

**STAFF REPORT**  
**E-911 BOARD MEETING DATE: May 18, 2017**

**DATE:** March 29, 2017  
**TO:** Board Members  
**FROM:** Aaron R. Kenneston, Washoe County Emergency Manager  
[Akenneston@WashoeCounty.us](mailto:AKenneston@WashoeCounty.us) 337-5898  
**SUBJECT:** Approval to allocate funds in the amount not to exceed \$10,000, previously approved by the E-911 Committee, to Code Red for a one year period.

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**SUMMARY**

This is a request for approval to allocate funds in the amount not to exceed \$10,000, previously approved by the E-911 Committee, to Code Red for a one year period.

Code Red is continuing to offer the same pricing of \$10,000 per year. This is typically a \$45,000+ per year service. The number of minutes covered in the plan for the Washoe County region will remain at 50,000.

Given the circumstances, this is a best case deal for the Washoe County region. The three year agreement provides pricing stability for the near term; as we are approve the service on a yearly basis.

We continue to use the system during wild land fires and other emergency events requiring notification of the public.

**PREVIOUS ACTION**

The E-911 Committee has approved this expense not to exceed \$10,000 on a yearly basis.

**BACKGROUND**

The Washoe County region retired the stand alone “reverse 911” dialing systems located in the dispatch centers operated by the City of Sparks and the City of Reno in 2006. The systems were replaced by a “service provider, reverse 911” system in 2006 to ensure the region continued to have the ability to alert and warn citizens of emergencies.

The system chosen by the emergency managers was City Watch. The system was funded each year in the amount of \$10,000 by the E-911 Committee and provided 20,000 minutes of “reverse-911” calls. The system is accessed by first responders and public safety officials through Washoe County Dispatch. It is administered by the Washoe County Office of Emergency Management and Homeland Security.

As briefed at the July 19, 2012 E-911 Committee meeting, City Watch was acquired by Code Red. Because Code Red is a much larger company, with many more resources, the pricing for a region the size of Washoe County can cost as much as \$70,000. Code Red has a superior mapping platform as well as increased speed and dialing ability.

In return for converting exclusively to Code Red, Washoe County region was offered three years of service at the existing rate of \$10,000. This 3-year offer has been extended twice and currently runs through 2018.

**FISCAL IMPACT**

\$10,000 (previously authorized by E-911 Committee)

**RECOMMENDATION**

Approval to allocate funds in the amount not to exceed \$10,000, previously approved by the E-911 Committee, to Code Red for a one year period..

**POSSIBLE MOTION**

Should the Board agree with staff's recommendation, a possible motion would be: *Move to allocate funds in the amount not to exceed \$10,000, previously approved by the E-911 Committee, to Code Red for a one year period.*



Emergency Communications Network®

THE INDUSTRY LEADER IN CRITICAL COMMUNICATIONS.



Quote presented to  
Washoe County, NV  
March 29, 2017.

**SARAH DIBENEDETTO** ACCOUNT REPRESENTATIVE

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Alert. Inform. Affect Lives.



### Live client support

Available 24/7/365, ECN’s Client Support Team is staffed by poised individuals thoroughly trained on all aspects of the CodeRED system. In addition to handling inbound inquiries, the team monitors system activity as well as weather and other news feeds to stay on top of developing situations, and when appropriate, they reach out to clients to provide suggestions and support for system use.



### ECN Launcher App

With the ECN Launcher, you can quickly and efficiently alert CodeRED subscribers located in or near your defined warning area. From any smartphone device or tablet connected to the Internet, create and send emergency messages to residents and visitors simultaneously. Geo-targeted messages are delivered to a precise location or within a specified radius, to ensure that the right people receive the information they need to take immediate action and remain safe.



### CodeRED Mobile Alert app

This latest innovation in the public safety arena answers the question asked by many Emergency Managers nationwide – “How do we communicate with people in our jurisdiction who do not reside here?” The answer is by using a location-based method to deliver CodeRED initiated messages. The CodeRED Mobile Alert app is geo-aware and sends push notifications to a subscriber’s device when alerts are issued for the geographical area they are in. This advanced technology enables local officials to reach those passing through their jurisdiction and also helps to protect citizens when traveling outside their local coverage area in any community that uses CodeRED.

### Mapping

CodeRED utilizes ESRI mapping as a foundation and has created area selection tools that range from polygons to simple paint brush tools, allowing users to quickly become familiar with the map’s features. ECN hosts all components of the mapping interface, relying on no third-party providers. ECN includes local mapping with the license of CodeRED and additionally, has the ability to provide custom maps using client supplied GIS layers, or by integrating client supplied street layer mapping to the ESRI foundation. With CodeRED there is no requirement for client communities to purchase GIS software and also there is no need to utilize internal resources to host, maintain, or update maps.



## QUOTE PRESENTED

The Web-based CodeRED® service, from Emergency Communications Network LLC (ECN), was designed specifically to enable clients to rapidly record, send and track personalized voice, email, text and social media messages. Keep staff and residents safe and informed with the CodeRED system. Quickly notify staff of time critical information, emergencies and day-to-day operations updates. Send targeted emergency and community notifications to mobile subscribers located in specific geographic areas within your jurisdiction.

**A three (3) year license includes 24/7/365 uninterrupted CodeRED system access and the following:**

- **50,000 Standard Minute Bank:** to use for **Emergency Notifications** {missing person, Emergency Preparedness, Emergency Evacuation Notices, outages, Boil water notices, Weather Alerts, Road Closures, Criminal Activity, etc.} **and General (non-emergency) Notifications** {Community Outreach, meetings, Staff Notifications, Internally for departments, Festivals/ Fairs, Building closures, etc.}) **Replenished annually.**
- **Unlimited text, email and social media messaging**
- **Unlimited amount of Contact Groups**
- **Includes National Data, provided by ECN** – (Initial residential and business calling database supplied and updated quarterly. Mix of white and yellow page listings, along with other commercially available information acquired from data collecting companies).
- **Integration and geo-coding of customer supplied data** (911 data, utility data, etc.)
- **ECN standard Esri-based mapping and geo-coding** with integration of client-supplied GIS data sets.
- 24/7 dedicated client and technical support team, Initial training and monthly refresher trainings
- Triple redundant infrastructure
- Ability to quickly alert and inform residents, staff and other internal teams with reliable message delivery
- Universal ANI® technology for streamlined call-backs and relief of inbound calling pressure during an emergency event
- Complimentary system time for testing and training
- Design and hosting of custom Web page for community enrollment: CNE (Community Notification Enrollment) link

**\$10,000 = Annual Cost**

Thank you for the opportunity to present this quote. If you have any questions, please feel free to contact me.

**SARAH DIBENEDETTO** ACCOUNT REPRESENTATIVE

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