ERIE COUNTY WATER AUTHORITY
INTEROFFICE MEMORANDUM

May 22, 2018

To: Jerome D. Schad, Chairman
        Mark S. Carney, Commissioner

From: Earl L. Jann, Jr., Executive Director

Subject: Alert Notification System

This communication is to request approval to transition the Contractor I.V.R., providing Alert Notification to our customer base, to the New York State OGS Contractor, Everbridge, commencing August 1, 2018.

As requested, two questions will also be addressed:

1. Address the history and importance of the service;
2. Comparison of services between the current and potential vendor.

The Alert Notification System was a result of public criticism of transparency and warnings following the 2016 Amherst, New York 30-inch transmission main failure. Media, the Erie County Health Department, Erie County Emergency Services, County Legislators and the Erie County Executive joined with customers calling for more direct Emergency communications.

The Authority communicated with media sources, but it was deemed insufficient in reaching the Public. This attention to our communication issues brought a local firm to our Board of Commissioners, who took emergency action of hiring I.V.R. Technology Group, LLC, located at 2350 North Forest Road, Suite #35B, Getzville, New York 14068. The Board of Commissioners passed a resolution on July 28, 2016. The agreement was to enhance our direct to customer communication via Email and Social Media. Enhancements of the contact database with Emails, wireless numbers and other Social Media was advanced by an Amendment No. 2 on November 17, 2016.

In 2017, the Authority sent 109 notifications to enrolled customers.

The Director of Administration has promoted the contractual evolution from an emergency-based contract to a New York State Contract vendor for the next contract opportunity. On July 31, 2018, I.V.R.'s contract expires and the recommendation of Central Purchasing and the Director of Administration is to transition services of Notification Alerts to Everbridge, located at 155 North Lake Avenue, Suite 900, Pasadena, California 91101, who is the New York State Contract vendor. Everbridge has been in contact with the Authority for potential association since early 1996. Our Data Processing unit has a record of informational discussions of such a transition and are satisfied with a smooth potential transition. Everbridge has presented a lower cost quotation with ample time to make the changeover to meet the deadline. Attached is a proposed quotation for this service.

Everbridge, see attachment, provided a Sole Source letter with patents and demonstrations of their systems enhancements and intelligence. Everbridge also serves New York Statewide NY Alert and the City of New York Alert System.

	IVR	Everbridge
Setup Costs	$3,100	$3,121
Average Yearly Cost	$57,965 *	$40,058
Messaging Cost	$0.02	No additional charge
Texting Call Out	108,000 per hour	600,000 per hour
Contract Available	None	New York State OGS Contract
	*Increases with customer base	

January 1, 2018

Dear Sir or Madam:

Everbridge provides a next generation critical event management platform that helps our clients be better prepared, make better decisions, and respond quickly and confidently during disruptive events. When an incident happens, whether it's a public emergency or a business or IT operations issue, we automate communications to ensure that the right messages get to the right people at the right time.

Recognized by analysts such as Gartner as the market leader, Everbridge solutions are trusted by over 3,500 global clients in all major industries and government sectors to connect with over 100 million people around the world. This sole source letter covers capabilities that are only available through the Everbridge Critical Event Management Platform. Everbridge's depth of experience in critical event management, the scalability and resiliency of our core platform, and the robustness of our enterprise SaaS applications enabled us to send over 2 billion messages in 2017, with secure confirmed delivery to over 100 different communication devices, in more than 200 countries and territories.

This innovative approach to product development and customer excellence, combined with our strategic vision to anticipate new and evolving use cases for our critical communication solutions, has enabled us to definitively state the below accolades and key features:

Most Mass Notification Patents

Everbridge holds the most patents in the Mass Notification market. Two of the most important patents are US patents 7,664,233 and 7,895,263.

- Patent 7,664,233 allows Everbridge notifications to be sent out using a unique sequential approach based on a pre-determined order. This sequential process sends messages to an Organization's preferred device first, and then sequentially moves to the second, third and more preferred devices until the recipient acknowledges receipt. This is a crucial capability for mass notification solutions to meet the changing demographics and technical requirements of recipients.
- Patent 7,895,263 allows Everbridge to send geographic notifications based on both contact information contained in an R911 database and also contact information provided by the message recipient through an opt-in member registration portal. This unique approach of combining sources for contact information ensures that the most accurate and relevant contact data is always available.

Additional patents include:

- 8,417,553 Automatically sending notifications relating to an incident based on business rules and providing real-time reporting
- 8,280,012 Designation of roles, managing permissions and priorities for notification initiation, notification creation and access to contact information
- 8,175,224 Providing notifications using automated voice-to-text conversion
- 8,149,995 Providing notifications using automated text-to-speech conversion
- 7,895,263 Targeting and delivering notifications via GIS system and using 911 data
- 7,664,233 Prioritized, sequential emergency and standard calling of contacts

Simplified Contact Opt-in

- Everbridge's Community Engagement™ application allows for easy contact database acquisition using multiple opt-in methods:

  1. Anonymous mobile opt-ins: by sending a zip code to 888-777
  2. Anonymous keyword opt-ins: by sending a designated keyword to 888-777
  3. Community Engagement widget opt-in embedded on a website
  4. Customizable web-based opt-in portal with subscription management

Nixle Opt-in Community

- Authorized groups can access over 3.5 million opt-in contacts by geography to deliver emergency and community based messages.
- Everbridge is only the vendor that has access to Nixle Community Engagement data from over 7,500 public safety agencies to empower our clients to send notifications to opted-in constituents for any desired event.

Google Partnership

- Google Partnership: for unmatched notification reach, leveraging the Google Search Engine, Google Now, and Google Maps. Currently, Everbridge through its Nixle® solution is the only ENS provider partnering with Google.

Location Based Alerting for Security and Incident Response

- Safety Connection™ aggregates access control, travel data, network access and office hoteling data to simultaneously visualize, target and communicate with individuals in harm's way based on their last known location. The included mobile application provides panic button and safe corridor tracking of individuals when needed.

Incident Communications Rules and Templates

- Incident Communications allows governments and organizations to automate their communication processes according to preconfigured rules and templates. This speeds up response time during crisis situations, decreases costly human errors, and ensures the right processes are followed, sending consistent messages to responders, employees, customers and other stakeholders.

Secure Cross-Platform Crisis Communications

- SecureBridge™ is a secure cross-platform messaging application for security and crisis response. SecureBridge provides a mobile application for executives and response teams to securely text, hold video calls and share files without relying on an internal network.

Everbridge Network for Local Intelligence

- Only Everbridge provides customers a way to share broadcasts with other local organizations across industries such as local government, utilities, hospitals, corporations, etc. through the Everbridge Network. In addition, only Everbridge allows

customers to subscribe to feeds from other local organizations that they believe could provide relevant information about events or crises that are impacting their region.

Most Powerful SMS Delivery

Powerful SMS message delivery. Traditionally the term SMS message is often loosely used to describe any text message delivered to a mobile phone. Although these text messages may appear to simply arrive on the phones, the paths in which the message travels and their reliability are very different. There are two types of SMS message delivery:

- SMS via SMTP messaging is short messaging via e-mail and is very inexpensive. Unfortunately many carriers have deployed anti-spam message "caps" that limit the number of messages that can be sent at one time. This limits the number of messages to 500 or less and requires message senders to track which mobile carriers are associated with a phone number making this method less reliable during crises.
- SMS SMPP is short messaging through SMS aggregators and a completely independent means of delivery. The native SMS path is a more direct path that does not rely on email servers and only requires a telephone number for delivery.
- Everbridge is the only mass notification provider who offers both SMPP and SMTP SMS/text messaging and two-way SMS messaging that enables the recipient to confirm or reply to a survey/polling message.

Dedicated Learning Management System

- Everbridge offers a comprehensive Learning Management System dedicated to critical communications training. This complimentary and unlimited web-based training system provides a comprehensive on-line knowledgebase, best practices and 'how-to' training. In addition, Everbridge is the only provider which has a certification program for Mass Notification Message Senders to validate that individuals understand the best practices and message delivery process.

Integrated Situational Intelligence

- First and only provider to deliver threat assessment intelligence from NC4 alongside multi-modal mass notification capabilities. Everbridge uniquely provides an early warning of incidents at the neighborhood, regional, national, and international levels and provides the critical communications options needed to successfully reach those potentially impacted. These incidents can include plane crashes, wildfires, hurricanes, earthquakes, explosions, fires, hazardous materials spills, interstate highway closures, and power outages.

Mobile Two-Way Communications and Alerting

- Dedicated mobile recipient application designed to support two-way conversations and allow mobile users to send messages containing text, pictures, videos and geographic locations. In addition, only Everbridge monitors and alerts users when messages submitted by mobile recipients use specific keywords or triggers.

Simultaneous Web, On-Premise Alerts and Individual Notifications

- First and only mass notification provider to allow notifications to simultaneously be published to Websites that support API access via HTTPS; on-premises display and

alarms via Alertus, Eaton and Federal Signal; and individual devices such as landline and mobile phones. This allows Everbridge notifications to automatically be published to systems such as Public Websites, Intranets, Internal Systems, and Social Media, as well as reach individuals on their personal devices based on their preferences.
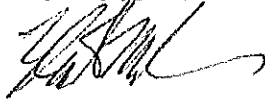
Support for Organizational Hierarchies

- Everbridge supports the creation of organizational hierarchies to provide customized attributes to individual organizations within an entity and is the only mass notification provider that supports sending cross organization notifications from within a single account.

We trust this information shows the value of Everbridge as a company and the forward thinking that our entire team focuses on every day to create the easiest to use and most comprehensive critical communications platform available. Quite simply, Everbridge is a global provider of enterprise SaaS applications to automate processes for information exchange to keep people safe and businesses running.

Should you wish to discuss these features in more detail, please let us know and we will be happy to assist you further.

Very truly yours,

Elliot J. Mark
Senior Vice President