

**City of Coral Gables City Commission Meeting  
Agenda Item H-1  
February 14, 2017  
City Commission Chambers  
405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Jim Cason  
Commissioner Pat Keon  
Commissioner Vince Lago  
Vice Mayor Frank Quesada  
Commissioner Jeannett Slesnick**

**City Staff**

**City Manager, Cathy Swanson-Rivenbark  
City Attorney, Craig E. Leen  
City Clerk, Walter J. Foeman  
Deputy City Clerk, Billy Urquia  
Public Safety Director, Frank Fernandez**

**Public Speaker(s)**

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Agenda Item H-1[10:33:50 a.m.]

A Resolution of the City of Coral Gables, Florida approving an agreement with In-Telligent, LLC for the provision of its In-Telligent application platform, subject to the Procurement Code, for the purpose of transmitting emergency alerts to the community at no cost to the City; authorizing the City Manager to enter into an agreement with In-Telligent, LLC in furtherance hereof; providing for implementation and providing for an effective date.

Mayor Cason: Let's move onto H-1, this is a Resolution approving an agreement between the City of Coral Gables and In-Telligent LLC. City Manager.

City Manager Swanson-Rivenbark: I can have the Assistant City Manager/Director of Public Safety come forward. We are very excited about this new technology. I will say that we are

putting in the resolution subject to final Procurement Code compliance; we just want to make sure that we are doing it the right way. With that if the Director would make his presentation.

Public Safety Director Fernandez: Madam Manager, Mr. Mayor, members of the Commission, thank you very much and good morning. This is another tool in our toolbox to be able to provide that exceptional service to our community. It is only in the unlikely event of a major emergency that we would utilize this type of technology. The company is here to provide the details of that information, so I yield the floor to them.

Mr. Sarnoff: Thank you. And I want to thank you all very much Mr. Mayor, Madam Manager, and Commissioners of course, it's a pleasure being here. What I can assure you is that based on patented pending and patents that we are the only technology company that can wake up or alert a phone that is set on "Do Not Disturb" or as we like to describe, a sleeping cell phone. You would be joining the City of Doral, which equally has done the same thing and made sure that they are keeping their citizens safe by issuing what they choose to believe are critical life-safety alerts, critical alerts, and other messaging that they think is important. So it's a platform for you to use. I can assure you that like Amber, which has significant limitations, in that Amber allows you 90 characters, it does not speak Spanish, it does not speak Creole, it cannot be translated. Our particular application, so you understand, can be set by the user, so if you choose to send our your messaging in English, it could be set by the user to be accepted in Spanish and will translate immediately. If for some reason you had a Chinese speaking person and they choose to listen to it in Mandarin, you can send it out in Mandarin. Equally, we are not limited by 90 characters. We can send a pdf of whomever you choose, a video file, a video conferencing, to get out a message that you deem to be important and critical. Once again, we don't choose that message, you do, or your Director of Safety would; and just to let you know, our actual author and the person who created this whole concept is here, Allen Sutherland, he's actually from Chicago, although he's been so enamored with South Florida that he'll be opening up an office very shortly. The question is Miami, Coral Gables.

Mayor Cason: Miami is the City to the north of Coral Gables.

[Laughter]

Mr. Sarnoff: And I just want to go on record, Mr. Mayor, and I want to congratulate your City Managers. As I look to my right, I happen to see what I think was the very best of the City of Miami, I'm looking at Peter Iglesias, who I've got to tell you is a man of incredible integrity.

Vice Mayor Quesada: He was ours first. He was on loan for a short period.

Speaker: He was. He was. When he was on loan he was great. I think there is Ms. Gomez over there, who was the most frankly spoken person I ever met when it came to finance, and probably one of my favorites, Frank Fernandez, who used to say to me as Commissioner, show me a person I haven't arrested, Commissioner, and I will take you to dinner.

[Laughter]

Mr. Sarnoff: Frank never took me to dinner.

Mayor Cason: And I understand this system is opt in, in other words, if you don't want any phone calls at 3 in the morning, you are not going to get it unless you opt in that you want to receive them in case of emergencies.

Speaker: Absolutely right Mr. Mayor.

Vice Mayor Quesada: And here's the best thing about this. Say there was hypothetically a life-safety issue at a school or a university, they can do everyone in that area, it doesn't matter what that person is doing on their phone, they will get an alert pop up on their phone to direct them to whatever happens, and we have full control over that, the Police and Fire Department do, they can use it whenever at our discretion.

Mayor Cason: And this is no cost to the City.

Public Safety Director Fernandez: At no cost.

Mayor Cason: It's a win-win.

Vice Mayor Quesada: Yes.

Commissioner Keon: And fully vetted by...

Public Safety Director Fernandez: Our IT Department has fully done, tested it, they tested the complete system along with the company, we put it out in the field, I looked at it myself, done a couple of different meetings with the company. I can't find any reason that it doesn't work, and I believe I've pushed them to the limit, and I just kind find a flaw in the system. It is an additional tool for us in the event of an emergency that we can send a message as, an example, to shelter in place or to evacuate. If one person gets that message and delivers that across it can save a life or it can save many lives, so with that it is hard for us to turn it down, it is at no cost to the City. We

hope that we never have to use it, but in the unlikely event that we need it, it will be there and if it can save one life then it's well worth the effort.

Commissioner Lago: Mr. Fernandez quick question, so this is an opt in, so if you are a resident, let's say we'll announce it on E-NEWS and say, join our new software technology, which allows this type of notification, push notification. How would – people just type in their phone numbers and say, I want to be part of this or how would we...?

Public Safety Director Fernandez: We would work with the media relations of the City to make sure we push it out every avenue that we can for people to opt in as soon as the City Commission approves it, if you choose to do that. Then we will work with that developing strategy to be able to get people to understand it and to opt in if they choose to do that.

Mayor Cason: And it works only with phones or does it work with computers and other gadgets?

Mr. Sutherland: Mr. Mayor it only works with cell phones, smart devices. We have those – 90 percent of us have them within arm's reach, 24/7, so we said, if there is a message that has to get out, we need to get it to people, where they have it within their cell phones.

Mayor Cason: How fast if we approve this resolution it could be in place?

Mr. Sutherland: Tomorrow.

City Manager Swanson-Rivenbark: We still have to sign the agreement, but don't worry.

Mr. Sutherland: Madam Manager you are absolutely right.

Mayor Cason: You have to sign something somewhere.

Commissioner Lago: Something that really impressed me when I had the opportunity to sit down with you that I thought was really going to serve this community well is the opportunity to be able to track someone that you've lost potentially, like an elderly individual. I know that before my grandmother passed away a few months ago, she was starting to lose a little bit of her memory. She was getting to that point in her life, where she forgot a lot of things and I think this is something that, instead of taking days or hours to find somebody, you send this notification out there. A person who is out in their front yard gardening or in that neighborhood like the Vice Mayor mentioned, you can build that geo-fence and say, OK, obviously this person is elderly, they don't have a car, they are probably going to be within a five block radius. You send it out there, a person who has their cell phone immediately notices there is a random elderly individual,

who is pacing up and down a certain block. That's critical, especially in South Florida – hot sun, a person who is out there in the middle of the day, they could potentially be dehydrated, and they could get into an accident. So, that to me was something that for the elderly, the young who live in this community, could just be an instant opportunity to potentially save a life.

Commissioner Slesnick: Mr. Sarnoff and Mr. Sutherland just to make it clear for our viewers, this is an app that individuals in Coral Gables would sign up for through our Public Safety Department, and you had told me yesterday, one is a more serious alert and another one is a ping. So, if there is a shooting at a school nearby or something, God forbid, people would get a more stronger alert noise on their phone, and if it was just something like a major, like an accident blocking Old Cutler Road or something, they would get a ping.

Mr. Sutherland: That's exactly right Commissioner.

Commissioner Slesnick: OK. And it would cover the area right around where this is happening, so you would be geared within a boundary, a circular area from wherever that school is over that accident is and so forth?

Mr. Sutherland: That's exactly right.

Vice Mayor Quesada: Well the best part is the Police Department can decide whether they want to let the area know or just one block.

Mr. Sutherland: Emergency services would be fully trained in how to use the system. It's their messaging, what do we think is important. As Commissioner Lago was just mentioning, when you have a conversation that goes around a community, having it come from an authoritative source makes it more meaningful. So, looking out for somebody, telling somebody about something happening at a school, an accident on a roadway or something along those lines, coming from the City that's a much more powerful message, to then have it diluted by a bunch of other people having conversations, we never wanted that. So, this is your people being able to send out your messaging. As you mentioned, what's important to that is make it relevant. So, if you get a message in one area of town that's relevant to them, but it goes to everybody else throughout the entire City, it's not necessarily as relevant and therefore it loses its value. So, we've created the ability not only to make sure that it does get noticed, as you mentioned, in whatever language the user will actually be able to listen to the message in or read the message in, but also gives emergency services the ability to target the area that they think is important, all the way down to a very, very small 25 meter circle, up to 250 miles.

Mayor Cason: If you say you want it in Spanish, will you get it in Spanish or it depends on how you send it?

Mr. Sutherland: Mayor its two; first off, you send it whatever language you want. So, you can send it in Spanish, you can send it in English, the software will auto-detect the language and then the user can decide what language they want to read it in. So, they'll automatically change it. Similar to the way you can change the default language on your cell phone, but this goes to a message by message. So, not only can you change it for how you want to read it, but then if somebody else, if I pick it up and you want to show it to me, I can then retranslate it immediately into another language.

Mayor Cason: Perfect. Great – thank you.

Commissioner Keon: Is there a link to, if you have the Coral Gables App, is there a link from the Coral Gables App to this App or is it entirely separate, or do you have to download it separately?

Mr. Sutherland: It's a separate App, it's a platform, so what would be helpful is if you have somebody from, say Doral, that happens to be in Coral Gables, they won't have to do anything else, they'll immediately be captured in that geo-fence.

Commissioner Keon: Oh, OK.

Mr. Sutherland: So, a message will go to them similar, if you have your Coral Gables residence in, say for example Miami or Miami Beach, any message that goes out when they are there, they will also be included. So, that's a platform, but we've agreed with the City Manager and her staff that we would also hit the alerts that you send out and have them also published on the City of Coral Gables website or your mobile app, so the two can work together as nicely as possible.

Commissioner Keon: OK. Thank you.

Mayor Cason: Thank you very much.

Commissioner Lago: Great work.

Mayor Cason: Can we have a motion on H-1?

Vice Mayor Quesada: So moved.

Commissioner Slesnick: Second.

Mayor Cason: Vice Mayor makes the motion; Commission Slesnick seconds it – City Clerk.

Commissioner Keon: Yes

Commissioner Lago: Yes

Vice Mayor Quesada: Yes

Commissioner Slesnick: Yes

Mayor Cason: Yes

(Vote: 5-0)

[End: 10:45:14 a.m.]