



**Town of Zionsville  
Request for Proposal  
Text Notification Platform**

**Issued: May 14, 2020**

**Purpose**

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified vendors to establish a contract to provide a mass alert and notification system for the Town of Zionsville. This tool will provide the capability to deliver general road condition and non-emergency town alerts as well as, emergency notification and preparedness information. This platform will be managed by town designated users and delivered to the general public (residents, businesses and organizations within Zionsville). Some examples of use cases include: critical emergency management notifications, non-emergency notifications including weather alerts, traffic alerts, event notifications and weblinks to general news updates. The notification system must minimally support notification via SMS, email, voice, social media, mobile applications and IPAWS.

**Background**

Zionsville is located on the northwestern fringe of Indianapolis, approximately twenty minutes from the downtown Indianapolis area. The population estimate for Zionsville is 27,153 (2018 US Census). The Town of Zionsville is comprised of approximately 200 employees and seven departments.

Currently, the Town utilizes a limited mass notification system through the website platform, CivicPlus. This notification system offers text, email and phone notifications, however, text notifications are currently at the maximum capacity for subscribers (500 subscribers).

The Boone County Sheriff's Office offers a notification system through RAVE with Smart 9-1-1. This platform allows subscribers to create a safety profile to provide additional information to 9-1-1. It also allows subscribers to receive important email and/or text alerts from the Boone County Sheriff's Office related to weather, school, community and road closures. The Town of Zionsville would be interested to see how the selected platform could integrate or share data with Boone County's system.

**Purpose**

The Town of Zionsville intends to implement mass notification services in order to better service the community. The Town of Zionsville intends to use the system in the following ways:

- The system will be utilized by the Zionsville Fire Department, Zionsville Police Department and Communications Department to send out alerts and warnings for the public, including emergencies, disasters and traffic alerts.

- Planned and unplanned traffic alerts, street closures and anything related to a road project update will be sent out to residents, businesses and/or specific neighborhoods.
- The Communications Department may send out website links to internal communication regarding policies, and initiatives. The Communications Department will also send non-critical updates to the community such as event and festival information to increase community engagement.
- The system will be used to support all comprehensive emergency plans within the Town of Zionsville.

## Criteria

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|----|---|
| 1  | Web-based subscription tool that can be easily integrated into current Town website.  |
| 2  | Allow for unlimited number of text subscribers and administrators/users.  |
| 3  | Allow for unlimited number of messages to be sent via email, text, voice and social media.  |
| 4  | Ability to provide geo-targeted notifications.  |
| 5  | Full integration with social media.   |
| 6  | Simple citizen opt-in and opt-out capabilities.   |
| 7  | Ability for citizens to choose preference on alert categories.  |
| 8  | Ability for citizens to subscribe to select which devices are utilized for each alert category.   |
| 9  | User friendly website embedding to encourage citizen opt-in.  |
| 10 | App accessibility for administrators.   |
| 11 | Upgrades and enhancements are provided seamlessly at no additional cost within the contract timeframe.  |
| 12 | Ability for subscribers to text to subscribe.   |
| 13 | Integrated with IPAWS.  |
| 14 | Ability to group different users/categories of users.   |
| 15 | Ability for real-time reporting of engagement statistics.   |
| 16 | Ability to view draft messaging before sending and send tests to yourself first.  |
| 17 | Capability to interface with the County's system – RAVE through Smart 9-1-1.  |
| 18 | Ability to provide additional capabilities deemed to be valuable to meeting the overall objectives of enhancing whole community preparedness. |

## Additional Criteria

- Provide 24/7 support.
- Provide training services.
- Provide client references.
- Demonstrate ability for both emergency and non-emergency notifications.

## Proposal Submission

Proposals should provide a concise description of capabilities to satisfy the requirements of the RFP.

Timeline for submission:

- 1) The initial request for proposals: May 14, 2020

- 2) Deadline for submitting proposal: June 4, 2020
- 3) Potential Bid Award: June 11, 2020

**Contact Information**

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