



Department Source: Community Relations

To: City Council

From: City Manager & Staff

Council Meeting Date: April 3, 2017

Re: Contract with RAVE Mobile Safety

## Executive Summary

The City of Columbia wishes to enter into a contract with RAVE Mobile Safety to provide a cloud based mass alert notification software to notify citizens of both emergent and non-emergent issues.

## Discussion

The City of Columbia began using mass alert notification software known as Nixle Alert®. This was a no-cost robust software solution when first introduced. Within a few years, Nixle Alert was reduced in functionality in the no cost version while the robust features which made the software useful were re-engineered into a pay version called Everbridge®. Several departments continue to use the no-cost version of Nixle Alert® with poor results.

Mass notification software is used in both emergent and non-emergent communications to large numbers of people. For example, Public Works uses the current software to notify citizens when the amount of snow is approaching criteria to activate the snow route tow policy. Columbia Utilities uses the current solution to notify customers of boil advisories. Because Nixle Alert® does not allow geo-fencing, alerts go out to all customers when the alert should be targeted to only the customers or buildings the boil advisory affects.

A search for a new solution with robust features such as geo-fencing and geo-mapping was conducted in late 2016. While looking at various turnkey solutions, it was noted that Boone County Emergency Management along with Boone County Joint Communications, the University of Missouri (MU Alerts), Columbia College and Stephens College all utilized the RAVE Alert® software solution for mass notifications to residents, students, faculty and staff.

There was an attempt to use a RAVE Alert® license purchased by Boone County to fulfill the City of Columbia's needs. However it was determined that because Boone County RAVE Alert® was tied to Boone County Joint Communications Smart911® software, the city could not utilize a county license due to HIPPA data tied to RAVE Alert from Smart911®.

Comparing Everbridge, CodeRED and RAVE Alert, the software solutions are similar and offer the same or similar robust features in roughly the same cost range. However, because RAVE Alert® is being used by four other entities in Columbia and Boone County, it is logical that the City of Columbia utilize the same notification software as those entities. There are areas where collaboration and utilization of a common sign-up portal could be utilized.



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

The Project Management Team has reviewed the RAVE Alert® cloud based solution and found that there is not a similar product or module in the Tyler/Munis/EnerGov® software being implemented as part of the COFERS project.

The Law Department has reviewed, revised and accepted the attached contract for council consideration.

## Fiscal Impact

Short-Term Impact: \$27,000 – annual contract and one time implementation fee  
Long-Term Impact: \$12,500 annually

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Community Facilities & Services, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

### Strategic Plan Impacts:

Primary Impact: Public Safety, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

### Comprehensive Plan Impacts:

Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

## Legislative History

Date	Action
NA	NA

## Suggested Council Action

Staff recommends council approve the contract with RAVE Mobile Safety.