REPLY TO REQUEST FOR QUOTE

Description:

CAD EVENT NOTIFICATION SYSTEM FOR THE COMMUNICATIONS DEPARTMENT ROUTT COUNTY, COLORADO

RFQ Reply To:

Routt County, Colorado

For the implementation of:

IamResponding.com

Canadian Patent 2676134
US Patents 8,009,810 B2, and 8,848,877 B2
Australia Patent 2008208041
New Zealand Patent 578654
International Patents Pending

Submitted By:

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Date: April 15, 2019

Executive Summary

Proposed Solution: IamResponding.com. IamResponding.com is an Internet based, software-as-a-service system which reduces emergency response times, and enhances communications, for all emergency responders. IamResponding provides a highly reliable and automated notification system for providing all emergency service providers, including volunteers and other out-of-station members, with simultaneous, supplemental notifications of emergency incidents via text message, email, push notifications to apps, telephone, voice, and fax. IamResponding pioneered the concept of volunteers in the field using their phones and mobile devices to notify their departments and dispatchers via automated Internet displays whether, when and where they are responding to emergency incidents. IamResponding was the first to market with a system deploying this concept, and is the industry leader in providing this technology, with more than 7,500 municipality-wide deployments covering more than 350,000 emergency responders.

Provider: Emergency Services Marketing Corp., Inc. ("ESMC"). ESMC is the sole licensed provider of IamResponding.com, and holds an exclusive, world-wide license to market, distribute and provide the IamResponding services. "ESMC" and "IamResponding" may periodically be referenced interchangeably herein. ESMC has been in business for the sole purpose of providing the IamResponding.com system since 2006.

Proposal: Deployment of IamResponding's supplemental fire/medical call notification system, and all other features and functions of IamResponding, for sixteen (16) entities in Routt County, CO, with no limitation on the number of individual members of each entity and no limitation on the number of devices used by the members of such entities.

Project Team: The primary project managers for this implementation will be Adam Feck (IamResponding's Director of Sales), Mike Heneka, (IamResponding's regional deployment coordinator), Daniel Seidberg (Co-founder and President of IamResponding), and Sarah Heron (IamResponding's dispatch communications specialist). Mr. Feck and Mr. Heneka have vast expertise and experience in region-wide deployments of the IamResponding system, having personally overseen more than 125 regional system deployments covering thousands of fire departments. The efforts of Mr. Feck, Mr. Heneka, Mr. Seidberg and Ms. Heron will be supported by our extensive and dedicated customer support team, which is comprised of many members with decades of combined experience in the emergency services field.

Management Philosophy: Exemplary customer support is the highest priority of ESMC and we strive to provide the best possible customer support, no matter the day, time or issue. That is the same philosophy that governs all of our implementations of IamResponding, and is the philosophy that will govern the entire implementation, training and ongoing support of the implementation of IamResponding in Routt County. The proposed implementation plan for implementing IamResponding in Routt County is as set forth in Section VII(F) of this proposal.

I.   Overview of IamResponding.com

IamResponding.com is an Internet based, software-as-a-service system which reduces emergency response times, and enhances communications, for all emergency responders including, but not limited to, members of fire departments, EMS agencies, and regional response and rescue teams (such as Hazmat and Special Operations Teams).

IamResponding provides a highly reliable and automated notification system for providing all emergency service providers, including volunteers and other out-of-station members, with simultaneous, supplemental notifications of emergency incidents via text message, email, push notifications to apps, telephone, voice, and fax.

IamResponding pioneered the concept of volunteers in the field using their phones and mobile devices to notify their departments and dispatchers via automated Internet displays whether, when and where they are responding to emergency incidents. IamResponding was the first to market with a system deploying this concept, and is the industry leader in providing this technology. There are currently more than 7,500 emergency departments and teams across Canada and the United States, and more than 350,000 emergency service providers, utilizing and benefitting from IamResponding on a daily basis.

IamResponding.com is an immediate, efficient, reliable and automated system through which emergency responders are notified of emergency incidents and through which they inform the station/department and/or response team with whom they are affiliated, other members of that station/department/team, regional response coordinators, and their dispatchers that they are responding to an emergency event, where they are going, and when they will arrive.

With IamResponding.com, emergency providers are immediately notified of emergency incidents, and emergency departments, agencies, teams and dispatchers know within seconds whether a full crew is en route, or whether a further dispatch needs to be issued for additional personnel. This results in a significant time savings when compared to current dispatch processes and protocols.

There are also many additional functions, features and benefits of the IamResponding.com system, as described in detail herein.

II.   Technical Requirements Compliance

IamResponding meets or exceeds every mandatory and "wish-list" requirement set forth within Request for Quote , as further set forth here:

Routt County RFQ - CAD Event Notification System - Specifications			
MANDATORY REQUIREMENTS:			
#	**Requirement**	**IamResponding is Compliant with Requirement?**	**Clarifications/Notes/Comments**
1	Must Interface/integrate with Spillman Flex Cad	**YES**	
2	Must provide automated event notification to approximately 400 individuals, based on certain event types, groups of contacts, as well as area, zone, district, etc. when events are created within Spillman CAD	**YES**	There is no limit to the number of individuals or number of devices that IamResponding will provide such notices to; we provide such service to an unlimited number of individuals and devices for the members of each of the entities covered by IamResponding systems.
3	Ability for user agencies to manage (add, change, delete) their own contact list, telephone numbers, etc.	**YES**	IamResponding is fully member managed, with each member being able to access and edit their own member profile, so long as their agency grants them the permission to do so. Each primary feature of the IamResponding system is permission based, as controlled by the primary local system administrators.

| 4	Event notification must provide the following information to the receiver: Event Type; Event Location (address, etc).	**YES**	IamResponding can transmit to the receivers any and all information that is initially configured to be transmitted from the CAD to IamResponding. In each entity, custom parsing rules can then be applied to restrict such information by the method transmitted to ensure that it fits within any particular character limits (eg for text messages).
5	Must have the ability to audit/trace users that the messages are sent to, and track whether they acknowledge the message.	**YES**	IamResponding includes complete and detailed logging reports of every message transmitted, showing what was sent, when, how and to whom. IamResponding also includes as a core feature the ability for members to acknowledge the message, and to indicate whether, where and when they are responding to an incident, and all such acknowledgements are fully logged and reportable. ***PLEASE NOTE:*** the ability for members in the field to indicate their response status via a telephone, and to then have their response status displayed on a screen, is patented technology that is only legally deliverable by IamResponding. Anyone other than

			IamResponding who claims that they can deliver this functionality would be doing so in violation of both Canadian and US patents covering technology and processes that is only legally deliverable by IamResponding. (Canadian Patent No. 2676134 and US Patents 8,009,810 B2, and 8,848,877 B2)
6	Multiple Event Notification Paths: Text, App, Voice call, email, etc.	**YES**	Sending notifications solely via text message or any other single delivery methodology is inherently unreliable. Simultaneous redundancy of multiple communication methodologies is critical in this industry. Therefore, IamResponding enables its users to simultaneously receive notifications via text message, email, secondary email, alpha-pagers and/or a secondary text address and voice, as well as via push notifications to an unlimited number of mobile devices via the IamResponding apps.

7	Event Map Link: The ability for the user to receive a link, which will display map information with incident location.	**YES**	IamResponding's system and apps provide a full mapping integration, displaying the incident location, driving directions, hydrant and water source information, digital pre-plans, and 40+ customizable map marker overlays, as well as displaying the current, live location of all of the members responding to an incident and the current, live location of all responding apparatus.
WISH-LIST:			
8	On-Duty Schedule: The ability to schedule on and off duty time when users/receivers receive automated messages.	**YES**	IamResponding includes both an extensive duty scheduling system (accessible via both the Internet and IamResponding's free apps) and a fully customizable Do Not Disturb function embedded in each member's profile (also accessible via both the Internet and IamResponding's free apps), whereby members can control which messages they receive, to which devices and/or addresses, at which times.

9	Two-Way Messaging: The ability for users to acknowledge the message, mark themselves enroute to incident, etc.	**YES**	This feature was the cornerstone feature around which IamResponding was designed and built. Upon being notified of an incident, members can immediately notify their chiefs, department, other members and their dispatchers whether, when and where they are responding to an incident by the simple press of a button on either their mobile devices or computers. That indication is then displayed on all of the IamResponding apps and screens monitoring that agency/entity. Members without a smart phone can also provide the same acknowledgement by pressing one button on their phone to speed dial a call to a pre-programmed toll free number, and their response indication is logged, displayed and reported without the caller having to even stay on the phone (they can simply dial and drop their phone). ***PLEASE NOTE***: the ability for members in the field to indicate their response status via a telephone, and to then have their response status displayed on a screen, is patented technology that is only legally deliverable by

		IamResponding. Anyone other than IamResponding who claims that they can deliver this functionality would be doing so in violation of both Canadian and US patents covering technology and processes that is only legally deliverable by IamResponding. (Canadian Patent No. 2676134 and US Patents 8,009,810 B2, and 8,848,877 B2)

A general overview of the primary features of IamResponding, all of which are proposed to be deployed in Routt county pursuant to this proposal, is as set forth here:
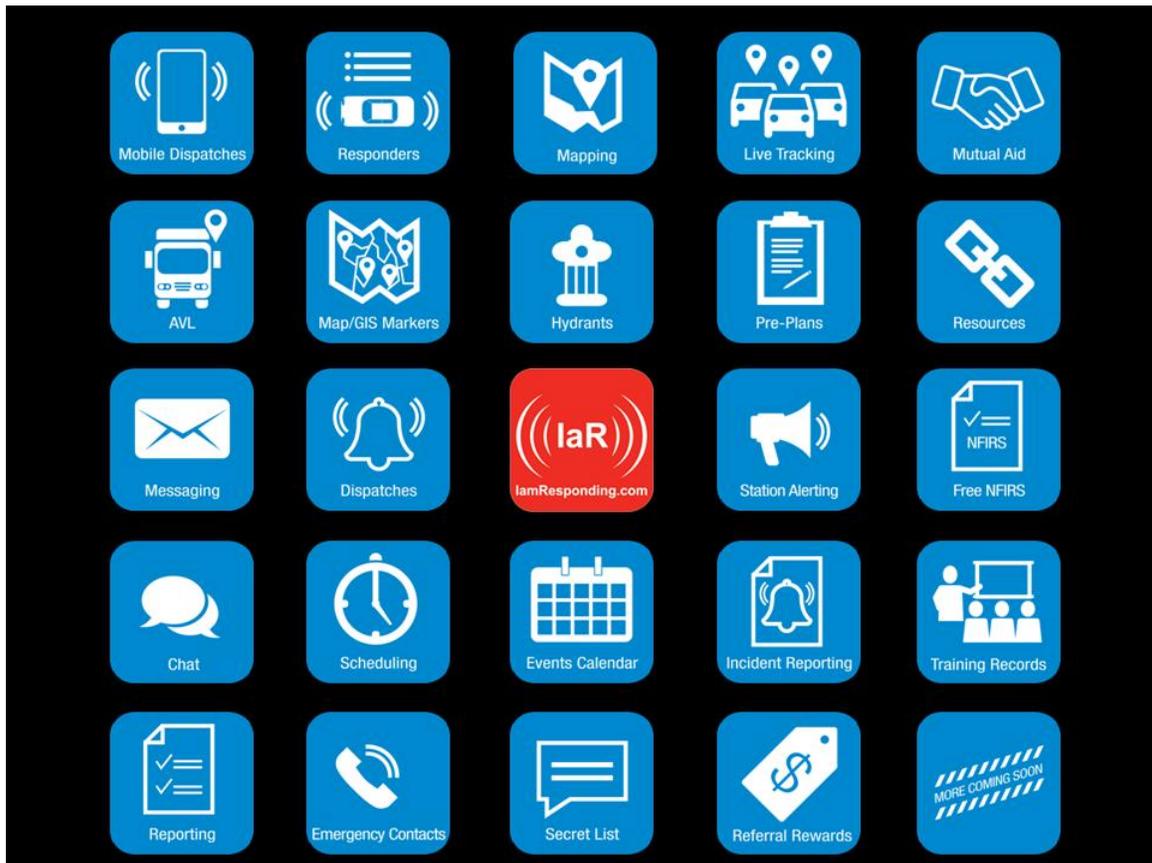
III.   <u>**Overview of Emergency Services Marketing Corp., Inc.'s Background and Experience**</u>

Emergency Services Marketing Corp., Inc. ("ESMC") is the sole licensed provider of IamResponding.com, and holds an exclusive, world-wide license to market, distribute and provide the IamResponding services. The trademarked name "IamResponding" is also a registered dba under which ESMC conducts business ("ESMC" and "IamResponding" may periodically be referenced interchangeably herein). The corporate offices of Emergency Services Marketing Corp., Inc. are located at 5789 Widewaters Parkway, P.O. Box 93, Dewitt, New York 13214.

ESMC has been in business, and has been providing the IamResponding.com system, since 2006.

ESMC was formed for the specific and sole purpose of marketing, delivering and supporting the IamResponding system. The IamResponding system is the sole product provided, marketed, distributed and supported by ESMC, and 100% of ESMC's staff is solely dedicated to supporting the IamResponding system.

ESMC's customer support team currently consists of fourteen (14) team members who are solely dedicated to supporting the IamResponding system and its customers. In addition, ESMC has a dedicated technical team that currently varies between eighteen (18) and twenty-five (25) team members dedicated solely to network and software maintenance, monitoring, system maintenance and development. Our primary technical leads have all been working on the IamResponding system since at least 2007, demonstrating significant stability among our most critical technical team members.

ESMC's customer support team is comprised of many members with decades of combined experience in the emergency services field, including members currently holding the positions of Fire Chief, Captain, Lieutenant, interior firefighters, exterior firefighters, and EMT's.

The company founders maintain exclusive ownership and control over IamResponding and are 100% committed to its continuing to serve its primary purpose of improving the overall delivery of emergency services. IamResponding is deeply invested in the future of the fire and EMS services and commits significant time and funding each year to organizations such as the Volunteer and Combination Officers Section of the International Association of Fire Chiefs and the National Fallen Firefighters Foundation.

A.   **Project Team**

The primary project managers for this implementation will be Adam Feck (IamResponding's Director of Sales), Mike Heneka, (IamResponding's regional deployment coordinator), Daniel Seidberg (Co-founder and President of IamResponding), and Sarah Heron (IamResponding's dispatch communications specialist). Mr. Feck and Mr. Heneka have vast expertise and experience in region-wide deployments of the IamResponding system, having personally overseen more than 125 regional system deployments covering thousands of fire departments. The efforts of Mr. Feck, Mr. Heneka, Mr. Seidberg and Ms. Heron will be supported by our extensive and dedicated customer support team, which is comprised of many members with decades of combined experience in the emergency services field.

B.   **Experience and Current User Base**

IamResponding.com is currently deployed and in use by more than **7,500 departments, agencies** and **specialty teams** across the United States and Canada. More than **350,000 emergency responders** currently rely on IamResponding every day.

In addition to local and regional deployments across the United States and Canada, **IamResponding has already been successfully deployed to and is actively in use by more than 70 departments in Colorado in 23 Counties.**

It is important to note that the department/agency/team deployment numbers provided herein are for full department/agency/team deployments wherein the entire department/agency/team is a subscriber and wherein all members are covered by the subscription. Unlike numbers used or offered by other providers, IamResponding's numbers do not include departments where just one or a few members are using a single, free or limited version of the system.[1]

In addition to the individual department/municipality deployments **IamResponding has also successfully completed more than two hundred (200) regional deployments of the IamResponding system throughout**

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[1] Indeed other providers deceptively reference as "users of their system" departments that have subscribed to IamResponding for many years, who have never subscribed to any other system, merely because one or two individual members activated a free trial or single-user system for themself at some point in time. IamResponding's system deployment numbers only reference actual, current, complete department subscriptions and deployments.

the United States and Canada, large and small, encompassing a total of more than 2,500 departments and regional response teams.

        C.   **References**

Specific examples of relevant successful regional deployments, and references for each, include the following:

        Prowers County, Colorado
        Deployment encompasses 8 IamResponding systems
        IamResponding subscriber since 2016
        Primary Contact: Director Staffon Warn
                               (719) 336-2674
                               staffon.warn@prowerscounty.net

        Halifax Regional Municipality (Nova Scotia, CA)
        Deployment encompasses 53 IamResponding systems
        IamResponding subscriber since 2016
        Primary Contact: Division Chief Stephen Nearing
                               (902) 490-6270
                               Stephen.Nearing@halifax.ca

        Chautauqua County, New York
        Deployment encompasses 63 IamResponding systems
        IamResponding subscriber since 2009
        Primary Contact: Director John Griffith
                               (716) 753-4341
                               griffith@chautcofire.org

IV.   **The Problems that IamResponding was Developed to Fix: Dispatch Notification Gaps and/or Failures, and Avoidable Time Delays in Emergency Responses**

        A.   **Dispatch Notification Gaps and/or Failures.**

An historical gap in the effective and timely dispatch of emergency service entities exists because primary notification systems frequently experience service gaps and/or failures that necessarily result in delayed emergency response times and/or inadequate crew responses. These notification issues can arise from a wide variety of issues, including but not limited to: unstable or unreliable communications systems, battery failures of recipient equipment in the field (i.e. pagers), human error, the need for pagers to be turned off or without volume in certain buildings and/or work environments, affordability issues for ample pagers for all first responders, tower shortages, system outages, and topographical limitations on transmission strength and reliability.

These systematic gaps and failures contribute to avoidable time delays and insufficient responding resources.

B.   Avoidable Time Delays in Emergency Responses.

The majority of emergency response entities rely in whole or part on out-of-station members for the provision of emergency services[2]. Considerable time is frequently wasted in the current emergency response system after dispatch notifications have been issued to out-of-station emergency responders, because there is no efficient or reliable way to timely know if and when enough members will arrive to respond to an emergency event. As a result, time is frequently lost waiting for members who are not even responding to the event.

Current dispatch and communication systems and processes in the emergency services field suffer from a lack of information about the status and/or availability of out-of-station responders when a need for emergency services arises. Typically, emergency response agencies are dispatched by their local or regional Public Safety Answering Point (also known as the PSAP, or dispatch center). After dispatch, common protocols usually provide members of the dispatched agency between three and five minutes to travel to their station before any further action is taken by the PSAP[3]. If the PSAP is not informed within that time frame about a sufficient number of responders having arrived at the station, the PSAP typically activates a second dispatch of the same agency, and then waits a similar time frame after the second dispatch for responders to reach the station. If sufficient responders still do not arrive at the station following the second dispatch, the PSAP typically dispatches alternative response agencies pursuant to mutual aid plans, and similar time frames and processes apply to the alternative agencies.

Current dispatch protocols which require PSAPs to wait between three and five minutes following each dispatch exist because there formerly was no reliable or efficient means by which dispatchers could know: if enough responders were en route to the station, which responders were en route, or when they would arrive. Therefore, sufficient time had to be provided to enable out-of-station responders to drive to their stations. The only prior alternative available consisted of radio and/or telephone calls being made to the PSAP or answering services by each responding member. For radio calls, each responder had to be equipped with an expensive radio, and such transmissions contributed to excessive, unnecessary radio traffic. For both radio and telephone calls, dispatchers and/or answering services were required to answer and log each such call, which consumed valuable personnel time and resources. This has in particular been a frequent issue in the dispatch of fire and EMS agencies.

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[2] This includes members of volunteer departments, members of combination departments, career staff subject to re-calls, members of specialty response teams, and many others.

[3] Such protocols differ by province, state and county.

In the specialty team context, legacy systems typically render the team leads and coordinators ineffective and unable to focus on their primary tasks because: (1) too much time, effort and focus is required to notify team members of a need for their service; and (2) available team members frequently call the team lead/coordinator to advise them of their availability to respond, thereby tying the team lead/coordinator to a phone to answer and reply to each such notification. Such legacy systems are highly ineffective and inefficient.

The result is that considerable time is frequently wasted waiting for responders who are not even responding, and complete crews are not assembled as quickly and efficiently as they should be. Every minute is critical in emergency responses, with delays often meaning the difference between life and death. Also, apparatus frequently leaves the station without other responders who are still en route to the station, thereby resulting in crew responses which may be less effective than if a full crew had assembled before the apparatus left the station.

More complete crews are more effective when on scene, and more complete crews have also been shown to produce safer results for both the public and for the emergency responders. The U.S. Department of Commerce and National Institute of Standards and Technology, working in cooperation with the International Association of Fire Chiefs, released a study in April 2010 about fire department responses which showed the following:

- 4 person crews complete fireground tasks 30% faster (7 minutes faster) than 2 person crews, and 25% faster (5.1 minutes faster) than 3 person crews;
- 4 person crews get water on the fire 6% faster than 3 person crews, and 16% faster than 2 person crews;
- 4 person crews complete laddering and ventilation for life safety and rescue 30% faster than 2 person crews, and 25% faster than 3 person crews;
- 4 person crews start and complete a primary search and rescue 6% faster than 3 person crews, and 30% faster than 2 person crews (10% equals just over 1 minute);
- 3 person crews can stretch a hose line 57 seconds faster than a 2 person crew, and 4 person crews can stretch a hose line 87 seconds faster than a 2 person crew. 5 person crews can stretch a hose line more than 2 minutes faster than a 2 person crew;
- 2 person crews can NOT complete essential fireground tasks in time to rescue occupants without subjecting either firefighters or occupants to an increasingly hazardous atmosphere, regardless of fire size or growth rate. Larger crews responding to slow-growth fires can rescue most occupants prior to incapacitation along with early-arriving larger crews responding to medium growth fires.

In addition to the above, it is commonly known and documented that every second is valuable in critical EMS calls, where the difference of a minute in a response time can mean the difference between life and death.

So what does this all mean? Getting on a scene faster, with a more complete crew, is critical to safe, effective operations on the scene, which is directly beneficial to both the emergency responders and the public that they serve.

V.   IamResponding is the Solution for Dispatch Notification Gaps and/or Failures, and Avoidable Time Delays in Emergency Responses.

IamResponding is an immediate, reliable, automated and 100% web-based software-as-a-service solution through which emergency responders receive supplemental incident notifications from the dispatch center to a wide variety of mobile and non-mobile devices via multiple, simultaneous messaging methods, and by which they inform the department and/or response team with whom they are affiliated, other members of that department/team, regional response coordinators, and their dispatchers that they are responding to an emergency event.

With IamResponding.com, emergency departments, agencies, teams and dispatchers know within seconds whether a full crew is en route, or whether a second dispatch needs to be issued for additional personnel. This results in a significant time savings when compared to current dispatch processes and protocols.

IamResponding.com also enables responding members to make informed decisions about whether to roll apparatus with the members present, or to hold back for additional members that they know to be en route to the station. This enables responders to get out with more complete crews, faster.

No unique software or hardware needs to be purchased or installed in order to use IamResponding. The only system requirement is that users must have access to the Internet, on any Internet-enabled device in order to view response information, but Internet access is <u>not</u> required for members of emergency response entities to report their responding status to the system. Notably, because of the multiple and simultaneous messaging methodologies employed by IamResponding, members <u>can</u> receive supplemental incident notifications even *without* Internet or cellular connectivity

IamResponding is used by PSAPs as a concurrent, supplemental dispatch notification system, and also as a fully redundant back-up means of communicating with all of their region's emergency service providers in

the event of a failure of their primary dispatch or communication system. This function enables IamResponding users to have their current dispatch information displayed directly on their IamResponding screens, and enables members to receive the dispatch information via text message, email, alpha-pager, push notifications to IamResponding's free apps, voice and/or fax. This functionality provides significant assistance to departments and their members by providing a very reliable, supplemental means of notification of dispatches. Some regions already have text message capability set up through their dispatch center's CAD system. Advantages of doing this through IamResponding include the following:

a. Members keep their contact addresses and devices (Text message, email, push notification registration, etc) updated right through their own member profiles. No one from the municipality or dispatch center has to maintain or manage a list of contact addresses;

b. Members can enable and disable this messaging service themselves, in their own profile. When they are out of town or on vacation and don't want the messages, they can simply turn off this function, with highly customizable Do Not Disturb functions;

c. **Each individual member can configure their own profile to trigger simultaneous, supplemental dispatch notifications by any or all of the supplemental notification methods made available by IamResponding. For example, a member can simultaneously get supplemental notifications by email, secondary email, text, secondary text, voice, <u>and</u> via push notification to their IamResponding app on an unlimited number of mobile devices. Individuals are not limited to a single notification method with the IamResponding system (that is a specific limitation of some other notification systems)**;

d. When this function is enabled through IamResponding, the dispatch information will post right to the main IamResponding screen of each subscribing entity, and to the apps of the members of each subscribing entity;

e. Each subscribing department/agency/team will be able to generate reports of all of their dispatches, right from the dispatch information which is already logged within their IamResponding system;

f. Each department/agency/team has a parsing tool available to them on their end that enables them to control what and how much dispatch information appears on their main screen, in their text messages, and in emails and push notifications; and

g. This supplemental dispatch information automatically triggers mapping tools on user devices that provide navigation directly to the scene of the incident, together with various mapping layers including hydrant locations, pre-plan information, live, on-screen tracking of the location of all responding apparatus and members, and up to 40 additional, customizable map markers.

IamResponding's supplemental dispatch notification system has already been successfully deployed in a wide variety of locations that utilize Spillman CAD systems that are the same or similar to that used by Routt County, Colorado

After receiving a dispatch notification through any existing dispatch system (or through IamResponding's supplemental notification pathways and systems), emergency responders simply tap a button on IamResponding's free Apps, click a button on their PC while logged into IamResponding, or speed-dial a pre-assigned toll-free number on their phone[4][5]. On one simple screen (accessed through any device with Internet access, including mobile devices), their station, chiefs, team leaders, regional response coordinators and dispatchers immediately see who is responding, their level of certification/qualification, the time within which they are responding, and where they are responding (e.g. scene, station or other response location). No one needs to answer any telephone or radio calls from any responders, and all response information is automatically recorded for reporting purposes.. The real-time, live location of all responding members can also be viewed by dispatchers and by members of the entities dispatched to the incident.

With IamResponding, emergency departments, agencies, teams and dispatchers know within seconds of the need for emergency services, and they further know whether a full crew is en route, or whether a second dispatch needs to be issued for additional personnel. This results in a significant time savings when compared to current dispatch processes and protocols.

IamResponding also enables responding members to make informed decisions about whether to roll apparatus with the members present, or to hold back for additional members that they know to be en route to the station. This enables responders to get out with more complete crews, faster.

Many of the departments, agencies and response teams using this system install a computer monitor in their truck bay or headquarters, and leave that logged into IamResponding 24x7x365.[6] As members arrive at the station or headquarters, they quickly glance at one simple screen and immediately see both the details of the

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[4] IamResponding.com works from any phone, and any carrier, including all mobile phones and land-line phones. Internet connected smart phones are not required. When responders indicate their response status via speed-dialed calls, the calls are to a purely automated system, and callers do not need to do anything more than dial the pre-assigned number and then drop their phone. The automated system registers their call, forces a hang-up, and automatically reports the interaction into the IamResponding system. There is no answering service to interact with, and there are no phone messages to be left or monitored.

[5] Members can also indicate their response via a simple button-click either on a desktop computer, or a mobile device logged into IamResponding.com, or they can do so via IamResponding's free apps.

[6] IamResponding does not provide this hardware. All that is needed is a simple computer with internet access and a monitor. Inexpensive, refurbished computers are frequently used. Automated updates and screen savers are turned off, a battery backup is frequently added, and then the mouse and keyboard can be removed.

incident to which they are being dispatched, and who else is en route to either the station or scene.[7] They immediately know whether a full crew is responding, or whether additional personnel will be needed. If more personnel are needed, a further dispatch can be issued much sooner than under current protocols. When members at the station know who else is on their way, they can make informed decisions about whether to wait for the other members in order to make a more complete and safer crew. If enough members are en route, duty assignments can be determined before the members even reach the station.

Chiefs, senior Officers and team leaders are able to immediately know how many of their members are going to be coming to the incident, and which members will be arriving, without the necessity of any telephone calls or radio traffic. Chiefs, senior Officers and team leaders are also able to immediately know how many members of their mutual aid departments are responding to the incident. This contributes to their ability to formulate the most effective plan for the scene because they know exactly who will be arriving to assist.

Although not required, many PSAPs and other dispatch centers also continuously monitor IamResponding, so that they are always aware of the status of the response to any emergency dispatch. On a dedicated screen, PSAP's that monitor IamResponding.com are able to simultaneously view all of the pertinent responder information and live mapping details of every department, agency and team within their territory that uses IamResponding.com. PSAPs monitoring IamResponding.com can also significantly reduce response times by re-dispatching agencies, or by dispatching mutual aid departments, much sooner when an insufficient number of responders reply to an initial dispatch.

IamResponding also includes a scheduling module by which agencies and PSAPs are able to monitor real-time information about the number of responders currently on duty or available for any emergency response entity and/or specialty team. Members of volunteer departments, agencies and specialty teams that do not schedule formal duty crews use this scheduling system to keep their department/team apprised of their availability or unavailability, so that the status of in-town available personnel is always known. For example, if there is a member of a fire department or specialty team who arrives home at 6:00 pm and knows that he/she is going to be at home and available to respond to any dispatch until 6:00 am, that member can log into the system from home, and schedule themself as "on duty" or "available" from "home." That information is displayed on the

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[7] Even if a subscribing department has an unmanned station, the information displayed can be immediately seen either remotely, or by the first member who arrives at the station, and that member can then start to immediately make decisions about whether an adequate number of members are en route, or whether an additional dispatch needs to be activated. The same information is simultaneously available at any other location, on any device with Internet access.

main screen of that member's department's system, and also on the consolidated dispatch center screen. When this is done, Chiefs, team leads and other members are always fully informed about their in-town, available personnel resources. This enables them to plan around personnel shortages in advance, before any emergencies arise.

IamResponding further includes a mass messaging module used by agencies for both intra-agency and regional communications. This module enables each separate entity (e.g. each fire department or each EMS agency) to create up to sixty (60) messaging groups within their own system, and to instantly send out messages to any groups or individuals via email, text message, alpha-numeric pagers, voice calls, fax, and push notifications to IamResponding's apps. This enables members to instantly communicate with their entire department within just seconds. This can be used for redundant, supplemental dispatching, meeting reminders, drill reminders, and many other communications. Using this method of internal communication also enables departments to reduce the amount of radio air time that they use for such communications.

This same mass-messaging system is also accessible by regional PSAPs, and enables PSAPs to communicate with the some or all of the leaders of each response entity, some or all individual members, and/or the individual messaging groups of every subscribing department, agency and team within their dispatch territory via email, text message, voice, push notification to apps, fax and alpha-pager. Because the members of each department, agency and team are responsible for maintaining their own user profiles, the distribution address lists accessible by the PSAPs are always continuously updated, without requiring any time or effort by PSAP personnel. Within the IamResponding mass-messaging system accessible by regional PSAP's, users can also create template messages for future use, and can create and schedule messages for future delivery.

IamResponding also includes a full suite of record management features for each of the subscribing departments/agencies/teams. All of the records management features are fully accessible by subscribers on-line, so that members to not even have to go to the station to access and run reports. Some of the on-line records management features include:

    a.   Full incident reports, tracking the details of all incidents, including: how many incidents each member responded to; how many incidents each apparatus responded to; and the automated reporting of response time statistics (average response time and average time on scene);

    b.   Training and Drill tracking and reporting (what the training was, who was there, how long it lasted, what training components were included, etc);

    c.   Course completion certifications tracking and reporting (what the classes/certifications were, the applicable dates, and copies of the certifications);

    d.   Attendance tracking and reporting for any type of activity;

    e.   Expiration date tracking and reporting;

    f.   Apparatus and equipment maintenance logs;

g.   Fully customizable field creation within member profiles to log and track any customized information that an agency wants to track, and full reporting of the same; and

h.   A fully compliant NFIRS (National Fire Incident Reporting System) system for the mandated reporting of incidents by US based fire departments.

IamResponding is carrier neutral, and works on any telephone, through any telephone service provider. IamResponding also functions on any Internet connected device, through any Internet Service Provider. Because IamResponding.com is a stand-alone application, its primary features can function regardless of the dispatch software currently used by any PSAP or other dispatch center, and can operate entirely independent of the dispatch center system(s).

All IamResponding subscriptions include FREE iOS and Android apps (for phones and tablets) for all members of all subscribing entities. On simple, clean interfaces, users can:

- o   Indicate if and where they are responding, either by speed dial, or directly through the app, without any telephone call;
- o   View who is responding, when and where (both from their own agency/department and any of their designated mutual aid agencies/departments);
- o   View who is on duty and/or available for duty;
- o   Receive dispatch notifications, with customizable and Heart Healthy ring tone options, and the ability to activate text-to-speech audible read-outs of the dispatch notifications;
- o   Access fully integrated maps with directions and both voice and visual turn-by-turn navigation to the scene of the incident;
- o   Manage and view all hydrant and water-source locations and pertinent information concerning each such source;
- o   Manage and view at least 40 pre-configured non-hydrant map markers with associated information, for both their entity and response territory as well as the same in the response territory of any other IamResponding subscribers.
- o   Manage their duty and availability/unavailability schedules;
- o   View and update/manage upcoming calendar events;
- o   View the real-time location of both all of their own apparatus and that of any other IamResponding subscribers;
- o   View the real time location of every member who is responding to an emergency incident;
- o   View and manage all hydrant data and other mapping information both within their own district and those of any other IamResponding subscribers; and
- o   Send and receive intra-department messages.

All IamResponding subscriptions include an advanced hydrant and water source management feature that enables users to map and display all hydrant and water source locations, including details about the type of water source, flow rates, number and size of connections, and many other details. All hydrant icons are color-coded by flow rate for easy reference.

IamResponding includes a full Automated Vehicle Locating (AVL) system by which users of the IamResponding apps can log into IamResponding on devices dedicated to particular pieces of apparatus, and such vehicles can then be live-tracked on IamResponding's mapping systems, with real time indications of the status (en-route, on-scene, scene clear, etc) of each vehicle available by clicking on each mapped apparatus.

IamResponding's mapping systems are built with a shared mapping database across all IamResponding subscribers so that departments responding mutual aid outside of their own territory have immediate, live access to all map markers and other mapping information in any other territory covered by another IamResponding subscriber. Mapping information available to users includes over forty (40) different types of map markers that users can overlay on their IamResponding maps, indicating hazards, warnings, landing sites, digitized pre-plan documents, road closures, etc.

The IamResponding system is very easy to learn and easy to use, with clean, simple interfaces and button links that clearly identify where and how to access each system feature. IamResponding is designed for "train the trainer" implementation, whereby IamResponding customer support can easily train designated users via live webinars, at the user's convenience, and then enable the trainers to train new and additional members. IamResponding's customer service team is always available to conduct further, user-specific live webinar training on dates and times convenient to the end user. In our experience with having deployed IamResponding to more than 350,000 users, across more than 7,500 entities, training and usage are very easy and efficient, with no specific technical expertise required by the users.

The simplicity of IamResponding from a user perspective, the value of the services that it provides, and the proven reliability of IamResponding.com's network are unparalleled in this industry.

VI.   IamResponding's Proven System and Network Reliability

The most significant feature of the IamResponding system is its back end network and reliability. The extensive network infrastructure of IamResponding.com is fully redundant, fault tolerant, geographically co-located (across more than four separate data centers), and designed to provide 100% system up-time (99.99% uptime is assured, but IamResponding has delivered true 100% uptime for more than the past 6 consecutive years). There are no service or patch windows that cause any impact on the availability and functionality of the system, as IamResponding is able to seamlessly (and transparently to the user) migrate user sessions off of any servers that require any maintenance and onto other servers. There is 24x7x365 on and off-site internal and external

monitoring, with 24x7x365 technical and network support. External server and network monitoring is provided through two (2) entirely separate and distinct monitoring systems, with each monitoring the servers and network performance from diverse geographical locations. There is complete redundancy of every piece of hardware incorporated within the network infrastructure, at every geographic location, with no single point of failure. The geographically co-located servers are fully active and fully synchronized, with no more than a four (4) second data gap between locations, and there is both automated and manual capability for full site-to-site failover within no more than five (5) seconds. IamResponding.com does not share any servers with any other entities. IamResponding.com has proven itself through real-world usage to be fully capable of delivering the most reliable web-based service in the fire and EMS industry.

To date, IamResponding has successfully:
- Processed more than **30 million telephone calls** from emergency responders; and
- Delivered more than **500 million outbound messages** to its users.

VII. Proposal: Implementation of IamResponding.com

A. Duration of Offer:

This Proposal shall remain valid for Ninety (90) days from April 15, 2019.

B. Cost:

Term	Yearly cost if paid annually	Total cost if paid up-front	One-time set-up fee	Phone call costs
1 Year	n/a	$8,550	$525	$0/year
3 Years	$7,740	$22,605	$525	$0/year
5 Years	$7,110	$34,430	$525	$0/year

C. Included services:

Unlimited access to and use of IamResponding by every member of the 16 covered departments/agencies/entities by an unlimited number of such members, on an unlimited number of devices; unlimited access to all responder information by Routt county dispatchers, Chiefs, Regional Team Coordinators,

and the included departments/agencies/entities; separate, designated IamResponding sites for each included department/agency/entity; all current functions of IamResponding.com; 24x7x365 technical support; set up of program options for each department/agency/entity; all system upgrades during the term of the subscription; two (2) consecutive days of live, on-site training and subsequent live webinar training sessions of system administrators ("train the trainers").

D.   Excluded Services:

Maintenance of individual member profiles (to be performed by the covered entities and their members); user-end hardware or software installation (other than the limited hardware and software necessary for the implementation of an integration with the county's CAD system, which IamResponding will provide, though any changes or modifications to the CAD itself are to be performed solely by the county); maintenance or trouble-shooting of user-end hardware (with the same exception already stated in this section).

E.   Software Support and Maintenance:

Exemplary customer support is the highest priority of ESMC and we strive to provide the best possible customer support, no matter the day, time or issue.

IamResponding provides technical support to our customers 24x7x365 via email, and live telephone support M-F, 9:00am-5:00pm Eastern Time at (315) 701-1372 and toll-free at (877) 509-0381. Live technical support will be provided in person for IamResponding software issues when necessary and when unable to be resolved remotely.

All technical support requests are initially handled and most frequently resolved by our front line customer support team. Where and whenever necessary, technical issues are escalated to our software and networking team. Service unavailability issues are immediately escalated to the our software and networking team, with engagement of a technical lead and company President. These are exceedingly rare, have not occurred in years, and receive the highest priority attention toward the fastest possible resolution.

Upgrades, enhancements, and new feature releases are undertaken on a continual basis. Each are fully vetted and tested via a closed beta group and then are released either immediately when involving an emergency situation significantly impacting service, or as otherwise internally scheduled on weekdays between Monday and Thursday (Friday and weekend deployments are avoided whenever possible). With our web-based, software-as-a-service model, updates are fully available to all users as soon as they are deployed to our server network. This is done with full internal version controls and the ability to roll-back any releases that have

unintended consequences (this has not been necessary in at least the last 5 years, despite hundreds of updated being deployed in that time frame). All system enhancements and updates are included in our base subscription cost, with no additional cost for technical support, enhancements or updates.

F.   **Project Schedule / Implementation Plan:**

The IamResponding team can fully implement and deploy the IamResponding system county-wide, and complete all on-site training related to this deployment, within **twenty (20) days** of contract award and signature.

The process for the implementation of IamResponding is as follows:

1.   Concurrent with the execution of a subscription agreement, the County will provide ESMC with two primary points of contact (with telephone numbers and email addresses) at each entity, station and team, as well as designated points of contact at the dispatch center and County office of Emergency Management.

2.   With guidance from IamResponding as to best practices, protocols will be developed for the standardization of response codes and system abbreviations/acronyms to be utilized by the entities, stations and teams that will be brought on-line.

3.   IamResponding and the County will work jointly to develop a time table for hosting train-the-trainer training sessions. This is completed concurrently with step 2 above.

4.   With guidance from IamResponding as to best practices, IamResponding and the County will work jointly to develop a timetable for the time frames within which: (a) the County is to provide IamResponding with a one page form with the pertinent demographic information for each entity, station and team; (b) member information is to be compiled; (c) member information is to be loaded into the IamResponding system; (d) the trained trainers are to host internal training sessions for their members; and (e) entities, stations and teams are to notify IamResponding.com that they are ready to have their information linked to the County dispatch center's IamResponding dispatch site. This is completed concurrently with step 2 above.

5.   The scheduled train the trainer sessions will be conducted.

6.   Each entity, station and team will be activated on the IamResponding system within three (3) business days of IamResponding's receipt of the applicable demographic information for each entity, station and team to be activated, and IamResponding will then provide the designated points of contact at the county and each entity with the appropriate master user names, passwords, necessary forms and user instructions.

7.   IamResponding team members will follow-up with the County and each entity to ensure system implementation proceeds appropriately at the user level.

8.   Entities, stations and teams will have their data linked to the County IamResponding dispatch site as soon as they notify IamResponding.com that they are using the system on a regular basis (this is the site that displays their response data to dispatchers, and is separate from the data feed from the CAD system to IamResponding for each entity).

9.   The entire implementation process can be completed within **20 days**, though this can and has been completed in less time than that. All of the non-training work by IamResponding can be completed within ten (10) days.

10.   IamResponding's customer support team will be available throughout and beyond the implementation process for conducting live webinars and live webinar assistance to the County's administrators and trainers, at times convenient for the County.

VIII.   <u>Warranties</u>

Warranty information applicable to IamResponding.com is as set forth in the standard Terms of Use, which may be found here: https://www.iamresponding.com/v3/articles/Terms.of.Use.12.5.16.pdf. As a software-as-a-service system, IamResponding is not a tangible product and thus there is nothing to be serviced or installed on-site.

IX.   Contact Information

For further information or questions concerning this proposal, please contact:

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