

Legal Notice  
Town of Branford  
Invitation to Bid  
Reverse 911System

Notice is hereby given that sealed bids will be received for a Reverse 911 System. Specifications and bid forms may be obtained from the Purchasing Department, 1019 Main Street, Branford, CT 06405. Sealed bids must be returned prior to 3:00 p.m. EST, Friday, June 20, 2008. Bids will be open and read aloud at 3:30 p.m. EST, Friday, June 20, 2008 at the Purchasing Department, 1019 Main Street, Branford, CT 06405.

Nancy Porto  
Purchasing Department

# Fully Hosted Time-Sensitive Mass Notification System

The Town of Branford is seeking proposals for a fully hosted, time-sensitive Mass Notification System for community alerts and outreach. The system will allow community leaders to communicate important information to all stakeholders within minutes. The Branford will not entertain any system that requires the City to purchase or install any hardware, software, or phone lines, whether onsite or offsite.

## **Section 1: Overall Competencies:**

### **I. Company Experience**

1. Provider must have five years or more sending messages as a fully-hosted Application Service Provider (ASP) (a.k.a. Software as a Service (SaaS)).
2. Provider must demonstrate extensive experience in delivery of time-sensitive, mass notifications (i.e., not campaign calls or debt-collection calls). The vendor must demonstrate call delivery referenced volumes.
3. Provider must demonstrate that they have secured calling capacity adequate to serve the Town as well as the vendor's entire client base.
4. Provider must demonstrate extensive, proven experience with current public-sector clients in the United States. All clients included must be current, non-promotional clients who send and receive mass, time-sensitive notifications within small geographic regions (i.e. school district, college campus, city or town).

### **II. Security and Redundancy**

#### **Security –**

1. The provider must demonstrate state-of-the art system security, including, but not limited to, a description of company policies and procedures to ensure both physical system security and data transmission security.
2. The provider must provide a description of their policy regarding storage, retention, and distribution of data. The provider must possess and state the company non-release policy for data.
3. The provider must require regular internal and 3<sup>rd</sup> party audits. The provider's most recent audit must exceed an AA rating.
4. The provider must be able to warrant that they provide background checks on all employees, and that only employees who have undergone said background checks will have access to client data.
5. The provider must explain internal company protocols regarding the handling of client data. The provider must require all employees to sign data handling agreements at hire.
6. The provider must provide a zero-single-point-of-failure system through utilization of multiple telecommunications providers, multiple servers across multiple power grids, multiple streams of communication (e.g. VoIP, PSTN, e-mail), and customer care staff located across multiple states.
7. The provider must describe its data backup policy.

8. The provider must describe a business continuity plan which allows failover to a secondary disaster site with equal capability as the primary site. The data recovery plan must provide for resumption of normal client activities within 1 hour of failure.

### **III. System Capacity and Reliability**

1. The provider must certify capacity, identifying maximum one minute calls per hour.
2. The provider must state what percentage of its capacity is used on a daily basis, and provide a company commitment to scaling the service as clients' needs grow.
3. The provider must be able to provide an independently certified accounting of the highest volume of voice messages delivered to unique phone numbers exclusively through its ASP application on behalf of its clients within a concurrent 24 hour period (do not include the number of calls that clients send through their auto-dialers).
4. The provider must state the highest volume of voice messages delivered to unique phone numbers exclusively through its ASP application on behalf of its clients within a 3 day "event" period (i.e. hurricane, etc) (do not include the number of calls that clients send through their auto-dialers).
5. The provider must discuss its delivery strategy to maximize successful deliveries and include a discussion of proprietary algorithms developed to address "last mile" issues.
7. The provider must describe system redundancies which exist to ensure call delivery, such as telecommunications providers and/or delivery streams.
8. The provider must provide evidence of actual experience in successful call delivery during times of highly impacted capacity (e.g., hurricane, flood, tornado, ice or snow storm).
9. Please provide the following information for a single client similar in size and scope to the RFP's issuing agency:
  - a. How many calls has that client made using your system in the past 12 months?
  - b. How many events have caused that client to create a message using your system in the past 12 months?
  - c. Describe the top 10 incidents (in call volume) which caused that client to use your system to send messages.
  - d. Provide that client's reference contact information (municipality name, contact name, contact phone, contact email address).
7. Have any of your local government clients had a hard-dollar return on investment by using your system for non-emergency messages (i.e., cost reductions by using your system)? If so, describe how your system reduced that client's costs and provide that client's reference contact information (municipality name, contact name, contact phone, contact email address).

### **IV. Features –**

1. The provider must be able to send voice messages to multiple types of devices (land phone, cell phone)

and text messages to multiple types of devices, including e-mail, TTY, PDAs, SMS.

2. The provider's text messaging service must be true SMS (i.e., no utilize an SMS email gateway).
3. The system must be able to automatically extract home language from a contact record and automatically deliver the messages in the appropriate language.
4. The system must offer a text-to-text language translation.
5. The system must be able to record and archive messages for future delivery. State how far in advance of delivery users can record and store messages.
6. The system must offer the ability to deliver messages in the user's own voice and text-to-speech, or a combination of the two.
7. The system must provide on-line reports documenting results of notification results as well as other reports, such as monthly usage.
8. The system must have a toll-free phone number that a recipient can call to hear the messages that they have received.
9. The system must allow an unlimited number of groups and subgroups to be created.
10. Vendors must provide phone numbers for residents and business using a source other than the E911 database. State the source of the phone numbers (e.g., white pages, yellow pages).

#### **V. Call Send Process**

1. The call send process must be easy and user friendly, using the client's phone and computer. The send process must be the same for emergency and non-emergency messages.
2. The call send process must work from any computer with an Internet connection. Users should not have to use a specific computer or phone to record or schedule calls.
3. The provider must offer a method of sending calls in situations where the client has no electricity and no internet access. This call-in method must be simple, secure, and not require operator intervention. When using this call-in method the client must be able to select calling groups that are unique to the person initiating the call.
4. The service must offer a call authorization process (e.g., require a second authorization for calls to be sent) as a fail-safe to erroneous calling. The process must be accessible for authorization by phone and able to be overridden by customer support if every authorizer is unavailable.
5. The service must allow users to create and save messages part-way through the message creation process to allow users to return to complete and confirm scheduled messages at a later time.

#### **VI. Customer Implementation, Training and Support**

1. The provider must present an implementation plan with a timeline from contract signature through user training with clearly identified roles and responsibilities for both provider and client. The plan must be able to be completed within 30 days of the date the contract is signed.
2. The provider must present during the implementation and training phase an articulated plan for best practices for use and how the system adheres to existing client protocols for communication.
3. The provider must include initial training for all users, re-training, and new user training as part of the

cost.

4. Training must be provided at a site of client's choosing, or via a live meeting environment if requested.
5. The provider must offer unlimited 24/7/365 support for all users – not solely named users – through a toll-free phone number at no additional cost.
6. The provider's support time must be 30 minutes or less for all issues, at all times of day or night.
7. The provider must offer and explain in detail their ongoing customer support beyond initial training.
8. The provider's customer support personnel must be full-time, company-employed customer service professionals. These professionals must be dedicated to specific accounts for relationship building and trained specifically
9. The provider must provide assurance that they do not outsource customer support to either domestic or international call centers.
10. The provider must include technical support as part of the 24/7/365 included customer support.
11. The provider must have customer care support located across multiple time zones and states to ensure resiliency of customer service.
12. Upgrades, updates, and enhancements must be provided free of charge. Provider must detail its protocol for rolling out upgrades, updates, and enhancements into the existing system after internal quality assurance testing.
13. The provider must have independent studies validating customer satisfaction.

## **VII. Pricing**

1. The provider must present a plan for unlimited calling to the client's residents, businesses and staff.
2. The provider must outline all additional fees, if any, for implementation, support, training, travel, maintenance, software licenses, phone data provision and updates, and any other costs.
3. The provider must include the cost of any long distance calling to reach recipients.
4. The provider must guarantee pricing for five years.
5. The provider must provide notification to SMS recipients that their wireless provider may charge them a fee. They must provide an "opt-out" process for these recipients to avoid such fees.

## **Section 2: Additional Competencies:**

### **I. Data Acquisition**

1. The provider must provide commercially available residential and business phone numbers from directory assistance (rather than from the less robust and less frequently updated Yellow Pages and White Pages), and update the data monthly.
2. The provider must append the latitude and longitude geo-coding to all data entered into the system at no additional cost to the client.
3. The provider must provide a client-specific website for additional data collection:
  - a. The website must allow for selection of the language in which the resident or business would like to receive messages and the addition of secondary phone contact numbers and email

addresses.

- b. The website must have a built-in method to ensure that the data has been entered by a person and not computer-generated by a “bot”.
- c. The entire website, including Terms & Conditions, must be translated into Spanish.
- d. The website must have the capability to add custom text as needed.
- e. State if there is a charge to the client to implement, customize and maintain the data collection website.

## **II. Messaging Features**

1. The system must be pre-loaded with municipality-specific scripts for tests, alerts, and other anticipated events.
2. The system must allow users to target recipients using a map interface which does not require a software license.
3. The system must allow users to target recipients using, at a minimum, a radius or by zip code.

# **General Requirements for Bidding and Instructions to Bidders**

## **NOTICE**

Information provided in these specifications is to be used only for the purpose of preparing a proposal. It is further expected that each bidder will read these specifications with care, for failure to meet every one or a combination of specified conditions may invalidate the proposal.

The Town reserves the right to reject any or all bids or any portion thereof and to accept the bid deemed to be in the best interest of the Town of Branford.

Bidders are requested to submit quotations on the basis of these specifications. Alternate quotations will receive consideration providing such alternatives are clearly explained.

The information contained herein is believed to be accurate and is based upon the latest available information but is not to be considered in any way as a warranty.

Revised 5/07

Standard Form

**SECTION I - General Terms and Conditions**

**A. Compliance with Laws**

The bidder shall at all times observe and comply with all laws, ordinances and regulations of the federal, state and local governments, which may in any way affect the preparation or the performance of the contract.

**B. Timetable**

Price quoted must be valid for 60 days. Delivery and installation completion dates must be included in the bid proposal.

**C. Consideration of Proposals**

The Board of Selectmen, or a majority of them, reserve the right to select or reject alternate proposals; to waive informality in proposals; and to reject any and all bids, or accept such bid as shall in its judgement be to the best interest of the Town of Branford.

**D. Bid Bond *Not Required***

**E. Performance Bond *Not Required***

**F. Protection of Work and Property *Not Required***

**G. Competency of Bidders**

1. Bidders shall have had proven experience in the field of work.
2. Bidders shall submit with their bid a listing of recent work performed within the State of Connecticut of the size equal to or greater than the work being bid.

**H. Alternates**

1. Any alternates to specified materials or workmanship must be separately listed and described in detail.



2. Alternates will be considered in awarding the contract only if they provide, as a minimum requirement, all features contained in the specifications.
3. The Town of Branford reserves the sole right to determine through its agents the equality of alternate products and/or installation procedures.

**I. Bid Requirements**

1. Each bidder shall return two (2) copies of the proposal sheet entitled "Bid Proposal".
2. Each bid proposal must be signed by an authorized agent of the bidder.
3. Successful bidders must obtain any required governmental approvals.

**J. Specifications – General**

The contract shall include all labor and materials, tools and equipment and services required for proper performance of the work as specified hereinafter and as may be required for proper completion of the work in accordance with the highest standards of the trades involved.

**K. Examination of Site *Not Required***

## ***SECTION II - Insurance Requirements***

The contractor, following award of the contract, may be required to furnish to the Town of Branford a Certificate of Insurance for the following coverage:

1. Comprehensive General Liability
2. Property Liability Insurance
3. Automobile Liability \*\*
4. Workmen's Compensation and Employees Liability\*\*
5. Professional Liability

In addition to the coverage delineated above, Builders Risk Insurance may be required for construction contracts. The limits of insurance unless otherwise specified shall be as follows:

### **A. General Liability**

Combined single limit of \$1,000,000; Bodily Injury \$500,000 per occurrence; Property Damage \$500,000 per occurrence. The insurance carried by the bidder shall include the following coverage:

1. Comprehensive Form
2. Premises Operations
3. Products Completed Operations
4. Contractual – Hold Harmless Requirements\*\*
5. Independent Contractors
6. Broad Form Property Damage
7. Personal Injury

### **B. Hold Harmless Requirements**

The contractor shall, at all times, indemnify and save harmless the Town of Branford, its officers, agents, and servants on account of any and all claims, damages, losses, litigation expense, counsel fees and compensation

arising out of injuries (including death) sustained by or alleged to have been sustained by the public, any or all persons affected by the contractor's work, or by the contractor, any subcontractor, material, men or anyone directly or indirectly employed by them or any one of them while engaged in the performance of this contract. The Town of Branford shall be named as an additional insured on said policy of public liability insurance to cover all claims against the Town arising out of said contract.

**C. Automobile Liability** *N/A as this will be a remotely installed and supported service accessible over the internet and phone.*

**D. Workers' Compensation**

The contractor must have workers' compensation and liability insurance as provided by Connecticut and federal law with statutory limits of \$100,000 per accident, \$100,000 disease each employee and \$500,000 disease policy limit

The contract shall procure and pay for the insurance coverage described above with the minimum limits of liability as stated. The Certification of Insurance shall certify that said coverage shall be in effect for the term of the contract.

The Town of Branford shall be named as an additional insured on the General Liability Insurance Policy. All policies shall provide for sixty (60) days written notice prior to cancellation, substantial change or non-renewal.

The contractor must be in compliance with the State of Connecticut Public Act Section 86-87, "An Act Concerning Workers' Compensation Insurance Requirements For Contractors, On Public Works Projects and State Licenses".

**TOWN OF BRANFORD**  
**Bid Proposal Sheet**

**Bid Proposal for: Branford Reverse 911 System**

We hereby propose to furnish all labor and materials required for the requested reverse 911 system in accordance with the instructions to bidders and specifications.

We hereby propose to furnish all labor and materials required by the contract documents as follows:

Total Proposed Price: \_\_\_\_\_

Date(s) of Delivery / Installation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

Bid Bond Required	NO
Bid Bond Enclosed (if required)	NO
Performance Bond Required	NO

**CODE OF THE TOWN OF BRANFORD**  
**Chapter 75 – Purchasing**

## Article II -- Bidding

### 75-2 Advertising and Bids Required

#### A. Amounts; exception; definitions.

- (1) Goods and services purchased by the town, when the amount exceeds ten thousand dollars (\$10,000) or exceeds five thousand dollars (\$5,000) per year in the case of insurance coverage, shall be awarded after advertising the same in a newspaper with a general circulation in the town to the lowest responsible bidder, provided, however, that where a contractor, person or business has already been awarded a contract pursuant to this section and the proposed work is the same or similar to the work previously awarded to such contractor, person or business, then all work, materials or supplies shall be bid in the same manner set forth above when the amount of such work, materials or supplies exceeds five thousand dollars (\$5,000). Notwithstanding the foregoing, the bid may be awarded to a Branford business if its bid does not exceed the lowest bid by more than ten percent (10%) and the Branford business is willing to match the low bid; provided however that this section shall not apply to projects where state and federal funds are involved. Purchases of ten thousand dollars (\$10,000) or less or five thousand dollars (\$5,000) in the case of insurance may be made without advertisement provided the town solicits no fewer than three price quotations from responsible bidders. Purchases of five hundred dollars (\$500) or less may be made without obtaining price quotations, provided the town pays no more than the price offered to the general public for the same goods and/or services.
- (2) For the purpose of this section, "Branford business" shall mean a business with a place of business located within the Town of Branford. A business shall not be considered a "Branford business" unless evidence satisfactory to the Board of Selectmen has been submitted with each bid submitted by said business to establish that said business has a bona fide place of business in Branford. Such evidence may include evidence of ownership of or a long-term lease of the real estate from which the place of business is operated or payment of property taxes on the personal property of the business to be used in performance of the bid.
- (3) If more than one (1) Branford business bidder has submitted bids not more than ten percent (10%) higher than the low bid and has agreed to accept the award of the bid at the amount of the low bid, the lowest responsible bidder shall be that one of such Branford-based bidders which submitted the lowest bid.