

Dane County Contract Cover Sheet

Res 195
Significant

Dept./Division	Emergency Management/Emergency Planning
Vendor Name	Rave Mobile Safety
Vendor MUNIS #	29637
Brief Contract Title/Description	Agreement for vendor hosted software providing a central point for administration and origination of emergency messages to the public.
Contract Term	11/20 Through December 31, 2024
Total Contract Amount	\$ 328,800

Contract # <small>Admin will assign</small>	13804
Addendum	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Type of Contract	
<input checked="" type="checkbox"/>	Dane County Contract
<input type="checkbox"/>	Grant
<input type="checkbox"/>	County Lessee
<input type="checkbox"/>	County Lessor
<input type="checkbox"/>	Intergovernmental
<input type="checkbox"/>	Purchase of Property
<input type="checkbox"/>	Property Sale
<input type="checkbox"/>	Other

Purchasing Authority	<input type="checkbox"/> \$10,000 or under – Best Judgment (1 quote required)		
	<input type="checkbox"/> Between \$10,000 – \$36,000 (\$0 – \$25,000 Public Works) (3 quotes required)		
	<input checked="" type="checkbox"/> Over \$36,000 (\$25,000 Public Works) (Formal RFB/RFP required)	RFB/RFP #	119065
	<input type="checkbox"/> Bid Waiver – \$36,000 or under (\$25,000 or under Public Works)		
	<input type="checkbox"/> Bid Waiver – Over \$36,000 (N/A to Public Works)		
	<input type="checkbox"/> N/A – Grants, Leases, Intergovernmental, Property Purchase/Sale, Other		

MUNIS Req.	Org. Code	EMEMRPLN	Obj Code	32782	Amount	\$ 68,800
Req #	Org. Code		Obj Code		Amount	\$
Year 2020	Org. Code		Obj Code		Amount	\$

Resolution	A resolution is required if the contract exceeds \$100,000 (\$40,000 Public Works). A copy of the Resolution must be attached to the contract cover sheet.						
	<input type="checkbox"/> Contract does not exceed \$100,000 (\$40,000 Public Works) – a resolution is not required.						
	<input checked="" type="checkbox"/> Contract exceeds \$100,000 (\$40,000 Public Works) – resolution required.					Res #	195
	<input checked="" type="checkbox"/> A copy of the Resolution is attached to the contract cover sheet.					Year	2019

Contract Review/Approvals				
Initials	Dept.	Date In	Date Out	Comments
<i>MJ</i>	Received by DOA	9/19/19		
<i>DE</i>	Controller		9/19/19	
<i>GC</i>	Purchasing	9/19/2019	9/19/2019	
<i>CS</i>	Corporation Counsel	9/19/19	9/19/19	
<i>SL</i>	Risk Management	9/19/19	9/19/19	
	County Executive			

Dane County Dept. Contact Info		Vendor Contact Info	
Name	David Janda	Name	Nolan Flike
Phone #	266-5950	Phone #	508-532-8996
Email	janda@countyofdane.com	Email	nflike@ravemobilesafety.com
Address	PSB, Room 2107	Address	492 Old Connecticut Path Framingham, MA 01701

Certification: The attached contract is a:	
<input type="checkbox"/>	Dane County Contract <u>without</u> any modifications.
<input checked="" type="checkbox"/>	Dane County Contract <u>with</u> modifications. The modifications have been reviewed by: <i>Carlos Pabellon</i>
<input type="checkbox"/>	Non-standard contract.

Contract Cover Sheet Signature

Department Approval of Contract		
Dept. Head / Authorized Designee	Signature	Date
	<i>Charles A. Tubbs Sr.</i>	<i>9/19/2019</i>
	Printed Name	
	Charles A. Tubbs, Sr.	

Contracts Exceeding \$100,000

Major Contracts Review – DCO Sect. 25.11(3)

Director of Administration	Signature	Date
	<i>[Signature]</i>	<i>9/19/19</i>
	Comments	
Corporation Counsel	Signature	Date
	<i>[Signature]</i>	<i>9/19/19</i>
	Comments	

2019 RES-195

AWARDING AN AGREEMENT FOR EMERGENCY NOTIFICATION SYSTEM SOFTWARE

Dane County issued a Request for Proposals (RFP #119065) for replacement of the software application that serves as the central point for administration and origination of emergency notification messages to the public. Emergency messages to be disseminated include the relay of a variety of severe weather watches and warnings as well as emergency alerts issued by the County and other local response authorities.

Eight responses to the RFP were received. Responses to the RFP are on file in the Purchasing Division of the Department of Administration. The proposals have been evaluated and the evaluation team, comprised of staff from the Dane County departments of Emergency Management and Public Safety Communications, and the City of Madison Fire Department, finds the proposal from Rave Mobile Safety to be most advantageous to the County.

The term of the contract is from January 1, 2020 through December 31, 2024. The annual software support and hosting services cost is \$65,000 per year for the term of the contract.

NOW, THEREFORE, BE IT RESOLVED that the Purchase of Services Agreement with Rave Mobile Safety, in the amount of \$328,800 be approved and that the County Executive and the County Clerk be authorized and directed to sign the contract.

BE IT FURTHER RESOLVED that the Department of Emergency Management be directed to ensure complete performance of the Agreement.

DANE COUNTY CONTRACT # 13804



of Pages Including Schedules: 28
Expiration Date: December 31, 2024
Authority: 2019 RES-195
Department: Emergency Management
Maximum Cost: \$328,800.00
Registered Agent: Registered Agent Solutions, Inc.
Registered Agent Address: 901 S. Whitney Way
Madison, WI 53711

THIS AGREEMENT (consisting of the Dane County Contract # ____ ("Dane County Contract") and Schedules A through F attached hereto), is made and entered into, by and between the County of Dane (hereafter referred to as "COUNTY" or "Client") and Rave Wireless, Inc. d/b/a Rave Mobile Safety (hereafter, "PROVIDER" or "Rave"), effective as of September __, 2019 ("Effective Date") The capitalized terms "Agreement" and "Agreement Documents" as used herein refer collectively to this Dane County Contract, together with Schedules A through F attached hereto and fully incorporated by reference herein.

WITNESSETH:

WHEREAS COUNTY, whose address is 115 W. Doty Street, Room 2107, desires to purchase services from PROVIDER for the purpose of providing an emergency notification system; and

WHEREAS PROVIDER, whose address is 492 Old Connecticut Path, 2nd Floor, Framingham, MA 01701, is able and willing to provide such services;

NOW, THEREFORE, in consideration of the above premises and the mutual covenants of the parties hereinafter set forth, the receipt and sufficiency of which is acknowledged by each party for itself, COUNTY and PROVIDER do agree as follows:

I. TERM:

The term of this Agreement shall commence as of the Effective Date and shall end as of the EXPIRATION DATE set forth on page 1 hereof, unless sooner agreed to in writing by the parties. PROVIDER shall complete its obligations under this Agreement not later than the EXPIRATION DATE.

II. SERVICES:

A. PROVIDER agrees to provide the services detailed in the PROVIDER'S response to the COUNTY's Request for Proposal #119065 ("RFP Response"), subject to the specific terms and conditions of the attached Schedule A, Schedule E, and Schedule F (collectively, "Services"). In the event of a conflict between or among the technical specifications for the Services set forth in the RFP Response, Schedule A or Schedule F, it is agreed that the terms of Schedule A and Schedule F, to the extent of any conflict with the RFP Response, are controlling. Any capitalized terms used in this Agreement, unless expressly defined in the body of this Dane County Contract, shall have the meanings assigned to such terms in the Master License and Services Agreement attached hereto as Schedule E ("MLSA").

B. PROVIDER shall commence, carry on and complete its obligations under this Agreement with all deliberate speed and in a sound, economical and efficient manner, in accordance with this Agreement and all applicable laws. In providing Services under this Agreement,

PROVIDER agrees to cooperate with the various departments, agencies, employees and officers of COUNTY.

- C. PROVIDER agrees to secure at PROVIDER's own expense all personnel necessary to carry out PROVIDER's obligations under this Agreement. Such personnel shall not be deemed to be employees of COUNTY nor shall they or any of them have or be deemed to have any direct contractual relationship with COUNTY.

III. ASSIGNMENT/TRANSFER:

Except as specifically provided in Section 9.5 (Assignment) of the MLSA, PROVIDER shall neither assign nor transfer any interest or obligation in this Agreement, without the prior written consent of COUNTY unless otherwise provided herein, provided that claims for money due or to become due PROVIDER from COUNTY under this Agreement may be assigned to a bank, trust company or other financial institution without such approval if and only if the instrument of assignment contains a provision substantially to the effect that it is agreed that the right of the assignee in and to any moneys due or to become due to PROVIDER shall be subject to prior claims of all persons, firms and corporations for services rendered or materials supplied for the performance of the work called for in this Agreement. PROVIDER shall promptly provide notice of any such assignment or transfer to COUNTY.

IV. TERMINATION:

A. Failure of PROVIDER to fulfill any of its obligations under this Agreement in a timely manner, the inability of PROVIDER to perform the work provided for herein, or violation by PROVIDER of any of the covenants or stipulations of this Agreement, shall constitute grounds for COUNTY to terminate this Agreement by giving a thirty (30) day written notice to PROVIDER, provided that PROVIDER has not cured or otherwise commenced diligent efforts to cure such failure within such 30-day period.

B. The following shall constitute grounds for immediate termination upon ten (10) days' prior written notice to PROVIDER:

1. violation by PROVIDER of any State, Federal or local law, or failure by PROVIDER to comply with any applicable States and Federal service standards, as expressed by applicable statutes, rules and regulations.
2. failure by PROVIDER to carry applicable licenses or certifications as required by law.
3. any bankruptcy or other financial failure as set forth in Section 2.2 (Termination for Breach/Bankruptcy) of the MLSA.

C. Failure of the Dane County Board of Supervisors or the State or Federal Governments to appropriate sufficient funds to carry out COUNTY's obligations hereunder, shall result in automatic termination of this Agreement as of the date funds are no longer available, without notice.

D. The parties' rights and obligations upon any termination of this Agreement are set forth in Section 2.3 (Effect of Termination) and Section 2.4 (Survival of Obligations) of the MLSA.

V. PAYMENT:

COUNTY agrees to make such payments for Services rendered under this Agreement as and in the manner specified herein and in the attached Schedule B, which is fully incorporated herein by reference. Notwithstanding any language to the contrary in this Agreement or its attachments, COUNTY shall never be required to pay more than the sum set forth on page 1 of this Agreement under the heading MAXIMUM COST, for all Services rendered by PROVIDER under this Agreement.

VI. REPORTS:

PROVIDER agrees to make such reports as are required in the attached Schedule C, which is fully incorporated herein by reference. With respect to such reports it is expressly understood that time is of the essence and that the failure of PROVIDER to comply with the time limits set forth in said Schedule C shall result in the penalties set forth herein.

VII. DELIVERY OF NOTICE:

Notices, bills, invoices and reports required by this Agreement shall be deemed delivered as of the date of postmark if deposited in a United States mailbox, first class postage attached, addressed to a party's address as set forth above. It shall be the duty of a party changing its address to notify the other party in writing within a reasonable time.

VIII. INSURANCE:

- A. PROVIDER shall indemnify, hold harmless and defend COUNTY, its boards, commissions, agencies, officers, employees and representatives (collectively, "COUNTY Indemnified Parties") against any and all Claims and Losses that any COUNTY Indemnified Parties may sustain, incur or be required to pay by reason of PROVIDER's furnishing the Services or Products required to be provided under this Agreement, provided, however, that the provisions of this paragraph shall not apply to liabilities, losses, charges, costs, or expenses caused by or resulting from the acts or omissions of COUNTY, its agencies, boards, commissions, officers, employees or representatives. The obligations of PROVIDER under this paragraph shall survive the expiration or termination of this Agreement.
- B. In order to protect itself and the COUNTY Indemnified Parties under the indemnity provisions of the subparagraph above, PROVIDER shall, at PROVIDER's own expense, obtain and at all times during the term of this Agreement keep in full force and effect the insurance coverages, limits, and endorsements listed below. When obtaining required insurance under this Agreement and otherwise, PROVIDER agrees to preserve COUNTY's subrogation rights in all such matters that may arise that are covered by PROVIDER's insurance. Neither these requirements nor the COUNTY's review or acceptance of PROVIDER's certificates of insurance is intended to limit or qualify the liabilities or obligations assumed by the PROVIDER under this Agreement. The County expressly reserves the right to require higher or lower insurance limits where County deems necessary.

Commercial General Liability.

PROVIDER agrees to maintain Commercial General Liability insurance at a limit of not less than \$1,000,000 per occurrence. Coverage shall include, but not be limited to, Bodily Injury and Property Damage to Third Parties, Contractual Liability, Personal Injury and Advertising Injury Liability, Premises-Operations, Independent PROVIDERS and Subcontractors, and Fire Legal Liability. The policy shall not exclude Explosion, Collapse, and Underground Property Damage Liability Coverage. The policy shall list DANE COUNTY as an Additional Insured.

Commercial/Business Automobile Liability.

PROVIDER agrees to maintain Commercial/Business Automobile Liability insurance at a limit of not less than \$1,000,000 Each Occurrence. PROVIDER further agrees coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event PROVIDER does not own automobiles, PROVIDER agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

Workers' Compensation.

PROVIDER agrees to maintain Workers Compensation insurance at Wisconsin statutory limits.

Umbrella or Excess Liability.

PROVIDER may satisfy the minimum liability limits required above for Commercial General Liability and Business Auto Liability under an Umbrella or Excess Liability policy. There is no minimum Per Occurrence limit of liability under the Umbrella or Excess Liability; however, the Annual Aggregate limit shall not be less than the highest "Each Occurrence" limit for the Commercial General Liability and Business Auto Liability. PROVIDER agrees to list DANE COUNTY as an "Additional Insured" on its Umbrella or Excess Liability policy.

- C. Upon execution of this Agreement, PROVIDER shall furnish COUNTY with a Certificate of Insurance listing COUNTY as an additional insured. If PROVIDER's insurance is underwritten on a Claims-Made basis, the Retroactive Date shall be prior to or coincide with the date of this Agreement, the Certificate of Insurance shall state that professional malpractice or errors and omissions coverage, if the services being provided are professional services coverage is Claims-Made and indicate the Retroactive Date, PROVIDER shall maintain coverage for the duration of this Agreement and for six (6) years following the completion of this Agreement. PROVIDER shall furnish COUNTY, annually on the policy renewal date, a Certificate of Insurance as evidence of coverage. Policies shall be written so as to include the requirements for notice of cancellation or non-renewal in accordance with the Wisconsin State Insurance Law. Within five (5) business days of receipt of any notice of cancellation or non-renewal of insurance, PROVIDER shall provide COUNTY with a copy of any such notice received from an insurer together with proof of replacement coverage that complies with the insurance requirements of this Agreement. In the event any action, suit or other proceeding is brought against COUNTY upon any matter herein indemnified against, COUNTY shall give reasonable notice thereof to PROVIDER and shall cooperate with PROVIDER's attorneys in the defense of the action, suit or other proceeding. PROVIDER

shall furnish evidence of adequate Worker's Compensation Insurance. In case of any sublet of work under this Agreement, PROVIDER shall furnish evidence that each and every subcontractor has in force and effect insurance policies providing coverage identical to that required of PROVIDER. In case of any sublet of work under this Agreement, PROVIDER shall furnish evidence that each and every subcontractor has in force and effect insurance policies providing coverage identical to that required of PROVIDER.

D. The parties do hereby expressly agree that COUNTY, acting at its sole option and through its Risk Manager, may waive any and all requirements contained in this Agreement, such waiver to be in writing only. Such waiver may include or be limited to a reduction in the amount of coverage required above. The extent of waiver shall be determined solely by COUNTY's Risk Manager taking into account the nature of the work and other factors relevant to COUNTY's exposure, if any, under this Agreement.

IX. NO WAIVER BY PAYMENT OR ACCEPTANCE:

In no event shall the making of any payment or acceptance of any service or product required by this Agreement constitute or be construed as a waiver by COUNTY of any breach of the covenants of this Agreement or a waiver of any default of PROVIDER and the making of any such payment or acceptance of any such service or product by COUNTY while any such default or breach shall exist shall in no way impair or prejudice the right of COUNTY with respect to recovery of damages or other remedy as a result of such breach or default.

X. NON-DISCRIMINATION:

During the term of this Agreement, PROVIDER agrees not to discriminate on the basis of age, race, ethnicity, religion, color, gender, disability, marital status, sexual orientation, national origin, cultural differences, ancestry, physical appearance, arrest record or conviction record, military participation or membership in the national guard, state defense force or any other reserve component of the military forces of the United States, or political beliefs against any person, whether a recipient of services (actual or potential) or an employee or applicant for employment. Such equal opportunity shall include but not be limited to the following: employment, upgrading, demotion, transfer, recruitment, advertising, layoff, termination, training, rates of pay, and any other form of compensation or level of service(s). PROVIDER agrees to post in conspicuous places, available to all employees, service recipients and applicants for employment and services, notices setting forth the provisions of this paragraph. The listing of prohibited bases for discrimination shall not be construed to amend in any fashion state or federal law setting forth additional bases, and exceptions shall be permitted only to the extent allowable in state or federal law.

XI. CIVIL RIGHTS COMPLIANCE:

A. If PROVIDER has 20 or more employees and receives \$20,000 in annual contracts with COUNTY, the PROVIDER, shall submit to COUNTY a current Civil Rights Compliance Plan (CRC) for Meeting Equal Opportunity Requirements under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, Title VI and XVI of the Public Service Health Act, the Age Discrimination Act of 1975, the Omnibus Budget Reconciliation Act of 1981 and Americans with Disabilities Act (ADA) of 1990. PROVIDER shall also file an Affirmative Action (AA) Plan with COUNTY in accordance with the requirements of chapter 19 of the Dane County Code of Ordinances. PROVIDER shall submit a copy of its discrimination complaint form with its CRC/AA Plan. The CRC/AA Plan must be submitted prior to the effective date of this Agreement and failure to do so by said date shall constitute grounds for immediate termination of this Agreement by COUNTY. If an approved plan has been received during the previous CALENDAR year, a plan update is acceptable. The plan may cover a two-year period. Providers who have less than twenty employees, but who receive more than \$20,000 from the COUNTY in annual contracts, may be required to submit a CRC Action Plan to correct any problems discovered as the result of a complaint investigation or other Civil Rights Compliance monitoring efforts set forth herein below. If PROVIDER submits a CRC/AA Plan to a Department of Workforce Development Division or to a Department of Health and Family Services Division that covers the services purchased by COUNTY, a verification of acceptance by the State of PROVIDER's Plan is sufficient.

B. PROVIDER agrees to comply with the COUNTY's civil rights compliance policies and procedures. PROVIDER agrees to comply with civil rights monitoring reviews performed by the COUNTY, including the examination of records and relevant files maintained by the PROVIDER. PROVIDER agrees to furnish all information and reports required by the COUNTY as they relate to affirmative action and non-discrimination. PROVIDER further agrees to cooperate with COUNTY in developing, implementing, and monitoring corrective action plans that result from any reviews.

- C. PROVIDER shall post the Equal Opportunity Policy, the name of PROVIDER's designated Equal Opportunity Coordinator and the discrimination complaint process in conspicuous places available to applicants and clients of services, applicants for employment and employees. The complaint process will be according to COUNTY's policies and procedures and made available in languages and formats understandable to applicants, clients and employees. PROVIDER shall supply to COUNTY's Contract Compliance Officer upon request a summary document of all client complaints related to perceived discrimination in service delivery. These documents shall include names of the involved persons, nature of the complaints, and a description of any attempts made to achieve complaint resolution.
- D. PROVIDER shall provide copies of all announcements of new employment opportunities to COUNTY's Contract Compliance Officer when such announcements are issued or upon such Officer's written request.
- E. If PROVIDER is a government entity having its own compliance plan, PROVIDER'S plan shall govern PROVIDER's activities.

XII. COMPLIANCE WITH FAIR LABOR STANDARDS:


- A. Reporting of Adverse Findings. During the term of this Agreement, PROVIDER shall report to the County Contract Compliance Officer, within ten (10) days, any allegations to, or findings by the National Labor Relations Board (NLRB) or Wisconsin Employment Relations Commission (WERC) that PROVIDER has violated a statute or regulation regarding labor standards or relations. If an investigation by the Contract Compliance Officer results in a final determination that the matter adversely affects PROVIDER'S responsibilities under this Agreement, and which recommends termination, suspension or cancellation of this agreement, the County may take such action.
- B. Appeal Process. PROVIDER may appeal any adverse finding by the Contract Compliance Officer as set forth in Dane County Ordinances Sec. 25.08(20)(c) through (e).
- C. Notice Requirement. PROVIDER shall post the following statement in a prominent place visible to employees: "As a condition of receiving and maintaining a contract with Dane County, this employer shall comply with federal, state and all other applicable laws prohibiting retaliation for union organizing."

XIII. MISCELLANEOUS:

- A. Registered Agent. PROVIDER warrants that it has complied with all necessary requirements to do business in the State of Wisconsin, that the persons executing this Agreement on its behalf are authorized to do so, and, if a corporation, that the name and address of PROVIDER's registered agent is as set forth opposite the heading REGISTERED AGENT on page 1 of this Agreement. PROVIDER shall notify COUNTY immediately, in writing, of any change in its registered agent, his or her address, and PROVIDER's legal status. For a partnership, the term 'registered agent' shall mean a general partner.
- B. Controlling Law and Venue. It is expressly understood and agreed to by the parties hereto that in the event of any disagreement or controversy between the parties, Wisconsin law shall be controlling. Venue for any legal proceedings shall be in the Federal or state courts located within the State of Wisconsin.
- C. Limitation Of Agreement. This Agreement is intended to be an agreement solely between the parties hereto and for their benefit only. No part of this Agreement shall be construed to add to, supplement, amend, abridge or repeal existing duties, rights, benefits or privileges of any third party or parties, including but not limited to employees of either of the parties.
- D. Entire Agreement. The entire agreement of the parties is contained in this Dane County Contract (including Schedules A-F attached hereto) and this Agreement supersedes any and all oral agreements and negotiations between the parties relating to the subject matter hereof and neither of the parties shall be bound by any conditions, inducements or representations other than as expressly provided for in this Agreement. The parties expressly agree that this Agreement shall not be amended in any fashion except in writing, executed by both parties.
- E. Counterparts. The parties may evidence their agreement to the foregoing upon one or several counterparts of this instrument, which together shall constitute a single instrument.

IN WITNESS WHEREOF, COUNTY and PROVIDER, by their respective authorized agents, have caused this Agreement and its Schedules to be executed, effective as of the date by which all parties hereto have affixed their respective signatures, as indicated below.

FOR PROVIDER:



William T. Piatt, CEO

9/19/19
Date Signed

Date Signed

FOR COUNTY:

Joseph T. Parisi, Dane County Executive

Date Signed

Scott McDonell, Dane County Clerk

Date Signed

* [print name and title, below signature line of any person signing this document]

SCHEDULE A

Scope of Services

PROVIDER will configure and host a software application for administration and delivery of emergency notification messages to the public as specified in the RFP Response, this Schedule A, and Schedule F to the Agreement.

PROVIDER Services and Products included:

- Rave Alert
- Rave Prepare
- Rave Voice
- Smart 911 Mobile App
- Rave Academy
- IPAWS Integration
- Rave Customer Service Portal
- Landline telephone database (Listed, non-residential numbers)
- Rave Alert and Rave Prepare configuration and testing
- Training for COUNTY's system administrators and operators
- System maintenance and support

COUNTY has a large, well-established existing emergency notification system, with more than 20 years of history and experience. This has created a long record of public expectations for the function and performance of their notification system. As a result, COUNTY takes a very public-centric view of notification messaging and the functionality of the notification system in general. It is understood and agreed that this expectation creates complexity and requires specialized attention when transitioning from one notification platform to another. COUNTY and PROVIDER will work together to assure the system interface and features are designed, configured, and implemented with the interests of public end-user in mind.

I. Project Scope

This Agreement includes the initial set-up and configuration, as well as 5- years of maintenance and support of Services and Products listed above in accordance with PROVIDER's Support and Service Level Policy.

PROVIDER will supply and manage a hosted, Software as a Service application to include the following components:

- Highly reliable, redundant system design.
- Secure infrastructure and end user data, including third-party service providers.
- Customized configuration according to specific preferences and operations that are unique to COUNTY'S operation.
- User-friendly, intuitive public self-registration portal. To include Count logo and branding on Rave's hosted self-registration portal. Customer can use referral URL as landing page on County website to point citizen to the self-registration portal.
- Database of listed non-residential landline telephone numbers.
- Import and semi-annual update of COUNTY provided residential landline telephone database.
- Unlimited telephone voice, SMS message, and Email message delivery for community members.
- Notification message origination interface:
 - Notification of predefined groups.
 - Public notification and follow-up messaging based on geographic targeting.
 - User-friendly, intuitive operator interface for originating out-going messages:
 - Message content creation
 - Non-English language messaging
 - Geographic targeting and group selection
 - Operator selectable dissemination tools
 - Follow-up messages and updates
 - Rapid, automated relay of end user-selectable watches and warnings issued by the National Weather Service.
 - Messaging fully compliant with the most current version of the Common Alerting Protocol (CAP).

- Messaging fully compliant with the most current FEMA IPAWS Open platform, including WEA 2.0 and WEA 3.0 within a reasonable time period after official release by FEMA.
- User friendly administrative and reporting tools.
- Training and user manuals.
- On-going support and system maintenance.

Message dissemination methods include:

- Landline voice telephone using a Countywide residential and non-residential database
- Cell phone voice and SMS text (self-registered)
- Email (self registered)
- RSS and CAP support posting of messages on any number of County affiliated websites.
- Social media supports unlimited County affiliated Facebook and Twitter profiles for messaging.
- Mobile application
- FEMA's Integrated Public Alerting and Warning System (IPAWS)
 - Broadcast Emergency Alert System (EAS)
 - Cellular Wireless Emergency Alert (WEA) system

II. Hosted System Security and Reliability

PROVIDER is responsible for providing security, reliability, and redundancy of all hosted applications, including:

- Physical security and internal access control.
- Prevention of unauthorized access (including PROVIDER employees) to end-user data and the notification message origination system.
- Employment practices regarding information security:
 - Platform security and employee access to Dane County's data.
 - Employment screening and monitoring programs.
 - Security training programs for new and continuing staff.
 - Exit procedures for staff separating from the organization.
 - Ongoing review of operational security measures and employee compliance programs.
- Mitigating dependencies on third-party or contracted cloud infrastructure, and maintaining redundancies in the messaging delivery between the firm's hosting center and the "last mile" infrastructure (e.g. call centers, wireless carriers, SMS delivery networks, FEMA-IPAWS, etc.).
- Protection from Distributed Denial or Service (DDoS) or similar attacks.
- Eliminating single points of failure and maintaining redundancy and backup of all system hardware and software such that no outage can cause a loss of COUNTY or end-user data or messaging failure.
- Geographic redundancy of data centers.
- Ensuring end-user data privacy and security, utilizing the most up-to-date encryption, monitoring, and authentication technologies to protect COUNTY and end user data held in PROVIDER databases.
- Assuring that COUNTY and end-user data is secure and will not be used for any other purposes or sold to third parties.
- Continuous system monitoring to ensure critical security and configuration files are protected and correct.
- Regular, third-party auditing and review of security procedures, with corrective measures and improvements implemented based on the results and recommendations.
- Implementation of software product upgrades, enhancements, and security patches based on known security risks or other threats, and for standard, scheduled product releases.
- Provision of 24x7x365 technical support line where a PROVIDER support employee can create and send notifications on behalf of COUNTY system operators in the event of local computer network or other messaging issues.

III. Implementation and Configuration

PROVIDER shall assign a Client Manager to serve as a single point of contact and project manager through the implementation and configuration process. The Client Manager is responsible for assuring successful and timely deployment of the system. The Client Manager will be assigned to the project through final acceptance. PROVIDER will provide overall project management for this project.

PROVIDER will organize and conduct a kick off meeting and facilitate status conference calls or webinars on a weekly basis for the first 30 days of implementation or until both Parties agree the calls are no longer necessary. In addition to the tasks identified in the Implementation Plan (as defined in Schedule D of this Agreement), PROVIDER will assist COUNTY in:

- Set-up and configuration of the Rave provided web-based public registration portal. It is agreed and understood that the portal must be user-friendly and must function well for community end-users.
- Set-up and configuration of the Rave Prepare application.
- Configuration of the opt-in process for relay of severe weather watch and warning notifications issued by the National Weather Service.
- Importing a bulk user load that can be used to migrate users from COUNTY's existing notification system in order to pre-populate Rave product with basic contact details such names, addresses, weather notification preferences, email addresses, and mobile numbers.
- Provision, configuration, and deployment of a Countywide, non-residential landline database for geographic targeting of voice notification messages. The landline telephone database shall contain listed numbers only for non-residential, commercial, institutional, and governmental locations in the county. PROVIDER supply and import updates to the non-residential landline database on an annual basis.

COUNTY will identify a project manager to lead the deployment on behalf of the COUNTY and make available Dane County team members as needed to assure successful system configuration. COUNTY project manager and team members will be available for the duration of the implementation process. In addition to the tasks identified in the Implementation Plan as COUNTY or Client responsibilities, COUNTY will:

- Supply a residential landline telephone database, in standard ESRI exported formats, for PROVIDER import to be used for geographic targeting of voice notification messages. COUNTY will supply residential landline database updates for import on an annual basis.
- Supply COUNTY branding and content to be integrated into to the configuration of the public self-registration portal and the Rave Prepare applications.
- Finalize and approve all configurable system elements prior to live implementation. COUNTY reserves the right to demonstrate and test the functionality of any and all system features and functionality prior to live implementation. COUNTY will be the final determiner of acceptance of the system functions and features specified in Section VI below subject to the terms and conditions thereof.

The PROVIDER's Client Manager and the COUNTY's project manager shall meet by telephone or webinar on a mutually agreed on schedule throughout the duration of the implementation process.

COUNTY may seek removal of PROVIDER's Client Manager and PROVIDER will make reasonable efforts to comply with any such request. PROVIDER and COUNTY shall mutually agree on any replacement of the Client Manager.

IV. System Function and Features

The system function and features are specified in PROVIDER's accepted RFP Response to COUNTY RFP #119065. A summary is attached as Schedule F for reference.

In the event of a conflict regarding the system functions and features among or between the Agreement Documents and the Provider's RFP Response, the documents shall control in the order of precedence set forth below: Schedule A and Schedule F, and then PROVIDER's RFP Response.

V. Training

Implementation includes comprehensive initial and ongoing training for COUNTY system users. PROVIDER will deliver initial training sessions to COUNTY domain administrators, and will hold regular scheduled training, live and pre-recorded, that will be available to all COUNTY system operators and administrators.

Prior to the Public Go-live date, PROVIDER will deliver two online live session training opportunities for COUNTY system administrators and have "on-demand" online materials available for COUNTY follow-up.

Provided training materials include:

- Rave Alert FAQs: User Console - commonly encountered questions on creating and sending alerts
- Rave Alert Management Console Guide
- Rave Alert User Guide
- Rave Alert Group Administrator Guide
- Specific feature "Viewlets" - quick, targeted support for specific features, for example "Using Geo-Targeting Alerts"
- Customer webinars - highlight areas of the platform and new features, timed with releases Unlimited access to the Rave Academy - online learning management system with self-study
- Courseware
- Unlimited access to Rave's Customer Support Center portal. Features of the Support Center include:
 - Complete online help system for the administrative user interface.
 - A searchable knowledge base of helpful information and product FAQ.
 - Links to the Rave Academy and all other instructional tools available to administrators.
 - Materials for customers who require "train-the-trainer" style content for local instruction.
 - Best Practices documentation.
 - The Rave Alert Subscriber Marketing Toolkit.
 - Best Practice Guide for Configuring Role-Based Access Controls (RBAC).
 - Detailed technical documentation covering all integration points.
 - "What You Need To Know" section.
 - Product Update information and Release Notes for past and upcoming releases.

VI. Testing and Acceptance

In addition to the COUNTY's right to demonstrate and test the functionality of any and all system features and functionality prior to live implementation pursuant to Section III above, COUNTY reserves the right to demonstrate and test the functionality of the following specific system features and functionality for substantial conformance with the applicable technical specifications set forth in this Schedule A, Schedule F, and the RFP Response as a condition to its acceptance of the system:

Configuration and Set-up

Public sign-up portal setup completed and functional including:

- County logo
- Configuration for public opt-in categories
- Spanish language support
- Special needs opt-in (Rave Prepare)

County-provided residential land-line database imported using Rave standard loader tools

County-provided personnel contact data imported and groups created using Rave standard loader tools

Temporary County-provided subscriber data imported by Dane County via Managed Contact's .CSV upload

Rave-provided business listed number land-line database reviewed and imported

Ability to create, edit and manage notification templates for use for common scenarios:

- Severe weather notifications with opt-in choices configured
- Local alerts
- Team and group notifications

IPAWS integration set-up and functional

- IPAWS Labs test environment
- Live environment

Social media configured and functional

- Interface to Dane County Emergency Management Facebook page
- Interface to Dane County Emergency Management Twitter account

Acceptance Testing

Public Sign-up Portal – County entry of sample/demo data for:

- Location-based English language signup
- Location-based Spanish language signup
- Multiple locations entered per user
- Multiple users entered per location

- Severe weather event types selected
- "Special needs" options selected

Location-Based Notification – County testing and demonstration of:

- Geographic selection of users for notification based on address, mobile app location
- Query-based (e.g. self-registered special needs) selection of users for notification
- Spanish language and English language message test message dissemination via
 - Subscriber Text
 - Email
 - ☞ Telephone Voice (English)
- English language test message dissemination via
 - County-provided residential landline database
 - Rave-provided non-residential landline database
- Voice messages delivered via
 - Text to speech generator
 - Recorded audio
- Test message dissemination via RSS post
- Test message dissemination via Dane County Emergency Management Facebook and Twitter account post
- Response logging and reporting via standard alert modes and polling alerts

IPAWS Testing

- Live Environment – County first Wednesday of the month routine testing of:
 - EAS/RWT outbound messaging functional
 - Audio attachments functional
- IPAWS TEST Lab – County required proficiency test of:
 - WEA messaging
 - Messaging fully compliant with the most current FEMA IPAWS Open platform, including WEA 2.0 within a reasonable time period after official release by FEMA
 - Spanish language functionality
 - Extended 360 character support for specific fields
 - Alert text delivered for EAS dissemination
 - Audio attachments delivered for EAS dissemination

Training

Access to all Rave training materials provided:

- Unlimited access to the RaveAcademy.com online learning tools
- Unlimited access to regularly scheduled live training webinars
- Access to full documentation library in the Rave Support Center within the product.

After PROVIDER's completion of the configuration and set-up of the system in accordance with the Implementation Plan, COUNTY will have fifteen (15) days to test the conformance of the above-referenced technical specifications of the Services. Any such non-conformance issue(s) identified by the COUNTY will be logged and reported in writing to PROVIDER within such 15-day period with sufficient detail to enable PROVIDER to correct any such non-conformance. Upon receipt of such written notice from COUNTY, PROVIDER will promptly resolve the non-conformance of any such above-referenced technical specification(s) and a new 15-day acceptance period will commence upon the PROVIDER'S resolution of such non-conformance. Notwithstanding the foregoing, the Parties agree that the acceptance period will be deemed to be completed if the COUNTY does not notify PROVIDER of any such non-conformance issues within the above-referenced initial 15-day acceptance period or any subsequent 15-day acceptance period following the resolution of any non-conformance issues which the COUNTY reported to PROVIDER in the previous 15-day acceptance period. Subject to the foregoing process, COUNTY will be the final determiner of the conformance of the above-referenced technical specifications.

PROVIDER is responsible for enterprise-level system testing as needed to maintain system security and to assure over-all reliability and performance.

VII. System Maintenance

PROVIDER will perform updates on a routine basis. PROVIDER will notify COUNTY of any planned service interruptions at least 72 hours in advance. Planned maintenance must be scheduled at typical non-peak times in order to minimize impacts. Applications must be fault tolerant during these events.

PROVIDER will perform emergency maintenance as necessary and will, if possible, give advance notice thereof to COUNTY. "Emergency" shall mean that PROVIDER has become aware of a problem that, if an immediate remedy is not implemented, will prevent PROVIDER from continuing to support and provide the elements and aspects of the Rave Licensed Applications. Emergency downtime outside of the maintenance window will be counted as unscheduled downtime in determining whether PROVIDER has achieved its service uptime goal.

PROVIDER will continuously monitor for potential vulnerabilities, and is granted authority to test and apply patches and protections for newly discovered vulnerabilities at its discretion.

VIII. Product Improvements

COUNTY system administrators and operators can request new features and changes through a PROVIDER-dedicated account manager and/or through conversations with the PROVIDER's support team.

PROVIDER will deliver webinars live and recorded for on-demand playback that covers all new functionality added to the product and offers suggestions and best practices for use, within a minimum of two weeks prior to release.

SCHEDULE B

Pricing Structure and Payment

Item	Description	Cost
1	Hosting services	\$65,000/year
2	Additional costs for requested features and enhancements per Attachment D	Not applicable
3	Configuration and set-up	\$1,800/one time
4	IPAWS Integration	\$2,000/ one time
5	Non-residential landline database, including updates	Included
6	Training and user manuals	Included
7	Delivery costs for voice telephone calls and SMS text	Included
8	Annual Hosting Services year 2	\$65,000
9	Annual Hosting Services year 3	\$65,000
10	Annual Hosting Services year 4	\$65,000
11	Annual Hosting Services year 5	\$65,000
12	Annual Software Maintenance Contract year 2	Included
13	Annual Software Maintenance Contract year 3	Included
14	Annual Software Maintenance Contract year 4	Included
15	Annual Software Maintenance Contract year 5	Included
16	Non-residential landline database updates year 2	Included
17	Non-residential landline database updates year 3	Included
18	Non-residential landline database updates year 4	Included
19	Non-residential landline database updates year 5	Included
Total System Purchase		\$328,800

Hosting Services are to be billed effective January 1st of every given year.

PROVIDER agrees to a maximum 5% increase in the price for Annual Hosting Services in year 6 for years 6-10 of any future contract extension.

SCHEDULE C

Reports

No reports other than those noted in Schedule A are required under this contract.

SCHEDULE D

Implementation & Training Schedule

PROVIDER Client Manager will coordinate implementation within the first 30 days after contract signing. PROVIDER will organize and conduct a kick off meeting and facilitate status conference calls or webinars on a weekly basis, at a minimum, throughout the implementation and configuration process.

It is understood and agreed that some COUNTY-specific elements of the customization and configuration will require an iterative process. COUNTY reserves the right to demonstrate and test the functionality of any and all system features and functionality prior to live implementation. COUNTY will be the final determiner of acceptance of each step in this iterative process as described in Section VI (Testing and Acceptance) in Schedule A of this Agreement.

PROVIDER will adhere to the project timeline as described in *Tab 6: Implementation and Configuration Services* of the accepted RFP Response, dated July 11, 2019 (pages 53-56) ("Implementation Plan"). This will be adjusted based on a estimated date of October 10, 2019 for contract execution and a subsequent project start date of November 10, 2019.

Configuration, testing, and training of COUNTY system administrators and operators must be fully completed in advance of system implementation and a Public Go-Live date of January 1, 2020.

SCHEDULE E

RAVE Master License and Services Agreement

Schedule E: Rave Master License and Services Agreement is incorporated herein and, together with this Dane County Contract and Schedules A, B, C, D, and F, constitute the Agreement Documents. In the event of a conflict among or between the Agreement Documents, the documents shall control in the order of precedence set forth below: Dane County Contract, Rave Master License and Services Agreement, and other Schedules.

This Master License and Services Agreement (together with Rave's Support and Service Level Policy attached as Appendix 1 hereto and all Order Forms entered into by the Parties hereunder), incorporated as Schedule E to the Dane County Contract # _____ (collectively the "Agreement"), governs the license of all Products and acquisition and use of all Services provided by Rave Wireless, Inc. d/b/a Rave Mobile Safety ("Rave"). By executing the Agreement or any related Rave order form that incorporates this Agreement by reference therein ("Order Form"), Client agrees to all of the terms and conditions of this Agreement as of the "Effective Date" of the Agreement or such Order Form, as the case may be, specified therein with respect to the Products and Services covered under the Agreement or such Order Form. Each of Rave and Client shall also be referred to individually as a "Party" and collectively as the "Parties". Any other capitalized terms used in this Agreement shall have the meanings assigned to them in Section 10 hereof and throughout this Agreement.

1. SERVICES AND PRODUCTS

1.1 Services. In consideration of the Fee(s) payable by Client pursuant to the Agreement (or any Order Form(s) hereunder), Rave shall provide the Client with (i) the Rave services specified in the Agreement (or such Order Form(s), as the case may be); (ii) the related technical support services specified in Rave's Support and Service Level Policy ("Support"), and (iii) the license to Rave's related proprietary application software product(s) and Documentation (collectively, "Products") set forth in Section 1.2 below. For purposes of this Agreement, the Rave services, Support and Products referred to above in (i)-(iii), together with any Professional Services specified in the Order Form(s), are collectively referred to as the "Services".

1.2 Products License. Subject to the terms and conditions of this Agreement, Rave hereby grants to Client a limited, non-exclusive, non-transferable, non-sublicenseable right and license during the applicable License Term (i) to access and operate the Products, (ii) to permit Administrators to use the features and functions of the Products, and (iii) to make copies of the Documentation solely for Client's internal use by Administrators. Rave may, in its discretion, develop and release generally to licensees updates or upgrades to the Products. Subject to Client's payment of the Fees and all other amounts that may be payable with respect to the Products, Rave shall, during the applicable License Term, make any such updates and upgrades available to Client if and when generally released to licensees at no additional cost (not including any software marketed by Rave as a separate product or as a module for which additional fees are charged). Any such updates and upgrades provided under this Agreement shall be deemed to constitute part of the Products and shall be subject to all of the terms and conditions set forth in this Agreement. Client acknowledges that Rave and its licensors own all right, title, and interest, including all patent, copyright, trade secret, trademark, moral rights, and other intellectual property rights in and to the Products (and any and all derivative works thereof), and Rave expressly reserves all rights not expressly granted to Client hereunder.

1.3 Product Restrictions. Except to the extent otherwise expressly authorized by Rave under this Agreement, Client shall not, and shall not allow any third party to, copy, modify, adapt, translate, publicly display, publish, create derivative works of or distribute the Products. Client will not use the Products for any purposes beyond the scope of or otherwise not in accordance with the licenses granted in 1.2 above. Without limiting the foregoing, Client will not (i) authorize or permit use of the Products by or for persons other than Administrators; (ii) assign, sublicense, sell, lease or otherwise transfer or convey the licenses granted hereunder; (iii) modify or create any derivative works of the Products (or any component thereof); or (iv) decompile, disassemble, reverse engineer or otherwise attempt to obtain or perceive the source code from which any component of the Products is compiled or interpreted. Client hereby acknowledges that nothing in this Agreement shall be construed to grant Client any right to obtain or use such source code or any derivative works thereof. Client shall duplicate all proprietary notices and legends of Rave upon any and all copies of the

Products authorized to be made by Client and shall not remove, alter or obscure any such proprietary notice or legend.

2. TERM AND TERMINATION

2.1 License Term. The initial term of each license to a Product under this Agreement shall be set forth in the Agreement or the applicable Order Form, as the case may be ("Initial License Term"). Except as otherwise specified in the Agreement, each license will be automatically renewed on the same terms and conditions herein for one successive five-year term (a "Renewal License Term"), based on the pricing terms set forth in Schedule B of the Agreement, unless either Party provides written notice to the other Party of its intent not to renew such license at least ninety (90) days prior to the expiration date of the Initial License Term. Any extension of the Agreement for a subsequent Renewal License Term will be subject to the express prior written agreement of the Parties. As used in this Agreement, "License Term" means the entire period during which the license to a Product hereunder is in effect.

2.2 Termination for Breach/Bankruptcy. Subject to Section IV (Termination) of the Dane County Contract, either Party may terminate this Agreement (or the license to any Product(s) hereunder) upon written notice in the event that the other Party fails to make a required payment hereunder or materially breaches this Agreement and thereafter (i) in the case of non-payment, has failed to pay such amounts within five (5) days after receiving written notice thereof; or (ii) in the case of material breach, has failed to cure the breach (or to commence diligent efforts to cure such breach that are reasonably acceptable to the other Party) within thirty (30) days after receiving written notice thereof. In addition, either Party may terminate this Agreement upon written notice after the other Party has executed an assignment for the benefit of creditors or filed for relief under any applicable bankruptcy, reorganization, moratorium, or similar debtor relief laws, or in the event that a receiver has been appointed for the other Party or any of its assets or properties, or an involuntary petition in bankruptcy has been filed against such other Party, which proceeding or petition has not been dismissed, vacated, or stayed within thirty (30) days.

2.3 Effect of Termination. Upon any termination or expiration of this Agreement, each Party shall (i) immediately discontinue all use of the other Party's Confidential Information and, in the case of the Client, the Products; (ii) return to the other Party or, at the other Party's option, destroy, all originals and all copies of such other Party's Confidential Information then in its possession; and (iii) shall promptly pay all amounts due and remaining payable hereunder. Termination or expiration of this Agreement will automatically terminate all licenses granted hereunder. Without limiting the foregoing, upon any termination or expiration of the license to any Product(s) hereunder, Client's license rights in such Product(s) shall immediately terminate and Client shall immediately discontinue all use of such Products and Rave's related Confidential Information.

2.4 Survival of Obligations. The provisions of this Agreement that, by their nature, are intended to survive a termination or expiration of this Agreement (or the license to any Products hereunder), including without limitation

Client's obligations to pay any amounts due and outstanding hereunder and the provisions of Sections 1.3, 2.3, 2.4, 4, 5, 6, 7, 8, 9 and 10 hereof, shall survive termination or expiration of this Agreement (or the license to any Product(s) hereunder).

3. PROFESSIONAL SERVICES

Any Professional Services to be provided by Rave to Client shall be provided in accordance with the specific terms and conditions of the relevant Order Form covering such Professional Services (and any Statement of Work attached thereto as an exhibit or otherwise incorporated by reference therein, "SOW"), including, but not limited to, the fees payable by Client to Rave thereunder.

4. FEES AND PAYMENTS

The license fees payable by Client for each Product and the fees payable for any related Professional Services are set forth in Schedule B of the Agreement or the applicable Order Form covering such Product(s) and/or Professional Services, as the case may be (collectively, "Fees"). All amounts payable under this Agreement shall exclude all applicable sales, use and other taxes and all applicable export and import fees, customs duties and similar charges. Client must notify Rave, or its designee, in writing of any dispute or disagreement with invoiced charges within ten (10) days after the date of invoice. Absent such notice, Client shall be deemed to have agreed to the Fees as invoiced upon the expiration of such time period.

5. CLIENT OBLIGATIONS

5.1 Client Operation. Client acknowledges and agrees (i) that Client is responsible for certain aspects of the operation of the Products, as set forth in the Documentation, including the related training and supervision of Administrators, and (ii) that in no event shall Rave have any liability relating to Client's or any Administrators' failure to operate the Products in accordance with the Documentation.

5.2 Client Compliance. Client shall use the Services in compliance with all applicable laws, statutes, regulations, ordinances, rules or other requirements promulgated by governing authorities or otherwise imposed by Third Party Service Providers having jurisdiction over the Parties or the operation or use of the Services, including without limitation any contract provisions prohibiting Client from utilizing the Services to deliver to any Third Party Service Provider for transmission or dissemination material that violates any content restrictions set forth therein. In any event, Client shall not intentionally (i) deliver to Third Party Service Providers for transmission or disseminate any content or material under this Agreement that (a) is harassing, defamatory, libelous, abusive, threatening, obscene, coercive or objectionable, including material that is false, misleading or inaccurate or (b) violates the rights of any person or company protected by copyright, trademark, trade secret, patent or other intellectual property or similar laws or regulations; (ii) use the Services or Rave's systems to transmit or disseminate unsolicited material, including without limitation "junk mail" or "unsolicited bulk e-mail", or other advertising material to persons or entities that have not specifically agreed to receive such material by either opting in or not opting out in a lawful manner; (iii) send messages to individuals who have opted out of receiving messages from Client; or (iv) use the Services or Rave systems to introduce malicious programs into the Products, Rave's systems, or the Third Party Service Providers' networks or servers, including viruses, worms, Trojan horses, e-mail bombs, cancelbots or other computer programming routines that are intended to damage, interfere with, intercept or expropriate any system, data or personal information, including executing any form of network monitoring that will intercept or extract data. Under no circumstances shall Client be authorized to make any representations, warranties or guarantees with respect to the Services, except to the extent expressly set forth in this Agreement. Client shall be responsible for the compliance by all Designated Institutions and their respective Administrators with all of the terms and conditions of this Agreement.

5.3 Client Content. If Client provides or otherwise makes available any information or any other data collected by Client or a third party regarding End Users to Rave or any Third Party Service Provider or Emergency Service Provider in connection with the operation or use of the Services (collectively, the "Client Content"), Client represents and warrants that Client has any and all legal rights in and to such Client Content, in order to use and disclose, and permit use and disclosure of, the Client Content in connection with the operation and use of the Services as contemplated by the Documentation or this Agreement.

6. LIMITED WARRANTY AND LIMITATIONS

6.1 Limited Warranty. Rave hereby warrants, for the benefit of Client only, that the Products will conform in all material respects to the Documentation

during the applicable License Term, provided that such warranty will not apply to failures to conform to the extent such failures arise, in whole or in part, from (i) any use of the Products other than in accordance with the Documentation or any other breach of the Agreement by Client, (ii) modification of the Products by Client, (iii) any combination of the Products with software, hardware or other technology not provided by Rave or otherwise expressly contemplated by the Documentation, or (iv) any action or inaction of any Third Party Service Provider or any other third party. Any warranty claim must be brought by Client as soon as commercially reasonable after discovery of such warranty failure, but not more than thirty (30) days after such discovery. This Section 6.1 contains the sole obligation of Rave and exclusive remedy of Client with respect to a warranty claim. Without limiting the foregoing, Rave shall continue to provide Support for the Products pursuant to the SLP. EXCEPT FOR THE LIMITED WARRANTY EXPRESSLY SET FORTH ABOVE IN THIS SECTION 6.1, THE SERVICES AND PRODUCTS ARE PROVIDED "AS IS" AND ON AN "AS AVAILABLE" BASIS AND, TO THE MAXIMUM EXTENT PERMITTED UNDER APPLICABLE LAW, RAVE EXPRESSLY DISCLAIMS ALL OTHER REPRESENTATIONS AND WARRANTIES OF ANY KIND OR NATURE, RELATING TO THE SERVICES AND PRODUCTS, WHETHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, TITLE, DATA ACCURACY, SATISFACTORY QUALITY, OR THE ABSENCE OF ANY DEFECTS THEREIN, WHETHER LATENT OR PATENT. NO WARRANTY IS MADE BY RAVE ON THE BASIS OF TRADE USAGE, COURSE OF DEALING OR COURSE OF TRADE. Rave does not warrant that the Services or Products will meet Client's or any Designated Institution's requirements, that the operation thereof will be uninterrupted or error-free, or that all errors will be corrected. Without limiting the foregoing, the Client acknowledges and agrees that (i) Rave cannot guarantee the performance of any Third Party Service Provider or Emergency Service Provider and that neither Party may make any claims or guarantees on behalf of Third Party Service Providers or Emergency Service Providers regarding any matters, (ii) delivery of any messages or any information regarding End Users in connection with the operation or use of the Services is not guaranteed and neither Rave nor any Third Party Service Provider or Emergency Service Provider shall be responsible for any failure of delivery, and (iii) Rave shall not be responsible for any disruption to or failure of the Services resulting from the actions or inactions of any Third Party Service Providers or Emergency Service Providers. Client acknowledges and agrees that the Services and Products are not intended to replace the services of primary safety and emergency response services, including without limitation, 911 or equivalent, fire, police, emergency medical and public health services (collectively, "Emergency Service Providers").

6.2 Limitation of Liability. IN NO EVENT SHALL RAVE OR ANY RAVE REPRESENTATIVE BE LIABLE TO CLIENT OR ANY THIRD PARTY FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, REGARDLESS OF THE NATURE OF THE CLAIM, INCLUDING, WITHOUT LIMITATION, LOST PROFITS, BUSINESS INTERRUPTION, COSTS OF LOST OR DAMAGED DATA OR LIABILITIES TO THIRD PARTIES ARISING FROM ANY SOURCE, EVEN IF RAVE OR SUCH RAVE REPRESENTATIVE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THIS LIMITATION UPON DAMAGES AND CLAIMS IS INTENDED TO APPLY WITHOUT REGARD TO WHETHER OTHER PROVISIONS OF THIS AGREEMENT HAVE BEEN BREACHED OR HAVE PROVEN INEFFECTIVE. Notwithstanding anything herein to the contrary, except for (i) Rave's indemnification obligations with respect to any Claims covered under Section 8 hereof (subject to the terms and conditions thereof) and (ii) any liability directly and to the extent arising out of the gross negligence, willful misconduct or violation of applicable law by Rave in the performance of its obligations under this Agreement, the cumulative liability of Rave to Client and any third party for all claims arising from or relating to this Agreement and/or the operation or use of the Services and Products shall not exceed the total amount of all Fees paid or payable to Rave by Client hereunder during the applicable License Term, regardless of whether any action or claim is based on warranty, indemnification, contract, tort, negligence, strict liability or otherwise. The existence of multiple claims will not enlarge this limit. The warranty disclaimers and exclusions and limitations of liability in this Section 6 are intended to apply without regard to whether other provisions of this Agreement have been breached or have proven ineffective and form an essential basis of the bargain between the Parties. Absent any of such disclaimers, exclusions or

limitations of liability, the provisions of this Agreement, including, without limitation, the economic terms, would be substantially different.

7. CONFIDENTIALITY

7.1 Mutual Confidentiality Obligations. Each Party agrees: (i) to use the Confidential Information of the other Party only for the purposes of this Agreement; (ii) to hold in confidence and protect the Confidential Information of the other Party from dissemination to, and use by, any third party; (iii) not to create any derivative work from Confidential Information of the other Party; (iv) to restrict access to the Confidential Information to such of its personnel, agents, and/or consultants who have a need to have access and who have been advised of and have agreed in writing or are otherwise required to treat such information as confidential; and (v) to return or destroy all Confidential Information of the other Party in its possession upon termination or expiration of this Agreement.

7.2 Confidentiality Exceptions. The foregoing restrictions shall not apply to Confidential Information that (i) is publicly available or in the public domain at the time disclosed; (ii) is or becomes publicly available or enters the public domain through no fault of the recipient; (iii) is rightfully communicated to the recipient by persons not bound by confidentiality obligations with respect thereto; (iv) is already in the recipient's possession free of any confidentiality obligations with respect thereto at the time of disclosure; (v) is independently developed by the recipient; (vi) is approved for release or disclosure by the disclosing Party without restriction; or (vii) is required to be publicly disclosed by the recipient pursuant to applicable freedom of information laws. Each Party may disclose Confidential Information to the limited extent required (a) in order to comply with the order of a court or other governmental body, or as otherwise necessary to comply with applicable law, provided that the Party making the disclosure shall first have given written notice to the other Party (if permitted) and made a reasonable effort to obtain a protective order; or (b) to establish a Party's rights under this Agreement, including to make court filings.

7.3 Disclosure of Information about End Users. Rave shall not rent, trade or sell information regarding End Users (including, but not limited to, any Client Content) to any third party; provided, however, that notwithstanding anything to the contrary contained in this Agreement, (i) Rave may disclose any such information to Third Party Service Providers and Emergency Service Providers in connection with the operation and use of the Services or as necessary to comply with applicable laws and governmental orders and (ii) under no circumstances shall Rave or any Rave Representative be liable for the failure of Client or any third party (including, but not limited to, any Designated Institution, Third Party Service Provider or Emergency Service Provider) to comply with its own privacy policies and all applicable privacy laws and regulations.

8. INDEMNIFICATION

Except as otherwise provided below, Rave shall defend or, at its option, settle any claim, cause of action, suit, proceeding or other action brought by a third party against Client directly and to the extent arising out of: (A) an allegation by such third party that any use of or access to a Product by Client as expressly authorized under this Agreement infringes any U.S. patent, copyright or trademark issued to such third party as of the commencement of the applicable License Term, or (B) the gross negligence, willful misconduct or violation of applicable law by Rave in the performance of its obligations under this Agreement (each, a "Claim"), and Rave shall indemnify and hold Client harmless against all costs and reasonable expenses (including reasonable attorneys' fees) arising out of any such Claim, together with the damages and liabilities finally awarded to such third party by a court of competent jurisdiction after all appeals have been exhausted or at the time of a final settlement of such Claim by Rave (collectively, "Losses"), provided that Client gives Rave (i) prompt written notice of such Claim; (ii) sole authority to control and direct the defense and/or settlement of such Claim; and (iii) such information and assistance as Rave may reasonably request, at Rave's expense, in connection with such defense and/or settlement. Upon the occurrence of any Claim for which indemnity by Rave is or may be due under Section 8(A) above, or in the event that Rave believes that such a Claim is likely, Rave may, at its option (i) modify the relevant Product so that it becomes non-infringing, or substitute functionally equivalent software or services; (ii) obtain a license to the applicable third-party intellectual property rights; or (iii) terminate this Agreement (or the license to such Product hereunder) on written notice to Client and refund to Client any unused license fees under the then-current License Term. Rave's indemnity obligations set forth in this Section 8 shall constitute Rave's entire liability and Client's sole remedy for any actual or alleged intellectual property infringement claim or any other third party claim

with respect to the Services or Products. Notwithstanding anything herein to the contrary, Rave shall have no obligation or liability for any intellectual property infringement claim or any other third party claim and any related losses, costs, expenses, damages and liabilities whatsoever to the extent arising from (a) the combination, operation, or use of the Product with products, services, information, materials, technologies, business methods or processes not furnished by Rave or otherwise expressly contemplated by the Documentation; (b) modifications to the Product, which modifications are not made by Rave or any party expressly authorized by Rave in writing; (c) use of the Product except in accordance with this Agreement, the Documentation and any other applicable user documentation or specifications furnished by Rave in writing; (d) failure of Client to implement any updates and upgrades provided by Rave that would make the Product non-infringing; (e) any intellectual property provided or otherwise made accessible to Rave by Client or any of its Affiliates; and/ or (f) the gross negligence, willful misconduct or violation of applicable law by Client in the performance of its obligations under this Agreement.

9. MISCELLANEOUS

9.1 Applicable Law/Dispute Resolution. This Agreement and the rights and obligations of the Parties hereunder shall be construed in accordance with, and shall be governed by, the laws of the State of Wisconsin without giving effect to its rules regarding conflicts of laws, and except in connection with any action for injunctive or other equitable relief arising from the breach by the other Party of any license, usage or confidentiality obligations hereunder, each Party irrevocably submits to the jurisdiction of the Federal or state courts located within the State of Wisconsin in connection with any and all causes of action between the Parties arising from or in relation to this Agreement. The U.N. Convention on Contracts for the International Sale of Goods shall not apply to this Agreement.

9.2 Services Outside the US. If Client is interested in purchasing Services for delivery outside of the United States, Client acknowledges and agrees that, in addition to any restrictions that may be imposed on Client by any Third Party Service Provider, any such territory outside the United States may impose its own restrictions resulting from applicable law, telecommunication or internet infrastructure limitations, telecommunication or internet service provider policies, or communication device customizations that inhibit or prevent the delivery of SMS, text or other messaging, or restrict the ability to place or receive certain calls (e.g., outbound toll-free calls). Such restrictions may impede certain aspects of the Services. Rave shall not be responsible for any such impediments or any unavailability of the Services as a result thereof.

9.3 Force Majeure. Rave shall be excused from performance of its obligations under this Agreement if such a failure to perform results from compliance with any requirement of applicable law, acts of god, fire, strike, embargo, terrorist attack, war or any other military action, acts of local, state or national governments or public agencies, insurrection or riot or other causes beyond the reasonable control of Rave.

9.4 Notices. All notices required by or relating to this Agreement shall be in writing and shall be sent by means of certified mail, postage prepaid or by nationally recognized overnight courier service, to the Parties to the Agreement and addressed, if to Client, as set forth in the Order Form, or if to Rave, as follows:

**Rave Wireless, Inc.
492 Old Connecticut Path, 2nd Floor
Framingham, MA 01701
Attention: Chief Executive Officer**

or addressed to such other address as that Party may have given by written notice in accordance with this provision. All notices required by or relating to this Agreement may also be communicated by facsimile, provided that the sender receives and retains confirmation of successful transmittal to the recipient and sends a duplicate of such notice by the means specified herein. Such notices shall be effective on the date indicated in such confirmation.

9.5 Assignment. Without limiting Section III (Assignment/Transfer) of the Dane County Contract, neither Party may assign its rights or delegate its obligations under this Agreement without the other Party's prior written consent, and, absent such consent, any purported assignment or delegation shall be null, void and of no effect; provided, however, that Rave, upon prior written notification to the Client, may assign this Agreement in connection with any merger, consolidation, corporate restructuring, sale of any substantial portion of its assets, or any transaction in which more than fifty percent (50%) of its voting securities are transferred, provided that any such

successor/assignee is bound by all of the terms and conditions of the Dane County Contract and all of the other Agreement Documents. Subject to the foregoing, this Agreement shall be binding upon and inure to the benefit of Rave and Client and their respective permitted successors and assigns.

9.6 Independent Contractors. Client and Rave acknowledge and agree that the relationship arising from this Agreement does not constitute or create any joint venture, partnership, employment relationship or franchise between them, and the Parties are acting as independent contractors in making and performing this Agreement. Neither Party has the power or authority as agent, employee or in any other capacity to represent, act for, bind or otherwise create or assume any obligation on behalf of the other Party for any purpose whatsoever.

9.7 Amendment/Waiver. No amendment to this Agreement or any addendum shall be valid unless in writing and signed by the authorized representatives of the Parties. No waiver under this Agreement shall be valid or binding unless set forth in writing and duly executed by the Party against whom enforcement of such waiver is sought. Any such waiver shall constitute a waiver only with respect to the specific matter described therein and shall in no way impair the rights of the Party granting such waiver in any other respect or at any other time. Any delay or forbearance by either Party in exercising any right hereunder shall not be deemed a waiver of that right.

9.8 Severability. If any provision of this Agreement is invalid or unenforceable for any reason in any jurisdiction, such provision shall be construed to have been adjusted to the minimum extent necessary to cure such invalidity or unenforceability.

9.9 Export Controls. Client will not, directly or indirectly, export or re-export, or knowingly permit the export or re-export of any Product to any country for which any export license or approval is required under the laws of the United States or any other country unless the appropriate export license or approval has first been obtained.

9.10 No Third Party Beneficiaries. The Parties acknowledge that the covenants set forth in this Agreement are intended solely for the benefit of the Parties and their respective successors and permitted assigns. Nothing in this Agreement, whether express or implied, shall confer upon any person or entity, other than the Parties and their permitted successors and assigns, any legal or equitable right whatsoever to enforce any provision of this Agreement.

9.11 U.S. Government Licensees. Each of the components that constitute each Product is a "commercial item" as that term is defined at 48 C.F.R. 2.101, consisting of "commercial computer software" and/or "commercial computer software documentation" as such terms are used in 48 C.F.R. 12.212. Consistent with 48 C.F.R. 12.212 and 48 C.F.R. 227.7202-1 through 227.7202-4, all U.S. Government licensees acquire the Product with only those rights set forth herein.

9.12 Immunity. If applicable and to the extent not prohibited or otherwise authorized by applicable law, each Party will be entitled to not less than the same benefits and protections afforded by any law, regulation or other applicable rule which extends protections to the other Party in any form, including, but not limited to, governmental or other immunity, indemnification or other protection. Neither Party will object to or interfere with the assertion of such immunity by the other Party.

9.13 Headings. The headings in this Agreement are inserted merely for the purpose of convenience and shall not affect the meaning or interpretation of this Agreement.

9.14 Signatures. This Agreement may be executed in the signature block below (if applicable) in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute one Agreement. This Agreement may be executed by facsimile or electronic signature. Notwithstanding the foregoing, this Agreement will be deemed to be executed upon the execution by the Parties of any Order Form incorporating this Agreement by reference therein.

9.15 Entire Agreement. This Master License and Services Agreement (including the SLP), together with the Dane County Contract and all of the other Agreement Documents, and all Order Forms (and SOWs, if applicable) entered into by the Parties, sets forth the entire agreement and understanding between the Parties hereto with respect to the subject matter hereof and, except as specifically provided herein, supersedes and merges all prior oral and written agreements, discussions and understandings

between the Parties with respect to the subject matter hereof, and neither of the Parties shall be bound by any conditions, inducements or representations other than as expressly provided for in this Agreement. No term or provision set forth or cross-referenced in any other document, including, but not limited to, any purchase order or payment documentation, will be construed to amend, add to, or supersede any provision of this Agreement.

10. DEFINITIONS

10.1 "Administrators" mean personnel of Client and Designated Institutions authorized by Client to access the Products on behalf and for the benefit of Client and such Designated Institutions, respectively.

10.2 "Affiliate" means, with respect to any entity, any other entity Controlling, Controlled by or under common Control with such entity, whether directly or indirectly through one or more intermediaries.

10.3 "Client" means the client specifically identified on the Order Form(s) or in the signature block of this Agreement (if applicable).

10.4 "Confidential Information" means the terms of this Agreement and all documents, material or information relating to the Services and the provision thereof, including, but not limited to, the Documentation, personally identifiable information regarding End Users and all other information that either Party treats as proprietary or confidential.

10.5 "Control" and its derivatives means legal, beneficial or equitable ownership, directly or indirectly, of more than fifty percent (50%) of the outstanding voting capital stock (or other ownership interest, if not a corporation) of an entity, or actual managerial or operational control over such entity.

10.6 "Designated Institution" means any Affiliate and/or any other institution, organization, entity and person for whose benefit Client is licensing one or more Products hereunder as specified in the relevant Order Form.

10.7 "Documentation" means Rave's then-current standard product and user guides and/or related documentation generally made available to licensees of Products, as such Documentation may be modified by Rave, in its sole discretion, from time to time.

10.8 "End Users" means individuals associated with Client and/or any Designated Institution who register with Rave or are otherwise eligible to receive and/or send messages from or otherwise utilize the benefits of the Services and individuals who independently register with Rave to establish a safety profile or are otherwise eligible to receive or utilize the benefit of the Services. During the term of the Agreement, Client may be responsible for notifying Designated Institutions and End Users that they are each subject to Rave's applicable then-current Terms of Use and Privacy Policy in connection with their respective operation and use of the Services (if applicable).

10.9 "Privacy Policy" means Rave's Privacy Policy, as such Privacy Policy may be amended by Rave, in its sole discretion, from time to time.

10.10 "Professional Services" means the separate support offerings for Client that are not included as part of the Support, but are provided by Rave at an additional cost as specified in the applicable Order Form(s), including, but not limited to, those related to the set-up, integration and training for each Product.

10.11 "Rave Representatives" means Rave and its Affiliates and each of their respective directors, officers, employees, contractors and other representatives.

10.12 "Support and Service Level Policy" or "SLP" means the Support and Service Level Policy for the Products set forth in Appendix 1 hereto.

10.13 "Terms of Use" means Rave's separate Terms of Use for Designated Institutions and for End Users, as such Terms of Use may be amended by Rave, in its sole discretion, from time to time.

10.14 "Third Party Service Provider" means a telecommunications, internet, voice broadcasting, voice messaging or other service provider providing mobile telephony, internet or other intermediary services to subscribers that allow or relate to the operation or use of the Services by End Users or a licensor or other third party from whom Rave has received sublicensing rights in connection with the operation or use of the Products, as the case may be.

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**APPENDIX 1
(TO RAVE MOBILE SAFETY MASTER LICENSE AND SERVICES AGREEMENT)**

SUPPORT AND SERVICE LEVEL POLICY ("SLP")

Purpose

This SLP sets forth Rave's undertakings with respect to providing customer support to the Client and the service levels associated with the Services provided to Client during the Term of the Agreement.

1. Service Reliability. Rave shall provide an uptime of 99.999% for the Services, subject to scheduled updates and scheduled maintenance and to any downtime caused by the Client or by Third Party Service Providers. For unplanned downtime (an "Event"), Rave will assign a trouble severity code based on Rave's assessment of the Event at the point of trouble identification. Rave will make adjustments to the trouble severity code based on how the Event proceeds.

Trouble Severity Code	Description	Initial Response Time	Status Update Intervals
Sev 1	"Sev 1 Error" means a catastrophic Event causing a complete (100%) loss of a key safety related feature of the Services	20 min.	30 min.
Sev 2	"Sev 2 Error" means a non-catastrophic Event causing a significant component of the Services to fail or to perform materially different than expected, creating significant inconvenience to the Client	For Events reported during normal business hours (9am to 5pm EST Monday through Friday), 24 hours from time of report. For Events reported outside of normal business hours, 24 hours from beginning of next business day	2 hour
Sev 3	"Sev 3 Error" means an Event that: (a) has minimal current impact on the Client, and (b) causes a malfunction of a non-essential Product feature.	For Events reported during normal business hours, 24 hours from time of report. For Events reported outside of normal business hours, 24 hours from beginning of next business day	As appropriate

2. Points of Contact and Escalations. If Client experiences an Event, Client may contact Rave's customer support hotline at 888-605-7163 available 24X7X365 or by e-mail at techsupport@ravewireless.com.

- Non-Sev 1 Events are submitted via email at techsupport@ravewireless.com.
- For Sev 1 Events, Rave will provide continual support until the Event is resolved.

Client and Rave will exchange ticket numbers for tracking an Event beginning with the initial report of trouble. Client may be required to interface with any third party hardware and software vendors, carriers or other service providers.

Client Contact Information (for escalation or technical issues)

	Contact Name & Title	Phone	Mobile	Email
1 st Point of Contact	David Janda, Assistant Director of Emergency Management	608-266-5950	608-219-9553	janda@countyofdane.com
1 st Escalation	Rick Lange, Response Equipment Specialist	608-284-6891	608-215-2552	lange@countyofdane.com
2 nd Escalation	Kevin Fosso, Operations Manager	608-283-2914	608-513-6233	Fosso.kevin@countyofdane.com

3. Carrier and Other Service Provider Related Service Guarantees. Rave does not provide any service levels or support with respect to any carrier or other Third Party Service Provider. Rave's sole responsibility with respect to carriers and other Third Party Service Providers will be to make commercially reasonable efforts to ensure availability of such third party's services.

4. Change Control Management/Update Management.

- Product Modifications by Rave: Rave may modify Products from time to time to install bug fixes and required updated (as deemed appropriate by Rave).
- Implementation of Updates/Maintenance: Rave will ensure that any planned maintenance and update events within the Products will be executed in a professional manner. Proper execution includes advance notification to Client by Rave.

- C. **Service Interruptions and Advanced Notification Requirements:** Rave will provide Client with at least 72 hours advance notice via e-mail of all planned maintenance activities resulting in any service interruptions or possibility of any service interruption that will have a direct impact on Services.

Rave shall perform emergency maintenance as necessary and will, if possible, give advance notice thereof to Client. "Emergency" shall mean that Rave has become aware of a problem that, if an immediate remedy is not implemented, will prevent Rave from continuing to support and provide the elements and aspects of the Services. Emergency downtime outside of the maintenance window will be counted as unscheduled downtime in determining whether Rave has achieved its service uptime goal.

5. Availability.

Rave will have no liability for unavailability of any Services caused, in whole or in part, by Client's use of the Services other than in accordance with the terms and conditions of the Agreement or the Documentation, by any Designated Institution's operation or End User's use of the Services other than in accordance with Rave's applicable then-current Terms of Use, or for any causes beyond the reasonable control of Rave or that are not reasonably foreseeable to Rave, including but not limited to, interruption or failure of telecommunication or digital transmission links and Internet slow-downs or failures, the failure or unavailability of any services provided by Third Party Service Providers or Emergency Service Providers, or any inaccuracy or insufficiency in any information regarding End Users.

6. Service Credits.

Credits for Failure to Achieve Service Level Standards: If Rave experiences any Severity 1 Downtime during a particular month, Client shall also be eligible to receive a credit equal to the pro rated dollar value of three (3) times the actual number of minutes during such month related to the service level failure. "Downtime" means the total number of minutes during such month that the Service was unavailable at a Sev 1 Severity Code during that month.

7. Credit Requests and Payment.

To request a credit, Client must send an email to Rave at finance@ravemobilesafety.com within ten (10) days of the end of the calendar month in which the failure occurred. Client must include the Client Name, Contact Name and email address, and dates and times of unavailability. If Rave confirms that you are owed Service Credits, we will issue a credit to your account within ten (10) business days. Credits may only be used against future billing charges.

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Schedule F – System Function and Features

Schedule F - System Function and Features

Rave Mobile Safety Response
RFP #119065: Public Emergency Notification System

	Comply	Does Not Comply	Comply w/ Modification	Cost of Modifications	Note
Public Registration Portal					
The application must include a hosted, web-based public registration	X				Includes phone application for registration as well.
The registration portal must be user friendly, with a simple interface that is intuitive and easy to use.	X				Includes phone application for registration as well.
The registration portal must offer the capability of customizing the question set, prompts, and data fields in the public user interface.	X				Many questions are pre-configured, but there is an ability to add additional questions in the registration process
The system should support portal branding for customization specific to Dane County.	X				Yes, multiple portals with specific branding can be created and linked to you existing sites.
The public registration portal must be compliant with the Americans with Disabilities Act requirements for accessibility.	X				
The registration portal must be available in multiple languages (specify languages supported at a minimum, if any).	X				Rave Alert's opt-in website where your community members subscribe and opt-in to receive alerts is fully translated in over 90 languages: Afrikaans Albanian Amharic Arabic Armenian Azerbaijani Basque Belarusian Bengali Bosnian Bulgarian Catalan Cebuano Chichewa Chinese Simplified Chinese Traditional Corsican Croatian Czech Danish Dutch Esperanto Estonian Filipino Finnish French
The public registration portal must provide both residents and commuters with the ability to create and maintain their account 24/7/365 via desktops, laptops, tablets, and other mobile devices.	X				Rave's portal and registration application are available 24/7.
Required fields must be clearly noted.	X				
The system must provide a mechanism for people to register for public alerts without requiring an email address.	X				Yes, Rave support email-less registration, including a Text to Opt In capability
The registration process must allow citizens to easily add a family member or add an additional address location without the need to create a new end user profile for each addition.	X				Yes, multiple people, addresses, numbers, emails are all supported
The system should support a mechanism to enable assistants to subscribe on behalf of members of the public who are unable to manage their own notification subscriptions online.	X				Yes, a caregiver or custodian entry capability exists in the registration flow, including ability to be listed as the contact for notifications of profile update requests. The Rave system drives a reminder process, which allows Rave to take on the roll of reminding citizens or caregiver/custodians a profile is in need of review.
The registration portal must support multiple addresses for subscribers, including residential as well as business addresses and commuter populations. Address location should be available for geographic selection and notification.	X				Yes, multiple addresses are supported and are able to be leverage for geo-selected alerts
The portal must allow citizens to explicitly opt-in to receive local emergency notifications.	X				The portal allows users to select what types of deliveries they wish to received, as well as via what modes of delivery and to what contacts.
The registration process must provide a mechanism for citizens to opt-in or out of weather notifications sent by the system.	X				The portal allows users to select what types of deliveries, including weather, they wish to received, as well as via what modes of delivery and to what contacts.
The registration process must allow citizens to select the methods by which they will receive notifications, including options for voice telephone, Email, and SMS text.	X				The portal allows users to select what types of deliveries, including weather, they wish to received, as well as via what modes of delivery and to what contacts.
The portal must include a simple, yet secure method for users to update their profile and notification preferences, including the ability to unsubscribe entirely.	X				The portal allows users to select what types of deliveries, including weather, they wish to received, as well as via what modes of delivery and to what contacts. The system also allows users to opt-out entirely.
Self registration data must be available for a range of administrative and system management reports.	X				Reporting is available in Rave Alert that allows emergency management to run geo-spatial queries on subscriber-provided information on special access needs, functional needs, disabilities, and other specific characteristics.
Landline Telephone Database					

The County will provide a database of residential, listed and unlisted landline telephone records, in ESRI Shapefile (point geometry) format, with approximately 90,000 entries countywide. Tabular data fields include name, address, phone number, service type, and lat-long coordinates.				
The proposed system must:				
a. Be compatible with ESRI GIS products.	X			Importing of ESRI shape files can be accommodated by simple conversion to .KML or .KMZ format. Rave leverage .kml file formatting.
b. Provide a means to import the residential telephone database.	X			This can be accepted in format mentioned, or sourced directly based on the desire of the county.
c. Create an operator-selectable map layer for geographic selection and voice telephone delivery of notifications originated by the County.	X			Landlines and self-registration subscribers can be selectively targeted using a geo-graphical selection, either through a manual radius, shape drawing, or through leveraging of existing shape libraries, Imported from other GIS systems.
d. Provide a mechanism for routine update of the County-provided database. It is expected that a complete, new dataset will be provided for update on a semi-annual basis.	X			Rave will update the data on the agreed upon schedule.
e. Make imported data available for a range of administrative and system management reports in the system.	X			Rave provides a robust set of reporting capabilities, which are exposed through the administrative interface
The Proposer is expected to supply a commercially available database of publically listed non-residential landline telephone records. The non-residential landline database must:				
a. Be a Countywide dataset.	X			Rave can source the data as described for the county.
b. Not include residential records.	X			The data can be exclusive of residential records.
c. Include published numbers only. (No unpublished/unlisted non-residential numbers)	X			The data that is provided can be exclusive of non-published/unlisted residential numbers.
d. Include business/commercial, institutional, and government listings.	X			Yes, information can be detailed to provide the requested contacts
e. Be geocoded by address and presented as an operator-selectable map layer for geographic selection and voice telephone delivery of notifications originated by the County.	X			Geo-coding of this data will be automatic for use in geo-targeted alerting.
f. Provide a mechanism for routine update. It is expected that an updated dataset will be provided on an annual basis.	X			Rave will maintain and update the data on the agreed upon schedule.
g. Be available for a range of administrative and system management reports in the system.	X			Rave provides a robust set of reporting capabilities, which are exposed through the administrative interface
General Messaging Requirements				
The system must provide the means to initiate and deliver a notification message to all registered and imported users on a 24/7 basis.	X			Rave's notification solution is available to initiate and deliver messages to all registered and imported users 24/7. In addition, we provide a 24x7x365 technical support line where a Rave support employee can create and send notifications on behalf of clients experiencing messaging issues. We also provide phone and email support for other issues.
The system should be available over standard Internet clients.	X			Access to the hosted platform can be achieved by any data connected device, such as computer, tablet, and mobile phone.
The system must be available for alert activation on all popular smartphone and tablet operating systems.	X			Rave Alert, through a secure, mobile-friendly website, can be accessed from any device with internet connection. Our interfaces are mobile-responsive, so they automatically size to any device, including computers, mobile phones, tablets running iOS, Android, and Blackberry OS. We also test against the current version and one version back of: Google Chrome Mozilla Firefox Apple Safari Microsoft Edge Microsoft Internet Explorer (current version only) Mobile browser versions on iOS, Android, and Windows Phone The interface maintains the same structure regardless of device, browser, or location, so even if they have to access the system from a different device your administrators can quickly navigate the familiar interface.
The system should support the following notification methods:				
a. SMS Text	X			Yes, fully multi-modal. Text, Email, Voice, RSS, CAP (Inbound and outbound), IPAWS, push notifications to subscriber app are all supported.
b. Email	X			Yes, fully multi-modal. Text, Email, Voice, RSS, CAP (Inbound and outbound), IPAWS, push notifications to subscriber app are all supported.
c. Telephone Voice (prerecorded messages and text to speech delivery)	X			Yes, fully multi-modal. Text, Email, Voice, RSS, CAP (Inbound and outbound), IPAWS, push notifications to subscriber app are all supported.
d. RSS feed for website updates.	X			Yes, fully multi-modal. Text, Email, Voice, RSS, CAP (Inbound and outbound), IPAWS, push notifications to subscriber app are all supported.
e. Common Alerting Protocol messages:				
1. Send OASIS-compliant Common Alerting Protocol (CAP) message as a CAP Producer	X			Yes, fully multi-modal. Text, Email, Voice, RSS, CAP (Inbound and outbound), IPAWS, push notifications to subscriber app are all supported.
2. Receive and redistribute an OASIS-compliant CAP message as a CAP Consumer	X			Yes, fully multi-modal. Text, Email, Voice, RSS, CAP (Inbound and outbound), IPAWS, push notifications to subscriber app are all supported.
f. IPAWS-OPEN messages for FEMA approved Collaborative Operating Groups (COGs)				
1. Send messages to FEMA's IPAWS-OPEN platform	X			Yes, fully supports IPAW-OPEN in both production and against the FEMA testing platform
2. Provide an interface to FEMA's IPAWS-OPEN testing platform as well as to production systems	X			The platform can accommodate setup against your production key as well as the FEMA testing platform
g. Mobile application subscribers				
Describe any limit on the number of SMS messages processed through the proposed system. Describe how the number of messages will affect delivery of messages.	X			Rave Mobile Safety has extensive throughput capacity, upwards of 3K SMS messages per second as well as highly reliable retry logic which has been tested in the most strenuous of circumstances to accommodate delivery in the most challenging environments and situations.
Proposer must demonstrate sufficient monitoring to ensure SMS delivery. Please describe any monitoring performed to ensure end-to-end SMS message delivery.	X			All Rave Mobile Safety system and infrastructure are continuously monitored for availability with numerous application and operational frameworks. In addition, we monitor 3rd party integration points such as our redundant SMS aggregation service providers. Finally, we have a suite of automated performance and uptime tests that run throughout the day to check system function and availability. Our SMS infrastructure works on a hot/hot premise, whereby all available means of delivery of SMS are available at once. This not only provides for maximum throughput, but also ensure maximum redundancy with no delays for cutovers.

The system must allow for administrators to define ad hoc target audiences based on query parameters within the system. Creating a new recipient group or list must not require a query to be run in another system.	X			There is a query positioned to not only allow you to create lists or groups for your employees, but also to create a query of the self-registered data for items such as mobility issues, inability to self-evacuate, need for electricity to support life sustaining equipment and a host of other self-registered captured data. These queries can deliver the target list for notifications, or be exported for use in pre-planning or in incident management. These queries are also capable of having a geographic component. For instance an area of evacuation can be selected along with those with mobility issues, so that you can plan for evacuation, as well as communicate that plan to the citizens in a single flow process.
The system must provide a means for the operator to target all landlines and self-registered users within a given geographic area.	X			Yes, all landline data that is loaded is then able to be selected using either adhoc or stored shapes for notification
The system must provide a means to target individual, a subset, or the entire set of contacts known to the notification platform.	X			Yes, the system can allow for delivery of notifications from anything from a single user to all users in the system and any variation in between.
The system should support responses to alert messages.	X			Yes, responses can be accommodated via text, email and voice, in addition to a method of polling that is unique to Rave, which can be used, for instance in a wellness check. This method of polling for specific responses can even include a request for the person responding to share their location back to the admin interface. The capture of location can be accommodate on text and email sends and DOES NOT REQUIRE the person responding to have an app installed.
The system must provide a single workflow to support multiple-message alert campaigns, such as the ability to send follow-up messages to previously messaged users.	X			The Rave Alerting solution provide a follow-up alerting function that can be driven off a number of different parameters, such as whether or not they have responded to an alert, or a specific poll question, or even based on the specific response provided. This allows a single process for gathering information, while at same time directing new communications back to those who have responded with specific and pertinent instruction.
The system should support a function to send a message to recipients who have responded, or to select non-respondents in a single workflow.	X			Yes as described above
The system should provide functionality to ensure that content in templates is not sent without first updating placeholder text.	X			Yes, the system provides for placeholder functionality, which prevents a user from sending a message without addressing the placeholder within a template. An example of this may be a bomb threat being reported. A placeholder for location of the threat may be inserted into the template, forcing the alert sender to address the updating of that placeholder prior to sending.
The system must allow the creation, saving and editing of "canned" alerts	X			Dane County can pre-save message content, recipients, and delivery settings in an unlimited number of templates. Templates allow you to predefine every aspect of an alert, including specific content for each delivery mode and recipient targets. Template values can be edited at runtime if an alert author needs to adjust them to the situation. For administrators with access to many templates, the interface includes a built-in search function and allows you to assign tags to quickly locate templates when you need them.
The system should provide users the ability to set their own communication preferences (e.g. email and SMS, no email, etc.).	X			Yes, end users decide how they are to be messaged (what modes of delivery)
The system should support the use of rich text, images and access to other content and resources in email messages.	X			Yes, the system supports full HTML email, which includes ability to brand multiple email templates with various headers and footers matching to your county's varying agencies, ability to drop maps or images into the body of the email, and ability add attachments to the email
Text messages should be brief, and include a link to a vendor hosted website with full message information, map images, and attachments.	X			Text message length is limited to 160 characters and supports insertion of links to any site desired. In addition push notifications to app provide for longer messaging with included voice playback
The system should support file attachments to email messages.	X			Yes fully supported
The system should support automated insertion of customized email headers and footers, such as the ability to include logos and other images, hyperext links, and more.	X			Yes, you can create as many email templates as desired with headers and footers based on the agency or organization within the county
The system should support configurable email branding for multiple brands. For example, the ability to support individual department, sender name, reply mailboxes, and customized header and/or footers for messages.	X			Yes, you can create as many email templates as desired with headers and footers based on the agency or organization within the county
Proposer must warrant that the system telephone number databases shall not be availed, sold, or otherwise, to tele-marketers or other solicitors.	X			Agreed. Part of Rave's Privacy Policy which is available on the bottom of every page within the Rave platform.
The system shall provide an interactive capability by including provisions for touch-tone responses on request.	X			Should touch-tone responses be desired, that is simply a selection within the alert send flow. You can detail what each press of the button means in terms of response and convey as part of the voice message.
The system should provide an interactive capability by including provisions for SMS responses on request.	X			Yes, SMS responses are able to be accommodate and are viewable within the standard reporting capabilities of the platform. As mentioned prior, they may also be leverage against the follow-up reporting capability to specifically message those who have or have not responded.
The system shall be able to detect and re-call busy, no-answer, and operator intercept telephone numbers upon request.	X			Caller IDs can be stored in re-usable "voice profiles" that are available for instant recall when sending a notification, minimizing data entry requirements for the administrator.
The system should allow for configurable caller ID used with voice alerting.	X			Yes, caller ID can be configured either during alert send, or as a set of voice profiles, similar to email, which can be specific to departments or organizations within the county.
The system should allow for a prerecorded introductory message to precede voice alerts in order to introduce the alert (including Text-to-Speech) in order to improve alert authenticity and effectiveness.	X			Yes, a human recorded voice message can be recorded and pre-pended to all voice messages.
The system should provide for a configurable number of voice message replays.	X			Yes, you may increase or reduce the number of message replays on each voice alert.
The system must provide a secure means that allows the operator to record a voice message with a single click, such that the operator is not prompted to key in user-ids, passwords, or message codes.	X			Yes, the recording can be created off of a single click, which generates a call to the user, who can then record the message for the alert send.
The system must support Text-to-Speech generation of voice alerts. Solution must provide a secure means in which to preview the resulting translation with a single click, such that the operator is not prompted to key in user-ids, passwords, or message codes.	X			Yes, TTS is supported and a preview of the message prior to sending is available.
The system should provide a means for a system to prompt the operator to create recorded messages.	X			Yes, the alert sender has a number of options which allow for quick creation of the voice message, but also will not allow a sender to proceed without creation of the message.

The system should provide a supported mechanism to fine-tune text-to-speech pronunciations.	X			Yes, some locations have difficult to pronounce names, so Rave provides an ability update a library for those to allow proper voice pronunciation.
The system shall provide a method for publishing alerts via RSS to subscribing web sites or personal RSS readers.	X			Rave Alert supports posts to unlimited RSS feeds. You can assign individual administrators access permissions to specific RSS channels as needed, governing access to RSS alerting modes as a whole or distributing permission to different RSS channels across organizational boundaries. RSS can then be used, with permission, to update web-pages, electronic signs, etc.
The system must allow for administrator-defined call throttling rules to slow outbound dialing, reducing the chances of congestion and subsequent call retries for voice-based alerting.	X			Rave provides an easy to manage proactive throttling mechanism, which can be used in conjunction with our reactive and automatic throttling. The proactive throttling allows you to set specific throughput levels to assist with avoiding network issues.
The system must give the system administrator the ability to designate the length of time for which voice telephone message deliveries will be attempted, and the number of delivery attempts.	X			Yes, these are standard settings within Rave Alert. Rave Alert allows for setting of both the number of retries as well as the retry wait interval between attempts.
The system must allow the administrator to designate whether detection of a voice mail or answering machine constitutes a "confirmed delivery" or "unsuccessful delivery." If "unsuccessful," the system must continue to attempt to deliver the message to the telephone device or other devices until such time that the number of attempts or duration of call-outs has expired.	X			Yes, voice mail detection is optional and can be leverage to recognize whether or not a human or a voicemail system has answered the call. The system allows for the continuation to leave a message on the receiving platform based on the appropriate queue, and reporting will indicate if there was an answering machine detected. All retry logic remains in place for these as well.
The system must give users the ability to record voice messages in multiple languages (English, Spanish, Hmong, Russian, and others).		X		Currently Rave TTS is available in English. Google TTS translation is being deployed for estimated availability by end of 2019
The system must be capable of allowing message recipients to select the available language in which they wish to receive the message.	X			This is part of the registration process and currently is supported for Text and Email translation
System must work across all major wireless carriers and wireless phone models, including message delivery to delivery to smaller local and regional carriers.	X			Rave supports over 100 mobile carriers
Proposer must demonstrate an effective SMS delivery architecture.	X			Rave SMS Infrastructure is highly redundant, including 4 of the 5 US tier one aggregators in addition to direct bind with some major carriers, like AT&T. Our SMS delivery capacity of 3K/second is industry leading.
The system must allow operators to post notifications to the County's social media feeds.	X			You can post directly to Twitter and Facebook through Rave Alert. You can post to specific Twitter pages, Facebook wall feeds, or groups, and limit alert author access to specific sites and accounts as needed. We support unlimited Twitter accounts and Facebook pages, wall feeds and group structures. We offer role-based access controls that enable different administrators to post to different social media pages, so your participating organizations can update their own pages and feeds.
The system must allow the operation with the ability to specify a single set of message content, and automatically deliver the common message content across all notification methods.	X			Rave allows for a cascading of message content across all modes of delivery, in addition to being able to add additional details to certain modes of delivery should that be desired.
Proposer must provide, and support a mobile application that provides substantial functionality and ease of use to members of the public, free of charge to the end user.	X			Yes, the platform incorporates a Android and IOS compatible mobile app for both management of their accounts, as well as receiving of App push notifications.
The mobile app must support both Android and IOS mobile operating systems.	X			Yes, the platform incorporates a Android and IOS compatible mobile app for both management of their accounts, as well as receiving of App push notifications.
The mobile application must provide robust accessibility features for people with disabilities and be fully compatible with mobile operating system accessibility controls and standards.	X			Compliant.
Proposer system must support automated weather notifications to subscribers. Weather notifications should be based on address location within the watch and warning areas defined by the National Weather Service.	X			Yes, in addition to address location for registered users, the app also incorporates the adoption for national weather notifications. For instance if someone is travelling outside of the county into an area that is experiencing a Tornado warning, their proximity within the NOAA weather polygon for that warning will cause an app push to them for awareness. This is in effect an app that allows for a nationwide severe weather alerting option, again in addition to the weather notifications specific to their registered address or addresses.
The system's weather notification monitoring source must be timely and highly reliable; either FEMA-IPAWS or an NWS CAP compliant "push" source.	X			Rave monitors the FEMA All-Hazards Feed
Weather notification templates and filters must be fully controlled and managed by the system administrators.	X			Yes, templates to include modes of delivery and delivery audience are managed by the administrators of the system. In addition, types of warnings, and other parameters, such as location parameters are also fully configurable.
The system must provide the ability for operators to create and schedule messages for delivery in the future.	X			Rave Alert supports scheduled alerting in a convenient user interface well integrated with standard alert and alert template creation. When selecting delivery options for a specific alert, the administrator chooses between "Send Now" and "Future Date"; when Future Date is selected, the administrator is prompted to enter the time and date for scheduled delivery at any time in the future.
The system must allow the operator with the ability to stop or cancel an in-progress notification.	X			Scheduled and in-progress alerts show on Rave Alert's home page, with a button control to cancel the notification. You can also cancel a notification from the reports page. Cancelling an active notification shuts down all messaging queues and scheduled retry behavior.
Geographic Information System (GIS) Notification				
The system must provide system operators with the ability to use a GIS interface for delivering notifications.	X			Yes, Rave provides a map-based alert send component, capable of being leverage for alert sends. In addition, the map-based component houses a library of shape files, either created or uploaded in advance from existing GIS platforms. These shapes can be used to detail the area to be messaged, which will then send messages to those with addresses within the shape, as well as to those with the subscriber application that are physically within the shape.
The operator must have the ability to search for a residence or business by searching for an address, landmark, or other commonly-used geographic search criteria.	X			Yes, there is a search field allowing for this type of search within the mapping component of the send flow. In addition to the shape file library that is available.

The system must provide operators with the ability to use the GIS interface to search maps and use search results to select a notification area.	X			Yes, there are actually two map-based components, the one previously described, which is simply a choice of geographic area to message. The other is associated with our RavePrepare query process. You can select an area on a map, or use a shape from the library and then do a search based on all of the users within that shape to query against various components of their profile, such as age, mobility issues, need for electricity, ability to evacuate etc. The results of these queries can then be leveraged for purposes of alerting, or for management of an evacuation or other such evolution.
The search results (e.g. end user locations, imported and self-registered) must be displayed as identifiable points on the map.	X			Yes, continuing from above, the matching results based on those queries are plotted to a map, allowing for a once click drill down into the details of each address and why that address matched that particular query.
The search results must produce a list and record count of end user contacts and locations.	X			Yes, this query can be used to create a list for messaging purposes, and can be printed or exported for easy .csv import to other GIS systems. The print and export versions of this data include all pertinent details, such as address, lat/lon, reason for matching query, contacts and individuals associated.
The search results must allow system operators the ability to find, display, and exclude records from the messaging process.	X			Yes, the export of this data will allow for complete management of the data to adjust for messaging as needed.
The system must support all features required for IPAWS-OPEN geographic selection processes.	X			Yes, Rave fully supports IPAWS-OPEN and has an instance of Rave running at the FEMA Testing lab for any customers desiring training or that may have any questions. Rave of course offers specific training on IPAWS as well and our Customer Success Managers will ensure you have everything you need to be successful with the entire platform, to include IPAWS.
Must support targeting and location display of end users associated with imported GIS data and self registration sources.	X			Yes, the mapping function supports all geo-tagged data. This includes both self registered data, as well as data loaded, such as landline data provided by the county or sourced by Rave.
System administrators must have the ability to import ESRI shape files.	X			Through Rave Alert, you can import GIS shape files from ESRI in .KML or .KMZ format.
Must have the ability to store a library of stored shapes for instant selection.	X			Rave Alert contains a powerful, access-controlled, re-usable Shape Library function where administrators can easily store and retrieve shapes.
Must support standard drawing features within user interfaces, including polygon shapes, radius, and other options as appropriate (zoom features, different map overlays, undo, etc.).	X			Yes, standard mapping functions are available. Understanding that not all shapes may be pre-saved, we provide the ability to draw polygons, radiuses and search addresses or locations for centering the map for adhoc creations.
Must support the ability to send alerts to geographically selected users as well as other logical delivery groups.	X			Yes, geographical alerting is a method of choosing who is to receive a notification, but other ways to target users for messaging are available. Citizens may specifically opt into messaging for emergencies, but also for less emergency reasons, like trash collection updates, or community updates. You also will have the ability to manage your internal user lists, for departmental messaging and other internal county messaging.
Must provide the ability to send any number of follow-up messages using the same geographic targets without requiring additional selections.	X			Yes, follow-up alerts allow you to target and re-target the recipients of a geo-selected alert
Must provide the ability to configure the onset and duration of geographic alerts so that they remain active as long as needed for a specific event.	X			Yes, lifespan is a component of the alert send sequence. This becomes particularly useful in the app push process. For instance, if there is an active alert for an area, and someone should at some point commute into that area, they will receive the push notification to their application.
Group Notifications				
The system must provide tools allowing the administration of all aspects of accounts created for internal users.	X			Yes, admins have full access to the internal user base, with ability to add edit and delete.
The system must manage user account and contact data for internal users entirely separately from citizen users	X			Yes, the data is logically separated and detailed specifically within the available lists with the alerting platform.
When drafting and sending notification messages, internal users can be targeted separately from citizen registrants.	X			Yes, you will select specifically the internal and external lists of users during the send flow.
Contact information for internal users is managed separately from citizen users. Modifications to citizen user accounts created by employee users must not affect internal notification contacts or preferences.	X			Yes, the data is separately managed, which means you can easily leverage your county systems to systematically manage internal contacts and the accounts and data have no impact from the data which is self-registered. Internal data management will have no impact on self-registered data, and likewise, self-registered data management will not impact the internal contact records.
Staff and employees with both citizen and staff accounts must not receive duplicate messages during notification campaigns.	X			The Rave system will de-duplicate the sends to each contact point, so we will never duplicate a message to same contact point.
The system should allow administrators to create and manage their own groups.	X			Administrative rights can be provided to allow admins to create and manage their own groups as needed. Rave Roles Based Access Controls allow you to grant finite controls of the base of contacts a user has access to as well. This means you can provide a department admin the ability to manage their department users and list, but also to create additional sub-lists that include any or all of those records.
Internal users can have membership in more than one group.	X			Internal users can have membership in more than one group, and group messages are always automatically de-duplicated to the device level at send time.
System administrators must have the capability of adding attribute fields to the internal user database. Custom fields must be available for query.	X			Yes, the internal user record contain attribute fields such as Department, or Building, which allows you to then create user lists using queries against those attribute values. For instance, a list could be created for everyone in "building A", which would be a query that is defined as any user with a building attribute of "building A."
The system must have the capacity for importing and exporting internal personnel data.	X			Yes, this is true in two ways. We provide access to a systematic tool, our Smartloader, which allows for an ongoing systematic loading/synchronization of data, which allows you to keep your county data in lockstep with the Rave data. Other options also exist to process import and export of data from with the user interface on a more adhoc or as needed basis.
The system should have the ability to generate a static or dynamic notification distribution list based off of data queries.	X			Dane County can target all subscribers with specific data attributes via a graphical query builder. A dynamic list selects all subscribers in your system that match targeted data attributes and delivers an alert to these subscribers. Fixed lists can be created either on the fly or in advance based on any criteria you deem necessary. These can be loaded via .csv or even selected by finding individual records to add one at a time.
System Administration and Reporting				
The system must have the capability to assign complete access to all functions and user data to multiple administrators.	X			Yes, Rave supports unlimited administrators. Rave also supports unlimited administrative types, meaning the capabilities of certain users can be limited to allow them to accomplish their specific tasks, but limited to not overstep their reach.
Administrators must have the ability to assign access and operational privileges to individual users.	X			Yes, Rave Admins can create roles and provide individual users with their respective role level of access.

The system must provide administrators the ability to establish user-defined fields, including fields that help establish contact membership in groups.	X			Yes, Rave's attributes provide this functionality.
The system shall provide a comprehensive call, sms and email reporting capability. Activation reports shall be provided to the client at the start of notification and after every event.	X			Rave Alert provides a suite of real-time reports that give the administrator visibility into the success of their notification at the per-message and per-subscriber level of detail, so you always know the location and success of your notifications.
Proposer must provide reports down to the individual recipient level across modes.	X			Yes, contact level reporting is available on all modes of delivery, text, email, and voice.
Proposer solution should provide tools for administrators to manage user information within the system	X			Yes, Admins with appropriate level of access can manage individual contact data with the system
Proposer solution must provide reports that detail the integrity of the contact information in the system. Examples include reports of undeliverable emails or phone numbers.	X			Yes, Rave provide a detailed reporting of data integrity. The system also runs a variety of freshness checks on the data, such as carrier associations, which allows us to be more effective in ensuring the contacts are associated with the correct delivery path and methodology.
The system must produce reports that can be viewed "real time" and as "snap shot" reports produced at intervals or upon completion of a notification instance.	X			Rave Alert provides a suite of real-time reports that give the administrator visibility into the success of their notification at the per-message and per-subscriber level of detail, so you always know the location and success of your notifications. These reports include: Alert Dashboard - single console view of all Rave Alert reports Alert summary reports - provide real-time visibility into the number of messages sent by mode, messages still pending, notification successes as available, any message failures, and aggregate responses. Summary reports link to detailed reports as well as to real-time response reports; the master summary report links to a summary report targeting unique data for the delivery mode, e.g., Text/SMS, email, voice, RSS, Alertus, et. al. This alert Summary also includes snapshot of time to 85%, 90%, 95% etc. Detailed alert reports - provide user by user details on the specific notification, including number of retry attempts, timings and statistics, whether an answering machine was detected, user responses, call connects, etc. Data integrity reports - available after an alert send and provide details into delivery issues (e.g. bounced email addresses, phone numbers that were undeliverable) Domain level reports - provide visibility into the number of registered users, those who have validated their phone numbers, and the most popular/active groups. Domain reports also include output of Rave Alert's unique proactive contact validation processes
The system must give users ability to export reports in PDF, HTML, and CSV formats.	X			Yes, reports are fully exportable.
The system must produce a variety of reports that provide status information on specific notification instances including:	X			
a. Date and time.	X			All Alerts are date and time stamped.
b. Name of the individual who activated the notification instance based on user log-in.	X			All Alerts are tagged with the alert sender.
c. Summary statistics including: total recipients, total confirming receipt/not confirming receipt, percentage confirming/not confirming receipt.	X			All reports have associated reporting to include such items as number of records messaged, number of contacts messaged by mode all with success and failure values and percentages. Response or receipt verification is also available within reports and then can be leveraged using the follow-up alerting function to reach those who have yet to confirm delivery, should that be desired.
d. Detailed calling information including: name of individual or business called, result of each call (successful/not successful), call disposition (answered, busy, no answer, voicemail).	X			Yes, this is standard reporting functionality within Rave's Voice reporting function
The system must provide "administrative" reports including:	X			
a. Login history by date and time, user, and by action taken	X			Yes, available.
b. Contact database details including group membership, and privileges	X			Yes, detailed contacts reports are available.
c. "Business rules" showing pre-determined parameters established for group notifications	X			Our list export system will expose the business rules surrounding the various notification groups.
d. User-designed ad hoc reports designed using key fields of information	X			Since reports are exportable, customization is typically managed via manipulating the exports.
TOTAL				