




BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: FIRE
Department No.: 031
For Agenda Of: June 25, 2024
Placement: Administrative
Estimated Time: N/A
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Director(s) Mark Hartwig, Fire Chief/Fire Warden 
Contact Info: Kelly Hubbard, Director, Office of Emergency Management

SUBJECT: **Independent Contractor Agreement with Genasys, Inc. for Implementation and Annual Subscription of Genasys Protect EVAC Software-as-a-Service (SaaS) Solution**

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- a) Approve and authorize the Chair of the County Board of Supervisors to execute an Independent Contractor Agreement with Genasys, Inc. for implementation services and an annual subscription to the *Genasys Protect EVAC*, an all-hazards evacuation/protective action management software-as-a-service (SaaS) solution, for a total contract amount not to exceed \$420,210.00 for the period of June 25, 2024 through June 30, 2028; and
- b) Determine that the activity is not a “Project” subject to California Environmental Quality Act (CEQA) review per CEQA Guideline Section 15378(b)(5), since the activity is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

Summary Text:

This item is on the agenda to execute an Independent Contractor Agreement with Genasys, Inc. (formerly Zonehaven) for implementation services and an annual subscription to the *Genasys Protect EVAC* all-hazards evacuation/protective action management software-as-a-service (SaaS) solution. The total contract amount is not to exceed \$420,210.00 for the period of June 25, 2024 through June 30, 2028. The

first 3 years of this contract are intended to be funded through Homeland Security Grant Program (HSGP) funding and the fourth year is contingent on available funding; more information is provided below.

As a result of Santa Barbara County's history of significant emergencies as well as increased risks for wildfires, floods, and other emergencies due to climate change, Operational Area (OA) public safety agencies are eager to implement the *Genasys Protect EVAC* SaaS solution for rapid cross-agency, all-hazards emergency coordination, decision-making, and documentation. This solution also includes general public access to the *Genasys Protect* web-based mapping application (protect.genasys.com) for real-time public information maps before, during, and after emergencies impacting Santa Barbara County. During a live incident, the ADA-compliant, public-facing *Genasys Protect* mapping application (which will be embedded into www.ReadySBC.org) will show geographic zones that are currently subject to protective actions (e.g., evacuations, shelter-in-place orders), locations of human and animal evacuation care and shelter sites, and other relevant emergency resource and support information.

The Statement of Work provides details on Genasys' SaaS solution capabilities, project implementation approach, implementation deliverables and milestones and is incorporated within the Agreement (EXHIBIT A). This Agreement also incorporates Genasys' SaaS Service Agreement.

The County Office of Emergency Management (OEM) is the lead agency for this project and program. OEM will manage the Genasys contract, including overseeing the development of local content, monitoring the implementation process to ensure the satisfactory completion of deliverables, and subscription services moving forward.

Background:

Santa Barbara County is vulnerable to a myriad of hazards that pose considerable threats to public health and safety. Over the years, multiple emergencies have occurred requiring multi-jurisdictional and cross-agency coordination to issue and widely publicize evacuations, shelter-in-place orders, post-disaster exclusion zones, flooding and debris flow risk areas, and other geographically-based disaster information. During these incidents, field responders did not have a software platform to rapidly identify evacuation/protective action zones, collaborate with co-responding agencies, coordinate approvals from incident commanders, and transmit this information directly to alert originators. Most of this coordination occurs currently through significant back-and-forth relaying of information via phone and radio, which can delay decisions and result in miscommunications during an emergency.

Public safety agencies, Cities, and the County continue to face challenges in publishing emergency public information maps during real-time incidents. Mapping assistance currently requires technical GIS expertise that is not readily available, or if available, still results in publishing public incident mapping long after emergency notifications are issued. A centralized all-hazards evacuation and protective action coordination, approval process, and emergency public information mapping interface utilizing an intuitive, easy-to-use software solution is vital to bridge multiple public safety agencies and response partners together to effectively identify, execute, and communicate protective actions for a variety of emergency situations from one shared solution.

In 2022, Homeland Security Grant Program (HSGP) funding was approved to procure an evacuation/protective action management software solution that would support all cooperating OA public safety agencies (i.e., law, fire, dispatch, and the OEM). The Santa Barbara County HSGP Approval Body awarded HSGP funding to cover 3 years of service and maintenance costs (years 2 and 3 are pending FEMA approval).

OEM created a multiagency and sector work group to discuss what the needs and gaps are to inform and support the RFP process. In October 2023, the County issued a Request for Proposal (RFP) soliciting proposals from qualified SaaS vendors for the provision of this software solution. Two (2) vendor proposals were received and reviewed by an RFP panel comprised of representatives from the County Fire Department, County Sheriff's Office, County Information Technology Department, County OEM, Santa Barbara Fire Department, and Santa Barbara Police Department. Through the County's competitive bid process, Genasys, Inc. was selected and is recommended for award of the contract with term period contingencies based on FEMA approval of HSGP Year 2 and 3 funds.

SaaS Solution Overview and Project Implementation

The *Genasys Protect EVAC* SaaS solution offers key system capabilities that will assist OA public safety agencies in making informed and targeted life-safety decisions during emergencies. The *Genasys Protect* community website will also rapidly convey this information to the public through a visually dynamic and interactive mapping platform. The following list of capabilities is a sampling of the SaaS solution's most critical features for internal public safety agency and OEM users:

- *Genasys Protect EVAC* web-based application (i.e., no downloading or hardware needed) for internal public safety agency and OEM users that is compatible with all major desktop and mobile device web browsers.
- Ability to view and select pre-identified zones to coordinate internal and cross-agency emergency response. Zones are color-coded to convey protective action status (e.g. Evacuation Order, Shelter in Place). Zones can be temporarily split or combined as needed.
- Ability to access pre-loaded decision-support data, such as the number of structures in the area, daytime/nighttime population, critical facilities and infrastructure, equipment and supply locations, etc. Internal users can add and view current traffic control points, road closures, shelter locations, etc.
- Fire progression simulation feature to predict the pathway of un-suppressed wildfire up to 24 hours after ignition as a planning tool. Integrates local data (e.g., topography, fuel moisture) and weather forecasts to refine simulations.
- Potential for integration with Everbridge, ESRI ArcGIS, Tablet Command, Avenza, Fulcrum, and other software solutions used by OA public safety agencies for information sharing and data management.

Additionally, it has the following public-facing capabilities:

- *Genasys Protect* community web-based public mapping interface (that will be integrated into the County's emergency information website www.ReadySBC.org and partner agency websites), and the *Genasys Protect* mobile application mapping interface available for the general public on Android and iOS devices.

As part of this Agreement, Genasys is responsible for implementing their SaaS solution to meet the targeted needs of OA public safety agencies and the Santa Barbara County community members. Genasys shall be responsible for the following tasks:

Task 1: OA Multi-Agency Onboarding, Consensus Building, and Hyperlocal Data and Knowledge Integration Stakeholder Coordination and Support. The goal of this task is to use the onboarding process to gain consensus across law, fire, and emergency management on system configurations, evacuation/protective action pre-plans, workflow control processes, historical emergency impact areas, and other mapping elements. This effort requires Genasys to gather and integrate into *Genasys Protect EVAC* an array of detailed hyperlocal data and knowledge information, including but not limited to critical infrastructure and key resources, known single egress/ingress roads, pre-identified evacuation, care and shelter locations, GIS data, information on past incidents and risk areas (e.g., burn scars, flood zones), gate codes, easements, etc.

Task 2: Evacuation Zone Assessment and Development. Genasys shall facilitate the assessment of Santa Barbara County's existing evacuation zones. The assessment shall result in the refinement of existing zones and the development of new zones as appropriate for all-hazards emergency response and protective action. During the assessment and development process, Genasys shall apply evacuation planning best practices, local stakeholder input and available modeling data, and applicable state and federal evacuation legislative requirements. This will also incorporate the County's and local agency Safety Element Evacuation Modeling and Planning Studies as appropriate and applicable.

Task 3: Integrations with Third-Party Solutions. This includes integrations with approved third-party solutions, including but not limited to Everbridge, ESRI, Tablet Command, and Fulcrum.

Task 4: System Training and Drills. Genasys shall facilitate in-person trainings for internal users as well as a "train-the-trainer" session for designated local trainers. An in-person multi-jurisdictional drill shall be delivered before acceptance of the SaaS solution.

Task 5: Community Education and Outreach Plan and Assets. Genasys shall provide the County access to their community education and outreach library with a variety of information products, such as infographics and online content. The County may choose an information product, provide Genasys with logos and wording changes, and Genasys will customize it for the County and provide digital materials only for the County's use. Genasys will advise and provide any available checklists, templates and resources to assist the County in the development of an outreach plan that focuses on educating the public on the launch of new emergency mapping and information tools and understanding mapping features, such as address/location searching, zone-naming, legend symbology, and ADA accessibility. Information products shall be in editable formats, ADA compliant, written at the 4th-grade level, and manually translated to Spanish by trained and/or certified translators.

OA Participating Partner Coordination and OEM Implementation Support

The *Genasys Protect EVAC* SaaS Solution is intended to be a shared solution utilized by the County, eight incorporated cities, and special district public safety agencies within the Santa Barbara County OA. In order to successfully launch the solution across the county, cooperating OA public safety agencies must actively participate for the full duration of the implementation process, which includes all five tasks above.

This process is estimated to occur over the course of 6-8 months with active collaboration and communication.

Santa Barbara County OEM is responsible for coordinating the implementation of the solution with Genasys and OA participating partner agencies. Post-implementation, OEM will manage ongoing maintenance of the software and program. This includes but is not limited to user account management (e.g., establishing/deactivating accounts, managing permissions and roles), data management, updates, coordination with IT on software updates and patches, implementation of new features through internal user orientation, job aid/workflow updates, public information communications, and contract management and monitoring.

Alert and Warning

The *Genasys Protect EVAC* SaaS solution is **NOT** an alert and warning tool. Presently, County Sheriff's Office Dispatchers and OEM Emergency Managers utilize Everbridge to disseminate emergency ReadySBC Alerts (via text message, email, phone calls, TTY/TDD for the deaf and hard-of-hearing), Wireless Emergency Alerts (WEAs) to cell phones, and Emergency Alert System (EAS) messages through radio and television. Genasys' public-facing *Genasys Protect* mapping interface is intended to visually complement these emergency alerts. The utilization of *Genasys Protect EVAC* to publish public information maps during incidents requires all cooperating agencies to work closely with County Sheriff Dispatch and OEM to coordinate alerting processes simultaneously.

Performance Measures:

Genasys's performance will be measured through the completion of project implementation deliverables and milestones within specified timeframes that are contained in the Agreement. The following is a summarization of these deliverables and milestones:

- **Milestone 1**

- **Summary of Deliverables (1A-1C, 2A, 2B, and 3):** Initial meetings with OEM; delivery of project implementation schedule and initial internal user access to *Genasys Protect EVAC*; OA participating partner agency onboarding and project implementation familiarization; evacuation zone assessment, development and completion of final countywide zone map; and third-party platform integration.
- **Completion Timeframe:** Within 5 months or sooner upon execution of this Agreement.

- **Milestone 2**

- **Summary of Deliverables (4A-4D, 5A-C, and 6):** Delivery of SaaS solution training modules and videos, training manuals, and job aids; onboarding new *Genasys Protect EVAC* users and providing user accounts; delivery of three (3) virtual trainings; delivery of one (1) in-person "train-the-trainer" session; planning and facilitation of a multi-jurisdictional drill; integration of lessons learned and identified improvements discovered during multi-jurisdictional drill; final digital versions and thirty (30) printed training manuals and sixty (60) job aids; and templated and customizable community education and outreach materials.
- **Completion Timeframe:** Within 9 months or sooner upon execution of the Agreement.

Fiscal and Facilities Impacts:

Budgeted: Yes.

Fiscal Analysis:

<u>Funding Sources</u>	<u>FY24/25</u>	<u>FY25/26</u>	<u>FY26/27</u>	<u>FY27/28</u>	<u>Total Project Cost</u>
General Fund					
State					
Federal - Annual Subscription	\$103,680.00	\$103,680.00	\$103,680.00		\$311,040.00
Federal - Project Set-Up Cost	\$ 5,490.00				\$ 5,490.00
Fees					\$ -
Other: Contingent on Funding Source				\$103,680.00	\$103,680.00
Total	\$109,170.00	\$103,680.00	\$103,680.00	\$103,680.00	\$420,210.00

The total contract amount for this Agreement is not to exceed \$420,210.00 for the period of June 25, 2024 through June 30, 2028.

- **Funding for Year 1** (June 25, 2024 through June 30, 2025) implementation and SaaS annual subscription access and services are covered by approved HSGP funds and provided in the County Fire/OEM Fiscal Year (FY) 2023-2024 Adopted Budget and FY 2024-2025 Proposed Budget.
- **Funding for Year 2** (July 1, 2025 through June 30, 2026) **and Year 3** (July 1, 2026 through June 30, 2027) annual subscription SaaS access and services are contingent on FEMA approval of HSGP funds.
 - If FEMA’s approval is obtained for Year 2 and Year 3, funding for FY 2025-2026 and FY 2026-2027 will be included in the County Fire/OEM requested budget.
- Funding for **Year 4** (July 1, 2027 through June 30, 2028) annual subscription SaaS access and services is contingent upon the availability of funding.

Should FEMA not approve HSGP funds for Years 2 and/or 3, and funding is not identified for Year 4, OEM will develop potential funding options to bring back to the Board for direction. Those options will include various alternative funding paths, as well as the option to revise the Agreement terms depending on the availability of funding.

Key Contract Risks:

Project implementation services and initial SaaS access requires that the County pay Genasys 50% of fees upfront (or \$51,840) with the remaining 50% due upon completion of Milestone 1 deliverables as confirmed by the County or within 150 days of execution of this Agreement. Additionally, this Agreement can be terminated by the County for convenience upon 90 days written notice. RFP references and independent outreach to other California counties that currently are or have utilized Genasys services show that the vendor is reputable and is quickly expanding to other parts of the country. If the County were to

terminate the contract for any reason, all products developed as part of this development and implementation process are the property of the County and will be provided to the County in all appropriate formats so that they can be utilized in other platforms. As such, the overall risk of this Agreement is considered low.

Staffing Impacts:

Legal Positions:
No effect

FTEs:
No effect

Currently, OEM has one FTE funded through ARPA to support the implementation and initial launch of this product.

Special Instructions:

Please send an electronic copy of the executed contract to Kendall Johnston, kejohnston@countyofsb.org and Yaneris Muñiz, yaneris@countyofsb.org

Attachments:

Attachment A: Independent Contractor Agreement Between the County of Santa Barbara and Genasys, Inc.

Authored by:

Yaneris Muñiz, Emergency Manager