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**MADISON COUNTY FISCAL COURT**
**MADISON COUNTY, KY**
**RESOLUTION 20-111**

**A RESOLUTION APPROVING BID AWARD PENDING NEGOTIATIONS TO ASC MASS NOTIFICATIONS SOLUTIONS FOR CSEPP OUTDOOR SIREN SYSTEM**

**WHEREAS,** the Madison County CSEP Program requires multiple systems to be able to alert the public in an emergency; and

**WHEREAS**, the Madison County CSEP Program has utilized an outdoor siren radio alert system before; and

**WHEREAS**, the Madison County CSEP Program needs an upgrade to a more cost effective and reliable system capable of alerting the public for multiple emergencies which will replace the current outdoor sirens; and

**WHEREAS,** the Madison County CSEP Program team along with the CSEPP consultants, Mission Critical Partners has researched this bid and concluded that awarding the bid to ASC Mass Notifications Solutions pending negotiations would be in everyone's best interest for the remainder of the CSEP Program and beyond, which is attached hereto this Resolution.

**NOW, THEREFORE, BE IT RESOLVED THAT THE FISCAL COURT DOES HEREBY APPROVE THIS RESOLUTION AND AUTHORIZES THE JUDGE EXECUTIVE TO EXECUTE SAME ON BEHALF OF THE COUNTY.**

Motion made by Tom Botkin, seconded by Roger Barger.

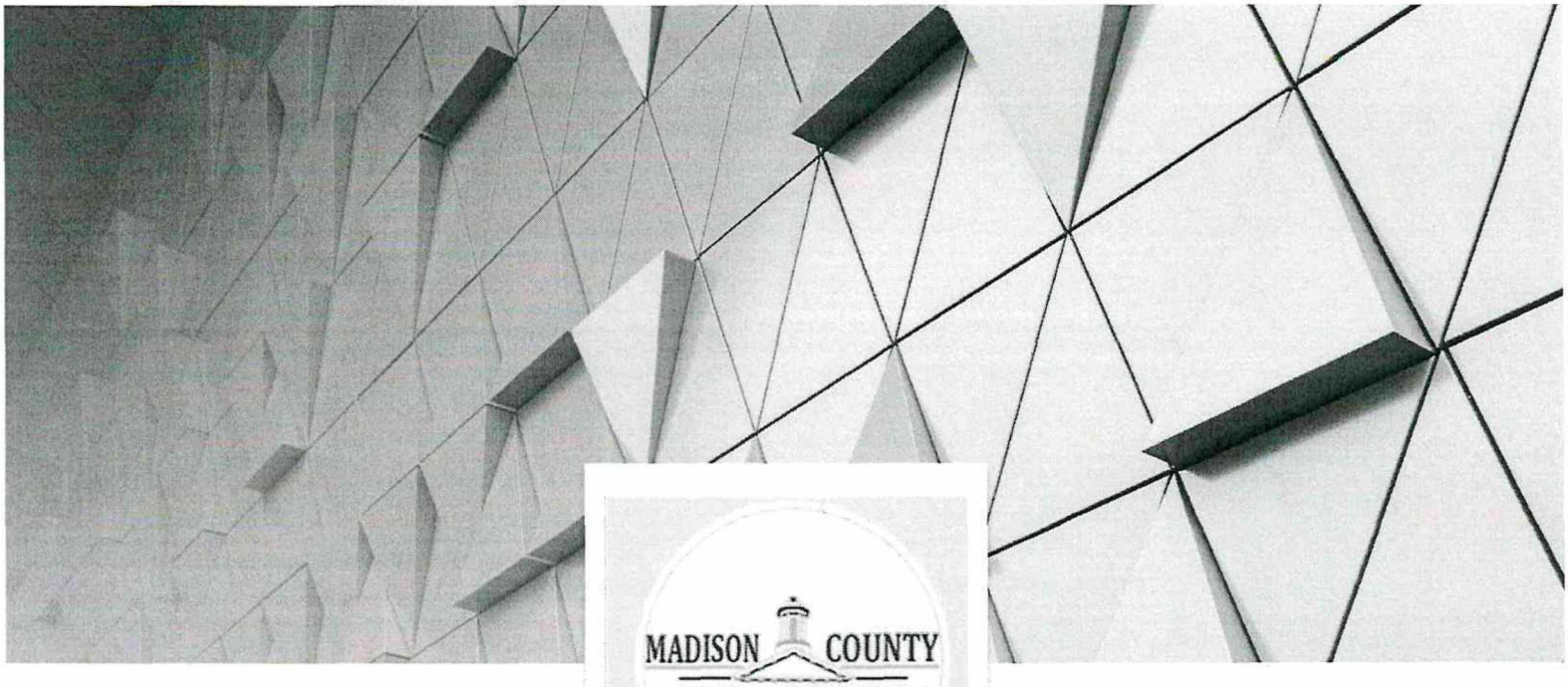
| Vote: | Yes | No |
|---|---|---|
| Judge Reagan Taylor | X | |
| Magistrate Larry Combs | X | |
| Magistrate John Tudor | X | |
| Magistrate Roger Barger | X | |
| Magistrate Tom Botkin | X | |

**Signed:**

Reagan Taylor
Madison County Judge Executive

**Attested:**

Kenny Barger
Madison County Clerk



MADISON COUNTY
EMERGENCY MANAGEMENT/CSEPP

# Outdoor Siren Warning System

## Request for Proposal Evaluation

PREPARED OCTOBER 2020
FOR THE COUNTY OF MADISON, KENTUCKY

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# Executive Summary

Madison County, Kentucky, (County) issued a request for proposals (RFP) for the design and procurement of an emergency outdoor warning system (EOWS), including installation, acceptance testing, and on-going maintenance support, on August 14, 2020. The proposed outdoor siren system will provide emergency warnings to the public in support of the region's Chemical Stockpile Emergency Preparedness Program (CSEPP) and Madison County's Emergency Management Agency (EMA). CSEPP's goal is to improve the emergency response capabilities of communities that surround chemical stockpiles.

On or before September 25, 2020, the County received project proposals from the following five vendors (listed in alphabetical order):

- American Signal Corporation Mass Notification Solutions (ASC)
- Acoustic Technology Incorporated Systems (ATI)
- Federal Signal
- Mobile Communications America (MCA)
- Safer Services (Safer)

FEMA Technical Engineering Support (FTES) specialists conducted a comprehensive evaluation of the five proposals, focusing on the following three areas:

- Compliance with RFP requirements
- System costs (including maintenance and spare parts)
- Overall project approach, product, and deliverables

Based on the evaluation of the five proposals, FTES identified ASC's proposal to be the most thorough and comprehensive. Although, Safer's base bid is the lowest cost, ASC provided the best cost to benefit over a five-year period.

# 1 RFP Compliance Determining Factors.

The siren RFP contained a compliance matrix, which identified each vendor's level of compliance with every section and subsection of the RFP. Each of the three choices (Comply, Comply with Clarification, and Exception) were weighed in the analysis and FTES's selection.

FTES's comprehensive analysis focused on eight critical functions of the EOWS project: project overview, instructions, siren system, grounding, implementation, quality control, testing and acceptance, and warranty, maintenance and support. Table 1 highlights overall compliance by each vendor and notes where exceptions or clarification have been taken.

Table 1: Proposal Compliance

| RFP Section | Description | ASC | ATI | Federal Signal | MCA | Safer |
|---|---|---|---|---|---|---|
| 1 | Project Overview | Yes | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | Yes |
| 2 | Instructions | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | No | Yes |
| 3 | Siren System | Yes | No | Yes, with clarifications and/or exceptions | No | Yes, with clarifications and/or exceptions |
| 4 | Grounding | Yes | Yes | Yes | Yes, with clarifications and/or exceptions | Yes |
| 5 | System Implementation | Yes | Yes | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | Yes |
| 6 | Quality Control | Yes | Yes | Yes | Yes | Yes |

| RFP Section | Description | ASC | ATI | Federal Signal | MCA | Safer |
|---|---|---|---|---|---|---|
| 7 | Final Testing and Acceptance | Yes | Yes | Yes, with clarifications and/or exceptions | Yes | Yes |
| 8 | Warranty, Maintenance, and Support | Yes | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | Yes, with clarifications and/or exceptions | Yes |

## 1.1 ASC

Overall compliance is strong. ASC has been in the outdoor warning siren system business since 1942. In addition to tsunami warning systems, ASC has extensive experience with installations of siren systems for nuclear generating stations and military bases. ASC owns and operates five service centers, which are in Wisconsin, Georgia, New York, New Jersey, and Texas. The top three staff members that would be assigned to this project have more than 15 years of related experience.

ASC proposed an 800-megahertz (MHz) with very high frequency (VHF) option for backup with a reduction to 70 sirens: 66 Tempest T-128 rotational tone-only and 4 Clarity High Power Speaker Arrays for tone and voice alerting for the Kentucky University (KYU) site.

The two sections clarified are non-substantive. There is no local presence in the Madison, Kentucky area. ASC did not offer a trade in value.

The pricing sheet will require some clarification on the extended totals for items without a discount.

The ASC proposal includes a one-year full warranty with 24/7/365 monitoring. There are some components that have a five-year and ten-year warranty. ASC has proposed a robust follow-on maintenance option. They are committing to a two-hour response time and four-hour restoration timeframe.

ASC proposed a base bid cost of **$2,064,905.59** and a monitoring and dispatch maintenance cost over five years totaling **$268,750.00**

## 1.2 ATI

ATI was non-compliant due to an alternative system proposal and the proposal lacks some necessary detail regarding a project plan.

ATI was founded and incorporated in 1981. They began as an acoustic consulting firm and expanded their business into community warning systems. Experience in similar project installations

is minimal. Most of the staff that may be assigned have experience in other variations of acoustic technology.

ATI is proposing an alternative VHF system with omnidirectional speakers, which is not compliant with the system requested. They are proposing 70 watt (W) omnidirectional speakers. ATI is partnering with Davis Elliot Company (Lexington, Kentucky) to provide the composite pole installations and de-installations as well as maintenance and support.

ATI had several clarifications and two exceptions. They are proposing omnidirectional versus the rotating speakers on a VHF. ATI's communications are based on conventional VHF Motorola CM 200d radio communications between the central control units and the speaker array.

ATI is offering a trade-in of $203,504 for existing equipment. Fifteen-year preventative maintenance cost is included.

ATI proposed a base bid cost of **$1,975,873.70** and preventive maintenance (including on-call support) cost over five years totaling **$388,873.71**.

### 1.3 Federal Signal

Federal Signal is overall compliant, with caution. Federal Signal took numerous exceptions and clarifications that will have implications during negotiations and will likely impact price.

Federal Signal has been in the public safety and security business for more than 115 years. Federal Signal has designed an 800 MHz system with a standalone VHF proposed for backup. They are proposing 69 sirens total: 65 2001-130 mechanical rotating tone-only sirens and 4 MOD8032BC electronic omnidirectional speaker arrays.

Federal Signal has extensive experience, including in Kentucky and with CSEPP.

Federal Signal is offering two quotes: one with Harris radios and one with Tait radios. Federal Signal is proposing a subcontractor out of Kentucky (West Shore) and another subcontractor (AMK) with distribution points in Kentucky and Indiana; both have extensive related experience.

Federal Signal proposed a base bid cost of **$2,681,361.75** and an all-inclusive field service coverage cost over five years totaling **$468,362.00**.

### 1.4 MCA

MCA is not compliant and provided a weak overall proposal.

MCA proposed a VHF system with ultra high frequency (UHF) backup and concrete poles. The proposal submitted by MCA is not very detailed.

Multiple issues may arise during contract negotiations due to lack of detail related to the scope of work, vendor and staff qualifications, equipment, costs, and other details. They have taken

numerous clarifications and exceptions in the compliance matrix; most of those issues are related to items they prefer to negotiate or discuss further if awarded a contract. No trade-in value was offered for existing equipment. MCA took exception to response times and severity levels. The UHF backup system they are recommending will be an additional price.

Pricing is not separated out, which makes it impossible to compare. As such, pricing was not audited. MCA proposed a base bid cost of **$3,398,655.40** and a support cost over five years totaling **$1,176,674.13**.

### 1.5 Safer

Overall, Safer is compliant and provided a detailed proposal. Only one item was clarified, and no exceptions taken.

Safer has been in the warning system business for more than 20 years. Safer would partner with Arrow Electric (Kentucky) for pole installation. Safer has extensive experience, including with CSEPP and Madison County, as they installed the existing system. Staff are qualified and experienced.

Safer proposed 800 MHz and VHF for backup. The detailed schedule included five phases. Spare parts were listed. There was no trade-in value noted.

Safer proposed a discount of $ 39,802.59 if maintenance plan is purchased at the time of award. Safer proposed a base bid cost of **$1,964,316.68** and a monitoring and dispatch maintenance cost over five years totaling **$472,995.91**.

## 2 Evaluation Scoring

The scoring assessment considered the following project proposal attributes:

- Price – 25%
- Proposal – 30%
- Equipment – 25%
- Experience – 10%
- Overall Value – 10%

Each category is rated out of a possible 100%, with each category carrying a specific weight (noted above). Price is not the sole determining factor and constitutes 25% of the total score. The mathematic equation for this process is as follows: each category point total is multiplied by each category weight percentage, which then equals the grand total score. For example:

$$(8.2 \times 10\%) + (7.3 \times 25\%) + (8.1 \times 30\%) + (7.35 \times 25\%) + (9 \times 10\%) = 7.8$$

Table 2: Proposal Evaluation

| Category | Description | ASC | ATI | Federal Signal | MCA | Safer |
|---|---|---|---|---|---|---|
| Proposal | Design and documentation; pre-bid participation, site walks, inspections; feasibility design and project risks; responsiveness to customer requirements; soundness of technical approach; warranty, maintenance support, and programs | 8.1 | 2.7 | 5.4 | 2.9 | 7.2 |
| Equipment | Compliance with specifications; equipment performance and reliability; serviceability; quality of workmanship and materials; superior design features advantageous to the customer; clarity of instruction materials and system documents | 7.3 | 4.3 | 4.9 | 3.3 | 5.8 |
| Experience | Vendor's familiarity with problems applicable to this type of project; past performance of the vendor, including timely completion of projects, compliance with scope of work performed within budgetary constraints and use satisfaction; composition of the principals and staff assigned to the project and their qualifications and experience with projects similar in size and scope to the project being proposed in this RFP; adequacy of the personnel of the vendor to accomplish the proposed scope of work in the required time; subcontractors | 8.2 | 4.8 | 4.9 | 3.8 | 8.6 |
| Price | Turnkey solution; clarity and thoroughness; parts and labor during warranty period; additional maintenance, licensing, or upgrading costs | 7.35 | 4.7 | 4.6 | 3.25 | 6.4 |
| | Overall Value | 7.8 | 3.8 | 4.9 | 3.0 | 6.9 |

# 3 References

FTES noted that required references were provided by each vendor; however, references were not contacted by FTES. FTES strongly recommends that Madison County contact references to assess and validate each vendor's overall performance, success with similar system installation and maintenance support, and other performance metrics relevant to this project, prior to making any awards.

# 4 Cost Analysis

The cost analysis included a detailed audit of each proposal to determine the accuracy of all costs (including future costs and potential unforeseen costs) related to the project, and best overall value. Costs analyzed include the following:

- Siren systems
  - Omni-directional
  - Rotate-only
- Siren support equipment
- Radio system (800 MHz)
- Poles and solar equipment
- Licensing, software, and training
- Installation services (including removal of existing equipment)
- Engineering documentation
- Maintenance Year 1 (on-call support)
- Maintenance Years 1–5
- Spare equipment
- Total cost of ownership

Table 3: Cost Analysis

| Vendor | Year 1 Maintenance and Support | Years 2–5 Maintenance and Support | Cost of Ownership |
|---|---|---|---|
| ASC | $53,750 | $215,000 | $2,333,655.59 |
| ATI | $103,140* | $388,873.71 | $2,364,747.41 |
| Federal Signal | $90,000 | $378,362.00 | $3,149,723.75 |
| MCA | $254,519* | $1,176,674.13 | $4,575,329.53 |
| Safer | $74,970 | $398,025.91 | $2,437,312.59 |
| *Included in base bid | | | |

# 5 Sustainability

When CSEPP comes to an end in Kentucky, the funding received from this program ceases, but the need to sustain critical infrastructure continues. To that end, it is important to factor in the total cost of ownership of the siren system (refer to Table 3).

**Note:** Costs related to battery refreshing were not included in the baseline costs or the follow-on maintenance costs provided by the vendors. Each vendor has recommended a battery refresh on the fifth year of ownership. Batteries fluctuate in cost depending on the cost of lead at the time of purchase. FTES recommends that the County factor in regular battery replacement costs every five years for the life of the system.

# 6 Recommendation

Based on a comprehensive evaluation of the five proposals, FTES has identified American Signal Corporation's proposal to be the best overall value and benefit to Madison County. This recommendation is based on the vendor's overall compliance with the RFP specifications and total cost of ownership for the County over a five-year period.