



**Boulder County Purchasing**  
**1325 Pearl Street**  
**Boulder, CO 80302**  
[purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org)

**REQUEST FOR INFORMATION  
COVER PAGE**

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RFI Number: **7258-21**

RFI Title: **BRETSA MASS NOTIFICATION SYSTEM**

Pre-Proposal Meeting: There will be NO pre-proposal meeting

RFI Questions Due: Tuesday, November 30, 2021 – 2:00 p.m.

Submittal Due Date: **Friday, January 14, 2022 – 2:00 p.m.**

Email Address: [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org)

Documents included in this package:  
Proposal Instructions  
Terms and Conditions  
Specifications/Requirements  
Submittal Checklist  
Signature Page

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## 1.0 Purpose/Background

### 1.1 Introduction

This Request for Information (RFI) is being solicited on behalf of the Boulder Regional Emergency Telephone Service Authority (BRETSA) by Boulder County. BRETSA is seeking information and cost data for replacement of a Mass Notification System for four Public Safety Answering Point ("PSAP") defined as BRETSA's "Client-PSAPs".

**This RFI will not directly result in any awards; it will result in a nonbinding, open list of qualified contractors, hereafter referred to as "BRETSA Mass Notification System Vendor List". Any engagement needed by BRETSA will be conducted according to Boulder County Procurement and issuance of an RFP based on applicable State and local statutes, rules and policies.**

### 1.2 Procurement Schedule

The dates listed below are estimated dates of the activities related to this RFI. In the event we find it necessary to significantly change any of these dates and times, BRETSA will do so by issuing an addendum to this RFI.

#### Key Actions Dates:

<u>Date</u>	<u>Action / Time</u>
11/10/2021	Release RFI (Download from Rocky Mountain E-Purchasing system web site: <a href="https://www.bidnetdirect.com/colorado/solicitations/open-bids/page1">https://www.bidnetdirect.com/colorado/solicitations/open-bids/page1</a> ) under Boulder County or email <a href="mailto:purchasing@bouldercounty.org">purchasing@bouldercounty.org</a> .
<b>11/30/2021</b>	<b>Vendor questions due (by 2:00pm MST)</b>
12/14/2021	Release of Questions and Answers (by Addendum)
<b>01/14/2022</b>	<b>Submission of Final Proposals by 2:00pm (MST)</b>
02/01-03/2022 (TBD)	Proposed On-site or Virtual (ZOOM) Vendor Product Demonstrations (Should BRETSA Agencies Pursue This Option)

### 1.3 Background

The Boulder Regional Emergency Telephone Authority (BRETSA) is a non-profit public entity established pursuant to 29-1-103, C.R.S. and 29-11-100.5 et seq. and in conformance with the Colorado Governmental Immunity Act 24-10-101 C.R.S. et seq. The Authority pays the costs of providing 911 telephone services, but does not pay for the cost of staffing individual dispatch centers. The cost of responding to 911 calls is covered by the participating emergency response agencies. Each of the members of BRETSA is responsible for providing their own dispatching services. BRETSA is comprised of four primary public safety-answering points (PSAPs) within Boulder County, Colorado. These PSAPs are:

1. Boulder County Sheriff (serving 7 Law agencies, over 20 Fire agencies and EMS)
2. City of Boulder (Law, Fire, EMS)
3. City of Longmont (Law, Fire, EMS)
4. University of Colorado, Boulder (Law)

#### **1.4 Purpose**

The purpose of this RFI is to obtain information to assist the BRETSA agencies with what products exist in the market today that could replace the existing Mass Notification system in use today. The BRETSA Agencies are looking for estimated timeframes for implementation (product and services) to deploy a new mass notification system.

The proposed Mass Notification System will be fully hosted by the vendor requiring no hardware, equipment, storage, etc. by any BRETSA agencies. The system should be web-based with the ability to access the system via a secure internet connection from any computer, tablet, or smart phone in order to send out alerts and notifications.

Additionally, BRETSA is interested in having responses from prospective vendors as to the cost of a mass notification hosted system and how the existing system could be replaced. Specifically, how the existing Mass Notification system can be replaced, and a new Mass Notification System implemented in a planned and seamless process. Vendors to propose creative solutions that best meet BRETSA's objectives and requirements for migrating to a new Mass Notification solution. The proposed solution must meet both current and future requirements of the local Agencies.

The BRETSA agencies at their option, may request on-site or virtual vendor demonstrations of proposed Mass Notification products. Vendors may be requested to conduct demonstrations that show all current functions and features of the proposed system requested in this RFI document. BRETSA may request demonstrations of specific and relevant scenarios. Vendors should also be prepared to provide detailed technical and architectural information as part of these demonstrations. The demonstration may be conducted on-site at PSAP facility or done virtually (e.g., ZOOM) to allow dispatchers, managers, and other administrators to view and operate the proposed Mass Notification products.

#### **1.5 Current Mass Notification System Status**

Currently, each PSAP utilizes the Everbridge Mass Notification system. Besides the PSAP's the system is also used by local municipalities and County EOC. City departments include Public Works, Parks, Open Space and Mountain Parks, with capability for municipal employee notifications.

## 2.0 RFI INSTRUCTIONS TO VENDORS

### 2.1 Submittal Deadline

Deadline for submittal of qualified responses is **2:00 p.m. Mountain Time, January 14, 2022.**

### 2.2 Submission Instructions

Submittals are due at the email box only, listed below, for time and date recording on or before **2:00 p.m. Mountain Time on January 14, 2022.**

**Please note that email responses to this solicitation are limited to a maximum of 50MB capacity.**

**NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. THIS INCLUDES GOOGLE DOCS AND SIMILAR SITES. ALL SUBMITTALS MUST BE RECEIVED AS AN ATTACHMENT (E.G. PDF, WORD, EXCEL).**

**Electronic Submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.**

Email [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org); identified as **RFI # 7258-21** in the subject line.

All RFIs must be received, and time and date recorded by authorized county staff by the above due date and time. Sole responsibility rests with the proposer to see that their RFP response is received on time at the stated location(s). Any responses received after due date and time will be returned to the proposer.

The Board of County Commissioners reserves the right to reject any and all responses, to waive any informalities or irregularities therein, and to accept the proposal that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.

**Americans with Disabilities Act (ADA):** If you need special services provided for under the Americans with Disabilities Act, contact the ADA Coordinator or the Human Resources office at (303) 441-3525 at least 48 hours before the scheduled event.

### 2.3 Questions Regarding RFI

**All inquiries** regarding the RFI shall be submitted, in writing, to the Purchasing Office via email to [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org) with “**RFI #7258-21 Questions**” in the subject line, by **2:00 p.m. November 30, 2021**. A response from the County to all inquiries shall be emailed to all known vendors no later than **2:00 p.m. December 14, 2021**. Only questions submitted through this process, and subsequently answered in writing, can be relied upon.

## 2.4 Confidential and Proprietary Data

If any part of the proposal response, which is proprietary or confidential, the vendor must so identify and state in writing on the applicable page(s) of their proposal.

## 2.5 RFI Disclaimers

The County reserves the right to reject any and all RFIs, to waive any informalities or irregularities therein, and to accept the proposal that, in the opinion of the County, is in the best interest of the County or Boulder Regional Emergency Telephone Service Authority.

Receipt of the RFI or submission of an RFI response confers no rights upon the vendor, nor obligates the **County nor BRETSA** in any manner.

- A. **The County nor BRETSA** will not be liable in any way for any costs incurred by vendors in the preparation and delivery of their responses to the RFI or for any subsequent discussions and/or product demonstrations.
- B. Any and all work performed for the **County or BRETSA**, including all documents associated with the project, shall become the exclusive property of Boulder County.
- C. Neither the **County or BRETSA** intend to use this RFI to award a contract, pay any costs incurred in preparing a proposal response, or to procure or contract for services or supplies.

## 2.6 Submittal Section



### Boulder County Purchasing

1325 Pearl Street

Boulder, CO 80302

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## SUBMITTAL SECTION

The proposer's attention is especially called to the items listed below, which must be submitted in full as part of the PROPOSAL. Failure to submit any of the documents listed below as a part of your PROPOSAL, or failure to acknowledge any addendum in writing with your PROPOSAL, or submitting a proposal on any condition, limitation or provision not officially invited in this Request for Information (RFI) may be cause for rejection of the PROPOSAL.

**THIS CHECKLIST MUST BE SUBMITTED AS PART OF YOUR PROPOSAL PACKAGE:** Proposer will check each box indicating compliance:

INCLUDED	ITEM
	Name and Address of the Partners and Subcontractors if applicable
	A detailed project schedule with an all-inclusive total cost
	Information on the relevant experience of key personnel. Provide a brief overview of your company's background, qualifications, and experience. Indicate the number of years your firm has been providing, designing and/or supporting the type of software and/or services proposed hereunder. Vendors may use this section to provide a brief history of recent and current operations. Brochures and other published material may be attached to your response.
	Submit three references for similar projects your company has completed within the last three years and contact information. Boulder County will review all contractor evaluation forms from previous County projects.
	Describe successful projects of similar functionality and scope. Additionally, please describe any previous experience with similar public

	safety agencies projects in this section. Also describe methodology used and experience with implementing projects on time and within budget.
	Describe the pricing and/or licensing structure typically used on comparable projects. Pricing and cost estimates should be broken out, as applicable, by software, professional services, implementation, and training. Pricing must include the cost of installing a Mass Notification system in a vendor hosted approach that is available to all PSAPs within Boulder County and the associated costs for installation, services, training, GIS/mapping conversion, support and maintenance.
	Signature Page
	Addendum Acknowledgement(s) (If Applicable)



2.7 Signature Page



**Boulder County Purchasing**  
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**SIGNATURE PAGE**

Contact Information	Response
Company Name including DBA	
List Type of Organization (Corporation, Partnership, etc.)	
Name, Title, and Email Address of Person Authorized to Contract with Boulder County	
Company Address	
Company Phone Number	
Company Website	

**By signing below, I certify that:**

I am authorized to bid on my company's behalf.

I am not currently an employee of Boulder County.

None of my employees or agents is currently an employee of Boulder County.

I am not related to any Boulder County employee or Elected Official.

(Sole Proprietorships Only) I am not a Public Employees' Retirement Association (PERA) retiree.

\_\_\_\_\_  
**Signature of Person Authorized to Bid on  
Company's Behalf**

\_\_\_\_\_  
**Date**

Note: If you cannot certify the above statements, please explain in a statement of explanation.

### 3.0 TERMS AND CONDITIONS



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#### TERMS AND CONDITIONS

1. Proposers are expected to examine the drawing, specifications, schedule of delivery, and all instructions. Failure to do so will be at the proposer's risk.
2. Each proposer will furnish the information required in the Request for Information.
3. The County of Boulder reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received, and to accept any portion of or all items proposed if deemed in the best interest of the County of Boulder to do so.
4. No submittal will be withdrawn for a period of thirty (30) days subsequent to the opening of proposals without the consent of the County Purchasing Agent or delegated representative.
5. Late or unsigned proposals will not be accepted or considered. It is the responsibility of proposers to ensure that the proposal arrives at the purchasing email address prior to the time indicated in the "Request for Information."
6. The proposed price will be exclusive of any Federal or State taxes from which the County of Boulder and BRETSA is exempt by law.
7. Any interpretation, correction or change of the RFI documents will be made by Addendum. Interpretations, corrections, and changes of the RFI documents made in any other manner will not be binding, and proposer will not rely upon such interpretations, corrections, and changes. The County's Representative will not be responsible for oral clarification.
8. Confidential/Proprietary Information: Proposals submitted in response to this "Request for Information and any resulting contract are subject to the provisions of the Colorado Open Records Act, 24-72-201 et seq., C.R.S., as amended. Any restrictions on the use or inspection of material contained within the proposal or resulting contract will be clearly stated in the proposal and contract itself. Confidential/proprietary information must be readily identified, marked and separated/packageged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is NOT acceptable. Proposals that do not properly identify

confidential/proprietary information may be released in their entirety. Pricing totals contained in a proposal are not considered confidential.

**The Boulder County Attorney's Office retains sole authority for determining whether the Colorado Open Records Act requires or permits Boulder County to disclose proposal or bid documents, or any information contained therein, pursuant to an open records request.**

9. Boulder County promotes the purchase/leasing of energy efficient, materials efficient and reduced toxic level products where availability, quality and budget constraints allow. Proposers are expected whenever possible to provide products that earn the ENERGY STAR and meet the ENERGY STAR specifications for energy efficiency with power management features enabled. Proposers are encouraged to offer products and equipment with post-consumer recycled-content materials. Products should be packaged and delivered with a minimum amount of recycled packaging that adequately protects the product but is not excessive.
10. Pursuant to Colorado law (House Bill 1292), in any bidding process for public works in which a bid is received from a non-resident bidder who is from a state that provides a percentage bidding preference, a comparable percentage disadvantage will be applied to the bid of that bidder. Bidders may obtain additional information from the Department of Personnel's website: <http://www.colorado.gov/dpa/>.

#### **4.0 SAMPLE CONTRACT & INSURANCE REQUIREMENT**

As this is an RFI, this process will not directly result in any awards. Neither the County nor BRETSA intends to use this RFI to award a contract, pay any costs incurred in preparing a proposal response, or to procure or contract for services or supplies

**Should BRETSA pursue a Request for Proposal (RFP) a contract will then be attached to the RFP with the Insurance Requirements as part of an RFP solicitation.**

## 5.0 MASS NOTIFICATION SPECIFICATIONS/REQUIREMENTS

Respondents will answer each of the functional requirements listed below with one of the following responses only:

**Yes** - The proposed system currently meets all the requirements of the section and is included in the proposed system, at the proposed cost.

**No** - The proposed system does not currently meet all the requirements of the section, the identified functionality is not included in the proposed solution, and the Respondent does not anticipate development to address this requirement.

**Alternate (Alt)** - The proposed system meets the intent of the section but does not accomplish it in the same manner as it has been described. When using this answer the Respondent shall attach a separate response to each of the requirements, explaining in detail how their product meets the intent of the requirement.

**Modification Required (MR)** - The proposed system does not currently meet all the requirements of the section, but the Respondent will address the requirement through new development. When using this answer the Respondent is committing to deliver the function as a part of a future project or contract. If the Respondent would be charging BRETSA for developing this functionality, the additional cost shall be clearly stated in a pricing section; otherwise, it shall be assumed that all related costs are included in the proposed cost.

**Under Development (UD)** – The proposed system does not currently meet all the requirements of this section. However, the required functionality is already being developed and will be delivered as part of this a future project or contract. If the Respondent intends to charge additional fees for the required functionality, the cost for the function must be clearly stated in the pricing proposal.

YES – (Y), NO – (N), ALTERNATE – (ALT), MODIFICATION REQUIRED – (MR), UNDER DEVELOPMENT – (UD)

### MASS NOTIFICATION SPECIFICATIONS

NO.	A. System Functionality	
	Item No.	Description
1	1	Provide ability to send out messages by multiple methods including but not limited to landline, cell phone, email, text messaging, VoIP, social media (Facebook, Twitter).
2	2	Provide ability to send call list and group notifications.
3	3	Provide ability to send notifications to hearing-impaired (TDD/TTY).
4	4	Provide ability to send notifications to residential, commercial, non-profit, government agencies, and other establishments in a selected geographic location.
5	5	Provide internal notification ability for county and municipal employees.
6	6	Provide ability to publish notifications to websites that support API access like municipal/county websites and intranets.

7	7	Provide geographically targeted messaging.
8	8	Provide ability to select contacts from a map interface using a radius, geo shape, address search, or saved geo shapes.
9	9	Provide ability to add contacts to a single notification from lists, conditional attributes, and map from a single interface.
10	10	Provide ability to eliminate select contacts from a geo shape(s).
11	11	Provide ability to send notifications to contact paths based on priority set by subscriber during opt-in.
12	12	Provide ability to create internal polling notifications.
13	13	Provide ability to send invitations and host conference bridges.
14	14	Provide ability to use text to speech engine for all notifications.
15	15	Provide text to speech engine that translates multiple languages including Spanish.
16	16	Provide ability to attach files to notifications.
17	17	Provide ability to cancel or stop a notification already in progress.
18	18	Provide ability to create notification templates and/or similar tools to increase user efficiency.
19	19	Provide ability to automatically send follow-up notifications using identical contacts.
20	20	Provide ability to create scheduled notifications to be sent at future dates/times.
21	21	Provide ability to create custom voice recordings when creating notifications.
22	22	Provide interoperability or integration with other warning and communication systems (Alertus beacons, warning sirens, CAD, etc.).
23	23	Provide ability to use keyword notifications or similar tool for public engagement functionality.
24	24	Provide compliant IPAWS origination tool operational in all IPAWS messaging methods.
25	25	Provide ability to launch notifications via mobile devices preferably with mobile app.
26	26	Provide separate environments for emergency notifications and internal notifications.
27	27	Provide ability to send a minimum of 300,000 voice and 600,000 text notifications per hour.
28	28	Provide ability to throttle calls based upon user designated severity/importance of the notification.
29	29	Provide the Caller-ID number and read-out for the outgoing calls based upon the individual phone number and name of the department/agency that is sending out the notification.

30	30	Provide ability to send pre-recorded and/or uploaded voice files.
<b>B. Contact and User Management</b>		
31	1	Provide ability for administrative users to update or edit public contacts.
32	2	Provide customizable opt in portal for public with agency specific branding and messaging.
33	3	Provide adequate opt in and landline/VoIP capacity to accommodate Boulder County population.
34	4	Provide ability to enter multiple addresses (home, business, school, etc.) during the opt in process.
35	5	Provide automatic geo-coding for contacts.
36	6	Provide access to unlimited number of users including administrators, managers, and senders.
37	7	Provide ability for administrators to upload CSV contact files.
38	8	Provide ability for administrators to upload CSV user files.
39	9	Provide map-based drawing and selection tools.
40	10	Provide ability to import map-based shape files.
41	11	Provide ability to incorporate contact databases from local telephony providers with monthly updates into the system.
42	12	Provide ability to geocode and register citizen's mobile cell phones.
43	13	Provide ability to save and name geo shapes that can be used when creating notifications.
44	14	Provide an opt-in environment where the public can create their own accounts and login to add or update addresses and contact methods.
45	15	Provide ability to add contacts to multiple internal groups simultaneously.
46	16	Provide multiple levels of user access, i.e., allowing for account administrators, agency managers, notification senders, etc.
47	17	Provide opt in automated weather notifications.
48	18	Provide ability to recover deleted contacts for a minimum period of 30 days.
49	19	Provide ability for administrative users to filter contacts by different characteristics, such as classification, opt out status, and those with at least one phone number, email, SMS device registered, etc.
50	20	Provide ability to receive custom responses back from recipients of email, text, and voice messages; that is, allowing the recipient to send a response or reply message.

<b>C. Reporting Analysis</b>		
51	1	Provide statistical reporting and query functionality.
52	2	Provide searchable reports with the following information after notification broadcast: <ol style="list-style-type: none"> <li>a. Date and time</li> <li>b. Name of initiating user</li> <li>c. Message content</li> <li>d. Name, address, and contact path for each recipient</li> </ol>
53	3	Provide ability to automatically link multiple notifications to one incident or event for historical tracking.
54	4	Provide access to quick reports detailing notification, event, opt-in, unsubscribe, and usage summary and analysis.
55	5	Provide ability to create custom reports using multiple variables.
<b>D. Security</b>		
56	1	Provide user access via a secure web-based interface.
57	2	Provide ability for system administrators to set user and group permissions and manage login credentials.
58	3	Provide layered business continuity plan.
59	4	Provide system update and recovery plans.
60	5	Provide a system uptime guarantee
<b>E. Training/Support</b>		
61	1	Provide training environment where users can practice using the system with no impact to the public or internal contacts.
62	2	Provide test environment where users can test new functionality with no impact to the public or internal contacts.
63	3	Provide on-site and online training.
64	4	Provide access to written training materials.
65	5	Provide 365/24 live support including problem escalation.
66	6	Provide forum for user feedback and plan for feedback implementation

### 5.1 Quarterly GIS/MSAG data update

Currently BRETSA conducts quarterly updates of its merged MSAG data to update the street, address, and telephone numbers (landline). Specify how your product can accommodate quarterly updates of MSAG data and the associated cost to conduct these quarterly updates.

### 5.2 Interfaces

The list below shows the third-party systems that would need to interface to the Mass Notification system. The vendor shall propose how their system can integrate to the existing system(s).

Proposed Interfaces:

- Central Square Computer Aided Dispatch (CAD).
  - Provide paging/internal notification solution integrated with CentralSquare (formerly TriTech) Computer Aided Dispatch (CAD).



**6.0 PRICING & COSTS**

The vendor should provide costs information as follows:

**6.1 Mass Notification System**

Vendor should present the pricing and total cost information in the following format. Pricing and cost estimates should be broken out, as applicable, by software, professional services, implementation, and training. Pricing must include the cost of installing a Mass Notification system in a vendor hosted approach that is available to all PSAPs within Boulder County and the associated costs for installation, services, training, GIS/mapping conversion, support and maintenance.

**BRETSA MASS ALERT AND NOTIFICATION SYSTEM**

**NAME OF PROPOSER:** \_\_\_\_\_

Product/Feature/Option	One-time or Recurring Cost	Quantity	Unit Price	Total Price
<b>Qtrly MSAG Update (5.1)</b>				
<b>CAD Interface (5.2)</b>				

<b>Five Year Pricing Option:</b>			<b>First Year Fees:</b>	
			<b>Year 2 Annual Fees:</b>	
			<b>Year 3 Annual Fees:</b>	
			<b>Year 4 Annual Fees:</b>	
			<b>Year 5 Annual Fees:</b>	