

MONTEREY COUNTY OFFICE OF EMERGENCY SERVICES**911/Operations Board Everbridge Summary**

ALERT & WARNING/EVERBRIDGE PLATFORM: Everbridge is Monterey County Operational Area's (County and Incorporated Jurisdictions) Alert & Warning platform administered by Monterey County OES (MCOES). The platform's current features include: reverse 911 services(address based), Federal Integrated Public Alert and Warning (IPAWS), Nixle (SMS based alerting/messaging), internal/employee alerts, and general Mass Alerting through SMS, voice/calls, and email. The Platform is currently paid for by the county and its incorporated jurisdictions through ECD/911 using a population based formula.

This year CalOES's began funding a basic Everbridge (without Nixle) alert and warning package for Operational Areas. At the same time Everbridge changed to a credit/message pricing model (previously unlimited) that is substantially more expensive. The current Monterey County Everbridge contract is an unlimited messaging plan (nixle included), billed in quarterly installments of \$22,212.50, with quarterly opt-outs (next opt-out on April 7th, 2022), and formally ends on Oct. 7th, 2022. Three options moving forward are:

EVERBRIDGE CONTRACT OPTIONS:

1. Option 1: The CalOES Everbridge Platform w/ no nixle. \$0
2. Option 2 (Recommended): CalOES Everbridge Platform + Nixle Credit/Message \$40k. (MCOES will absorb any messaging overages above \$40k reviewed annually)
3. Option 3: The new Everbridge Credit/Message Pricing Model: ~\$157 K est. max cost

RECOMMENDATION: Monterey County OES(MCOES) recommends **Option 2:** adoption of the CalOES Everbridge Platform + Nixle feature with the updated credit/message contract on the existing platform. OES proposes to pay for all messaging costs over \$40K/year utilizing the existing population based pricing for all partner jurisdictions (including County Monterey), reviewed annually. The \$40k annual fee for Nixle is based on the approximate cost of Nixle messages sent between June 2020-July 2021 minus Covid related Nixle messages, using Everbridge's new credit/message pricing structure. A vote by the Ops Board to terminate the current Everbridge Contract 30 days prior to April 7th would be needed to implement this option on April 7th, 2022.

NIXLE FEATURES: All incorporated jurisdictions and the unincorporated county have Nixle users that receive messages that are sent through Monterey County OES. Features include:

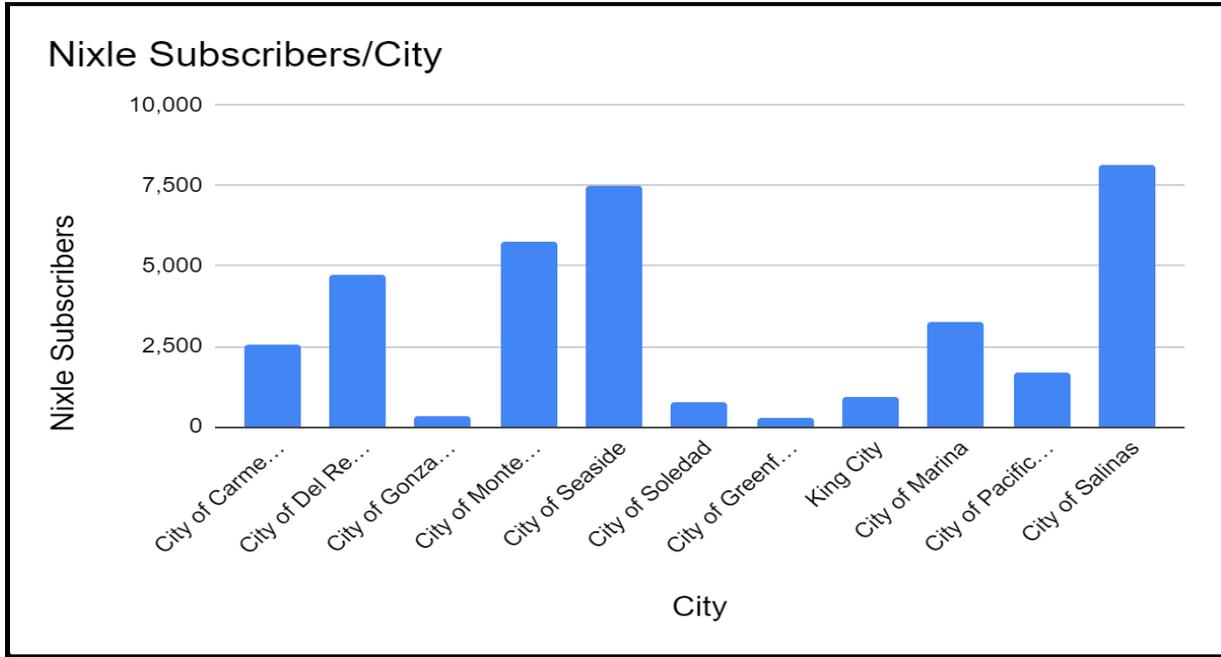
- SMS texted based Opt-in: easy usage during disasters
- Zipcode based Opt-in
- Anonymous Opt-in
- Event/Keyword Opt-in: Jurisdictions can request event or topic based keywords "Salinas Rodeo" or "Monterey Jazz" and provide text based messaging and alerting to any community subscribers. Keywords can be set to expire once events are completed.
- Event/Keyword examples from this year include: wildfires, carweek, flooding, weather advisories(storm, heat, frost, surf/beach, red flag, wind etc), COVID advisories, etc.
- Opt-ins can be remote to include out of area subscribers

For questions contact Justin Lin at linj1@co.monterey.ca.us or call at 831-796-1903

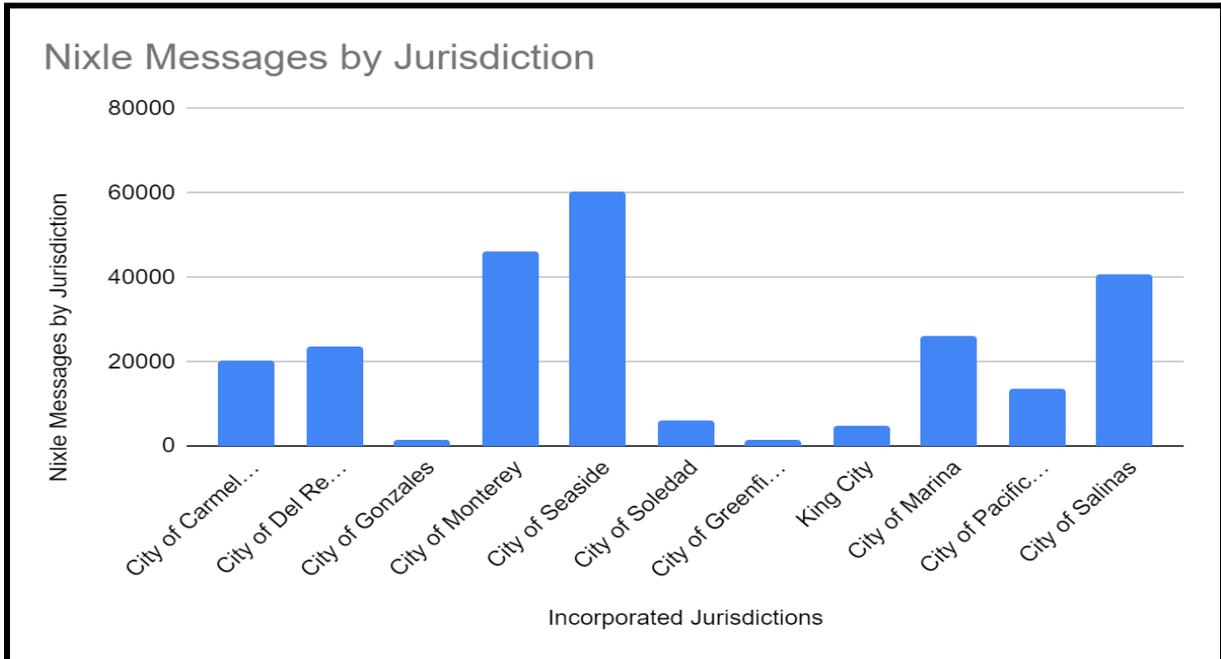
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**Nixle Users that subscribe by zipcode are captured above. This does not capture Nixle users that subscribe by "keyword" including MocoOES, MCWinter (Winter Storms & Debris Flows), Covid-19, or MCFIRES.*



**Messages that were sent by zipcode do not capture residents that opted into keyword messaging.*

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Option 2 Example: CalOES Everbridge Platform + Nixle			\$40,000
City	Population from California E1 Report Department of Finance (Total 441,143)	Percent of Total	Cost Share
Carmel-By-The-Sea	3,949	0.90%	\$351
Del Rey Oaks	1,662	0.38%	\$148
Gonzales	8,506	1.93%	\$753
Greenfield	18,284	4.14%	\$1,616
King City	14,797	3.35%	\$1,308
Marina	22,321	5.06%	\$1,975
Monterey	28,170	6.39%	\$2,494
Pacific Grove	15,265	3.46%	\$1,351
Salinas	162,222	36.77%	\$14,352
Sand City	385	0.09%	\$35
Seaside	33,537	7.60%	\$2,966
Soledad	25,301	5.74%	\$2,240
County unincorp. pop)	106,744	24.20%	\$9,446
CSUMB	N/A	N/A	\$968

Motion: 2. Proceed with Option 2: CalOES Everbridge Platform + Nixle Credit/Message with up to \$40,000 charged to users (including County).(MCOES will absorb any messaging overages above \$40k reviewed annually). Direct OES staff to return to January Operations Board with proposed allocation methodology for the \$40,000 and terminate the current Everbridge Agreement after two quarters, on April 7, 2022, as recommended by County Staff

Motion by: Hober 2nd: Magoski

Yeas: All

Nays: none

DocuSigned by:

Signature of Chair

Gaudenz Panholzer

1/14/2022 | 10:59 AM PST

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