

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 07/23/07		Item Number: <u>A-2</u>	
AGENDA ITEM: Approval of a Professional Services Agreement with The NTI Group for the Connect CTY System.			
Contact Person/Dept.: Lieutenant Craig Bloor		Phone Number: (310) 253-6212	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Master Notification List (07/18/07)			
Department Approval: Don Pedersen (07/18/07)		City Attorney Approval: Carol Schwab (by H. Iker) (07/18/07)	
City Controller Approval: Marlee Chang (07/18/07)		City Manager Approval: Jerry B. Fulwood (07/18/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a professional services agreement with The NTI Group for subscription to Connect -CTY Services. <u>BACKGROUND:</u> In an effort to more efficiently reach members of the community, many local governments, schools and businesses use an “auto-dial” system to provide community messages or alerts to prearranged numbers. The drawback of an actual “auto dial” system is that it can only dial a few numbers at a time and can take hours to dial all of the houses and businesses in a specified area. The Connect-CTY System is a map based software product that can reach thousands of phone numbers within a few minutes. Once an area of the City is identified and outlined on a computer map page, messages can be broadcast to those residents and businesses. This system has multiple methods in which the same message can be delivered, allowing email, voice and text messaging. This system also works with TTY systems for the hearing impaired. In theory, members of an entire household could be notified of an emergency, with messages sent to the house and all family member cell phones, including text, giving evacuation information as well as established meeting locations. To manage the effectiveness of emergency notifications, this system notifies the administrator of the numbers called and whether the phone was answered by a			

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person, or if voice mail was left. It can also be adjusted to have the person receiving the call give a response by menu, such as pressing a specified number to confirm the message was understood. A series of choices can also be programmed into the outgoing public message, giving the receiver of the call the option to respond by pressing a given number of choices.

This system is simple to operate and could be used by most city departments for items ranging from emergencies, community alerts, or internal notification to city personnel of emergency mobilization plans, etc. Once the menu groups are created, calls to thousands of numbers could be made within minutes.

Publicly listed telephone numbers are collected from sources such as the phone book and other areas within the public domain. Those with unlisted, private telephone numbers would be afforded the opportunity to submit or withdraw their numbers at will, through a web based portal provided by Connect CTY. All private numbers submitted to this site are kept confidential and not shared or provided to outside agencies or sources, so that we can assure the confidentiality of those who want to participate.

DISCUSSION:

Initially the City participated in a six month trial at a reduced rate for evaluation purposes, beginning in December 2006 and ending June 30, 2007. During that time, City departments had the opportunity to attend introductory classes displaying the benefits of the system and usage instructions for making city wide calls to the public and inter-departmental calls. A consensus was reached among the department heads to recommend purchase of this system, with each agreeing to help fund this out of their respective budgets.

The NTI Group did an assessment of residences and businesses within the city and determined that there were approximately 15,130 addresses within Culver City. The annual cost for this contract has been determined to be \$33,080, per year for a period beginning July 1, 2007 and ending June 30, 2010, which breaks down to a cost of \$2.19 per address, per year.

The cost of the agreement includes training on an as needed basis, unlimited support 24 hours a day, and a web portal allowing community members to add contact numbers into the system. The cost also covers remote web site access through Connect-CTY sites around the country, assuring plan administrators guaranteed access, should a local emergency affect the Los Angeles based site.

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As a safety valve with this contract, the City has the right to cancel the contract on each annual anniversary date, at will, should that choice be made. (Connect-CTY Agreement attached).

An administrative policy has been drafted regulating who will make public notifications and what types of circumstances would generate these notifications. This policy would protect the integrity of the system and prevent unauthorized use. To ensure the efficacy of this system, it is proposed its use be initially limited to emergency notification.

After adoption of this agreement, the Police and Fire Departments will conduct an extensive public outreach program to introduce and educate the public about the use and benefits of this program.

FISCAL ANALYSIS:

Sufficient funds are available in the fiscal year 2007-08 adopted budget for this contract service.

There will be a reoccurring cost of \$ 33,080 each year for the term of the agreement, until its expiration June 30, 2010.

It should be noted that the benefit of an efficient emergency public notification system will enhance the City's service level.

ATTACHMENTS:

1. Connect-CTY Agreement

MOTION:

1. Approve a professional services agreement with The NTI Group to provide Connect-CTY services for the City, for the term effective date July 1, 2007 through June 30, 2010 in a not-to-exceed amount of \$33,080 per year.
2. Authorize the City Attorney to review the agreement and approve as to form and authorize the City Manager to execute the agreement on behalf of the City.