

**VILLAGE OF DOWNERS GROVE**  
**REPORT FOR THE VILLAGE COUNCIL WORKSHOP**  
**JANUARY 27, 2009**

| SUBJECT:   | TYPE:  | SUBMITTED BY:                                 |
|--|--|---|
| Purchase of a Community Wide Notification System | ✓ Resolution<br>Ordinance<br>Motion<br>Discussion Only | Douglas Kozlowski,<br>Communications Director |

**SYNOPSIS**

A resolution has been prepared to approve a three-year contract with Blackboard Connect Inc. for the *Connect-CTY Service*, a communitywide notification system in the amount of \$41,875 per year.

**STRATEGIC PLAN ALIGNMENT**

The Five Year Plan and Goals for 2008-2013 identified *Exceptional Municipal Organization*. A supporting objective of this goal is *Top Quality Core Services Responsive to Current and Future Community and Citizen Needs*.

**FISCAL IMPACT**

The proposed purchase would be paid for by funds awarded to the Village as a result of the PrimeCo Settlement Agreement. In order for a project to be eligible for PrimeCo funding, the item must be unbudgeted and the funds should be obligated by the end of January 2009. The Village has earmarked \$150,000 in PrimeCo Settlement funds for this purchase. The total cost of the proposed three-year contract for the communitywide notification system would be \$125,625 (\$41,875 per year).

**RECOMMENDATION**

Approval on the February 3, 2009 consent agenda.

**BACKGROUND**

In September 2008, the Village published a Request for Proposals (RFP) for the Community Wide Notification System, seeking a system capable of delivering both emergency and non-emergency messages to all residents and businesses via telephone, cell phone or email. The preferred system would have the ability to target messages to any specific geographic area of the Village, as well as establish specific call groups. The RFP contained the following detailed specifications:

- The ability to reach all Downers Grove residences and businesses with a prerecorded message within 15 minutes of activation.
- The ability to be activated from remote locations.
- Script and message archiving.
- Personal electronic device selection that enables message recipients to choose the way in which they receive announcements.
- Software interfaces that allow recipients to register the personal electronic device of their choosing.
- The ability to establish pre-selected groups.
- The ability to target specific locations based on their geographic location within the community.
- A preloaded database of listed telephone numbers for Downers Grove obtained and provided by the vendor.
- Built in reporting functions that provide time-stamped data on call volume, call failures, recipient lists, etc.

- Interactive surveying capabilities.
- Protocols for establishing hierarchical levels of system access.

The Village received 11 responses to the RFP and four firms were selected to demonstrate their products for staff based on their responsiveness to the specifications outlined above.

As criteria for the second round, staff considered the ease of use of the interface portion of the system. This included both the client side application, which the Village would use to set up and deliver messages, and the customer side application that would be used by residents to register additional devices. Staff felt that Connect-CTY offers the most user-friendly interface of all products demonstrated.

The pricing for the final four systems demonstrated ranged between \$56,000 and \$12,000. This broad range is indicative of the difference in packages offered, some of which included monthly options, per call/ per minute options, a variety of start up and maintenance fees, as well as charges to obtain the initial database of listed numbers. The Village was seeking a pricing model that included all tech support, upgrades to the database and above all else, unlimited messaging for a flat fee. The recommended Connect-CTY System offers all these features.

The following summarizes the features and benefits of the Connect -CTY System:

- Unlimited service at a fixed annual price. This includes unlimited calls, text messages, e-mails, minutes, training, support, and a database of listed residential and business telephone numbers.
- An integrated communications suite, including Community Outreach, Emergency Communication, and Interactive Survey function.
- Voice and text delivery to multiple communication devices.
- Geo-Calling feature lets you target recipients using a map.
- 24/7/365 proactive Client Care support.
- Initial set-up, on-site training and refresher training sessions.
- Delivery to up to 3 (three) phones, 2 (two) e-mail addresses, and 1 (one) SMS phone per contact.
- Superior call routing, throttling, and load balancing expertise.
- Fully hosted service with no maintenance required.
- Message delivery tracking with comprehensive reporting.
- Data provision, geo-coding, and monthly updates at no additional cost.
- Date integration/data loaded with the database from the Village's Human Resource Department.

Connect-CTY has over 35 municipal clients in Illinois. Reference checks included the Illinois municipalities of Gurnee and Wauconda both of which responded with favorable comments about the product. This item also received unanimous support from the Technology Commission following a review at the meeting held on December 4, 2008. (Meeting summary attached)

## **ATTACHMENTS**

Resolution

Contract form/campaign disclosure certificate

Technology Commission – December 4, 2008 Meeting Summary

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION AUTHORIZING EXECUTION OF AN  
AGREEMENT BETWEEN THE VILLAGE OF DOWNERS GROVE  
AND BLACKBOARD CONNECT, INC.**

BE IT RESOLVED by the Village Council of the Village of Downers Grove, DuPage County, Illinois,  
as follows:

1. That the form and substance of a certain Agreement (the “Agreement”), between the Village of Downers Grove (the “Village”) and Blackboard Connect, Inc. (the “Proposer”), for a community-wide emergency and non-emergency notification service, as set forth in the form of the Agreement submitted to this meeting with the recommendation of the Village Manager, is hereby approved.

2. That the Village Manager and Village Clerk are hereby respectively authorized and directed for and on behalf of the Village to execute, attest, seal and deliver the Agreement, substantially in the form approved in the foregoing paragraph of this Resolution, together with such changes as the Manager shall deem necessary.

3. That the proper officials, agents and employees of the Village are hereby authorized and directed to take such further action as they may deem necessary or appropriate to perform all obligations and commitments of the Village in accordance with the provisions of the Agreement.

4. That all resolutions or parts of resolutions in conflict with the provisions of this Resolution are hereby repealed.

5. That this Resolution shall be in full force and effect from and after its passage as provided by law.

\_\_\_\_\_  
Mayor

Passed:

Attest: \_\_\_\_\_  
Village Clerk

**IV. PROPOSAL/CONTRACT FORM**

**\*\*\*THIS PROPOSAL, WHEN ACCEPTED AND SIGNED BY AN AUTHORIZED SIGNATORY OF THE VILLAGE OF DOWNERS GROVE, SHALL BECOME A CONTRACT BINDING UPON BOTH PARTIES.**

**Entire Block Must Be Completed When A Submitted Bid Is To Be Considered For Award**

**PROPOSER:**

Blackboard Connect Inc.

Company Name

Date: October 9, 2008

15301 Ventura Blvd. Building B, Suite 300

Street Address of Company

Frank.Ciraci@blackboardconnect.com

Email Address

Sherman Oaks, CA 91403

City, State, Zip

Frank Ciraci

Contact Name (Print)

(877) 684-4411

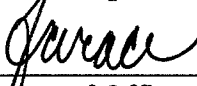
Business Phone

(877) 684-4411

24-Hour Telephone

(818) 808-1702

Fax




Signature of Officer, Partner or Sole Proprietor

Frank Ciraci, VP, Connect-ED

Print Name & Title

ATTEST: If a Corporation

  
Signature of Corporation Secretary, Asst.

**VILLAGE OF DOWNERS GROVE:**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

ATTEST:

\_\_\_\_\_  
Signature of Village Clerk

\_\_\_\_\_  
Date

In compliance with the specifications, the above-signed offers and agrees, if this Proposal is accepted within 90 calendar days from the date of opening, to furnish any or all of the services upon which prices are quoted, at the price set opposite each item, delivered at the designated point within the time specified above.

Village of Downers Grove

Any contractor, proposer, bidder or vendor who responds by submitting a bid or proposal to the Village of Downers Grove shall be required to submit with its bid submission, an executed Campaign Disclosure Certificate, attached hereto.

The Campaign Disclosure Certificate is required pursuant to the Village of Downers Grove Council Policy on Ethical Standards and is applicable to those campaign contributions made to any member of the Village Council.

Said Campaign Disclosure Certificate requires any individual or entity bidding to disclose campaign contributions, as defined in Section 9-1.4 of the Election Code (10 ILCS 5/9-1.4), made to current members of the Village Council within the five (5) year period preceding the date of the bid or proposal release.

By signing the bid documents, contractor/proposer/bidder/vendor agrees to refrain from making any campaign contributions as defined in Section 9-1.4 of the Election Code (10 ILCS 5/9-1.4) to any Village Council member and any challengers seeking to serve as a member of the Downers Grove Village Council.

Under penalty of perjury, I declare:

Bidder/vendor has not contributed to any elected Village position within the last five (5) years.

  
Signature

Frank Ciraci  
Print Name

Bidder/vendor has contributed a campaign contribution to a current member of the Village Council within the last five (5) years.

Print the following information:

Name of Contributor: \_\_\_\_\_  
(company or individual)

To whom contribution was made: \_\_\_\_\_

Year contribution made: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

## **Meeting Summary**

Technology Commission,  
Village of Downers Grove  
Dec 4, 2008

Meeting started at 7:00pm, Committee Room at Village Hall.

### **PRESENT:**

#### Technology Commission:

Mark Grippando, Chair  
Robert Blair-Smith  
Peter Craven  
Will Hutchinson  
Thomas Nybo

### **ABSENT:**

Don Nichols  
James McGinnis

#### Staff

Doug Kozlowski, Director of Communications Department  
Liangfu Wu, Staff Liaison

#### Residents

None

Meeting started: 7:00pm

Chair started the meeting by asking staff to discuss the item on the agenda: the purchase of a community wide notification system from Blackboard Connect, Inc. (Connect-CTY System).

Dr. Wu offered a brief introduction of the system to the commission. He stated that the Village has been looking at such a system for a number of years as a very effective way to notify the community in an emergency situation. However, due to the budgetary concerns, the staff was not able to move forward with this project. At this time, with the funds provided by PrimeCo. Settlement Agreement, the Village will be offering such a service to the community.

Mr. Kozlowski discussed the functionalities of the system and vendor selection process. Kozlowski stated the system is a hosted solution, and the vendor will host the system and manage the contact database and the notification process under an emergency situation.

Mr. Kozlowski introduced the vendor selection process. He stated that the staff, consisting of members from the Police Department, Fire Department and Communication Department conducted an RFP process where 11 vendors participated and submitted proposals. Staff carefully reviewed all of the proposals and finally

recommended that the Village award the contract to Blackboard Connect, Inc. and purchase their product known as the Connect-CTY System.

Chair commented that such a system would be very useful under an emergency call. Chair also asked whether staff contacted local school districts to see what they use to notify their students. Chair stated that if the Village could offer a solution that can be utilized across different government entities, that would result in a significant savings.

Mr. Kozlowski said he would check with school districts in town.

Mr. Nybo asked 1) how the vendor handles the high volume of out going calls from their location to Downers Grove where the incoming call volume is actually controlled by the local telephone company, AT & T. 2) whether there is an auditing function Village staff can use to check the agreed services, i.e., the number of calls, how many go through, how many fail to go through, etc.

Mr. Kozlowski said he will verify these items with vendors.

Mr. Blair-Smith said that was very important because even if the vendors may have different co locations where emergency calls are made, the incoming call control at local is the key.

Mr. Nybo said that is correct. Local telephone company's system may block calls coming in huge volume.

Mr. Hutchinson said it would be wise to check with vendor regarding their backup plan, e.g., co-located backup systems, etc. When the company itself is under an emergency situation, what is their business continuity plan? We do not have a situation where their emergency becomes ours.

Mr. Kozlowski said he would talk to the vendor to find out.

Chair asked for a vote for supporting staff's recommendation.

The Commission voted to support staff's recommendation unanimously

Adjourned at 7:50pm.