



A Motorola Solutions Company

Public Safety Solutions

PROPOSAL OF SERVICE:

DCO Emergency Management

Durham County, NC

Proposal Valid Until: 3/29/24

Proposed Solution(s):

Rave Alert Pro

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ABOUT RAVE MOBILE SAFETY

Rave Mobile Safety provides the leading critical communication and data platform trusted to help save lives.

Rave connects millions to those trusted to protect them, by providing innovative solutions to prepare better, respond faster, and communicate more effectively during emergencies.

SAFETY ACT CERTIFIED BY THE DEPARTMENT OF HOMELAND SECURITY



EMERGENCY MANAGEMENT – RAVE ALERT PRO

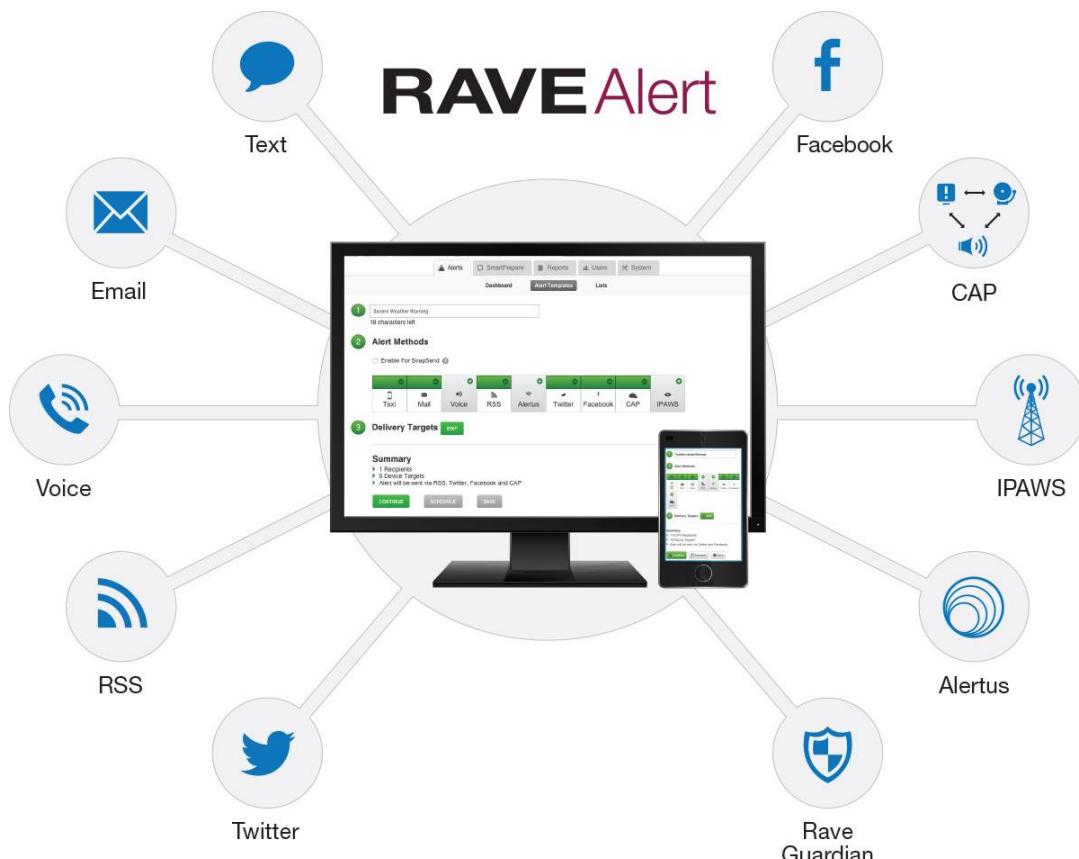
Mass Notification Platform that Improves Agency Collaboration and Emergency Response

In order to better plan, communicate and respond to emergencies, emergency managers need solutions that are reliable and easy to use. These solutions need to improve efficiency and encourage cross-agency collaboration before, during, and after a disaster.

In Paradise, CA, 77% of residents did not receive warnings and notifications about the encroaching wildfire, according to the Los Angeles Times. When a large-scale incident strikes, emergency managers need a platform that can breakdown communication barriers and reach their community to inform them of impending danger.

With Rave emergency management solutions, emergency managers efficiently mitigate and respond to incidents with Rave's easy-to-use mass notification and community engagement platform. Rave's scalable mass notifications, geo-targeted alerts, access and functional needs registry and additional data and analytics for 9-1-1 improves agency collaboration and emergency response.

- **Improve interagency collaboration** with internal alerts
- **Reach a wider audience** with a mass notification platform
- **Mitigate and respond to incidents** with an access and functional needs registry
- **Sharing ENS profile registrations** with 9-1-1 for greater awareness and response



UNMATCHED MESSAGE DELIVERY AND REACH

Rave's easy to use interface ensures your targeted audience receives your messages via multiple communication methods as quickly as possible.

- **Multi-modal Messaging: Two-way** Premium SMS, two-way HTML email, two-way voice, and RSS.
- **Reach a Wider Audience:** Unlimited social reach through your Facebook and Twitter channels.
- **Automatic Translation (Text/Email):** Automatically translate your notifications into 60+ supported languages.
- **Quick and Reliable Delivery:** With the backing of a public safety grade infrastructure (**FedRamp Certified**), Rave Alert sends more than 1.2 billion notifications a year and over 8,000 text messages a second.

EXTEND YOUR REACH WITH COMMUNITY AND INTERNAL ALERTING

Drive more community engagement and deliver relevant internal with role-based access control, an inbound toll-free line, an alerting app, geo-targeted push notifications, and a branded opt-in portal.

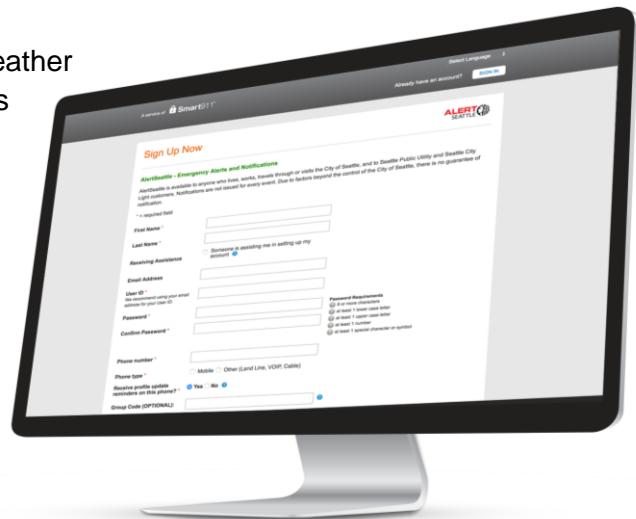
- **Unlimited Administrators, Unlimited messaging:** Never worry about credits or usage. There is no limit to the number of administrators you can create or the number of messages you can send making Rave easy to use for internal and external alerts.
- **Branded Online Community Engagement Portal:** Residents can easily sign up once for all available services through one branded online portal.
- **Community Alert App:** Residents can easily sign up for local alerts and receive geo-targeted alerts based on their real-time location through the mobile app.
- **Landline Data Sourced and Loaded by Rave:** Work with Rave to load your internal staff and landline data so you can continue to grow your alert database while Rave automatically keeps your data current and accurate.
- **Inbound Information Line:** Stand up a local area code or toll free inbound line to provide real-time information.
- **Geo-Targeted Alerts based on opt-in address, landlines, app location:** Avoid alert fatigue by sending geo-targeted alerts to recipients.
- **Scalable Internal Alerting:** Provide tailored views and functionality for each user allowing you to roll out to many departments with personalized safeguards.
- **Branded Internal Opt-In Portal (Internal Users):** Have employees enter additional information in Rave's self-service opt-in portal with unlimited opt-in groups/lists.
- **Manual CSV Upload (Managed Contacts):** Upload .CSV files regardless of origin, and web APIs that allow real-time updates of your data within Rave Alert.
- **Standardized 3rd Party Integrations (CAP):** Simultaneously send your alerts through outbound CAP APIs to digital signage, sirens, and more.
- **Real-Time Reporting Dashboard:** Administrators can view a robust reporting dashboard to help strategically improve alert effectiveness across your community.



- **SAVE TIME AND RESOURCES**

The Rave platform is built for community-wide notifications, as well as ongoing internal communications and the built-in automated features like 1-click conference bridge, staff call outs, and automated weather notifications help you act fast and respond quicker.

- **1-Click Conference Bridge:** Get everyone on the same conference bridge fast by sending an alert allowing them to click one button to join. No access codes needed.
- **Geo-Polling, Response, and Follow-Up:** Solicit real-time location and response without an app via phone, email and SMS.
- **Staff Call-Outs with Response Capability:** Quickly assemble your team by sending staff call-outs with response reports for easy analysis and action.
- **Automated Weather Notifications:** Decision-free weather alerts send automated National Weather Service alerts every time.
- **SMS Opt-in:** Enable residents, staff, and visitors to send a text to receive alerts.
 - **Large scale events:** Send relevant event updates, announcements or cancellations to event attendees and staff.
 - **Severe weather events:** Enable residents to opt-in to receive important weather notifications.
 - **On-going incidents:** Share updates and actionable tips relevant to ongoing incidents that require regular updates and directives.



ADVANCED OPTIONS FOR INTERNAL IT AUTOMATION

By automating as many processes as possible, you save time and better allocate resources.

- **Automated CSV Data Loading (Smartloader):** Rave accepts .CSV files regardless of origin, and web APIs that allow real-time updates of your data.
- **Single Sign-On (SSO) Authentication:** One sign on across platforms saves times when administrators need to get a message out. Rave supports AD/LDAP/CAS/Shibboleth.
- **User Management APIs:** Available upon request

ENGAGE AND EMPOWER YOUR COMMUNITY WITH THE PREPARE MODULE

Successful Whole Community Preparedness occurs when residents, organizational and community leaders, and government officials communicate the needs of their respective communities, so emergency managers can determine the best ways to organize and strengthen their assets, capacities, and interests.

Prepare provides a platform for Whole Community Preparedness. It allows emergency managers the ability to systematically understand the needs of their entire community and effectively communicate appropriate messages to defined segments within their community.

It engages citizens and makes them active participants in emergency planning and preparedness. Using our convenient, secure online registration portal, all citizens can enter information about themselves, their families, and any information they want to share with local emergency managers



Prepare overlays critical data onto interactive maps, allowing managers to easily identify and communicate with residents who have medical, access or functional needs, and allocate resources

CITIZEN PROVIDED DATA – MANAGED BY RAVE – AVAILABLE TO YOU 24/7

With Prepare, information is provided and kept current by your residents and visitors. We store that information in secure geo-redundant data centers where you can access it any time for analysis, planning, and actual emergencies.

Using the Rave Alert citizen sign up portal, individuals enter information about themselves, their families, and any information they wish to share for emergency planning, response, and recovery. They can also identify when and how they are alerted and communicated with before, during, and after emergencies. You can tailor the data you collect to reflect unique requirements of your community. You can add questions, categories, or other data input fields and brand Prepare to your organization or community.

BEYOND SPECIAL NEEDS REGISTRIES – HOW PREPARE WORKS



1. **Residents register via your Rave Alert portal**, providing critical data such as medical or special access information.
2. **Information is securely stored** in Rave's national, public safety grade database.
3. **Prepare tab within Rave Alert displays the data** in its queriable, map-based UI, allowing for quick needs assessment.

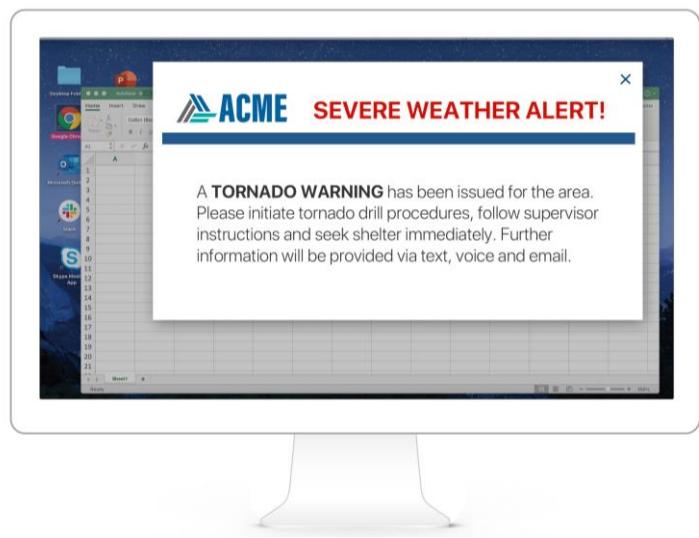
- **Interactive maps let managers identify at-risk geographies.** Individuals or groups with access or functional needs (or any query criteria you choose) are pinpointed on the map so emergency managers can quickly assess potential impact and allocate resources to the right places.
- **Interactive maps and queries** also form the basis of targeted alerts – allowing rapid identification and alerting to any group or segment of your community.
- **Two-way communication with these citizens** via Rave Alert's messaging infrastructure
- **Limit who can access this data and functionality** with Role Based Access Control
- **Accurate citizen-provided information** lets emergency managers identify resource gaps for vulnerable population segments.
- **GIS-based selection** of opt-in and directory loaded users provides broad community coverage for emergency notification.
- **National database** facilitates interoperability at the local, regional, state, and national levels.

RAVE NOTIFIER FOR DESKTOP (OPTIONAL):

With the majority of people working from home, it is essential to make sure all critical notifications are being delivered and seen by all employees. If a phone is in the other room or facedown on a desk, this delivery mode makes messages appear directly on computers, no matter what network they are connected to.

The Rave Notifier for Desktop feature is available within Rave Alert and allows you to:

- Deliver messages more quickly and more reliably across all mediums.
- Customize the branding of your organization, icon and colors
- Allow your organization to manage one system for both send and delivery of notifications reducing 3rd party integration needs.



BARB GRAFF
DIRECTOR
SEATTLE OFFICE OF EMERGENCY
MANAGEMENT

"With Rave Alert, we have a powerful and versatile tool to keep everyone informed of emergencies or disruptions that may affect them. We selected Rave because we felt they were the best team to help us achieve all of our objectives for Seattle alerting. Rave Alert integrated well into our existing infrastructure and they were very easy to work with on addressing our needs."

UNPARALLELED CUSTOMER SUPPORT & TRAINING

With Rave, you get more than a phone number. In addition to having a dedicated Customer Success Manager, you will have 24/7 access to live technical support provided by Rave employees. Your team always has access to Rave product professionals for advice or general questions. We also provide a self-service portal, on-going live training webinars, marketing resources, and collaborative sessions.

OVERVIEW OF STANDARD ONBOARDING

Each new Rave customer is assigned a dedicated Customer Success Manager - the single point of contact during implementation and ongoing support, who provides practical experience, expertise, and best practices. Your Customer Success Manager, coupled with the Rave deployment team, will guide your Alert deployment and ensure smooth, successful completion.

DEPLOYMENT OVERVIEW

Typical implementation timetable spans 5-10 business days, assuming availability of required resources of the new customer. This timetable may vary based on specific customer needs, implementation of optional integrations, or configuration needs for features requiring some customization.

- CSM is available to coordinate implementation within the first 60 days after contract signing, unless otherwise agreed upon by mutual consent .
- CSM provides up to 12 hours of dedicated access during the deployment process, inclusive of deployment activities on the hosted platform.
- Additional services are available at an optional cost.

PROJECT COMPONENTS AND MILESTONES

- **Project Initiation** – Establishes project roles and contact points, defines core objectives for overall deployment, and presents milestone goals for project timetables.
- **Online Kick-off Meeting (1-1.5 hours)** – Web meeting with all project stakeholders covering:
 - Overview of the Platform
 - Access to product resources
 - Implementation process overview
 - SmartLoader options
 - Registration and authentication options
 - Integration to notification targets (RSS, CAP, social networks, etc.)
 - Specific project target dates
 - Next Steps

IMPLEMENTATION

- **Planning and Deployment Phase** (up to 12 hours of CSM support)
 - Deployment of hosted site, login credentials provided (Rave)
 - Implementation of one-time data loading, general configuration
 - Implementation of optional SmartLoader and enterprise authentication integrations
 - Implementation of geo-targeting and map-based tools
 - Implementation of optional IPAWS-OPEN support
 - Functional testing and technical review
 - Training for administrators and Alert authors using online courseware

- **Project Conclusion and Inclusion of Standard Technical Support**

- Production release milestone, customer next-steps
 - Scheduled “go-live” data
 - Preparation for full system test
 - Program marketing, support website, and related tasks
- Inclusion of Standard Technical Support process
- Project review and feedback

*On-site premium training and onboarding options available at additional cost. Additional Rave Professional Services consulting hours are available at daily rate negotiated in contract.

MARKETING SERVICES:

To ensure maximum community awareness, Rave Mobile Safety will provide the following tools and support:

- Community Outreach Manager to conduct onboarding and to help plan Rave platform(s) press launch.
- On-demand online access to marketing best practices guides, Alert, Smart911 and Rave Facility public outreach materials including flyers, web graphics, social media graphics, and content for press releases, presentations, newsletters and eblasts.
- Targeted monthly marketing campaigns for community outreach and partners.
- Support from the Rave Community Outreach team that provides best practices, resources, and remote support.



WINNIE COMFORT
DIRECTOR COMMUNICATIONS &
COMMUNITY RELATIONS
NEW JERSEY COURTS

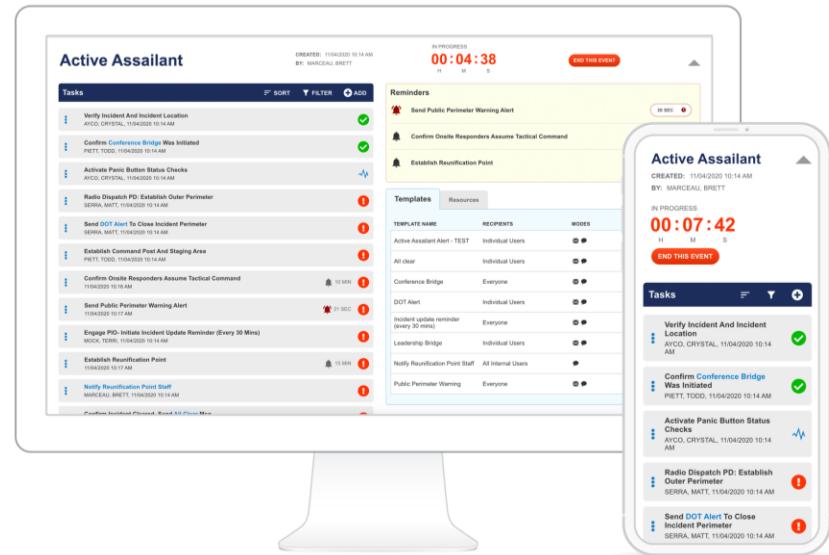
“We would not have survived the tremendous demands on our communications office and the Judiciary in general during Superstorm Sandy without Rave mobile safety. We kept the entire State, and especially the shore and the inland communities that were devastated by the storm, fully informed and updated all day, every day.”

RAVE COLLABORATE (OPTIONAL):

When events occur that require team, departmental, and cross-disciplinary coordination - focused on situational awareness - Rave Collaborate supports your response with manual and automated task tracking, audit logs, resources, reminders, templates, reporting, analytics, and more.

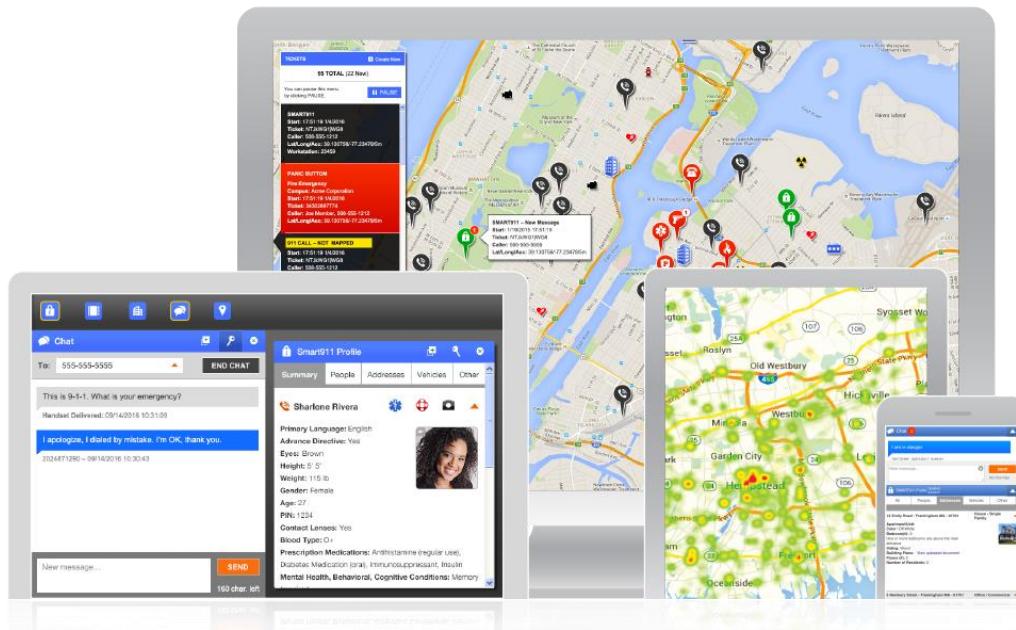
Whether a routine situation such as a drill or an emergency requiring a critical response, the ability to immediately notify key stakeholders, establish clear responsibilities, and provide direction for tactical decisions, is key in providing or restoring a safe and secure environment.

- Automated Communication of Key Information:** Rave Collaborate was designed for the early minutes of response. This user-friendly tool reinforces policies and procedures. It also provides critical information, such as emergency protocols or suspect photos, in real-time.
- Critical Tasks Immediately Assigned:** Move task management from paper or phone to an intuitive online dashboard with defined tasks, clear ownership, up-to-date status and notes to strategically align stakeholders.
- Event-Specific Access to Resources:** Make sure you are always prepared with pre-built templates for all types of scenarios alongside reference documents added before, collected during, or shared after an event.
- Extensive Recording of Responses and Actions:** Speed response and ensure compliance with a detailed timeline recording all necessary actions during routine situations or unexpected emergencies.
- Integrated with the Safe, Secure Rave Platform:** Rave Collaborate builds on the power of the Rave Platform, providing more value when combined with Rave Alert's award-winning critical communication tools, as well as integration with Rave's mobile apps, Rave Guardian, Rave Panic Button and many other technologies. Rave Collaborate takes full advantage of your investment in our notification platform to extend the communications and data management prowess of Rave Alert – forming a genuinely interoperable and comprehensive safety solution.



RAVE 911 SUITE (OPTIONAL)

Manage and respond to 9-1-1 calls more effectively. Every community can feel a heightened sense of safety with the powerful data and communication tools Rave provides, helping 9-1-1 centers do all they can to save time and lives during an emergency. When it comes to emergency response, the Rave 911 Suite helps you prepare and respond to the worst situations in the best way. The Rave 911 Suite provides 9-1-1 teams and first responders with the critical capabilities needed to increase situational awareness, handle emergencies quickly, improves outcomes and ultimately help to save lives.



Rave 911 Suite is trusted by thousands of 9-1-1 centers and first responders nationwide.

COMPREHENSIVE COMMUNITY INFORMATION AND COMMUNICATIONS PLATFORM

- **Helps protect first responders** – improves situational awareness with critical information about people and facilities when they need it most.
- **Responsive to vulnerable populations** – better understand and serve your community members with access or functional needs awareness.
- **Advances community oriented policing** – promotes and encourages positive 9-1-1, law enforcement, community, and media interactions.
- **Embraces mobile technology** – reduces 9-1-1 mobile location issues and provides alternatives for dropped 9-1-1 calls and unnecessary dispatch to accidental dials.
- **Trusted public safety platform** – Rave 911 Suite protects millions every day and integrates with Rave Alert™ emergency notification system and Rave Panic Button™ to provide your community with a wide range of alerts and notifications.
- Allows individuals to, among other things,:
 - **self-identify** if they are under quarantine and whether it is self-imposed or directed by a medical professional
 - **share additional items** identified by the CDC that put individuals into a higher risk category including: mental health conditions, respiratory conditions, hypertension, cancer, etc.)
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The Rave 911 Suite allows members of the community to register and provide information about themselves, their family members, their homes and workplaces, medical conditions, and other pertinent information through Smart911®. Additionally, the Rave 911 Suite provides other powerful capabilities to positively impact emergency call handling and response, including:

	Facilities	Facilities create profiles containing floor plans, key holder, alarm, and Hazmat information, gate/access codes, points of contact, AEDs, and more. Profiles automatically display during 9-1-1 calls and are searchable by authorized users
	Chat	Allows telecommunicators to initiate 2-way text message sessions with any mobile caller regardless of registration with Rave 911 Suite. Enhances communication capabilities when callers are non-verbal or when calls are abandoned, facilitating an enhanced response.
	Smart911® Profiles	Gives PSAPs and first responders access to a 9-1-1 caller's profile: family member info, photos, medical conditions, disabilities, exact addresses, even pet information, to make informed dispatch decisions.
	Notes	Create, annotate, and share secure notes for any telephone number to provide information on prank callers, NSI phones, frequent fliers, transfer histories, and dropped calls.
	Locations	Mapping of ALI location, and any registered residential, work, or other addresses. Enhanced, GPS-level location through RapidSOS, when 9-1-1 is accessed from an enabled wireless device.
	Rave Panic Button Data Access	Rave 911 Suite provides access to Rave Panic Button data. Dramatically reduces response time for 9-1-1, facility personnel, and first responders. Rave Panic Button instantly alerts 9-1-1 and on-site personnel – speeding up emergency procedures. Campus layout and details are shared with first responders and 9-1-1.
	Rave Alert	As an optional add-on, Rave Alert is the only emergency notification system that is fully integrated with the Rave 911 Suite.

Rave Alert Pro Pricing - Durham County, NC - Based on Population of 285,000

Resident Emergency/Critical Notifications	Unlimited
Alerting Software Annual Recurring Fee:	\$50,616
<i>Unlimited Email, Text, Voice Calling (TTS + Recording), App Push Notifications & RSS</i>	
<i>Unlimited Groups/Lists</i>	
<i>Unlimited Pre-Configured Template Creation (Send in 3 Clicks)</i>	
<i>SMS Opt-In Keyword (3 Keywords Included)</i>	
<i>True SMS Text Messaging - SMPP Based</i>	
<i>Automatic Text Translation Email, Voice & Text (60+ languages)</i>	
<i>Social Media Messaging (Facebook, Twitter, etc)</i>	
<i>Geo Depicted Polling (Two-Way Messaging)</i>	
<i>Geo Targeted Alerts - Create on the Fly, Utilize Pre-Configured, Import Shape Files</i>	
<i>Unlimited Authors and Administrators - Managed via Role Based Access Control (RBAC)</i>	
<i>IPAWS (Integrated Public Alert and Warning System)</i>	Included
<i>Inbound Common Alerting Protocol (CAP)</i>	
<i>Automated and Customized Weather Notifications from the National Weather Service</i>	
<i>Organizational/Departmental Caller-ID Customization</i>	
<i>Ability to Create Toll Free or Local Area Code Inbound Information Line</i>	
<i>One Click Conference Bridge</i>	
<i>Custom Branded Community Engagement Portal + Resident Mobile App for Enrollment</i>	
<i>Ability to Initiate Notifications via Smart Phone - Same Workflow as UI</i>	
<i>Real Time Reporting Dashboard: message history, accountability, audit trail and more</i>	
<i>Automated Contact Data Maintenance - SmartLoader - CSV Uploads</i>	
<i>User Management API's</i>	
<i>Single Sign-On (SSO) Authentication</i>	
<i>Self-Maintained, Searchable Access and Functional Needs Registry</i>	
<i>Targeted Messaging to Access and Functional Needs Registry (Prepare)</i>	Included
<i>Dedicated Customer Success Manager (Details above in proposal)</i>	
<i>24/7 Technical Support, Full Access to Rave Academy, Help Center, FAQs</i>	
<i>Product Utilization Best Practices and Coaching Resources</i>	
<i>Community Marketing and Public Launch Support</i>	
<i>Landline Data Sourced and Loaded (Geo-Tagged)</i>	
Set-up & Deployment Fee (One Time)	\$4,773
Total First Year Subscription:	\$55,389

Additional Product Licensing and Configuration Options:

Product License	Annual Fee	One-Time Setup
Rave Collaborate - Tactical Incident Collaboration	\$7,500	\$0
Additional SMS Opt-in Keywords	\$500 each	\$0
Rave Notifier - Desktop Alerting, Laptop/PC Takeover	\$1.00/Machine	\$0
Additional Training Options Available (above and beyond included 12 hours CSM access detailed in proposal):		
~ Additional Online Engagements (4 hours per day)	\$1,600/day	\$0
~Customized Curriculum	\$800	\$0
~Onsite Engagements (Includes travel expenses, up to 6 hours per day)	\$4,800	\$0
~Addition day(s) for onsite engagements	\$3,900/day	\$0
~Customized Curriculum	\$800	\$0

FEDRAMP CERTIFIED

