RAVE
MOBILE SAFETY

MASS NOTIFICATION SOLUTIONS

PROPOSAL FOR THE TOWN OF SHARON, CT

I have prepared this proposal based on our discussion. The Rave Alert system will greatly enhance your outreach to your customers, by providing increased capacity and alternative methods of reaching your residents. It will all start with your "Town of Sharon" branded landing page. Also included is access to the Smart911 registration system and the Rave Prepare tools.

Sr. Account Executive: Dan Cugno
O- 774-244-3793 | C- 617-699-9121
dcugno@ravemobilesafety.com

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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

RAVE MASS NOTIFICATION SOLUTIONS

Mass Notification Platform that Improves Agency Collaboration and Emergency Response

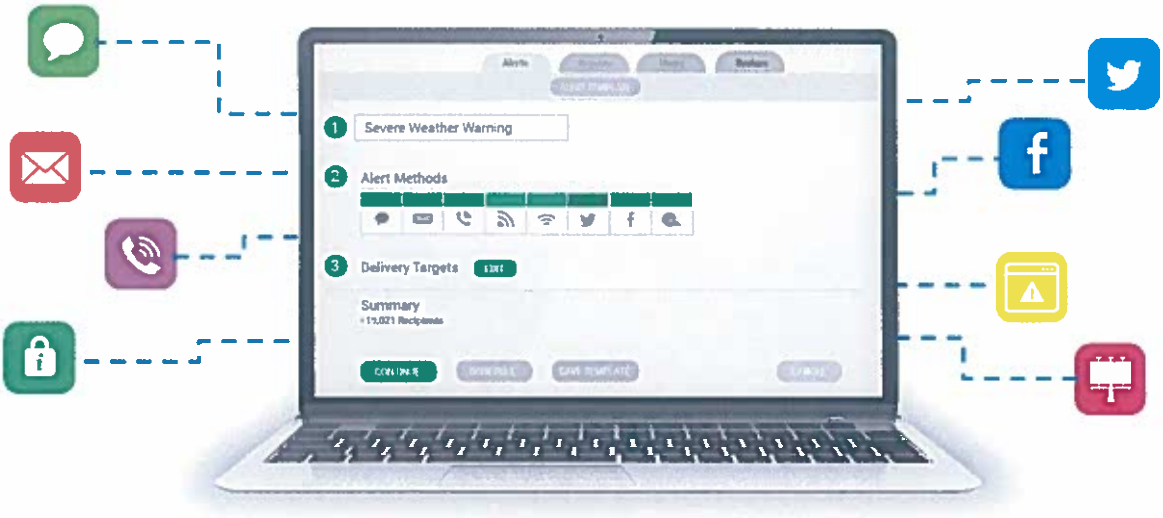
In order to better plan, communicate and respond to emergencies, emergency managers need solutions that are reliable and easy to use. These solutions need to improve efficiency and encourage cross-agency collaboration before, during, and after a disaster.

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 mangers 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 (requires Rave911 solution deployed in PSAP)

MASS NOTIFICATION



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.

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 (Smart911):** 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.

UNPARALLELED CUSTOMER SUPPORT & TRAINING

With Rave, you get more than a phone number. You get 24-7-365 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.

WINNIE COMFORT
DIRECTOR COMMUNICATIONS & COMMUNITY RELATIONS
NEW JERSEY COURTS

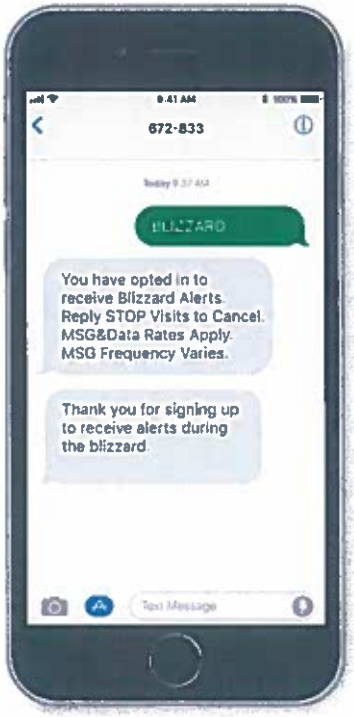
"We would not have survived the tremendous demands on our communications office and the Judiciary in general during Superstorm sandy without rave mobile safety. We kept the entire State, and especially the shore and the inland communities that were devastated by the storm, fully informed and updated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

EMERGENCY MANAGEMENT ESSENTIALS

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 (1 Keyword Included):** 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.



ACCESS AND FUNCTIONAL NEEDS (SMART911 NATIONAL REGISTRY)

Keep up-to-date community information in an online access and functional needs registry that is easily accessible by public safety officials. With a self-maintained, web-based registry, you can proactively identify residents who are most likely to need assistance.

- **Self-Maintained, Searchable Access and Functional Needs Registry:** Easily identify residents in need of assistance, communicate with them, and assign resources to send help.
- **Targeted Messaging to Access and Functional Needs Registry:** Utilize interactive maps to send targeted alerts based on special needs and location.

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

NORTH ANDOVER MESSAGES RESIDENTS DURING GAS EXPLOSIONS

In the towns of Andover and North Andover, and the city of Lawrence, MA a series of gas explosions ignited fires in homes throughout the region.

The explosions, caused by faulty gas line pressure, killed one person and injured more than 20 others.

To prevent more casualties, authorities in North Andover used Rave Alert to notify residents to evacuate their homes and advised them to avoid doing anything that could ignite another blaze.

North Andover officials continually updated residents about the present danger and provided them with next steps for staying safe as crews worked to shut off gas lines and stabilize the region.

> ***"With Rave Alert, we were able to immediately notify residents and provide them with crucial information to help them stay safe. Most importantly, Rave Alert made this task quick and easy, so we could focus our efforts on managing the crisis as it unfolded."***
>
> **- NORTH ANDOVER POLICE DEPARTMENT**

RAVE PRICING

(SOFTWARE COSTS & PROFESSIONAL FEES – GUARANTEED UNTIL 12-1-2020)

FEATURES	TOWN OF SHARON INTERNAL & COMMUNITY ALERTING W/ SMART911 & PREPARE
UNLIMITED TWO-WAY MASS NOTIFICATION	
BASIC TEXT	✓
PREMIUM TEXT	✓
PLAIN TEXT AND HTML EMAIL	✓
VOICE	✓
RSS, TWITTER, FACEBOOK INTEGRATION	✓
EMAIL ATTACHMENTS	✓
GEO-POLLING, RESPONSE, AND FOLLOW-UP	✓
AUTOMATIC TEXT TRANSLATION *(60 LANGUAGES)*	✓
INTERNAL ALERTING	
UNLIMITED AUTHORS AND ADMINISTRATORS	✓
ROLE BASED ACCESS CONTROL	✓
BRANDED INTERNAL OPT-IN PORTAL (INTERNAL USERS)	✓
UNLIMITED OPT-IN GROUPS/LISTS	✓
COMMUNITY ALERTING	
BRANDED ONLINE COMMUNITY ENGAGEMENT PORTAL	✓
COMMUNITY ALERT APP	✓
GEO-TARGETED ALERTS BASED ON OPT-IN ADDRESS, LANDLINES, APP LOCATION	✓
LANDLINE DATA SOURCED AND LOADED BY RAVE	✓
AUTOMATED WEATHER NOTIFICATIONS	✓
INTERNAL USER MANAGEMENT	
MANUAL CSV UPLOAD (MANAGE EMPLOYEE CONTACTS)	✓
CUSTOMER DATABASE - CSV DATA LOADING	✓
USER MANAGEMENT APIS	✓
ACCESS & FUNCTIONAL NEEDS (SMART911 NATIONAL REGISTRY)	
SELF-MAINTAINED, SEARCHABLE ACCESS AND FUNCTIONAL NEEDS REGISTRY	✓
TARGETED MESSAGING TO ACCESS AND FUNCTIONAL NEEDS REGISTRY	✓
ADDITIONAL FEATURES	
REAL-TIME REPORTING DASHBOARD	✓
ONE-CLICK CONFERENCE BRIDGE	✓

STAFF CALL-OUTS WITH RESPONSE CAPABILITY	✔
INBOUND CAP	✔
OUTBOUND CAP	✔
SMS OPT-IN KEYWORD - ADDITIONAL KEYWORDS $1,000 EACH	1 KEYWORD INCLUDED
SUPPORT AND TRAINING	
24/7/365 SUPPORT HOTLINE	✔
PRODUCT UTILIZATION BEST PRACTICES AND COACHING RESOURCES	✔
COMMUNITY MARKETING AND PUBLIC LAUNCH SUPPORT	✔
ON-DEMAND, SELF-PACED TRAINING	✔
FINANCIAL INVESTMENT	
ANNUAL FEE FOR ALERT, PREPARE AND SMART 911	$4,000
INSTALLATION/SETUP FEE	$1,000
YEAR ONE TOTAL	$5,000
ANNUAL RENEWAL – 5-YEAR RATE*	$4,000

** Rave customers renew at a rate of 99% annually. Take advantage of this cost savings! Contract with annual payments locked in at the above rate!*

SAFETY ACT CERTIFIED BY THE DEPARTMENT OF HOMELAND SECURITY

RAVE MOBILE SAFETY GSA APPROVED

GSA

"Rave Mobile Safety truly cares about safety. Its products are well-developed and supported. The goal of getting information out is important for the security of the city of Westfield and its citizens. Rave Mobile Safety's solutions are the perfect tool to get that information out."

Rave Mobile Safety Customers

CT Customers

Danbury, CT
CT. Capitol Region Emergency Planning Council
Newtown, CT
5 other Municipal Agencies

Plainville Schools
North Haven Schools
North Stonington Schools
15 other CT Schools Districts

Connecticut College
Trinity College
Quinnipiac University
NW CT Community Technical College
10 other CT Colleges

MA Customers

Springfield, MA
Westfield, MA
East Longmeadow, MA
Worcester, MA
50+ other MA Municipalities

NY Customers

NYPD, NY
NY DOT, NY
NYC 311, NY
Wayne County, NY
Greene County, NY
Nassau County, NY
Suffolk County, NY
Tompkins County, NY
Chenango County, NY
22, SUNY Campuses, NY
Syracuse University, NY
Cornell University, NY
New York University, NY
Ithaca College, NY
Westchester Medical Center, NY
Northwell Health, NY
Mohawk Valley Medical, NY

Other National Customers

State of Delaware
State of Louisiana
State of Arkansas
State of Oklahoma
State of Michigan

Chicago, IL
Washington, DC
Seattle, WA
Louisville, KY
Atlanta, GA
Honolulu, HI
Virginia Beach, VA