



**CITY OF PLANO
COUNCIL AGENDA ITEM**

CITY SECRETARY'S USE ONLY				
<input checked="" type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		3/25/2013		
Department:		Marketing and Community Engagement		
Department Head		Mary Vail-Grube		
Agenda Coordinator (include phone #): Nicole Griffin ext 7204				
CAPTION				
Approval of the purchase of a wireless communication service in the amount of \$144,882 from Blackboard, Inc., through an existing contract with US General Services Administration (GSA) contract, and authorizing the City Manager to execute all necessary documents. (GSA Contract Number GS-35F-0554M)				
FINANCIAL SUMMARY				
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR: 2012-13	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget	0	207,472	0	207,472
Encumbered/Expended Amount	0	-18,285	0	-18,285
This Item	0	-144,882	0	-144,882
BALANCE	0	44,305	0	44,305
FUND(s): GENERAL FUND				
<p>COMMENTS: Funds are included in the FY 2012-13 Adopted Budget to provide Wireless Communication Services utilizing US General Services Administration (GSA) Contract #GS-35F-0554M; and the City of Plano Bid #2013-180-O. The remaining balance will be used for other contractual items.</p> <p>STRATEGIC PLAN GOAL: Providing Wireless Communication Services through the Marketing and Community Engagement Department relates to the City's Goal of a Financially Strong City with Service Excellence.</p>				
SUMMARY OF ITEM				
Marketing and Community Engagement staff recommends approval of the purchase of a wireless communication service from Blackboard, Inc., utilizing the US General Services Administration (GSA) Contract in the amount of \$144,882. The City is authorized to purchase from the State Contract list pursuant to Chapter 271 Subchapter D of the Local Government Code and by doing so satisfies any State Law requiring local governments to seek competitive bids for items. (GSA Contract Number GS-35F-0554M; City Plano Bid #2013-180-O)				
List of Supporting Documents: Memorandum			Other Departments, Boards, Commissions or Agencies	



Date: March 8, 2013
To: Bruce Glasscock, City Manager
From: Mary Vail-Grube, Director of Marketing and Community Engagement
Subject: Citizen and Emergency Responder Notification System-Blackboard Connect

Last year, as one of the new initiatives identified to positively address the Strategic Goal #4 identified by the City Council to improve communications, the city implemented a multi-platform notification system through Blackboard Connect, to be used internally and externally, to send messages to employees and citizens about matters of interest impacting city services, public safety and for mobilizing emergency responders.

During this year the system has been implemented and used in a variety of ways to alert residents to current news and information about city services and programs, as well as internally to alert and mobilize emergency personnel when the situation warrants.

The system was used to call residents for the following items:

1. Health - West Nile Virus and associated spraying
2. Planning - Neighborhood notifications targeted to Love Where You Live Program
3. Police – Missing Persons alert
4. Sustainability - changes in bulk trash schedules

We have made 91 calls this year, reaching 502,806 individuals. These calls were primarily targeted to specific areas or neighborhoods in the city; impacted or involved in the program or service.

Internally, Police and Emergency Management have used the system regularly to notify personnel of the need to respond or report in due to an emergency situation.

We have an ongoing need internally for this type of system, as well as the desire to continue to use what we see is a very effective communication tool with our citizens.

The system capabilities include the following features:

Notification can be made by

Voice

Email

Text

Social media

(Citizens can set up a profile that determines how they receive notification)

System Features

Regular update of contact lists

Geocoding of areas of town to target calls

Message delivery tracking

Unlimited calling included

Weather Alert notifications Service Included at no additional charge

In using the system during this past year we have identified areas in which we would like to see improved capabilities. We are working with Blackboard Connect to identify and address these specific issues to ensure that both the internal needs of emergency services and police and fire are fully met, as well as the ability to accurately and efficiently notify residents as desired in addition to addressing any citizen concerns or the desire to opt out of non-emergency notifications.

Funding for this project was budgeted this year and is available in the Marketing and Community Engagement budget.

Staff recommends we enter into a new one year agreement with Blackboard Connect to provide a citizen and emergency notification system through the cooperative purchasing program using a General Services Administration (GSA) contract.