC

Director of Corporate Services

T. 250-242-4242, Ext. 226 | C. 250-257-0426 | F. 250-242-3993

District of Tumbler Ridge

305 Iles Way | PO Box 100 | Tumbler Ridge, BC V0C 2W0

www.districtoftumblerridge.ca / www.TumblerRidge.ca



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