

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: NEIL BREGMAN, EMERGENCY PREPAREDNESS MANAGER,
FIRE DEPARTMENT
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE
DEPARTMENT
JENNIFER MYLES, SENIOR BUYER, FINANCE DEPARTMENT
SUBJECT: BID AWARD – MIDLAND RADIOS CORPORATION – PUBLIC
ALERT CERTIFIED NOAA WEATHER ALERT RADIOS

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Fire and Finance Departments that the Council, by resolution, approve a purchase order to Midland Radios Corporation, Kansas City, MO for the purchase of Midland WR120 Public Alert Certified NOAA Weather Alert Radios in an amount not to exceed \$323,992.48.

EXECUTIVE SUMMARY

On August 13, 2020, the Fire Department submitted a request to issue a solicitation for the purchase of Midland WR120 or equal Public Alert Certified NOAA Weather Alert Radios with a Federally funded project under FEMA # DR-4308 – PJ0501 with an amount not to exceed \$324,000.

BACKGROUND

As evidenced by the widespread devastation and loss of life in the 2017 California Wildfires, early detection and rapid notification of impending wildfire is critical to, among other things, saving lives and property. Wildfires often grow and move rapidly and unpredictably, and relying upon word of mouth, reverse 9-1-1 and public media is not optimal for notifying vulnerable populations that must be warned rapidly. For all hazards and threats, the more methods of alert and notification the City has the better our chances of alerting everyone and allowing them to seek safety.

This purchase of NOAA weather alert radios will be made for distribution to the public, allowing for early and advanced notice of approaching hazards, impending danger with

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imminent risk that may require expeditious action to save lives. The devices will have access to City-wide hazard monitoring and warning implementation operation managed by the City of Santa Rosa’s Fire Department, which will be responsible for issuing warnings. The devices will be effective at providing real-time warnings of impending wildfire (and other) hazards to the whole community, including the City’s vulnerable populations.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

On August 24, 2020, the Purchasing Division of Finance posted a Federal compliant Invitation for Bid 20-89 on Planet Bids for the purchase of a Midland WR120 or Equal Public Alert Certified NOAA Weather Alert Radios. On September 15, 2020 the bid process closed. Of the five prospective bidders identified, two bid responses were received, and one was deemed non-responsive to the solicitation due to an incomplete bid response. Midland Radios Corporation is the lowest responsive and responsible bidder under the solicitation: See table below:

Vendor	Cost
Midland Radios Corporation Kansas City, MO	\$24.40 each unit, no shipping cost.
PCX, Inc. Huntington Beach, CA	\$32.40 each unit, no shipping cost. (Non-responsive, incomplete bid packet response submitted)

As a Federally funded project under FEMA # DR-4308 – PJ0501, the amount granted was for a not to exceed spend of \$324,000. At the cost identified above per unit, the Fire Department will be able to purchase a total of 12,182 units for a total amount of \$323,992.48 including tax.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and that no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

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