

Agenda Report

TO: CITY COUNCIL **DATE:** September 14, 2009
FROM: CITY MANAGER
SUBJECT: AUTHORIZATION TO ISSUE A PURCHASE ORDER CONTRACT TO DIALOGIC COMMUNICATIONS CORPORATION IN AN AMOUNT NOT TO EXCEED \$100,400 FOR UPGRADES TO THE PASADENA LOCAL EMERGENCY ALERT SYSTEM (PLEAS)

RECOMMENDATION:

It is recommended that the City Council:

- 1) Authorize the issuance of a purchase order contract to Dialogic Communications Corporation in an amount not to exceed \$100,400 for the purchase of upgrades to the Pasadena Local Emergency Alert System; and,
- 2) Grant the proposed purchase order an exemption from competitive bidding pursuant to City Charter Section 1002(C), contracts for labor, material, supplies, or services available from only one vendor.

BACKGROUND:

On August 17th the City Council directed the City Attorney to prepare an ordinance restricting parking in the urban-wildland interface area during time of extreme fire danger. Related to this action the City Council approved funding for the upgrade of the Pasadena Local Emergency Alert System (PLEAS), also commonly referred to as reverse 9-1-1.

PLEAS is a complex computerized telephony technology platform that utilizes highly proprietary software specifically configured to City specifications. Consequently, the manufacturer of the system, Dialogic Communications Corporation is the sole source for the approved enhancements.

As outlined previously, the upgrade of the system will provide the following enhancements:

- A tripling of calling capacity from approximately 800 calls per hour to approximately 3,000 calls per hour;

- The ability to send notifications in Spanish, as well as English;
- Addition of a self-registration portal that allows users to receive notifications via cell phone and e-mail, a feature not available with the current system, as well as receive other public safety notifications.
- Back-up capabilities of the system will also be enhanced thereby improving the likelihood that the system will be operable even if the City's network is impaired.

Recently, as a result of the Station Fire, the existing system was put into operation for the purpose of notifying residents in the Florecita area of a voluntary evacuation order. Three attempts were made to notify 125 phone numbers at 84 properties. A total of 331 calls were made within approximately 40 minutes. Of the total, 60% received the message either personally or by voicemail. Of the 50 phones that did not answer, all but 8 appeared to be fax machines, or closed commercial and school phones without voicemail. Had the upgraded system been in effect, the following improvements would have increased the efficiency of the notifications:

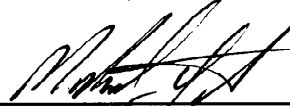
- All notifications could have been completed in as little as 6 minutes;
- Spanish-speaking residents would have had the choice to be notified in Spanish;
- Residents and businesses who previously registered with the self registration portal could have received cell phone calls even if they were away from home;
- Residents who had failed to register could correct that error; and
- Evacuees could have registered on the portal to receive updates on their cell phones, or any other phone they added.

City Council
Red Flag Parking Restrictions
September 14, 2009

FISCAL IMPACT:

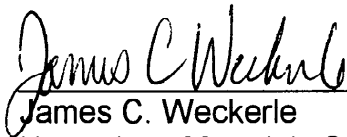
Based on City Council action of August 17, 2009, sufficient funding is available in the Fire Department's fiscal year 2010 operating budget.

Respectfully submitted,



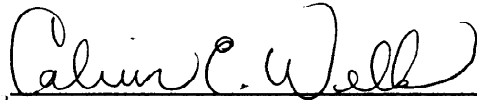
Michael J. Beck
City Manager

Prepared by:



James C. Weckerle
Hazardous Materials Specialist

Approved by:



for
Dennis J. Downs
Fire Chief

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment of 2000
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than a 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:

Dialogic Communications Corporation

2. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

Directors: Dave Rutan and Tom Darcy
Officers: Scott Alfieri, President; Dave Rutan, Vice President; Stephane Legout, Treasurer/Chief Financial Officer; Paula Graham, Secretary

3. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

Plant Equipment Inc., dba PlantCML – 100%

Prepared by: Holly Hernandez

Title: General Counsel

Date: 28 August 2009

For office use only: Contract/Transaction No. _____
If not a contract, type of transaction: _____