Mayor
Debi Krause

City Clerk
Nicole Sapp

Council Members
Christine Bogenrieder
Frank Burnette
Lee Patterson
Scott Penn
Tim Terilli

The City of Statham is soliciting sealed "RFP" for a Mass Notification System. Our minimum specifications and instructions are attached.

To receive consideration, your sealed "RFP" will be accepted at Statham City Hall 327 Jefferson Street, Statham, GA. 30666, by 5:00 pm on Wednesday May 21, 2025.

Your sealed "RFP" proposal package **MUST** be marked:
"MASS NOTIFICATION SYSTEM"

SEALED "RFP" #52325 Mass Notification System

Must be received at the above address before the 5:00 p.m. deadline on Wednesday May 21, 2025.

Proposals will be evaluated and presented to Statham City Council at a date to be determined. Award will be based on the best value to the City of Statham.

THE CITY OF STATHAM RESERVES THE RIGHT TO ACCEPT NONE, ALL OR ANY PART OF YOUR PROPOSAL AND WAIVE ALL INFORMALITIES.

Sincerely,

MAYOR DEBI KRAUSE

STATHAM, GA

"Mass Notification System"

Request for Proposal

Purpose

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified sources to establish a contract through competitive negotiations to provide a Mass Notification System for the City of Statham, GA This system will be used to allow any member of the public to provide critical information about themselves, their families and households for use during emergency and recreational activities. City officials will be provided with real- time, web-based access to this information, and a fully integrated mass notification system to rapidly notify the public, enabling them to respond quickly and safely to any emergency incidents affecting the jurisdiction. The mass notification system must at minimum support notification via SMS, email, voice, mobile applications, and IPAWS.

Evaluation and Award Criteria

Responses to this RFP will be evaluated based on the vendor's ability to:

- Meet the minimum required functionality.
- Demonstrate robustness/redundancy of infrastructure, allowing for high availability of data and high rates of message delivery.
- Provide additional capabilities deemed to be valuable to meeting the overall objectives of enhancing whole community preparedness.
- Provide support and training services needed to ensure program success.
- Provide client references specific to the product and services required.
- Demonstrate focus on public safety, weather, and messaging requirements.
- Ability to send non-emergency alerts.
- Thoroughly completing each section in order as written below.
- Overall price.

The City of Statham reserves the right to accept or reject all "RFP" proposals.

Background

Statham is a city in Barrow County Georgia with an estimated population of 3,000. The City of Statham is considering a mass notification system for emergency alerts (weather, public safety, boil water advisories, etc) and non-emergency alerts (road closures, events, recreational activities, etc.)

Proposal Preparation and Submission Guidelines

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

Information which the vendor desires to present that does not fall within any of the requirements of the RFP should be inserted at the appropriate place or be attached at the end of the proposal and designated as additional material and/or optional features or services. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

As used in this RFP, the terms **"must", "shall", "should"** and **"may"** identify the criticality of requirements. "Must" and "shall" identify requirements whose absence will have a major negative impact on the suitability of the vendor solution. Items labeled as "should" or "may" are highly desirable, although their absence will not have a large impact and would be useful but are not necessary. Depending on the overall response to the RFP, some individual "must" and "shall" items may not be fully satisfied, but it is the intent to satisfy most, if not all, "must" and "shall" requirements. The inability of a vendor to satisfy a "must" or "shall" requirement does not automatically remove that vendor from consideration; however, it may seriously affect the overall rating of the vendor's proposal.

Contact Information

Provide contact information and availability information for the City of Statham's Administrator to be able to contact said bidder for information of set RFP.

General Requirements:

1. Provide a high-level overview of the vendor solution and how it meets the needs in this proposal.
2. Answer, respond or describe all listed points below in order, using the same listed headings.

Vendor Information:

1. Provide the primary point of contact and contact information for the Vendor, including name, title, email address, phone number.
2. Describe the Vendor's form of business (i.e., individual, sole proprietor, corporation, non-profit corporation, partnership, limited liability company) and detail the name, mailing address, and telephone number of the person the City of Statham should contact regarding the proposal.
3. Provide a brief, descriptive statement indicating the Vendor's credentials to deliver the services sought under this RFP.
4. Indicate the Vendor organization's number of employees, client base, and location of offices. Provide a narrative description of the proposed project team and its organizational structure.
5. Describe Vendor's experience delivering relevant solutions in jurisdictions of comparable size and list at least three references with contact information.
6. Vendor must provide total number of years in business.
7. Provide proof of $1 million Liability Insurance.
8. Provide E-Verify affidavit.

Messaging/Alerts:

1. Vendor solution must be cloud-hosted. Describe any on-site hardware or software installation required, or other deviations from a cloud-based / vendor-hosted/ SaaS model. Provide an overview of the infrastructure platform used to deliver the vendor's solutions.
2. Is any of the City of Statham, GA data used for notifications dependent of third-party or contracted cloud infrastructure platforms (e.g., AWS, Azure, etc.)? If so, describe any redundancies in place to cover the event of a services outage.
3. Are there any single points of failure in the messaging delivery between your hosting center and the "last mile" infrastructure (e.g., calling centers, SMS aggregator binds, email servers, etc.)? Describe how delivery risk is minimized along the message delivery chain for the different message types.
4. Vendor solution must minimally support the following notification methods: SMS, Email, outbound dialed voice, push notifications to mobile apps, IPAWS.
5. Vendor solution must work across all major wireless carriers and wireless phone models. Describe any limitations and how the system addresses delivery to smaller carriers.

Registrations and Notifications:

1. Vendor's solution must include a hosted, web-based registration portal for citizens and must be compliant with the Americans with Disabilities Act. Please provide a description of the citizen registration portal.
2. Vendor's citizen registration portal must provide residents with the ability to create and maintain their account 24/7/365 via desktops, laptops, tablets, and/or mobile applications. Describe the citizen's ability to access the Vendor's registration portal.
3. Vendor's system must support customization of portal branding. Describe configuration options.
4. Vendor's registration portal must be available in multiple languages. List supported languages.
5. Vendor's solution must validate address and location information to be consistent and accurate data.
6. Vendor's system must support automated reminders sent to citizens to update their information. These reminders must be delivered by the Vendor via no less than two modes of communication, such as text, email, voice call and/or push notifications to mobile devices.
7. Vendor solution must support automated weather notifications. Describe features.

Alerting Interface:
1. Vendor must allow for the selection of users via a map-based interface. Describe controls for location-targeted alerting.
2. Vendor solution must have the ability to search for a residence or business by searching for an address, landmark, or other commonly-used geographic search criteria.
3. Must support the ability to send alerts to geographically selected users.
4. Must support scheduled notifications and recurring scheduled notifications.

Implementation, Training, Support:
1. Provide an overview of the implementation process for the vendor solution.
2. Vendor solution must provide initial training for system administrators and operators. Note all licensing and training costs associated.
3. Provide onboarding timelines, milestones, project phases and project plans for implementing the system during the City of Statham, GA onboarding.
4. Vendor must provide 24/7 access to support ticketing systems used to track both open and completed support incidents.
5. Provide the vendor's Service Level Agreements (SLA).

Security and Data Compliance:
1. Provide an overview of Vendor's overall approach to Information Security best practices.
2. Vendor solution must store data within the United States. Data must not be stored on systems residing outside the US.
3. Vendor should provide any application data Privacy Policies and/or Terms and Conditions presented to service subscribers. Links are acceptable.
4. Vendor must immediately notify the City of Statham, GA in the event of a data breach. Note method(s) of informing the City of Statham in the event of a data breach.
5. Vendor solution must support two-factor or multi factor (2FA/MFA) authentication security.
6. All of the City of Statham, GA data must be stored in encrypted format both in transit and at rest. Specify encryption standards.
7. Vendor must confirm that subscriber information will not be used for advertising or released to third parties not connected to the system for marketing or other purposes.

Pricing:
List all financial elements in this section so that all costs (one-time, fixed, recurring, ongoing, optional, usage based, etc.) for all services, hardware, software, licensing, hardware maintenance, software maintenance, development, documentation, training, support, and operation are reflected. All pricing should be broken out by individual line items category. The Vendor shall also list and price any item that is part of the solution (whether hardware, software, or management-related) that has not been specified in the requirements but is needed in order for successful installation, development, and operation of this service. Vendor should list the grand total price/amount for all services, labor, software, hardware, and training.

The City of Statham reserves the right to accept or reject all "RFP" proposals.