



Request for City Council Committee Action from the Department of Information Technology

Date: June 9, 2014

To: The Honorable John Quincy, Chair, Ways and Means Committee

Referral to: Full City Council

Subject: Execute Contracts for the City's Broadcast Messaging System

Recommendation: Execute all necessary contract documents with the following vendors to provide services for the City's broadcast messaging system:

- a) GovDelivery, Inc.
 - a. Term for up to three years and a not-to-exceed amount of \$75,000
 - b. Include option to renew up to two additional one-year terms
- b) SwiftReach Networks, Inc.
 - a. Term for up to three years and a not-to-exceed amount of \$150,000
 - b. Include option to renew up to two additional one-year terms

Previous Directives: None

Department Information:

Prepared by: Barb Malinski, Information Technology Contract Administrator
 Submitted by: Otto Doll, Chief Information Officer
 Approved by: Jay Stroebel, Interim City Coordinator
 Presenter(s) in Committee: Otto Doll

Reviews	Approval	Date	Not Applicable
Permanent Review Committee (PRC):	<input checked="" type="checkbox"/>	February 20, 2014	<input type="checkbox"/>
Civil Rights Approval:	<input type="checkbox"/>	Pending	<input type="checkbox"/>
Policy Review Group (PRG):	<input type="checkbox"/>		<input checked="" type="checkbox"/>

Financial Impact

Yes. The estimated costs below will be included in the IT allocation model:

ANNUAL COSTS	2014-2015	2015-2016	2016-2017
GovDelivery	\$25,000	\$25,000	\$25,000
SwiftReach	\$50,000	\$50,000	\$50,000

Supporting Information

The City currently has a contract (C-25455) with SwiftReach, Inc. to provide maintenance and support for the hosted software application used extensively by many departments, including Public Works, for the rapid notification system, Swift911, that delivers pre-recorded and text messages to targeted citizens by phone, text, email or paging. Some of the system uses include citizen notification for snow emergencies, Amber Alerts, street construction, and street sweeping. The system is also used internally by many city departments to notify employees of emergencies, drills, tests, exercises, EOC status, building updates, and other employee communications. The contract is set to expire June 30, 2014.

The City also has a contract (C-36247) with GovDelivery for subscription-based document hosting services, which expires February 28, 2105. GovDelivery is used extensively across the enterprise to keep citizens and employees informed via newsletters and email updates. In 2013, GovDelivery was used to send 2,600 content-specific messages to 141,000 subscribers, based on their information preferences.

The City released a Request for Proposal (RFP) February 28, 2014, for the support and maintenance of the City's broadcast messaging system. A total of five vendors responded to the RFP. Following the evaluation team's review of the proposals, IT recommends two vendors, SwiftReach and GovDelivery, to provide the joint support and maintenance of the system.

In determining the qualified vendors, GovDelivery has a more robust email and subscription-management service than any other vendor. GovDelivery has limited capabilities for automated voice message system. SwiftReach has no capability for the automated voice messaging system and their mapping services and geo-targeted dialing do not satisfy the requirements in the RFP.