



Office of the City Manager

CONSENT CALENDAR
September 28, 2021

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Abe Roman, Interim Fire Chief, Fire Department
 Subject: Contract: Genasys for Citywide Outdoor Warning System

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to enter into contract with Genasys, Inc. for consulting, planning, construction, installation, software hosting, and implementation of a Citywide Outdoor Warning System (OWS), for a total amount not to exceed \$1,974,457.

FISCAL IMPACTS OF RECOMMENDATION

The contract covers system installation, including permits and fees and three years of operations, includes two elements:

1. Purchase and installation of OWS speaker arrays and related accessories at fifteen (15) sites, including State and local sales taxes and projected permit fees.
2. System operational and maintenance support for three (3) years.

The FY 2022 Adopted Budget included \$2 million in funds from Measure FF for the OWS.

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley uses a suite of alerting systems to provide information and instructions to the community:

- AC Alert and Everbridge App
- Zonehaven
- Radio: 1610 AM, KQED 88.5 FM, or KCBS 740 AM
- Nixle
- Social media Twitter
- City Webpage
- Media partners

These systems are powerful and provide multiple options for community members to receive emergency alerts. However, many of these systems require users to “opt in” to receive alerts, and/or to “tune in” during an emergency.

The OWS will supplement these systems by providing acoustic alerts to people who are outdoors. For wildfire in particular, officials will activate the OWS to alert threatened community members of evacuation warnings and orders. Like the Wireless Emergency Alerts that Alameda county will use, this type of public warning does not require the community to ‘sign up’ to receive emergency messages from emergency officials. These systems together will help to target people in danger based on their real-time locations. Because the OWS does not require signup, it will also be beneficial to Berkeley visitors.

The OWS is a Strategic Plan Priority Project, advancing the City’s goals to:

- Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities;
- Create a resilient, safe, connected, and prepared city; and
- Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.

BACKGROUND

In May 2019, the Disaster and Fire Safety Commission and the Fire Department-Office of Emergency Services jointly submitted a “Recommendation to Install an Outdoor Public Warning System (Sirens) and Incorporate it into a Holistic Emergency Alerting Plan.” The item was referred to the City’s budget process.

In November 2020, Berkeley voters approved Measure FF. This measure, supplemented by internal budget neutral plans, will substantially improve fire, emergency medical, rescue, disaster preparedness and fire prevention service delivery to the Berkeley community. A key element of Measure FF was funding for research into and installation of an OWS.

In an effort to streamline Berkeley’s OWS project implementation, staff recommends selecting Genasys, Inc. based on its response to another California city’s OWS contract. Established guidelines allow the City to award a contract to a vendor based on its response in another California city’s Request for Proposal (RFP) process (“piggybacking”).

The City of Laguna Beach, California released an RFP for consulting, planning, construction, installation, software hosting, and implementation of a Citywide OWS. The solicitation closed on August 14, 2019 and four proposals were submitted. Upon review the City of Laguna Beach selected Long Range Acoustic Device as the best most responsive proposer to meet the specifications, thusly awarding the firm with Contract

Number Agreement No. 19-132. Long Range Acoustic Device has since been acquired by Genasys, Inc. There is no fee for the City of Berkeley to utilize the contract.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The OWS does not create environmental sustainability or climate change impacts.

RATIONALE FOR RECOMMENDATION

Existing emergency alerting systems generally require community members to opt-in or tune in during an emergency. The OWS will increase responders' ability to reach community members who are outside based on their real-time location. "Piggybacking" on the City of Laguna Beach's procurement process will reduce staff time and fast-track OWS implementation.

ALTERNATIVE ACTIONS CONSIDERED

- 1: Use additional staff time to undergo a Berkeley-specific RFP process, creating project delays and likely resulting in a similar contract and cost.
- 2: Take no action; rely on existing emergency alerting systems and leave community members without an OWS.

CONTACT PERSON

Keith May, Assistant Chief, Special Operations, Fire Department, (510) 981-5508

Attachments:

- 1: Resolution: Contract: Genasys for Community Outdoor Warning System

RESOLUTION NO. ##,###-N.S.

CONTRACT: GENASYS FOR COMMUNITY OUTDOOR WARNING SYSTEM

WHEREAS, the City of Berkeley uses a suite of alerting systems to provide information and instructions to the community, many of which require users to “opt in” to receive alerts, and/or to “tune in” during an emergency; and

WHEREAS, an Outdoor Warning System (OWS) will supplement these systems by providing acoustic alerts to people who are outdoors; and

WHEREAS; in May 2019, the Disaster and Fire Safety Commission and the Fire Department-Office of Emergency Services jointly submitted a “Recommendation to Install an Outdoor Public Warning System (Sirens) and Incorporate it into a Holistic Emergency Alerting Plan”; and

WHEREAS, Berkeley voters approved Measure FF in November of 2020; and

WHEREAS, Measure FF, supplemented by internal budget neutral plans will result in a substantial change and improvement to the way that fire, emergency medical, rescue, disaster preparedness and fire prevention services are delivered to the community; and

WHEREAS, the OWS is factored into the FY 2022 Adopted Budget; and

WHEREAS, the City of Laguna Beach, California released a request for proposals (RFP) for consulting, planning, construction, installation, software hosting, and implementation of a Citywide OWS and selected Long Range Acoustic Device as the best most responsive proposer to meet the specifications; and

WHEREAS, Long Range Acoustic Device has since been acquired by Genasys, Inc.; and

WHEREAS, in an effort to streamline Berkeley’s OWS project implementation, staff recommends selecting Genasys, Inc. based on its response to the City of Laguna Beach’s RFP process.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with Genasys, Inc. to provide the consulting, planning, construction, installation, software hosting, and implementation of a Citywide OWS, for a total amount not to exceed \$1,974,457, funded by Measure FF.