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OAKLAND

2015 SEP -3 AM 11:50

## AGENDA REPORT

**TO:** Sabrina B. Landreth  
CITY ADMINISTRATOR

**FROM:** Teresa Deloach Reed

**SUBJECT:** Alameda County Unified Mass  
Notification System

**DATE:** September 2, 2015

City Administrator  
Approval

Date

9/2/15

**COUNCIL DISTRICT:** City-Wide

### **RECOMMENDATION**

Staff recommends that the City Council adopt:

Resolution Authorizing The City Administrator To Enter Into A Memorandum Of Agreement (MOA) With The County Of Alameda For The City Of Oakland To Participate In Alameda County's Unified Mass Notification System (MNS) For The Period Beginning September 30, 2015 Through May 31, 2020, Or Until Such Time As Bay Area Urban Areas Security Initiative (BAUASI) Funding For The MNS Project Is Reduced Or Discontinued.

### **OUTCOME**

Adoption of this resolution will authorize the City Administrator or her designee to enter into a Memorandum of Agreement with the County of Alameda and participate in the Alameda County Unified Mass Notification System which will be used to inform Oakland residents during emergency situations as well as emergency response personnel for Emergency Operations Center (EOC) activations.

### **BACKGROUND/LEGISLATIVE HISTORY**

The EverBridge system is internet-based and can send emergency messaging via telephone, Short Message Service (SMS) text message, email, instant message, fax or TTY/TDD. Alameda County and local jurisdiction stakeholders evaluated three proposals which underwent the Request for Proposal Process (RFP). A requirement for the successful proposal was to have at least five customers that were multi-jurisdictional with a population of one million. EverBridge proved to be the best solution because it had been used successfully in jurisdictions similar to Alameda County in size and population.

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The City of Oakland has used the CodeRed Emergency Notification System since 2010. The system is housed in Fire Dispatch and is used every day for fire incidents and as needed for messaging to the public during emergency situations and for EOC activations. The annual cost for Code Red is \$31,500. The City's current contract with CodeRed expires on September 30, 2015.

Alameda County purchased the EverBridge Emergency Notification Systems as a Unified Mass Notification System (MNS) using funds from a Bay Area Urban Areas Security Initiative (BAUASI) grant, and is offering it to cities within Alameda County at no cost through May 30, 2020, or until the Bay Area UASI grant is reduced or discontinued, whichever is longer. Alameda County and EverBridge will provide ongoing training and support, as detailed within the Memorandum of Agreement (MOA).

### **ANALYSIS**

When local emergencies or disasters occur, the City of Oakland uses a mass notification system to communicate concise information and instructions to Oakland residents, visitors and businesses including the type of incident and instructions or actions to take to remain safe. Internally, the system is used for activations of the Emergency Operations Center (EOC) and for callouts for multi-alarm fires.

Following a robust RFP process, the Alameda County Sheriff's Office selected EverBridge as its vendor for a countywide unified Mass Notification System (MNS). Neighboring counties (San Francisco, Marin and San Mateo) will enter into cooperative agreements with Alameda County as well, creating the opportunity for a region-wide tool to reach millions of residents, visitors and business owners in an emergency.

Since the City of Oakland recently completed the certification process for iPAWS (Integrated Public Alert and Warning Systems) including Wireless Emergency Alerting (WEA), EverBridge will allow City staff to send out life-saving information to both geographically specified audiences as well as opt-in subscribers. For example, in an emergency impacting the entire City, staff will be able to send alerts and notifications to all cell phone users within the city limits through triangulating off of cell towers in our area. The system can also send alerts and notifications through landlines and emails.

Hierarchical permission structures will allow access to users based on their need to use specific rosters. The City of Oakland will be able to structure MNS access based on the various needs of users across many Departments.

The Alameda County MNS Advisory Committee has been established and is guiding the County in development of a System User Guide and System Policy. The policy will inform emergency, non-emergency (opt-in) and internal group notification usage of the system.

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By signing the MOA with Alameda County, the City of Oakland will have a seat on the MNS Advisory Council, which will establish policy of use for the system.

### **COORDINATION**

The City of Oakland Fire Department Emergency Management Services Division will coordinate the needed training with the Alameda County Office of Homeland Security and Emergency Services. Since the system is internet-based, staff will use existing computer systems to access the application.

An internal working group consisting of staff from the City Administrator's Office, Information Technology Department, Oakland Fire Department, Human Services Department, Oakland Police Department, Americans with Disabilities Act (ADA) Programs Division and others held a meeting to coordinate roll out of the MNS.

The Office of the City Attorney, and the Controller's Bureau were consulted in the preparation of this report and resolution.

### **COST SUMMARY/IMPLICATIONS**

Funding for the MNS is fully provided by Bay Area UASI grants secured by Alameda County. The Memorandum of Agreement with the County of Alameda will only remain in effect while Bay Area UASI funding covers the entire cost of the mass notification system.

If UASI grant funding ends, the Memorandum of Agreement (MOA) will end as well. Signing the MOA does not obligate the City to pay for any part of the Alameda County MNS.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** The use of the Alameda County Mass Notification will be provided at no cost until May 31, 2020, thereby causing no fiscal impact to the General Fund.

**Environmental:** The increased use of digital communications will lower the amount of printed notices, lowering the use of paper.

**Social Equity:** The acceptance of the MOA will allow the City to use the mass notification system for the whole community. Residents and business owners can opt-in to topics of interest to them and select the most optimum means of contacting them when emergencies or disasters occur. Since the MNS allows users to select their preferred methods of communications, this tool will help the City of Oakland bridge the digital divide and reach a great numbers of residents and business owners.

For question concerning this report, please contact Genevieve Pastor-Cohen at (510) 238-2326 or gpastor-cohen@oaklandnet.com.

Respectfully submitted,

  
Teresa Deloach Reed  
Fire Chief

Prepared by:  
Genevieve Pastor-Cohen  
Emergency Management Services Division  
Oakland Fire Department

*Attachment:*  
Memorandum of Agreement

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# OAKLAND CITY COUNCIL

*Amad Jotel*  
City Attorney

2015 SEP 9 AM 11:50  
Resolution No. \_\_\_\_\_ C.M.S.

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A MEMORANDUM OF AGREEMENT (MOA) WITH THE COUNTY OF ALAMEDA FOR THE CITY OF OAKLAND TO PARTICPATE IN ALAMEDA COUNTY’S UNIFIED MASS NOTIFICATION SYSTEM (MNS) FOR THE PERIOD BEGINNING SEPTEMBER 30, 2015 THROUGH MAY 31, 2020, OR UNTIL SUCH TIME AS BAY AREA URBAN AREAS SECURITY INITIATIVE (BAUASI) FUNDING FOR THE MNS PROJECT IS REDUCED OR DISCONTINUED**

**WHEREAS**, the County of Alameda selected Everbridge, Inc. as the vendor to provide the Alameda Countywide Unified Mass Notification System following a robust RFP process; and

**WHEREAS**, the County of Alameda is allowing local municipalities to use the system for free through May 31, 2020, or until such time as the Bay Area Urban Areas Security Initiative (BAUASI) funding for the mass notification system project is reduced or discontinued; and

**WHEREAS**, the Memorandum of Agreement with the County of Alameda will only remain in effect while BAUASI funding covers the entire cost of the mass notification system; and

**WHEREAS**, the City of Oakland’s current contract for a mass notification system with CodeRed expires on September 30, 2015; and

**WHEREAS**, the unified mass notification system is being implemented throughout Alameda County as well as in the neighboring counties of San Francisco, San Mateo and Marin, which will provide the basis for a region-wide system;

**WHEREAS**, Section 504(l) of the City Charter provides that the City Administrator shall have the power and duty to, when directed by the City Council, represent the City in its intergovernmental relations and to negotiate contracts for joint governmental actions, subject to council approval; now, therefore be it

**RESOLVED:** That the City Administrator is hereby authorized to enter into a Memorandum of Agreement with the County of Alameda for the City of Oakland to participate in Alameda County’s Unified Mass Notification System (MNS) for the period beginning September 30, 2015 through May 31, 2020, or until such time as Bay Area Urban Areas Security Initiative (BAUASI) funding for the MNS project is reduced or discontinued; and be it

**FURTHER RESOLVED:** That entering into this agreement will have no fiscal impact on the General Fund, and be it

**FURTHER RESOLVED:** That the City Administrator or her designee is hereby authorized to complete all required negotiations, certifications, assurances, and documentation required to accept, modify, extend and/or amend this agreement; and be it

**FURTHER RESOLVED:** That the City Attorney shall review and approve said agreement as to form and legality and copies of said agreement shall be filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, and  
PRESIDENT GIBSON MCELHANEY

NOES-

ABSENT-

ABSTENTION-

—

ATTEST: \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the  
Council of the City of Oakland,

California