

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: JOHN CREGAN, POLICE CHIEF  
SCOTT WESTROPE, FIRE CHIEF  
SUBJECT: MASTER SERVICE AGREEMENT WITH CIVICPLUS, LLC FOR  
EMERGENCY AND MASS NOTIFICATION SYSTEM

AGENDA ACTION: MOTION

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RECOMMENDATION

The Santa Rosa Police and Fire Departments recommend that the Council, by motion, approve the renewal of the Master Services Agreement with CivicPlus, LLC, Manhattan, Kansas, in the amount of \$169,317 for a three-year term and authorize the Interim City Manager to make non-substantive changes to the Master Services Agreement, subject to approval by the City Attorney, and execute the Agreement. This item has no impact on current fiscal year budget.

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EXECUTIVE SUMMARY

This Agreement allows for City Police and Fire Departments to continue to utilize CivicPlus, LLC as a mass notification system. This system provides for emergency and mass notification platforms with Multi-Channel Alerting, NOAA Weather Alerts, Alerting Templates, Geofencing Alerting, Internal Polling, Mobile App (Gov and Public), SSO with CP) products.

GOAL

This item relates to Council Goal #4 - Foster a Safe, Healthy, and Inclusive Community by maintaining a mass notification system for clear communication to residents regarding events involving public safety and emergency and mass notifications.

BACKGROUND/PRIOR COUNCIL REVIEW

In February 2022, the Santa Rosa Police Department and Santa Rosa Fire Department entered into a Master Service Agreement with CivicPlus, LLC to replace the Nixle system, which has continued to raise rates year over year and does not allow the City to maintain the list of participants, which has become a challenge for outreach efforts. The Agreement allows for three (3) renewals of three (3) years. The Agreement was amended in 2024 for two (2) years.

### ANALYSIS

- Extensive research determined that this product would provide an enhanced level of service to the community and would be an ideal replacement to the prior Nixle system. It allows the City to maintain ownership rights of email lists and provides for unlimited messaging, which provides better communication to our community.

### FISCAL IMPACT

Funds for this purchase are included in the FY 25-26 adopted budget for various General Fund Charge Keys in the Fire and Police Departments, and charges will be split evenly between the two departments.

### ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the proposed action is not a “project” subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the proposed action is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the project may have a significant effect on the environment.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

- Attachment 1 (Statement of Work / Master Service Agreement)

### PRESENTER(S)

Chief John Cregan, Santa Rosa Police Department  
Chief Scott Westrope, Santa Rosa Fire Department