

# South Bay Cities Council of Governments

April 11, 2022

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director

SUBJECT: SBCCOG Administration of Alert South Bay

## **Adherence to Strategic Plan:**

*Goal A: Environment, Transportation, and Economic Development.* Facilitate, implement, and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay. Strategy 2 – Promote sustainable communities and serve as a resource to member cities.

## **STATUS**

The last report to the Board on the SBCCOG administration of Alert South Bay was in February explaining that the city managers, upon the advice of the city attorneys, determined that the regional contract with Everbridge should be with the SBCCOG on behalf of the cities. Soraya Sutherlin, a sub-contractor of Everbridge under the name of Emergency Management Safety Partners, Inc., has provided professional services to the cities under their individual contracts with Everbridge to date. City staffs worked with Ms. Sutherlin/Emergency Management Safety Partners, Inc. for the last two years to coordinate this regional project. The only shift in the project previously contemplated by City staffs and Ms. Sutherlin/Emergency Management Safety Partners, Inc. is to have SBCCOG manage the project rather than a non-profit governed by a board made up of City staffs. Under this new arrangement, Ms. Sutherlin/Emergency Management Safety Partners, Inc. is proposed to be a contractor of the SBCCOG to provide the same professional services she has been providing to the cities under their individual contracts with Everbridge.

Since the last report to the Board, Everbridge has been negotiating with each city and with the SBCCOG legal counsel on costs for a new regional contract with a term from May 1, 2022 to April 30, 2025. The SBCCOG has also been negotiating with Ms. Sutherlin/Emergency Management Safety Partners, Inc. for her professional services.

The benefits of the regional contracts are as follows:

1. Reduced Everbridge costs: the cities will obtain new resident connection data services at a discount. According to Everbridge, the cities are also obtaining mass notification pro services at a discount since the cost of mass notification pro services for individual cities will increase should they elect to continue with individual contracts as opposed to proceeding under the regional contract.
2. Reduced professional services costs: by removing professional services from the Everbridge contract and contracting with Ms. Sutherlin/Emergency Management Safety

Partners, Inc. directly for those same professional services, the cities will obtain a discount.

3. Fulfillment of AB 1646 requirements: AB 1646 requires local implementing agencies (i.e., LA County Fire, Carson Fire, El Segundo Fire, and Torrance Fire) to have agreements with adjacent jurisdictions to coordinate alerts, notifications, and messaging when a release crosses or threatens to cross jurisdictional boundaries.
4. Ease of administration: the cities can better coordinate and standardize language for cross-regional alerts.

The proposed costs of the regional contract with Everbridge and the regional contract with Ms. Sutherlin/Emergency Management Safety Partners, Inc. have been allocated to the participating cities based on the Area G allocation. Below are two charts comparing the costs for a sample of the participating cities under their individual contracts and the proposed costs for those same cities under the regional contracts:

**INDIVIDUAL CONTRACTS**

City	Mass Notification Pro Services	Professional Services under Everbridge	Resident Connection Data (previously quoted but not purchased)	Total
<b>PVE</b>	\$2,743	\$3,750	\$5,000	\$11,493
<b>RH</b>	\$421	\$3,750	\$5,000	\$9,171
<b>Lomita</b>	\$4,189	\$3,750	\$5,000	\$12,939
<b>Hermosa Beach</b>	\$4,221	\$6,000	\$5,000	\$15,221
<b>Torrance</b>	\$44,526	\$10,500	\$13,236	\$68,262
<b>Redondo</b>	\$14,139	\$15,000	\$6,441	\$35,580
<b>El Segundo</b>	\$3,377	\$4,500	\$5,000	\$12,877

**REGIONAL CONTRACT**

City	Mass Notification Pro Services	Professional Services – Ms. Sutherlin	Resident Connection Data	Total
<b>PVE</b>	\$5,728.57	\$3,889	\$0	\$9,617.57
<b>RH</b>	\$1,165.80	\$792	\$0	\$1,957.80
<b>Lomita</b>	\$3,860.06	\$2,620	\$0	\$6,480.06
<b>Hermosa Beach</b>	\$9,178.54	\$4,542	Included with Mass Notification Pro	\$13,720.54
<b>Torrance</b>	\$94,924.72	\$23,575	Included with Mass Notification Pro <sup>1</sup>	\$118,499.72

<sup>1</sup> Ms. Sutherlin/Emergency Management Safety Partners, Inc. has indicated that Torrance will pay for the cost of resident connection data for the cities of Gardena, Lomita, Palos Verdes Estates, Redondo Beach, Rolling Hills, and Rolling Hills Estates (i.e., \$47,285 in total); Torrance will be reimbursed by the refinery within its jurisdiction.

<b>Redondo</b>	\$17,628.64	\$11,967	\$0	\$29,595.64
<b>El Segundo</b>	\$24,826.93	\$6,698	Included with Mass Notification Pro <sup>2</sup>	\$31,524.93

The 14 participating cities of the SBCCOG (Lawndale and Los Angeles City are not participating) have individual contracts with Everbridge with varying termination dates. Since Everbridge does not enter into contracts for less than a one year term and several of the cities had contracts expiring starting in February, it was agreed that those cities would renew their individual contracts with Everbridge for a full year and then receive a credit for pro-rated unused mass notification pro services on the regional contract for the first year. The other cities with current contracts with Everbridge will similarly receive a credit for pro-rated unused mass notification pro services on the regional contract for the first year.

There are several attachments that reflect the items that the SBCCOG Board is being asked to approve. All of these items are contingent upon the 14 participating cities authorizing the SBCCOG to contract on their behalf with Everbridge and Ms. Sutherlin/Emergency Management Safety Partners, Inc. The attachments include the following:

1. Everbridge Quote – attached – This could still vary based on the dates the cities execute their individual renewals thereby affecting the pro-rated credited amount to the regional contract. See page 4 of 5 last paragraph for service credits that are anticipated for each city.
2. Contract with Emergency Management Safety Partners, Inc. (Soraya Sutherlin) at a cost not to exceed \$120,000/year for 3 years – contract and Exhibit A scope of work attached
3. The SBCCOG projected scope of work and compensation – attached
4. Summary of all of the costs and how much each city’s obligation is - attached

### RECOMMENDATION

Contingent on the approval of the 14 participating cities, the Board of Directors should approve:

1. Everbridge contract subject to approval to form by legal counsel
2. Contract with Emergency Management Safety Partners, Inc. for a not to exceed cost of \$120,000/year for 3 years subject to approval to form by legal counsel
3. SBCCOG projected scope of work and compensation

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<sup>2</sup> Ms. Sutherlin/Emergency Management Safety Partners, Inc. has indicated that El Segundo will pay for the cost of resident connection data for the cities of Hawthorne and Redondo Beach (i.e., \$11,292 in total); El Segundo will be reimbursed by the refinery within its jurisdiction.