

**PUBLIC SAFETY
COMMITTEE**

**Wednesday, October 13,
2021**

6:30 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89433718189>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 894 3371 8189

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Approve the minutes from the 9.8.21 PSC meeting.
4. BUSINESS.
 - a. Staff Reports
 - 1) Fire and Rescue Department
 - 2) Police Department
 - b. Discussion and participation in a diversity, equity, and inclusion SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis Framework.
 - c. Discussion and possible recommendation to the Village Board on emergency notification software for the Village.
5. SCHEDULE NEXT MEETING DATE.
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any

governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND
Public Safety Committee Minutes

Wednesday, September 8, 2021 - 6:30 PM

1. CALL TO ORDER, ROLL CALL.

Chairperson Stephanie Brassington called the regular meeting of the Public Safety Committee to order at 6:30 PM in the community room.

Members present: Sandy Bakk, Stephanie Brassington, Shannon Morrison, Dottie Olson, Rich Staley, Edward Wreh

Members not present: none

Staff Present: Fire Chief Chris Dennis, Police Lieutenant Jeremy Job

2. PUBLIC APPEARANCES.

There were no public appearances.

3. APPROVAL OF MINUTES.

a. Approve the minutes from the 7.14.21 and 8.11.21 PSC meetings.

Motion by Village Trustee Stephanie Brassington, second by Member Rich Staley, to approve the minutes from the 7.14.21 and 8.11.21 PSC meetings. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Staff Reports

1) Fire and Rescue Department

Fire Chief Dennis reviewed the monthly report for August and answered the committee's questions regarding a recent fire call and equipment.

2) Police Department

Police Lt. Jeremy Job reviewed the police monthly report and answered the committee's questions regarding the increasing seriousness of calls in the village.

b. Presentation on CivicReady emergency notification software.

Hope Padilla presented CivicReady notification system and answered questions regarding geomapping, geofencing, and other capabilities of the software.

c. Discussion and possible recommendation to the Village Board on emergency notification software for the Village.

The committee discussed the use of emergency notification software. They discussed a past gas leak event near a school and how this software would work in a similar event. Fire Chief Chris Dennis pointed to the need to develop policies and procedures for sending emergency messages. Moving forward, it is important to get software that is easily deployable in the field. The committee is looking to the guidance of Chief Chapin and Chief Dennis for picking the software. The committee decided they would postpone making a decision on the selection of notification software until they have pricing

information.

5. SCHEDULE NEXT MEETING DATE.

The next meeting of the Public Safety Committee is scheduled for October 13, 2021, at 6:30 p.m.

6. ADJOURNMENT.

Motion by Member Shannon Morrison, second by Member Sandy Bakk, to adjourn at 7:40 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Tricia Reimer
Administrative Assistant



McFarland Fire & Rescue Department

5915 Milwaukee Street • PO Box 110 • McFarland, WI 53558-0110
(608) 838-3278 • Fax: (608) 838-3619

Emergency: 911

Department Report For September 2021 Activity

- **General**

- Chief Dennis will be in and out throughout October attending Wisconsin Emergency Management Command and General Staff Training, Wisconsin Fire Chiefs Education Association Fall Conference, and various vacation days. Chief Dennis will be available if needed.
- We did not have another meeting with Cottage Grove, Edgerton, Oregon, and Stoughton Fire Departments for standardized operations at large incidents in September. We are planning to meet again in November, and we have added Monona and Brooklyn Fire Departments.
- Our turnout gear workgroup will be chaired by Assistant Chief Tom Reiter and Lieutenant Kyle Koch. They are expected to meet in December once other support service activities decrease for A.C. Reiter
- We have been following up with resident concerned about campfire burning in the area. We have requested several times for them to call us while issues are occurring, but the individual will not and has stated they will only report the problem via email. We are attempting clarify that the concern is with smoke entering their property. The reports are leading us to believe a report of seeing smoke. Below are the reports that we have received.

Date	Time	Reported Direction	Weather History	
			Gusts	Wind speed
9/14/2021	8:22 PM		3 mph West	Calm
9/15/2021	7:14 PM	East	Calm	Calm
9/17/2021	8:29 PM	West	6 mph N Northwest	Calm
9/18/2021	10:20 AM	East	8-12 mph East	Calm
9/25/2021	10:13 PM	Northwest	Calm	Calm
9/26/2021	7:18 PM	Northwest	7 mph S Southwest	Calm
10/1/2021	FB Game		3 mph South	Calm
10/2/2021	9:08 AM	East	3 mph South	Calm
10/2/2021	4:48 PM	Babcock Park	3 mph North	Calm
10/5/2021	6:28 PM	East and West	8 mph Northeast	Calm

- **Operations**

- We have experienced a few incidents in which the number of firefighters responding to lower acuity calls has been less than a full engine company. The situation is not something we can accept, and the officers are seeking input from the membership to implement a duty rotation to ensure a full engine company is available for all incidents. We hope to develop and implement a plan by January 1st.
- On Saturday October 2nd we had four firefighters perform live fire training with the Cottage Grove Fire Department at an acquired house. Additionally, Safety Officer DeMario assisted and shadowed the Cottage Grove's Safety Officer. Chief Dennis also attended as an instructor for the day.
- We have been delayed on procurement of equipment on the foam trailer as Division Chief Molenaar is leading the effort and has experienced a family emergency that has greatly reduced his availability. We are hoping to make the purchases in October or early November.
- The fall classes are beginning and several of our members will be taking the classes. We have a considerable number of staff looking forward to what their future roles within the department will be.
- We have not seen any recent cases of COVID-19 during medical incidents. We are still taking precautions with using PPE during medical calls.
- The Flint Hills Resources training at their Pine Bend Refinery was canceled again this year. We are slotted to be first invited to the next training planned for spring of 2022.
- We are continuing with our switch to ESO for our records management system and asset management. We are also working on switching the scheduling over soon. We have experienced a delay, first on our side with completing background information and now with ESO available staff due to our delay.

- **Personnel**

- Current Staffing Levels
 - Full-time Fire & Rescue Chief – 1
 - Full-time Administrative Captain – 1 (on light duty)
 - Full-time Fire Inspector/Public Education Specialist – 1
 - Full-time EMTs – 6
 - Full-time Confidential Administrative Assistant – 1 (50%)
 - Paid-On-Call – 49 (10 EMTs (4 on medical leave), 25 Firefighters (2 Active Retired), 6 EMR/Firefighter, & 8 EMT/Firefighters (3 on medical leave))
 - Total Staffing Level – 59
 - Preferred Paid-On-Call staff – 30 EMTs and 45 Firefighters. Current level is down 12 EMTs and 6 firefighters from preferred amounts.
- Administrative Captain Reiter will remain on light duty for some time. His injury was more severe than originally thought. He is expected to be on light duty through the year and possibly a couple of months into 2022.
- The month of August and September were difficult for Paid-On-Call EMT staffing. We had several go on leave due to family or medical reasons. We were down to only three Paid-On-Call members able to assist with ambulance staffing. They did help when needed and made a considerable difference in keeping overtime down. It will be sometime before we are able to return to a normal level of members.
- We did have five applicants for paid-on-call and interviewed two individuals on August 10th and currently going through background screening. We have three individuals scheduled for interviews on October 13th. Four of the applicants are requesting EMT positions and one is requesting firefighting.
- We had two individuals that submitted letters of interest in the Acting Officer Role. We will be conducting a review and interview during October, with a hopeful announcement in November and training to begin in January.
- We are excited for EMT/FF Katie Marchant to be offered a career position with Janesville Fire Department. We are disappointed to lose her though as a member due to the position. She will begin with them on the 18th and thus has resigned from the Department.

- We are working on a recruitment drive for this winter to hopefully have new members begin in early 2022.
- **Budget**
 - We have been working with CHS Inc. (CENEX) on obtaining additional PFAS free firefighting foam. The company is working on having a 330-gallon tote donated to the Department. Additionally, the Terminal Coop is working on donating an additional 60 gallons.
 - The overtime account is still trending high for this time of the year but is coming back to normal levels.
 - The Paid-On-Call EMT account is trending high but should normalize and may return to a projection below budget with the return to authorized full-time staff levels with being less than normal level of Paid-On-Call EMT staff.
 - The State did release the Funding Assistance Program for EMS and we are completing our application. The program is planned to provide \$5,000 in funding.
 - Overall, the Fire & Rescue budget is expected to have less expenditures than budgeted, due to the vacancies experienced with career EMT staff.

<u>Inspection/Prevention Activity</u>	<u>Completed</u>	<u>Year to Date Total</u>
Building Inspections	20	324
Fire Code Violations Identified	6	77
Re-inspections Completed	9	20
Corrections Noted	9	29
Building Plan Reviews	0	14
Development Reviews	1	13
Acceptance Test/site visits	0	28
Fire Drills	0	0
AHA-CPR Classes	3	21
AHA Attendance Total	21	90
Public Education	1	3
Public Education Attendance	8	11
Home Prevention Installations	0	1

Apparatus & Equipment

- We have received the 750' of 2 1/2" hose to replace the existing hose identified during hose testing. We will be inventorying and placing in service during October and November. We are hoping to keep the peaks and valleys of purchasing of hose minimized to avoid the current situation of several coming due for replacement. We are reviewing some 1 3/4" hose to be surplus, due to the age of the hose and the stock level is no longer needed with our current hose management processes.
- 2015 Tanker (Tender 6), the rear tank dump valve has been repaired and continues to perform properly. The truck had a stop engine light come on intermittently and was sent to a local vendor for repair. It was determined the wiring harness to the turbo had a short and required replacement.
- 2019 Pumper (Engine 2) has a valve needing to be replaced and is schedule to completed on 9/2. Additionally, the electronic valve controller is having a failure on the screen. It is covered under warranty, but the manufacturer will not provide a replacement, but will repair. However, we need the controller, and it is not practical to wait on a controller for the valve, as the valve is critical to operation of the truck in many cases.
- 2005 Pumper (Engine 1) the rear brake issue has been resolved.
- 2012 Command Car (Car 1) had the fuse blocks for the batteries melt and several lights have failed. We will be sending the truck to a local vendor for repair.
- The new Utility Truck construction passed final factory inspection but had a few items needing repair based on the Dealer's review. The Dealership work has been reduced some as the dealer removed some equipment for the Heavy Rescue to prep for the changeover already.
- The replacement aerial is progressing. We reviewed the engineering drawings and found minor errors and some needed modification. The current projected completion would be April of 2022.

Runs by Dispatch Reason - MFR

Incident Complaint Reported By Dispatch (eDispatch.01)	Number of Runs	Percent of Total Runs
	1	0.85%
Abdominal Pain/Problems	2	1.71%
Allergic Reaction/Stings	1	0.85%
Assault	1	0.85%
Back Pain (Non-Traumatic)	3	2.56%
Breathing Problem	5	4.27%
Carbon Monoxide/Hazmat/Inhalation/CBRN	1	0.85%
Cardiac Arrest/Death	4	3.42%
Chest Pain (Non-Traumatic)	8	6.84%
Choking	1	0.85%
Convulsions/Seizure	5	4.27%
Diabetic Problem	2	1.71%
Electrocution/Lightning	1	0.85%
Falls	22	18.80%
Fire	6	5.13%
Headache	1	0.85%
Heart Problems/AICD	2	1.71%
Hemorrhage/Laceration	6	5.13%
No Other Appropriate Choice	1	0.85%
Overdose/Poisoning/Ingestion	1	0.85%
Psychiatric Problem/Abnormal Behavior/Suicide Attempt	4	3.42%
Sick Person	19	16.24%
Stroke/CVA	1	0.85%
Traffic/Transportation Incident	4	3.42%
Transfer/Interfacility/Palliative Care	3	2.56%
Traumatic Injury	1	0.85%
Unconscious/Fainting/Near-Fainting	10	8.55%
Unknown Problem/Person Down	1	0.85%
Total: 117		Total: 100.00%

Report Filters

Incident Date: is between '9/1/2021' and '9/30/2021'

****Note report is based on patient care reports. Incidents with multiple patients will cause additional runs. Total incidents will be less than total runs indicated on this report.**

Runs by Dispatch Reason - MFR

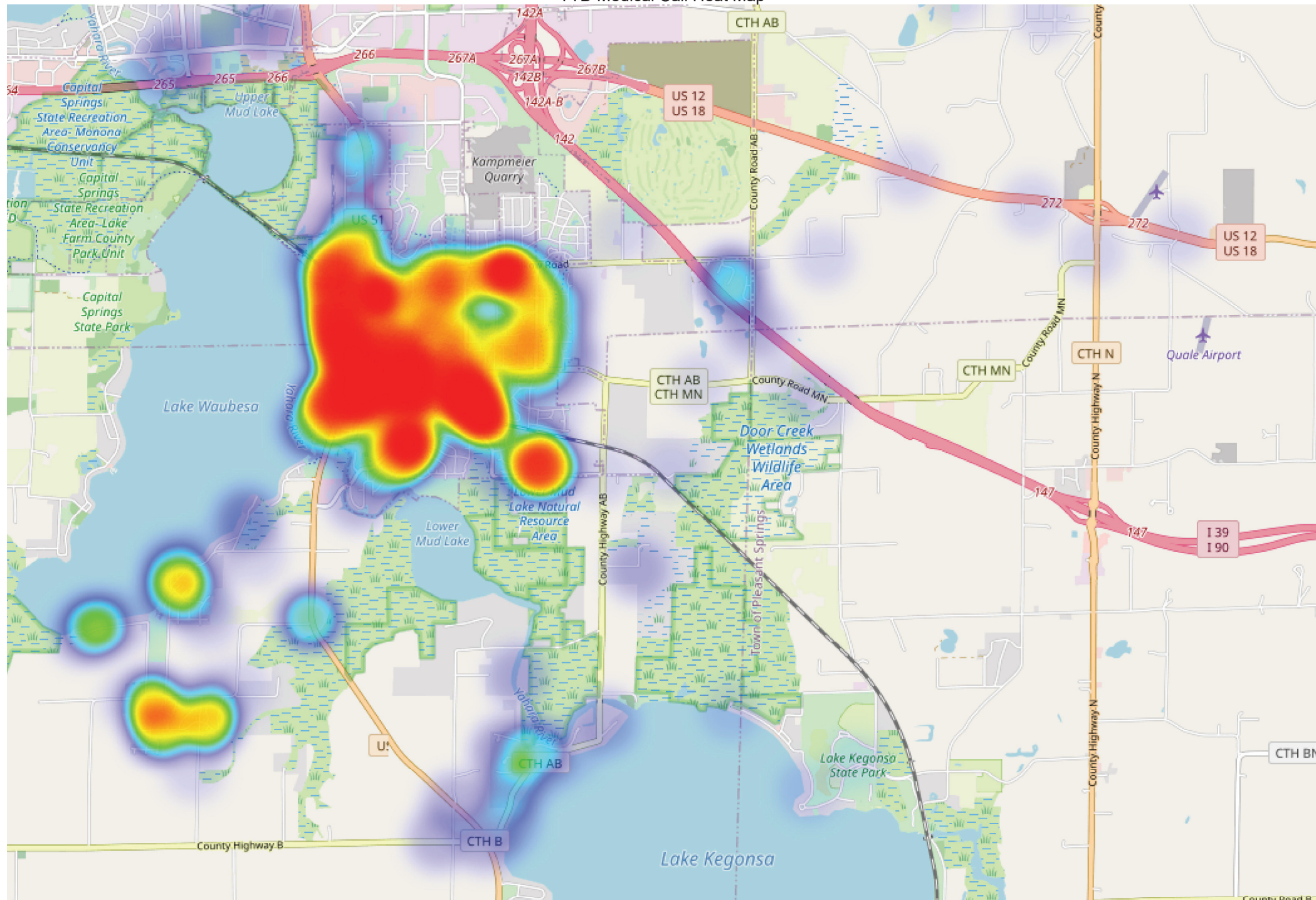
Incident Complaint Reported By Dispatch (eDispatch.01)	Number of Runs	Percent of Total Runs
	1	0.14%
Abdominal Pain/Problems	9	1.27%
Allergic Reaction/Stings	1	0.14%
Assault	7	0.99%
Automated Crash Notification	6	0.85%
Back Pain (Non-Traumatic)	12	1.69%
Breathing Problem	47	6.63%
Burns/Explosion	2	0.28%
Carbon Monoxide/Hazmat/Inhalation/CBRN	12	1.69%
Cardiac Arrest/Death	14	1.97%
Chest Pain (Non-Traumatic)	42	5.92%
Choking	8	1.13%
Convulsions/Seizure	19	2.68%
Diabetic Problem	14	1.97%
Electrocution/Lightning	1	0.14%
Falls	129	18.19%
Fire	66	9.31%
Headache	3	0.42%
Heart Problems/AICD	10	1.41%
Heat/Cold Exposure	2	0.28%
Hemorrhage/Laceration	25	3.53%
No Other Appropriate Choice	8	1.13%
Overdose/Poisoning/Ingestion	8	1.13%
Pregnancy/Childbirth/Miscarriage	1	0.14%
Psychiatric Problem/Abnormal Behavior/Suicide Attempt	7	0.99%
Sick Person	108	15.23%
Stab/Gunshot Wound/Penetrating Trauma	1	0.14%
Standby	11	1.55%
Stroke/CVA	11	1.55%
Traffic/Transportation Incident	26	3.67%
Transfer/Interfacility/Palliative Care	8	1.13%
Traumatic Injury	13	1.83%
Unconscious/Fainting/Near-Fainting	71	10.01%
Unknown Problem/Person Down	6	0.85%
Total: 709		Total: 100.00%

Report Filters

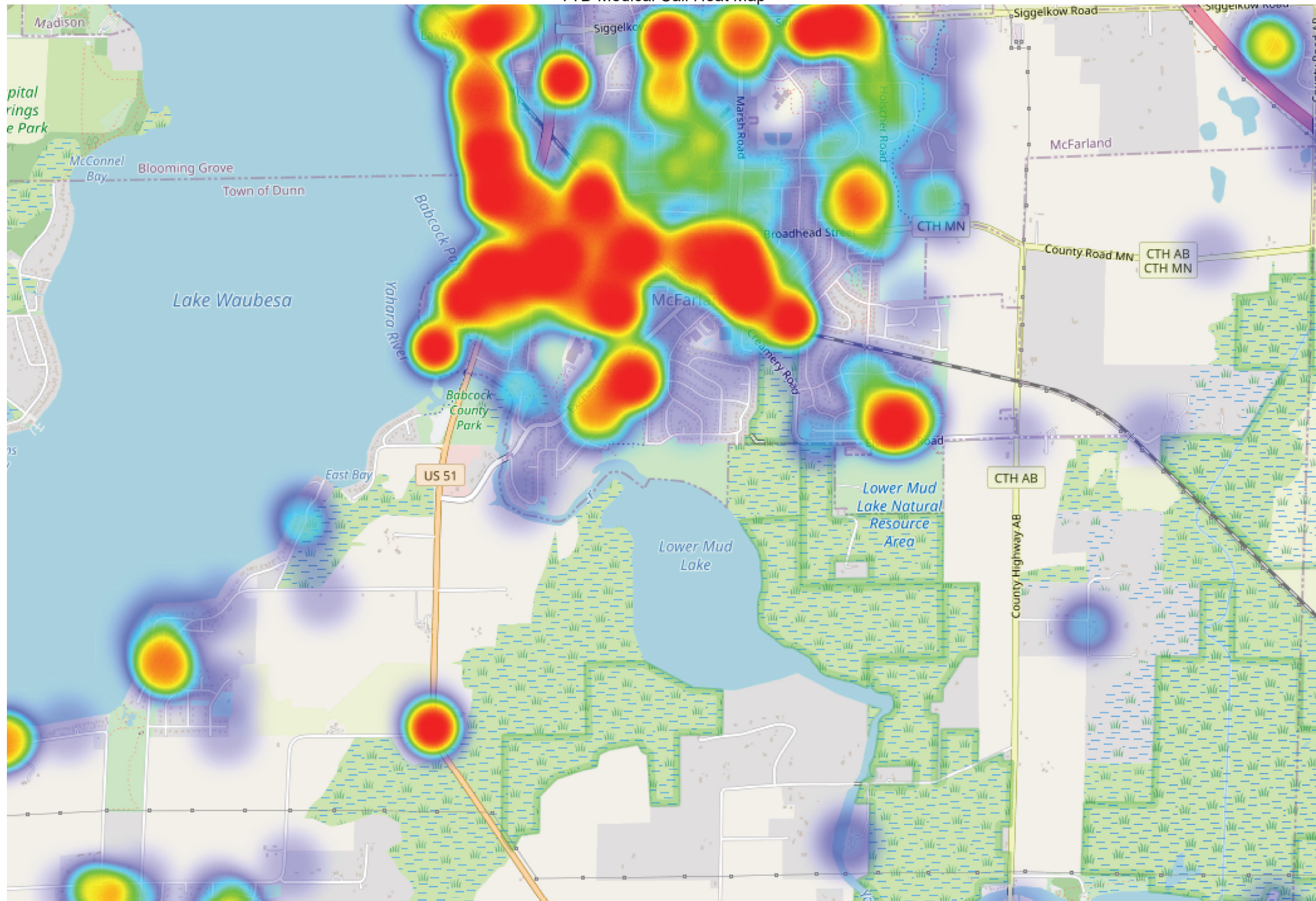
Incident Date: is between '01/01/2021' and '09/30/2021'

****Note report is based on patient care reports. Incidents with multiple patients will cause additional runs. Total incidents will be less than total runs indicated on this report.**

YTD Medical Call Heat Map



YTD Medical Call Heat Map



McFarland Fire & Rescue - Fire Incidents

September 2021

Incident Type Details	2021-09-01
311 - Medical assist, assist EMS crew	15
321 - EMS call, excluding vehicle accident with injury	3
322 - Motor vehicle accident with injuries	1
442 - Overheated motor	1
522 - Water or steam leak	1
553 - Public service	1
6113 - Cancelled En Route - Mutual Aid	2
733 - Smoke detector activation due to malfunction	2
741 - Sprinkler activation, no fire - unintentional	1
743 - Smoke detector activation, no fire - unintentional	2
745 - Alarm system activation, no fire - unintentional	1
900 - Special type of incident, other	1
911 - Citizen complaint	1
Total	32

McFarland Fire & Rescue - Fire Incidents

2021 Year To Date

Incident Type Details	2021
111 - Building fire	12
113 - Cooking fire, confined to container	1
131 - Passenger vehicle fire	1
132 - Road freight or transport vehicle fire	1
141 - Forest, woods or wildland fire	3
143 - Grass fire	2
154 - Dumpster or other outside trash receptacle fire	2
160 - Special outside fire, other	1
311 - Medical assist, assist EMS crew	71
321 - EMS call, excluding vehicle accident with injury	15
322 - Motor vehicle accident with injuries	8
324 - Motor vehicle accident with no injuries.	4
331 - Lock-in (if lock out , use 511)	3
341 - Search for person on land	1
352 - Extrication of victim(s) from vehicle	3
362 - Ice rescue	1
365 - Watercraft rescue	3
411 - Gasoline or other flammable liquid spill	2
412 - Gas leak (natural gas or LPG)	7
420 - Toxic condition, other	1
421 - Chemical hazard (no spill or leak)	1
422 - Chemical spill or leak	2
424 - Carbon monoxide incident	2
440 - Electrical wiring/equipment problem, other	2
442 - Overheated motor	2
444 - Power line down	2
445 - Arcing, shorted electrical equipment	2
462 - Aircraft standby	1
463 - Vehicle accident, general cleanup	2
500 - Service Call, other	1
511 - Lock-out	1
522 - Water or steam leak	1
531 - Smoke or odor removal	2
542 - Animal rescue	1
551 - Assist police or other governmental agency	1
553 - Public service	1
561 - Unauthorized burning	4
571 - Cover assignment, standby, moveup	1
611 - Dispatched & canceled en route	4
6111 - Cancelled En Route - Auto Aid	9
6112 - Cancelled En Route - EMS	2
6113 - Cancelled En Route - Mutual Aid	21
622 - No incident found on arrival at dispatch address	1
631 - Authorized controlled burning	1
651 - Smoke scare, odor of smoke	1
652 - Steam, vapor, fog or dust thought to be smoke	1
653 - Smoke from barbecue, tar kettle	1
671 - HazMat release investigation w/no HazMat	2
714 - Central station, malicious false alarm	2
715 - Local alarm system, malicious false alarm	1
731 - Sprinkler activation due to malfunction	1

733 - Smoke detector activation due to malfunction	7
735 - Alarm system sounded due to malfunction	1
736 - CO detector activation due to malfunction	3
741 - Sprinkler activation, no fire - unintentional	2
743 - Smoke detector activation, no fire - unintentional	10
744 - Detector activation, no fire - unintentional	5
745 - Alarm system activation, no fire - unintentional	7
746 - Carbon monoxide detector activation, no CO	6
813 - Wind storm, tornado/hurricane assessment	1
900 - Special type of incident, other	1
911 - Citizen complaint	1
Total	260

McFarland Police Department



September 2021 Monthly Report

McFarland Police Department

Calls for Service

The Department had 654 calls for service in September 2021 compared to 578 in 2020.

Cases of Interest:

9/4/2021 – Officers conducted a traffic stop for an equipment violation. The driver was attempting to provide false identification. The driver was ultimately identified and had an outstanding parole violation warrant. A K9 was utilized and indicated to the presence of narcotics in the vehicle. Officers conducted a search of the vehicle locating drug paraphernalia and a stolen handgun.

9/5/2021 – Officers were dispatched to a possible accident. Upon arrival the officers located the vehicle and identified the vehicle as stolen. The driver was under the influence and ultimately arrested for operating motor vehicle while intoxicated and operating a motor vehicle without the owner's consent. The officers also located stolen property from multiple victims in the vehicle.

9/21/2021 – Officers received a traffic complaint from a citizen. The vehicle was located by officers and the driver was suspected to be under the influence. The driver was ultimately arrested for operating while intoxicated 2nd offense and provided a breath sample that resulted 0.23, three times the legal limit.

9/28/2021 – Officers assisted area agencies with the Unmanned Aerial System (UAS) while attempting to locate a suspect involved in a shooting. The officer utilized the UAS to help search for the subject and provide security of the officers searching on the ground with a large overview of the area. The subject was located by the ground team while being observed by the UAS for safety.

Staffing Report

The Department is currently back to full staffing levels with the hiring of three police officers that started in August 2021. The department will continue to operate three officers short for the coming months while the three new officers are completing field training before working solo patrol to fill the current patrol vacancies. The Field Training Program is a 14-week training program. The Village Board approved the transfer of the Patrol Investigator Assignment to a permanent Detective position.

That promotional process was approved and will be conducted over the month of October with an anticipated completion around the end of October.

Training Report

Staffing levels have made additional training for officers to attend difficult. Staff are continuing with normal in-service trainings as scheduled and additional training opportunities will increase as staff levels return for patrol coverage.

- All department staff attended department in-service training.
- Lt. Job continues Northwestern University Staff & Command College.
- Chief Chapin is attending International Association of Chiefs of Police (IACP) Leadership in Police Organizations (LPO) hosted by Dane County Sheriff's Office, DeForest Police Department, and Sun Prairie Police Department.

Officer Complaints/Compliments

Officer Complaints – Officer complaints can be submitted using the online procedure found on the Departments web page or also by calling the Police Department and asking to talk to a supervisor.

- No Complaints were received in September 2021.

Officer Compliments - Officer compliments can be submitted using the online form found on the Departments web page, by submitting an email to the Department, or by calling the Police Department and asking to talk to a supervisor.

- No Compliments were received in September 2021.

Use of Force Incidents

The Department wishes to operate in a more transparent way so a section on Use of Force Incidents will be added to the monthly report. The Department categorizes a reportable Use of Force Incident as anytime a firearm or ECD is used or displayed, or any other force is used that is at or above a compliance hold as outlined in the Intervention Options issued by the State standards.

All reportable Use of Force Incidents are reviewed by a supervisor which consists of reading reports and watching body camera or squad video of the incident. The supervisor is checking for compliance

with policy, training, and acceptable standards issued by the State. If a problem is identified, the officer could be disciplined, counseled, and/or mandatory re-training will be ordered.

- 21-354715 – Officers were dispatched to a person slumped over in a vehicle. Officers were provided a license plate of the vehicle which returned to a stolen vehicle. Officers ordered the driver out of the vehicle with their firearms pointed in the direction of the vehicle. The driver was taken into custody without any additional force being used.
- 21-376467 – Officers conducted a traffic stop. The driver was providing false identification and not complying with the orders to be detained and placed into handcuffs. One officer had their Taser at a low ready position and another officer had his firearm at a low ready, neither pointed their weapons at the subjected. The subject was ultimately taken into custody with any further force being used.



Incident Analysis Report Summary By Incident Type

McFarland Police Department
Official Case Report
Do Not Re-Release

Print Date/Time: 10/06/2021 10:00
Login ID: mcjdj
Incident Type: All
Call Source: All

From Date: 09/01/2021 00:00
To Date: 09/30/2021 23:59

McFarland Police Department
ORI Number: WI0137300
Officer ID: All
Location: All

Incident Type	Number of Incidents
911 Abandoned Call	6
911 Call Question	1
911 Call Silent	14
911 Call Unintentional	16
911 Disconnect	2
Accident Hit and Run	5
Accident Private Property	1
Accident Property Damage	5
Accident w/Injuries	1
Adult Arrested Person	3
Alarm	12
Animal Bite	1
Animal Complaint/Disturbance	1
Animal Lost	2
Animal Stray	5
Assist Citizen	32
Assist EMS/Fire	73
Assist Police	34
Burglary Non-Residential	2
Check Person	22
Check Property	106
Child Abuse	1
Damage to Property	3
Damage to Property Graffiti	1
Death Investigation	1
Disturbance	6
Disturbance Unwanted Person	1
Domestic Disturbance	4
Drug Incident/Investigation	3
Follow-Up	8
Foot Patrol	4
Fraud	7
Information	19
Juvenile Complaint	3
Missing Juvenile/Runaway	1
Neighbor Trouble	2
Noise Complaint	3
OMVWI Arrest/Intoxicated Driver	8



Incident Analysis Report Summary By Incident Type

McFarland Police Department
Official Case Report
Do Not Re-Release

Print Date/Time: 10/06/2021 10:00
Login ID: mcjdj
Incident Type: All
Call Source: All

From Date: 09/01/2021 00:00
To Date: 09/30/2021 23:59

McFarland Police Department
ORI Number: WI0137300

Officer ID: All
Location: All

Incident Type	Number of Incidents
On Duty Training	1
Parking Complaint On Street	15
Phone	19
Preserve the Peace	3
Property Found	6
Property Lost	1
Recovered/Stolen Outside Agency	1
Repo	1
Safety Hazard	13
Sex Offense Miscellaneous	1
Solicitors Complaint	2
Special Event	4
Stolen Auto	1
Suspicious Person	3
Suspicious Vehicle	8
Theft	8
Theft Retail	3
Threats Complaint	3
Traffic Complaint/Investigation	25
Traffic Incident	3
Traffic Stop	112
Unknown	1
Weapons Offense	1
Total:	654

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, October 13, 2021

SECTION: Business

DEPARTMENT: Administration

CONTACT: Stephanie Miller, Comm & Technology Director, Matt Schuenke,
Village Administrator

AGENDA ITEM: Discussion and participation in a diversity, equity, and inclusion
SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis
Framework.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Dr. Rainey Briggs and Percy Brown will be engaging the Village of McFarland through its committees in listening sessions to capture thoughts about the work, programming, and services provided to the Community specifically related to the work of your committee. Dr. Briggs and Mr. Brown will use a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis Framework to guide this conversation. This process is one of many steps to support the Diversity, Equity, and Inclusion work within the Village.

Both individuals presenting in our meeting were hired earlier this Summer by the Village as consultants assist in the advancement of several diversity, equity, and inclusion initiatives within the Village and Community. Backgrounds on both individuals is provided as follows:

- Dr. Rainey Briggs - Baraboo School District Superintendent and former Elementary Education Director for the Middleton-Cross Plains School District. Also founder of Meraki Consulting, LLC. www.somethingwithsoul.com
- Percy Brown Jr. - Percy is currently the Director of Equity and Student Achievement for the Middleton Cross Plains Area School District, Senior Outreach Specialist for the Wisconsin Center for Education Research at the University of Wisconsin-Madison and an adjunct instructor for Edgewood College in the school of education. www.percybrown.org

The SWOT analysis is used to identify internal strengths and weaknesses of an organization as well as its external opportunities and threats. Specifically the discussion with this group will focus on these areas as seen through the lens of the Public Safety Committee and the work that it does. There will be several of these listening sessions held with multiple different groups in this capacity to help build working knowledge in these areas to support education and training areas determined within the consulting process.



FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

There will be aspects of this that will be presentation driving along with discussion, but mainly focused on your participation with the Consultant helping to provide feedback in these different areas as you see them within your role on this Committee.

ATTACHMENTS:

None

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, October 13, 2021

SECTION: Business

DEPARTMENT: Police

CONTACT:

AGENDA ITEM: Discussion and possible recommendation to the Village Board on emergency notification software for the Village.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Village of McFarland-Rave Alert
2. Civic Ready McFarland WI ~ Core Pricing
3. Civic Ready McFarland WI Fire District ~ Core Pricing
4. Civic Plus Promotion
5. Rave Alert - Opt-in Keywords (1)
6. Rave Alert (1)
7. Rave Collaborate
8. Rave Eyewitness
9. Rave Notifier for Desktop
10. CivicReady Brochure
11. 20211011 EM Noti MFR Review



Customer Acceptance Form

Order #: Q-02327-1
Date: 10/6/2021 9:09 AM
Expires On: 12/31/2021

492 Old Connecticut Path
 Framingham, Massachusetts 01701
 Phone: (508) 532-8953
 Email:

Ship To
 Village of McFarland, WI
 ("Customer") Aaron Chapin
 McFarland village, WI
 McFarland village, Wisconsin
 United States
 aaron.chapin@mcfarland.wi.us

Bill To
 McFarland village, WI
 McFarland village, Wisconsin
 United States

SALESPERSON	EMAIL	PAYMENT METHOD
Nicholas Tavaglione	ntavaglione@ravemobilesafety.com	Net 30

INITIAL LICENSE TERM:	1/1/2022 through 12/31/2026
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Annual License Fees

Product Description	Unit	Qty	Annual License Fee
Rave Alert for Public Safety	Population	1	USD 4,500.00
Population Add-On	Users	9,000	USD 1,620.00
Annual License Fees TOTAL:			USD 6,120.00

Professional Services Fees

One-Time Service Description	One-Time Fee
Rave Alert for Public Safety One-Time Setup	USD 2,500.00
Professional Services Fees TOTAL:	USD 2,500.00

TOTAL FEES:

	# of Months	Cost Per Year	Total Contract
Annual Fees:	60	USD 6,120.00	USD 30,600.00
One-Time Fees (Set Up & Integration):			USD 2,500.00
Total Fees:			USD 33,100.00

Fees Payable Net 30:	USD 8,620.00
-----------------------------	---------------------

ACCEPTANCE

Please sign and date this Customer Acceptance Form to indicate your acceptance of this proposal as an authorized representative of Customer. Payment will be due 30 days from the date Customer signs this Customer Acceptance Form. If Customer's internal procedures require that a purchase order be issued as a condition to payment of any Fees due to Rave, Client will timely issue such purchase order to Rave. This Customer Acceptance Form is governed by the Terms of Service found at <https://www.getrave.com/terms-of-service/current.pdf>. Any requested changes to the terms by Customer will impact price proposal above. The effective date of this Customer Acceptance Form will be the date of last execution as set forth in the signature block below ("Effective Date")

Rave Alert: No additional fees shall be payable to Rave for Rave Alert messages manually sent for immediate delivery by a Management Console user, or in response to Rave's monitoring of the National Weather Service feed (where applicable). The Rave Alert license include unlimited messaging via Email, SMS via SMTP, Social Media, App Push, RSS, or Outbound CAP delivery modes regardless of how these messages are initiated. The delivery of Voice, SMS via SMPP, or SMS via Web Service messages initiated via the Rave API Toolkit, the Inbound CAP API, or scheduled for future delivery from within the Management Console, may be subject to additional fees. Unless specifically addressed in this or another Order Form, additional per message fees (\$0.03 per SMPP or Web Service SMS message, \$0.08 per Voice Message) are billed quarterly in arrears. Rave's Voice messaging fees apply to voice calls made within and to the contiguous continental United States. International and long-distance rates may apply for other calls. Rave reserves the right to audit Client's usage for compliance with message quantities purchased and used.

AGREED AND ACCEPTED:

Rave Mobile Safety

Signature:	_____	Date:	_____
Name (Print):	_____	Title:	_____

**Village of McFarland,
WI**

Signature:	_____	Date:	_____
Name (Print):	_____	Title:	_____

**Billing Contact
Information**

First Name:	_____	Last Name:	_____
Email:	_____	Phone:	_____

Please sign and email to Nicholas Tavaglione at ntavaglione@ravemobilesafety.com

THANK YOU FOR YOUR BUSINESS!

**CivicPlus**

302 South 4th St. Suite 500
 Manhattan, KS 66502
 US

Quote #:

Q-18677-1

Date:

8/11/2021 9:31 AM

Expires On:

11/9/2021

Product:

CivicReady

Client:

McFarland WI - CivicReady

Bill To:

McFarland WI - CivicReady

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Hope Padilla	x	hope.padilla@civicplus.com		Net 30

CivicReady - Statement of Work

QTY	PRODUCT NAME	DESCRIPTION	PRODUCT TYPE
1.00	CivicReady Core Package	CivicReady Core Package	
1.00	CivicReady Core - Mass Communications	Emergency and Mass Notification platform with Multi-Channel Alerting, Alerting Templates, Geofencing Alerting, Internal Polling, Mobile App (Government and Public), SSO with CivicPlus products	Renewable
1.00	CivicReady Standard Implementation	CivicReady Standard Implementation	One-time

List Price - Year 1 Total	USD 10,458.40
Total Investment - Year 1	USD 4,500.00
Annual Recurring Services - Year 2	USD 4,725.00

Total Days of Quote:365

Term & Payment

1. This Statement of Work ("SOW") shall be subject to the terms and conditions of the CivicPlus Master Services Agreement located at <https://www.civicplus.com/master-services-agreement> ("MSA"), to which this SOW is hereby attached as the CivicReady Statement of Work. By signing this SOW, Client expressly agrees to the terms and conditions of the MSA throughout the Term of this SOW.
2. This SOW shall remain in effect for an initial term equal to 365 days from the date of signing ("Initial Term"). In the event that neither party gives 60 days' notice to terminate prior to the end of the Initial Term or any subsequent Renewal Term, this SOW will automatically renew for an additional 1-year renewal term ("Renewal Term"). The Initial Term and all Renewal Terms are collectively referred to as the "Term".
3. The Total Investment - Year 1 will be invoiced at signing of this SOW. Client will pay all invoices within 30 days of the date of invoice.

4. Annual Recurring Services shall be invoiced on the start date of each Renewal Term. Annual Recurring Services, including but not limited to hosting, support and maintenance services, shall be subject to a 5% annual increase beginning in year 2 of service.

CivicReady Functionality

5. CivicReady provides the ability for Client to generate high-speed notifications to listed databases through an internet-hosted software application (the "Services"). Client's database(s) shall be limited to containing contact data located within the geographic boundaries of McFarland WI - CivicReady. Client may only place calls via the system to telephone numbers assigned within the 48 contiguous United States of America.

CivicReady Appropriate Use of Service

6. Client agrees not to make any attempt to gain unauthorized access to the Services or any of CivicPlus' systems or networks. Client agrees that CivicPlus shall not be responsible or liable for the content of messages created by Client, or by those who access the Service, or otherwise delivered by Service on behalf of Client.

7. Client shall be solely responsible for compliance with, and any violations of, all applicable laws regarding outbound telemarketing including the CAN-SPAM ACT, State and Local telemarketing laws and requirements.

Account Information and Privacy

8. CivicPlus does not own any data, information or material that Client submit to the Service in the course of using the Service ("Client Data"). Client, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Client Data, and CivicPlus shall not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store any Client Data. CivicPlus reserves the right to withhold, remove and/or discard Client Data without notice for any breach, including, without limitation, Client's non-payment. Upon termination for cause, Client's right to access or use Client Data immediately ceases, and CivicPlus shall have no obligation to maintain or forward any Client Data.

9. Client represents and warrants that Client has not provided any false information to gain access to the Service and that Client's billing information is correct.

Disclaimer of Warranties and Limitation of Liability

10. Client is responsible for implementing sufficient procedures and checkpoints to satisfy Client's particular requirements for anti-virus protection and accuracy of data input and output, and for maintaining a means external to our Services for any reconstruction of any lost data. CIVICPLUS WILL NOT BE LIABLE FOR ANY LOSS OR DAMAGE CAUSED BY A DISTRIBUTED DENIAL-OF-SERVICE ATTACK, VIRUSES OR OTHER TECHNOLOGICALLY HARMFUL MATERIAL THAT MAY INFECT CLIENT'S COMPUTER EQUIPMENT, COMPUTER PROGRAMS, DATA OR OTHER PROPRIETARY MATERIAL DUE TO CLIENT'S USE OF THE SERVICES OR TO CLIENT'S DOWNLOADING OF ANY MATERIAL POSTED ON IT, OR ON ANY WEBSITE LINKED TO IT.

11. CLIENT'S USE OF THE SERVICES IS AT CLIENT'S OWN RISK. THE SERVICES ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT ANY WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED. NEITHER CIVICPLUS NOR ANY PERSON ASSOCIATED WITH CIVICPLUS MAKES ANY WARRANTY OR REPRESENTATION WITH RESPECT TO THE COMPLETENESS, SECURITY, RELIABILITY, QUALITY, ACCURACY OR AVAILABILITY OF THE SERVICES. WITHOUT LIMITING THE FOREGOING, NEITHER CIVICPLUS NOR ANYONE ASSOCIATED WITH CIVICPLUS REPRESENTS OR WARRANTS THAT THE SERVICES WILL BE ACCURATE, RELIABLE, ERROR-FREE OR UNINTERRUPTED, THAT DEFECTS WILL BE CORRECTED, THAT THE SERVICES OR THE SERVER THAT MAKES IT AVAILABLE ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS OR THAT THE SERVICES WILL OTHERWISE MEET CLIENT'S NEEDS OR EXPECTATIONS.

12. TO THE FULLEST EXTENT PERMITTED BY LAW, IN NO EVENT SHALL CIVICPLUS, ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, VENDORS OR SUPPLIERS BE LIABLE (I) FOR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES RELATED TO OR ARISING FROM CLIENT'S USE, MISUSE OR INABILITY TO USE THE SERVICES, INCLUDING BUT NOT LIMITED TO,

DAMAGES FOR LOST DATA, LOST PROFITS OR COST OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, PERSONAL INJURY OR PROPERTY DAMAGE OF ANY NATURE RESULTING FROM CLIENT'S USE OF THE SERVICES, UNAUTHORIZED ACCESS TO OUR SERVERS, SERVER UNAVAILABILITY AND ANY PERSONAL INFORMATION STORED THEREIN, ANY DELAYS OR INTERRUPTIONS DUE TO ELECTRONIC OR MECHANICAL EQUIPMENT FAILURES, DENIAL OF SERVICE ATTACKS, DATA PROCESSING FAILURES, TELECOMMUNICATIONS OR INTERNET PROBLEMS OR UTILITY FAILURES, HOWEVER CAUSED UNDER ANY THEORY OF LIABILITY, INCLUDING BUT NOT LIMITED, TO CONTRACT, TORT, STRICT LIABILITY OR NEGLIGENCE AND WHETHER OR NOT CIVICPLUS WAS OR SHOULD HAVE BEEN AWARE OR ADVISED OF THE POSSIBILITY OF SUCH DAMAGE OR EVEN IF A REMEDY FAILS OF ITS ESSENTIAL PURPOSE; OR (II) FOR ANY CLAIM ATTRIBUTABLE TO ERRORS, OMISSIONS OR OTHER INACCURACIES IN THE SERVICES OR DESTRUCTIVE PROPERTIES OF THE SERVICE. IN NO EVENT SHALL CIVICPLUS'S AGGREGATE LIABILITY UNDER THESE TERMS OF USE EXCEED THE TOTAL SUM OF MONIES PAID FROM CLIENT TO CIVICPLUS AS CONSIDERATION FOR USE OF THE SERVICES DURING THE TWELVE (12) MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO SUCH LIABILITY.

Internet Delays

13. CIVICPLUS' SERVICES MAY BE SUBJECT TO LIMITATIONS, DELAYS, AND OTHER PROBLEMS INHERENT IN THE USE OF THE INTERNET AND ELECTRONIC COMMUNICATIONS. CIVICPLUS IS NOT RESPONSIBLE FOR ANY DELAYS, DELIVERY FAILURES, OR OTHER DAMAGE RESULTING FROM SUCH PROBLEMS.

Signature Page to Follow.

Acceptance

By signing below, the parties are agreeing to be bound by the covenants and obligations specified in this SOW and the MSA terms and conditions found at: <https://www.civicplus.com/master-services-agreement>.

IN WITNESS WHEREOF, the parties have caused this SOW to be executed by their duly authorized representatives as of the dates below.

Client

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

Contact Information

*all documents must be returned: Master Service Agreement, Statement of Work, and Contact Information Sheet.

Organization

URL

Street Address

Address 2

City

State

Postal Code

CivicPlus provides telephone support for all trained clients from 7am –7pm Central Time, Monday-Friday (excluding holidays).
Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for
ensuring CivicPlus has current updates.

Emergency Contact & Mobile Phone

Emergency Contact & Mobile Phone

Emergency Contact & Mobile Phone

Billing Contact

E-Mail

Phone

Ext.

Fax

Billing Address

Address 2

City

State

Postal Code

Tax ID #

Sales Tax Exempt #

Billing Terms

Account Rep

Info Required on Invoice (PO or Job #)

Are you utilizing any external funding for your project (ex. FEMA, CARES): Y [] or N []

Please list all external sources: _____

Contract Contact

Email

Phone

Ext.

Fax

Project Contact

Email

Phone

Ext.

Fax

**CivicPlus**

302 South 4th St. Suite 500
 Manhattan, KS 66502
 US

Quote #:

Q-18702-1

Date:

8/11/2021 2:49 PM

Expires On:

11/9/2021

Product:

CivicReady

Client:

McFarland WI - CivicReady

Bill To:

McFarland WI - CivicReady

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Hope Padilla	x	hope.padilla@civicplus.com		Net 30

CivicReady - Statement of Work

QTY	PRODUCT NAME	DESCRIPTION	PRODUCT TYPE
1.00	CivicReady Core Package	CivicReady Core Package	
1.00	CivicReady Core - Mass Communications	Emergency and Mass Notification platform with Multi-Channel Alerting, Alerting Templates, Geofencing Alerting, Internal Polling, Mobile App (Government and Public), SSO with CivicPlus products	Renewable
1.00	CivicReady Standard Implementation	CivicReady Standard Implementation	One-time

List Price - Year 1 Total	USD 8,341.30
Total Investment - Year 1	USD 5,265.00
Annual Recurring Services - Year 2	USD 5,528.25

Total Days of Quote:365

Term & Payment

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DAMAGES FOR LOST DATA, LOST PROFITS OR COST OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, PERSONAL INJURY OR PROPERTY DAMAGE OF ANY NATURE RESULTING FROM CLIENT'S USE OF THE SERVICES, UNAUTHORIZED ACCESS TO OUR SERVERS, SERVER UNAVAILABILITY AND ANY PERSONAL INFORMATION STORED THEREIN, ANY DELAYS OR INTERRUPTIONS DUE TO ELECTRONIC OR MECHANICAL EQUIPMENT FAILURES, DENIAL OF SERVICE ATTACKS, DATA PROCESSING FAILURES, TELECOMMUNICATIONS OR INTERNET PROBLEMS OR UTILITY FAILURES, HOWEVER CAUSED UNDER ANY THEORY OF LIABILITY, INCLUDING BUT NOT LIMITED, TO CONTRACT, TORT, STRICT LIABILITY OR NEGLIGENCE AND WHETHER OR NOT CIVICPLUS WAS OR SHOULD HAVE BEEN AWARE OR ADVISED OF THE POSSIBILITY OF SUCH DAMAGE OR EVEN IF A REMEDY FAILS OF ITS ESSENTIAL PURPOSE; OR (II) FOR ANY CLAIM ATTRIBUTABLE TO ERRORS, OMISSIONS OR OTHER INACCURACIES IN THE SERVICES OR DESTRUCTIVE PROPERTIES OF THE SERVICE. IN NO EVENT SHALL CIVICPLUS'S AGGREGATE LIABILITY UNDER THESE TERMS OF USE EXCEED THE TOTAL SUM OF MONIES PAID FROM CLIENT TO CIVICPLUS AS CONSIDERATION FOR USE OF THE SERVICES DURING THE TWELVE (12) MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO SUCH LIABILITY.

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Client

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

Contact Information

*all documents must be returned: Master Service Agreement, Statement of Work, and Contact Information Sheet.

Organization

URL

Street Address

Address 2

City

State

Postal Code

CivicPlus provides telephone support for all trained clients from 7am –7pm Central Time, Monday-Friday (excluding holidays).
Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for
ensuring CivicPlus has current updates.

Emergency Contact & Mobile Phone

Emergency Contact & Mobile Phone

Emergency Contact & Mobile Phone

Billing Contact

E-Mail

Phone

Ext.

Fax

Billing Address

Address 2

City

State

Postal Code

Tax ID #

Sales Tax Exempt #

Billing Terms

Account Rep

Info Required on Invoice (PO or Job #)

Are you utilizing any external funding for your project (ex. FEMA, CARES): Y [] or N []

Please list all external sources:

Contract Contact

Email

Phone

Ext.

Fax

Project Contact

Email

Phone

Ext.

Fax

Subject: RE: CivicPlus Follow up ~ McFarland WI

Good Afternoon,

I wanted to reach out and let you know of a promotion that CivicPlus started yesterday for the 4th quarter. Any organization that is already part of the CP Family can get an extra discount on additional products as long as a contract is signed before the end of the year. This discount is off of the year one pricing. It would bring your year 1 pricing down to \$2500 for or the Fire District Pricing down to \$2632.50. I know you were tabling your conversation until the October 13th meeting so I wanted to get this information to you as soon as I could. If you do decide on CivicReady at one of these prices let me know, and I can get a corrected SOW sent your way.

Thank you,

Hope

Opt-In to Alerts with Rave Keywords

Rave's critical communication and collaboration platform helps maximize safety and provide notifications for organizations, schools, states, cities and towns all across the country. By collecting and sharing critical information – Rave keeps your people informed, actionable and safe.

RAVE KEYWORDS AVAILABLE WITHIN RAVE ALERT ALLOW YOU TO:

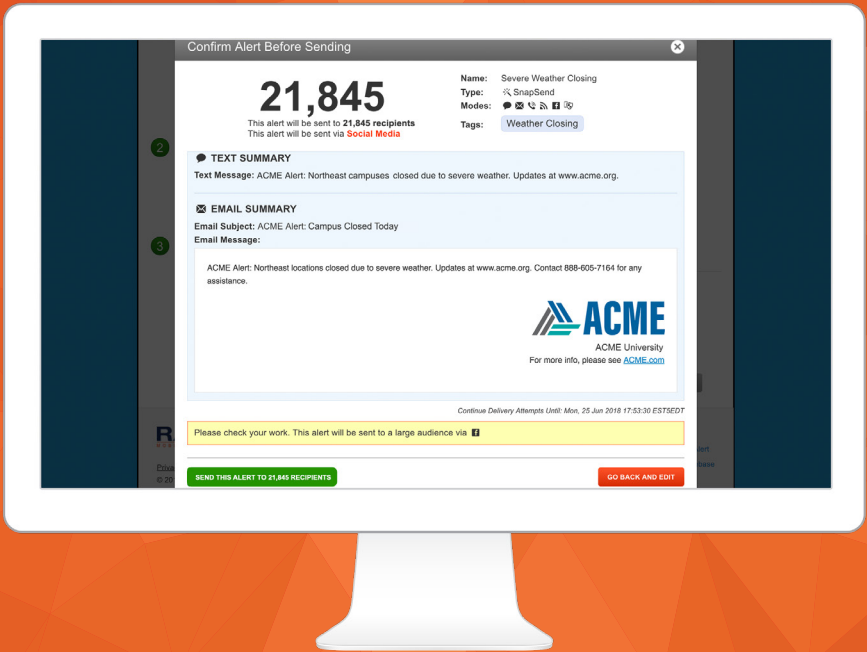
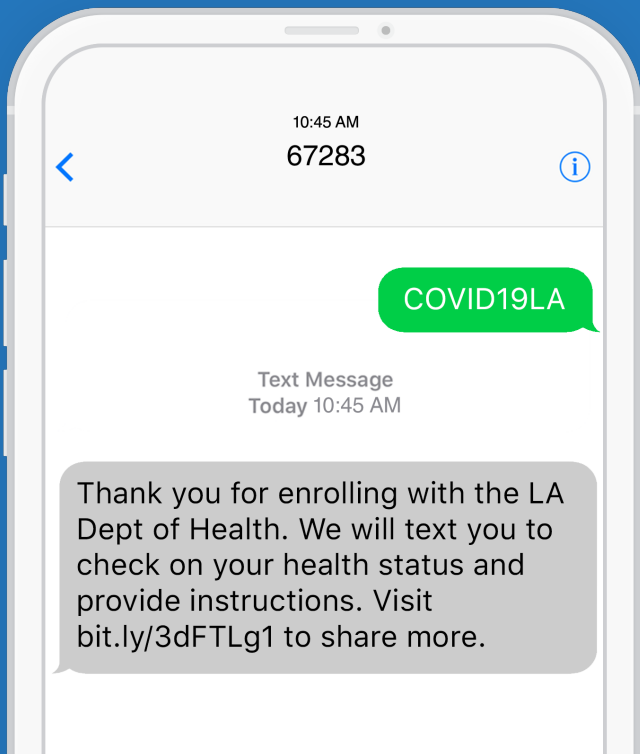
- 1 **Communicate and protect** your people
- 2 Reach a **wider audience**
- 3 Provide the option for people to **receive temporary or long-term notifications**



IMPROVE CRITICAL COMMUNICATION

Do all you can to show your commitment to preparedness and safety for your residents, commuters, and visitors.

- Easy sign up process to receive mass emergency notifications
- Timely updates during a natural disaster or large-scale event
- Targeted messages to people that have requested them



FLEXIBLE MANAGEMENT

Do all you can to provide the option of safety and information when desired.

- Deliver information and resources immediately with welcome message or communicate to those that opt-out
- Optional automatic expiration available
- Opt-in subscriptions on a specific date or during a specific duration

INCLUDE A WIDER AUDIENCE

Do all you can to keep everyone in the know during emergency or non-emergency events.

- Communicate with guests, visitors and contractors
- Leverage for events or conferences to send temporary updates or cancellations
- Push notifications during severe weather with up to date information and resources



Engage with your community and provide the option to join by simply texting a keyword to a short code number. Those who opt-in will receive timely and relevant texts, emails or social notifications about the events of interest to them.

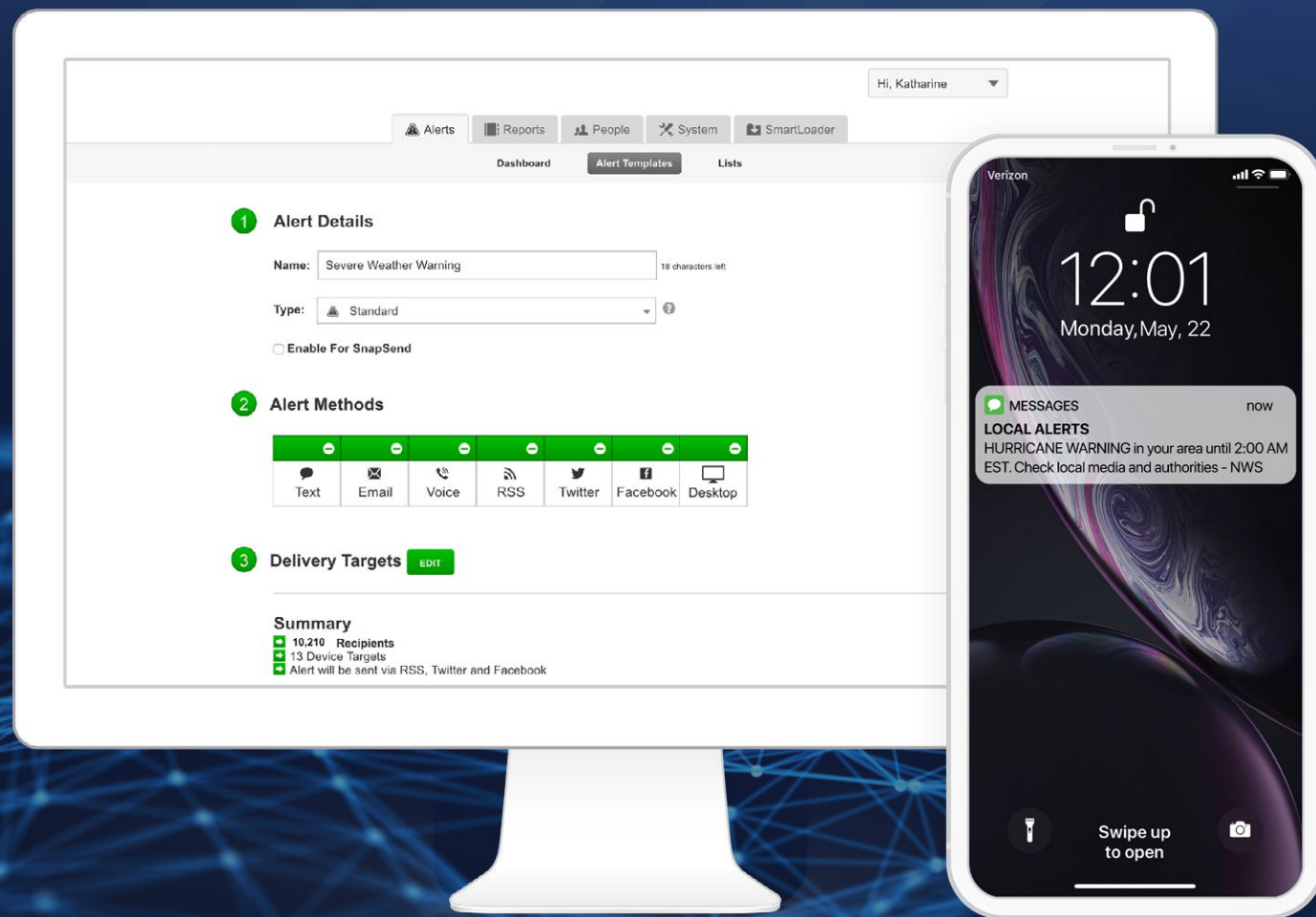
Contact Rave today for more information: www.ravemobilesafety.com/rave-alert-product



Do all you can today.™

888-605-7164 | sales@ravemobilesafety.com | ravemobilesafety.com

Emergency Notifications in Three Clicks



In a world of unknowns, Rave's critical communication and collaboration platform helps prepare and respond to any type of incident. Rave Alert provides the ability to send mass notifications and/or targeted messages to connect and inform your community, organization, school or institution with critical information at critical times.

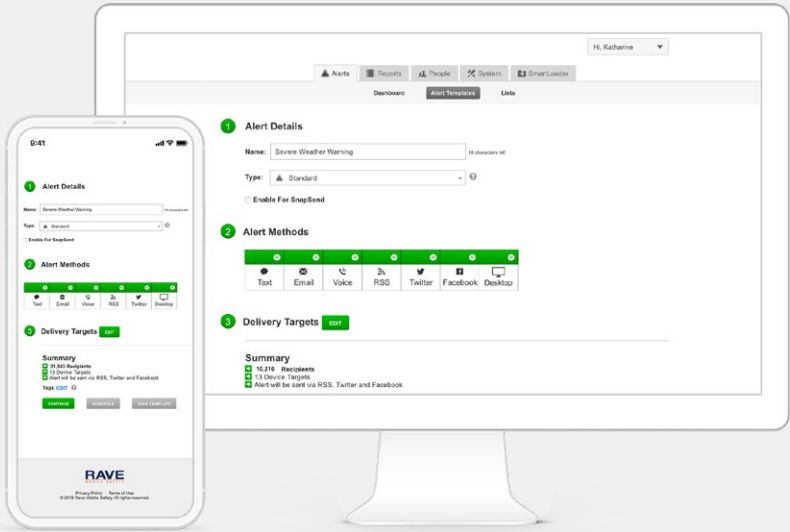
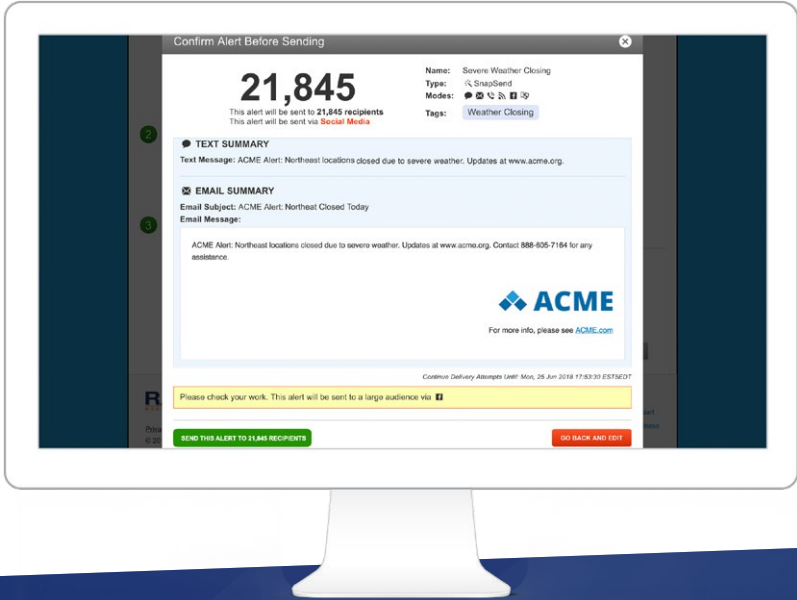
With prebuilt templates, a mobile-friendly interface and multilingual capabilities, Rave Alert is easy to use, easy to deploy and guaranteed to perform when seconds count providing:

- 1 Strong Engagement with your Population
- 2 Quick and Reliable Messaging
- 3 Enhanced Internal Response Coordination

GUARANTEED CRITICAL MESSAGING

Thousands of federal, state and local agencies, schools, higher education institutions, hospitals and businesses all rely of Rave. With the backing of a public safety grade infrastructure, Rave Alert sends more than 1.2 billion notifications a year and over 4,000 text messages a second helping you:

- **Connect with your community, students or employees to keep them informed and engaged**
- **Provide information and resources quickly during both planned and unplanned events**
- **Increase response effectiveness through real-time updates from a single launch point**

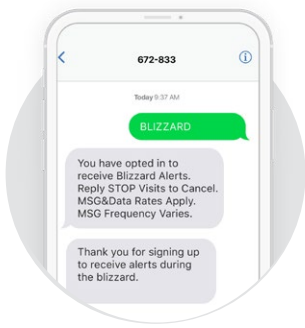


EASY-TO-USE INTERFACE

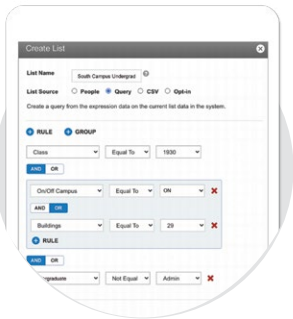
Your system is only as reliable as the people it can reach. Rave has the tools necessary to manage your organizations’ data and have your administrators up and running in less than two hours. Rave Alert is built for large-scale notifications and sends targeted messages across all channels to:

- **Expand your reach with instant notifications via text, voice, email, desktop and more**
- **Handle ongoing management of your database of record to bolster list segmentation by location, department or criteria of your choosing**
- **Allow administrators to customize their interface based on role or needs, provide administrative updates to internal users, and receive real-time reporting on alert success and delivery rates**

ONGOING FEATURE ENHANCEMENTS



OPT-IN KEYWORD ALERTS to reach a wider audience and communicate with people temporarily or long term through a self-service, opt-in citizen portal



EXPANDED USER ATTRIBUTES to load all pertinent user data, as well as better classify and target users based on department, role or location



DESKTOP NOTIFICATIONS to allow for the management of sending and delivering messages all within one system

With Rave, you are doing all you can to provide critical information to the people that need it when it matters most. Rave Alert takes emergency notifications to the next level and can be used however you see fit – in the most critical unplanned situations or for the everyday scheduled events.

This easy-to-use, easy-to-deploy, and high-performing notification system is the only way to guarantee people will receive all of the information they need to stay safe.

Market Leader in **Critical Communication and Collaboration**

8,000
CUSTOMERS WORLDWIDE

15 YEARS
AS PUBLIC SAFETY'S
INNOVATIVE LEADER

3,500
COMMUNITIES & AGENCIES
ACROSS ALL 50 STATES

20%
9-1-1 CALLS PROCESSED PER YEAR

10,000
K-12 SCHOOLS

70%
U.S. HIGHER EDUCATION POPULATION

1,600
ENTERPRISES &
HEALTHCARE FACILITIES

99%
CUSTOMER RENEWAL RATE



“ I am a happy customer who represents the largest healthcare employer in New York State with over 70,000 employees, 20+ hospitals and more than 600 physician practices. Despite losing three months of my planned project timeline due to the COVID-19 shutdown, the Rave team did all they could to make sure we met our target deadline. They made the switch from our existing mass notification system seamless. They were attentive to our needs every step of the way.”



MARK SWENSON
COORDINATOR, NORTHWELL HEALTH
EMERGENCY MANAGEMENT

“ Rave Alert has been an amazing communication resource for our community. The ability to customize has helped us meet our county’s specific needs, while ensuring that we deliver the right message to the right people at exactly the right time.”



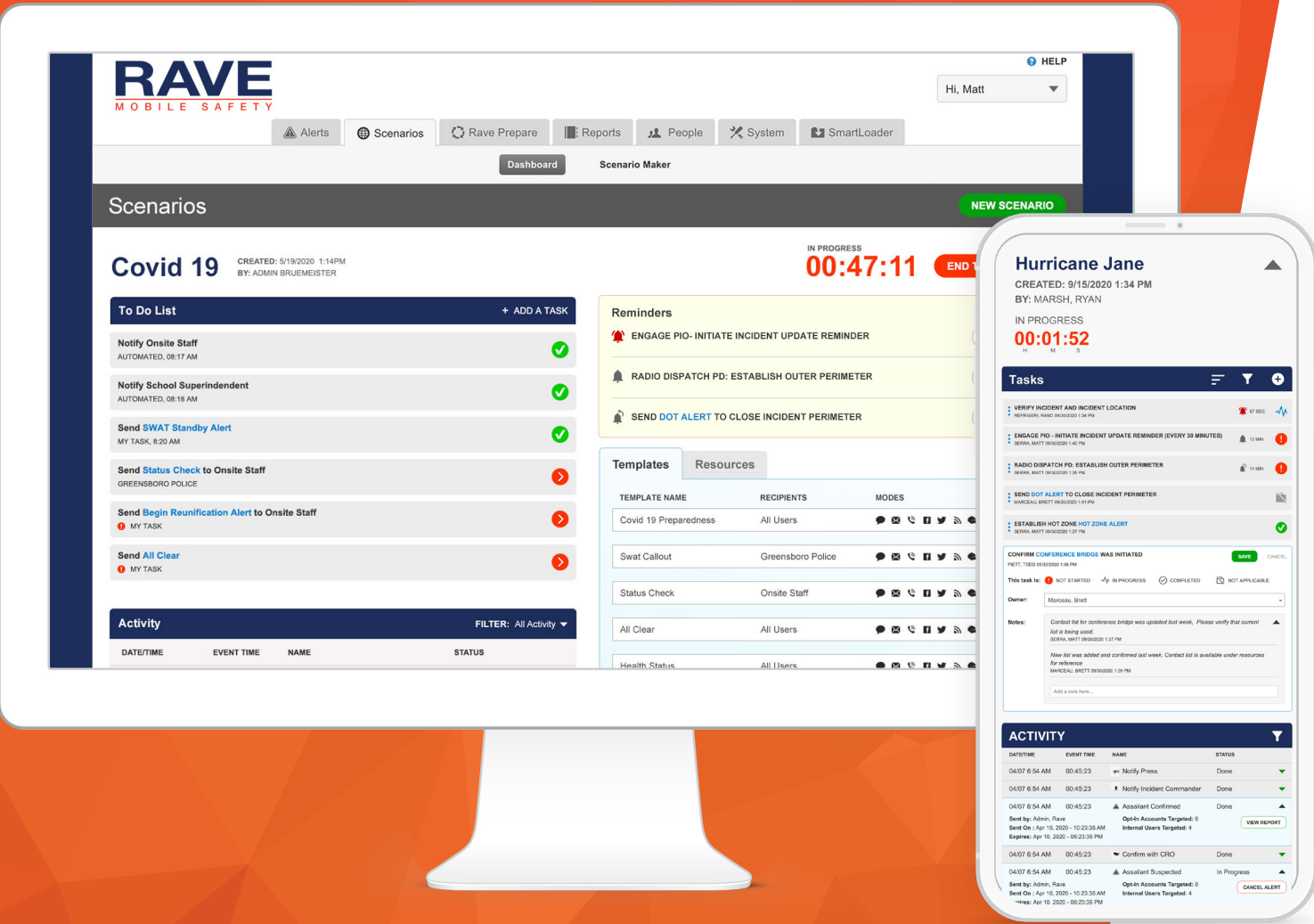
MIKE ARMITAGE
EATON COUNTY CENTRAL DISPATCH,
MICHIGAN



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Tactical Incident Collaboration



To fully prepare for both planned and unplanned events, communication and collaboration within one platform eliminates several risks and challenges.

Whether a routine situation such as a drill or an unexpected emergency requiring critical response, the ability to immediately notify key stakeholders, establish clear responsibilities, and provide direction for tactical decisions, is key in providing or restoring a safe and secure environment.

Rave Collaborate is designed to help you think bigger, plan smarter, and act faster before, during and after an event with:

- 1 Automated Communication of Key Information
- 2 Immediately Assigned Critical Tasks
- 3 Situation-Specific Access to Materials and Plans
- 4 Extensive Recording to Track Response and Actions
- 5 Simple to Deploy, Easy to Use

Rave Collaborate is a user-friendly tool that reinforces policies and procedures, provides critical information and resources, and tracks actions taken in a way that supports situational awareness and after-action reporting.

INCREASED COORDINATION

Seamless integration with Rave's high-performance communications infrastructure

Quickly initiate events through Rave Alert, Rave Panic Button, standards-based third-party integrations or even manually

Establish clear responsibilities with reminders, tracking and task updates

FASTER RESPONSE

Share and reference documents and materials added and collected before, during and after an event

Leverage prebuilt communication templates for all types of scenarios

SITUATIONAL AWARENESS

Easy-to-use dashboard with clearly defined actions

Intuitive task list, activity status, ownership and notes

Users and actions recorded and displayed in a detailed timeline

AlertsScenariosRave PrepareReportsPeopleLibrarySystemSmartLoader

Active ScenariosScenario Maker

3 Active Scenarios

ACTIVATE A SCENARIO

ACTIVE ASSAILANT

CREATED: 1:34 PM
BY: MARSH, RYAN

IN PROGRESS00:01:52

END THIS SCENARIO

Tasks

SORT

FILTER

ADD

VERIFY INCIDENT AND INCIDENT LOCATION

REFRIGERI, RAND 09/30/2020 1:34 PM

57 SEC

ENGAGE PIO - INITIATE INCIDENT UPDATE REMINDER (EVERY 30 MINUTES)

SERRA, MATT 09/30/2020 1:40 PM

12 MIN

RADIO DISPATCH PD: ESTABLISH OUTER PERIMETER

SERRA, MATT 09/30/2020 1:35 PM

14 MIN

SEND DOT ALERT TO CLOSE INCIDENT PERIMETER

MARCEAU, BRETT 09/30/2020 1:41 PM

ESTABLISH HOT ZONE HOT ZONE ALERT

SERRA, MATT 09/30/2020 1:37 PM

Activity

FILTER

DATE/TIME	EVENT TIME	NAME	STATUS
04/07 6:54 AM	00:45:23	Notify Press	In Progress
04/07 6:54 AM	00:45:23	Notify Incident Commander	Done
04/07 6:54 AM	00:45:23	Assailant Confirmed	Done
Sent by: Admin, Rave Sent On : Apr 10, 2020 - 10:23:35 AM Expires: Apr 10, 2020 - 06:23:35 PM			VIEW REPORT
04/07 6:54 AM	00:45:23	Confirm with CRO	Done

Reminders

ENGAGE PIO- INITIATE INCIDENT UPDATE REMINDER

57 SEC

RADIO DISPATCH PD: ESTABLISH OUTER PERIMETER

1 MIN

SEND DOT ALERT TO CLOSE INCIDENT PERIMETER

14 MIN

TemplatesResources

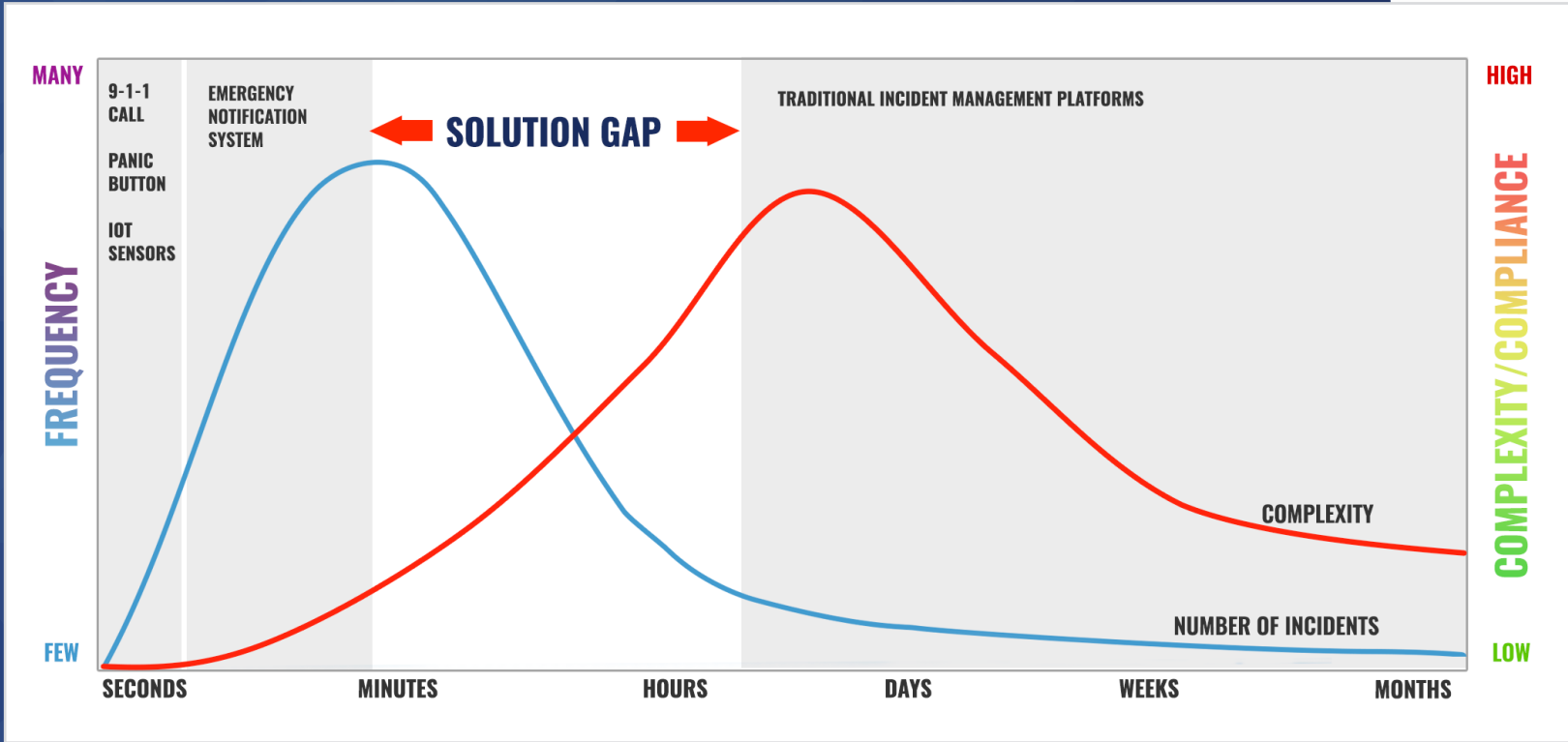
TEMPLATE NAME	RECIPIENTS	MODES	
ACTIVE ASSAILANT ALERT	INDIVIDUAL USERS		SELECT
ACTIVE ASSAILANT CONFIRM	INDIVIDUAL USERS		SELECT
ALL CLEAR	EVERYONE		SELECT
REUNIFICATION	ALL INTERNAL		SELECT
PROCEDURES	ALL INTERNAL		SELECT
PERIMETER WARNING	EVERYONE		SELECT
STAFF ALERT	INDIVIDUAL USERS		SELECT

+ ADD A TEMPLATE

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Rave Collaborate addresses events not accommodated by existing incident management solutions: shorter duration, moderately complex activities faced on a regular basis.



The critical early minutes and hours of an event are often a time of chaos and confusion. Rave Collaborate is a simple, easy-to-use solution that minimizes the complexity of your response and allows you to always be prepared with all tasks and responsibilities clearly defined from the onset of the event through the all-clear signal.

“One thing we’ve found is a shortcoming in this command emergency management process of ensuring that an incident is run properly. Most of our job is recovery and, let’s face it, people are judged on how well they recover. You have to have a digital platform to be able to effectively communicate and track tasks.”



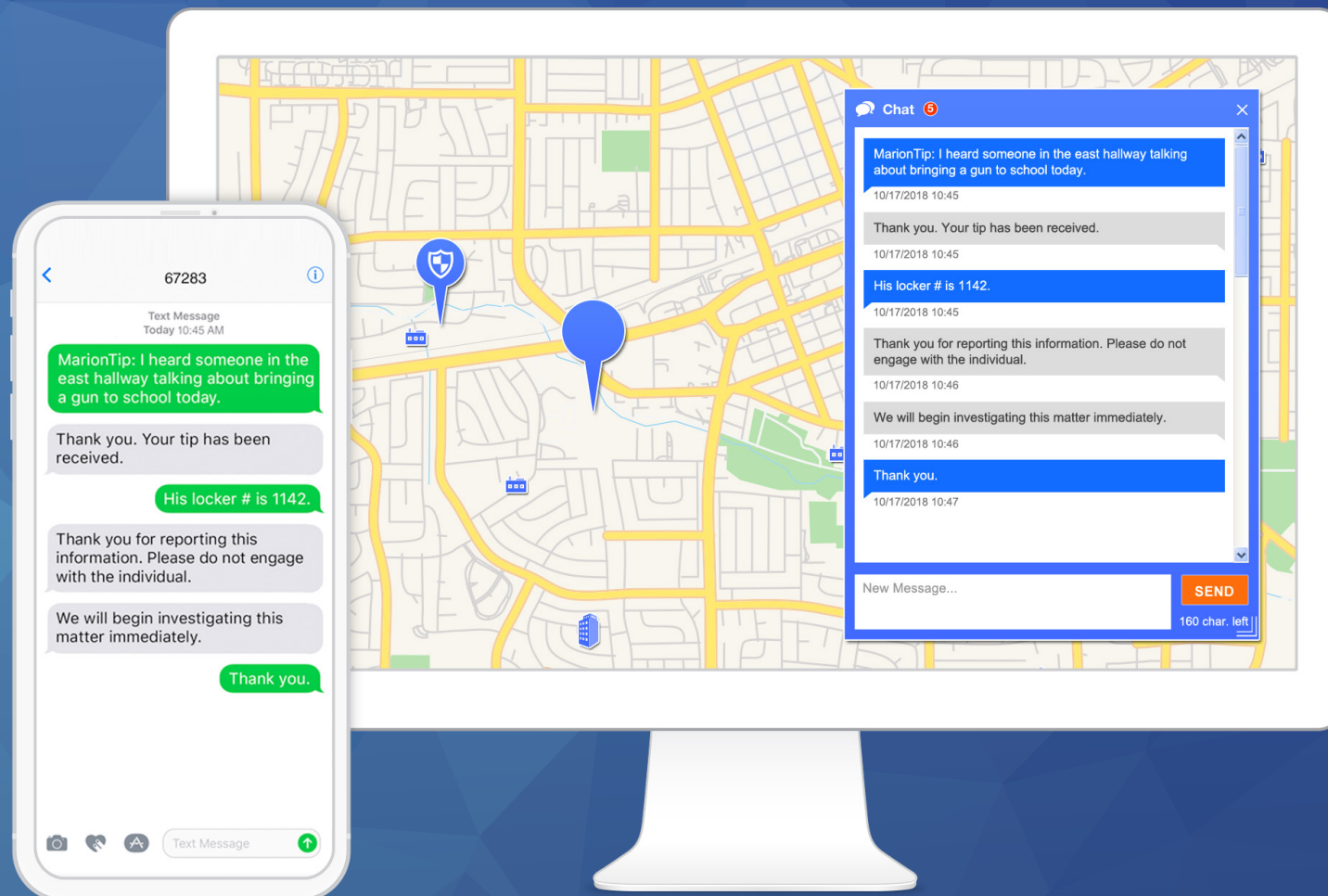
CAPTAIN RICK FRANCIS
DIRECTOR OF SCHOOL SAFETY AND SECURITY
SEMINOLE COUNTY SCHOOLS, FL

With Rave Collaborate, you are able to prepare for all possible scenarios, share critical data, send notifications quickly and coordinate a response to make sure every task is completed. All your staff, no matter their experience, is able to make the best decisions and record their actions.

In your schools, offices and communities, do all you can to respond quickly and effectively to any situation.

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Anonymous Text-to-Tip Solution



Rave Eyewitness™ empowers the people you protect to discreetly send text messages and report dangerous situations to the people who can help and respond.

Let your students, staff, faculty, and/or the wider public be law enforcement's eyes and ears – providing them the ability to advert a safety threat with a simple text.

- 1 Learn about rumored weapons or crime, incidents of bullying or mental health concerns before it's too late.**
- 2 Solicit need-to-know information from your community without the worry of the public knowing where it came from.**
- 3 Access real-time reporting for logs, trends and incident patterns over time.**

SEE SOMETHING. SAY SOMETHING. DO SOMETHING.

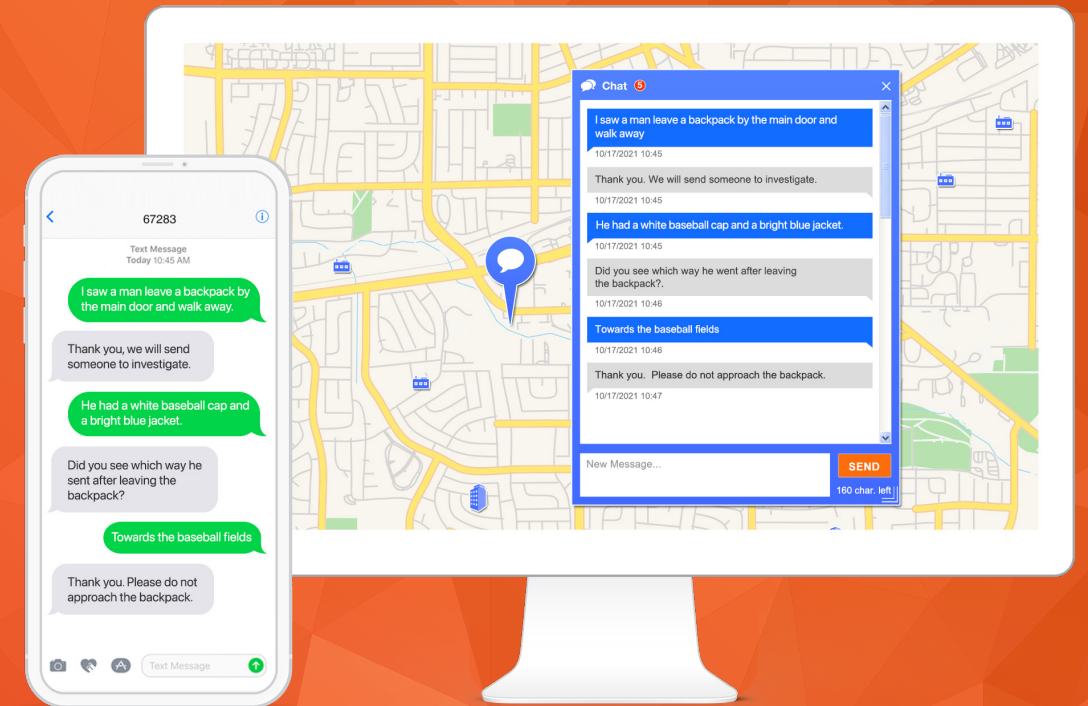
The 2021 USSS Report on School Violence found that targeted violence is preventable when communities identify warning signs and intervene.

“In every case, tragedy was averted by members of the community coming forward when they observed behaviors that elicited concern.”

– **Averting Targeted School Violence: A U.S. Secret Service Analysis of Plots Against Schools, March 2021**

Crowd-sourced information and tools like Rave Eyewitness can be used to solve major and everyday crimes. These tips play a key role in restoring safety to communities and reducing the impact of that crime. Prevent dangerous incidents before they happen with the most widely-used anonymous tip software.

**Text “Threat”
to 67383**



HOW IT WORKS

- A citizen sees suspicious activity and texts a tip to your Rave Eyewitness ID number. The tipster receives confirmation that the tip was received.
- A Public Safety Officer, Principal, 9-1-1, or other designated authority is immediately notified via audio and visual alerts.
- The designated authority can respond in real-time and create a dialog by using text-only to solicit additional information and details.
- Every report is logged for future viewing and reviewing trends and incident patterns over time.

BENEFITS OF RAVE EYEWITNESS™

- **The anonymity of a text-to-tip line is crucial.** Many people do not feel comfortable talking directly to authorities or don't want anyone to know they submitted the tip.
- **There is no hardware or software needed** to install this web-based software-as-a-service product. You can begin using Rave Eyewitness immediately.
- **Rave's reporting console** shows your usage and incident patterns over time, providing deeper insight into the needs of the people you protect.

Everyone has the right to be safe where they live, work, go to school and congregate. With Rave, you are doing all you can to protect every student, employee and community member with the industry's most reliable personal safety solutions.

Rave Eyewitness is part of a larger suite of community safety tools within the Rave Platform. Rave enables communities, businesses, healthcare organizations, schools and higher education institutions to connect and engage with people wherever they are.

It is easy to use, easy to deploy and high performing, trusted by thousands of organizations to help build positive engagement and empower the people within them.

"Students need to feel safe and comfortable for meaningful learning to occur. We must do everything in our power to ensure student safety, and we are grateful for this partnership that allows for us to expand the tip line."



Joy Hofmeister
State Superintendent of Public Instruction
Oklahoma State Department of Education



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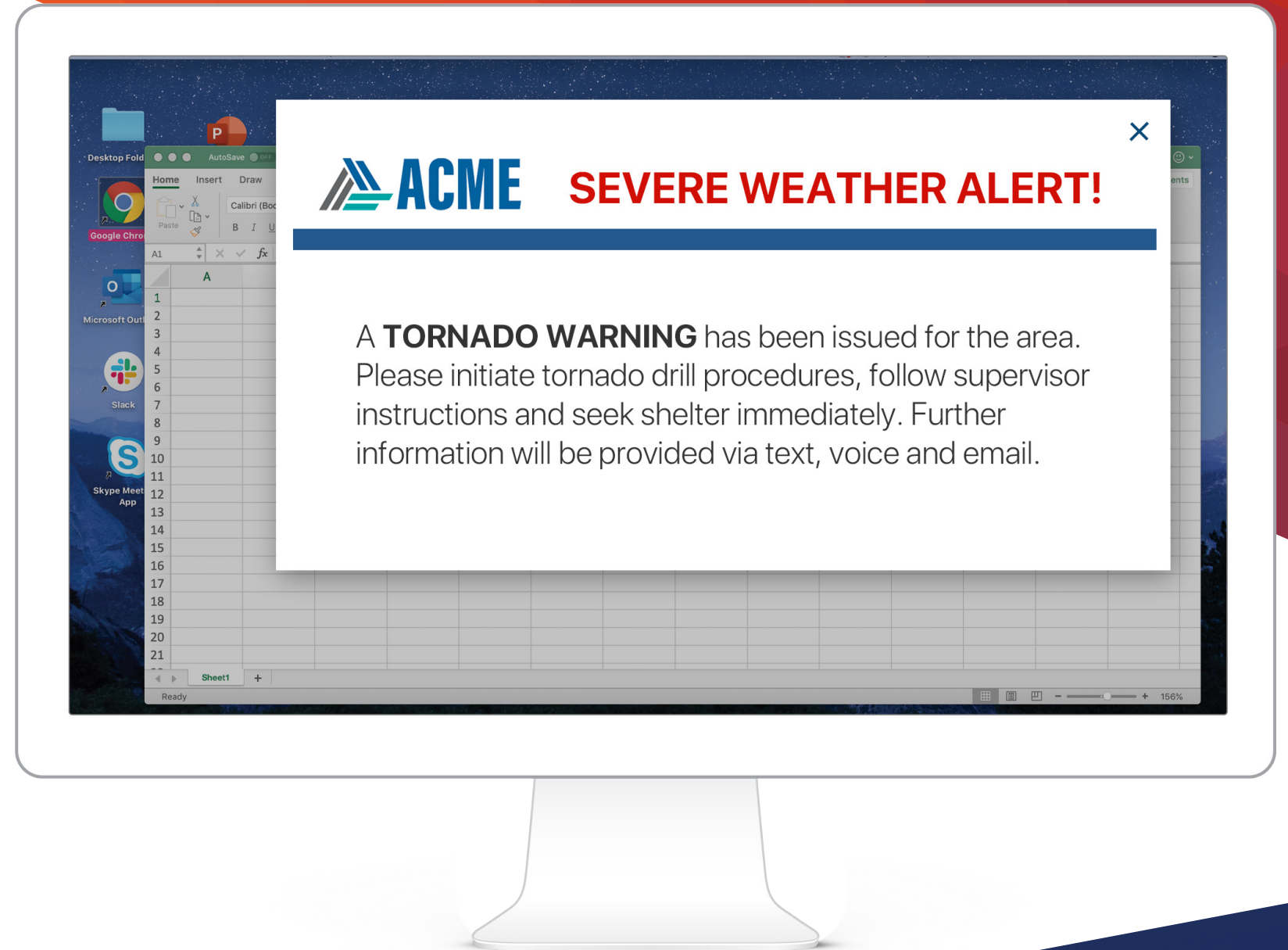
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Rave Notifier for Desktop

With the majority of people working from home, it is essential to make sure all critical notifications are being delivered and seen by all employees. If a phone is in the other room or facedown on a desk, this new delivery mode makes sure messages appear directly on computers, no matter what network they are connected to.

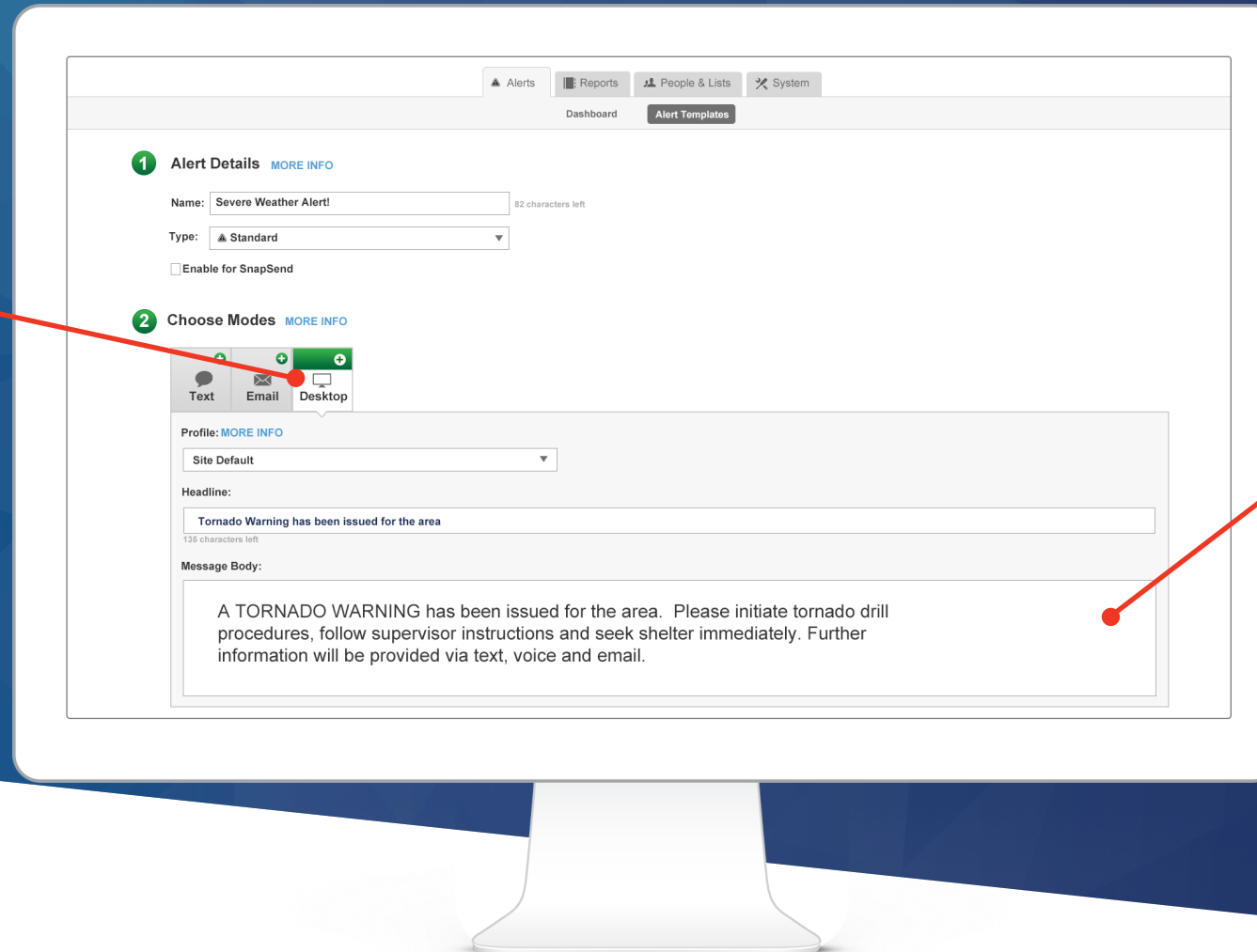
The **Rave Notifier for Desktop** feature is available within **Rave Alert** and allows you to:

- 1 Deliver messages more quickly and more reliably across all mediums
- 2 Customize the branding of company name, icon and colors
- 3 Allow your organization to manage one system for both send and delivery of notifications, reducing 3rd party integration needs





Send push notifications to user workstations through Rave Alert with the ability to customize HTML-formatted headers and footers



In an emergency, desktop alerts will reach people wherever they may be and communicate via the best mode possible

Rave's critical communication and collaboration platform helps maximize safety and minimize operational disruption for organizations, schools, states, cities and towns all across the country. By collecting and sharing critical information across your community – Rave keeps your people informed, actionable and safe.

The Rave Notifier for Desktop is quick to deploy, as fast as email, and cloud native – making sure employees receive alerts whether in the office, on the road or at home.

Rave is now your one-stop-shop for mass notifications or targeted communications.

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Emergency Communication Made Easy

An Easy-to-Use, Reliable, Mass Notification Solution.

CivicReady's next-generation emergency notification and critical event management platform is the easiest way to alert your team and coordinate your disaster recovery in an emergency. Our fully integrated, all-in-one solution allows you to streamline incident reporting, internal response, and public alerting, all from one platform. With convenient communication features, our software enables you to plan for potential crises, communicate and react during these crises, and move forward after the crisis has passed. Given CivicReady's ease of use and advanced communication features, it's no wonder that hundreds of local government organizations trust CivicReady to protect their communities.

Always Available

We understand that implementing new software in your day-to-day operations can be challenging, so we offer live online sessions, webinars, and documentation to ensure that learning to use CivicReady is easy. We believe that any business built to create and enhance connection should be just as accessible as the solutions it provides, so we always make ourselves available.

Client Success is our #1 Priority



Smart

CivicReady can help you prepare for a crisis by planning messages for individual incidents and selecting specific groups for communication.



Easy

With a straightforward design, CivicReady's app and web UI allow you to quickly communicate with your team and track your crisis response.



Success

CivicReady is dedicated to your success, so we offer customers 24/7 support and a dedicated customer success manager.

Streamline communication and your emergency response plan with CivicReady. CivicReady's features include:

Core

The perfect plan for local governments that need basic emergency notification features.

Public Notifications

Alert your community via SMS, email, voice (ETN), SMTP, social media, and mobile app. In addition, CivicReady APIs can be utilized via webhooks to activate a variety of devices when an alert is sent. Sirens and public signage devices can also be activated by consuming CAP messages from an ATOM feed.

Templates

Plan ahead with public alerting templates to quickly send out critical messages in a timely manner.

Geo-Location Alerting

Visualize and triage your incident event data with our highly advanced ESRI Mapping features, and use custom layers and drawing tools to create an alert to target a specific group of people for critical Emergency Telephone Notification (ETN).

Internal Polling

Utilize polls to assess personal safety and your organization's status. All results are visible in an easy-to-read report on all platforms.

Mobile App

Alert your employees, report incidents from the scene, collaborate, and coordinate your team's response with CivicReady's easy-to-use mobile app.

CivicPlus Single Sign On

Sign on and switch seamlessly between your organization's various CivicPlus products (in development, set to release in early summer).

Pro

With all of the Core Plan features, the Pro Plan is for government organizations ready to incorporate crisis management features.

Internal Secure Chat

Follow up on polls or messages with Secure Chat to initiate direct two-way communication with your crisis management team.

Incident Management

Alert employees when a crisis occurs and send instructions for how to proceed.

Incident Guide

View role-specific procedures for a variety of emergencies and disruptions to daily operations.

Tasklists

Plan, activate, and track your crisis response and recovery from your mobile app by turning response plans into actionable task lists and delivering them to assigned teams.

NOAA Weather Alerts

Through an integration with NOAA weather, distribute urgent news, instructions, and mandates via the NOAA network.

Additional Upgrades

- **Send IPAWS Notifications:** Reach unsubscribed citizens and travelers during an emergency via the Federal Emergency Management Agency's (FEMA) Integrated Public Alert and Warning System.
- **NOAA weather alerts** can also be added to the Core offering, if needed.
- **Single Sign-On (SSO) with IDP Provider:** Simplify user access to all web and cloud-based applications without requiring individual authentication.

Find out more about how CivicReady makes connecting easy at civicready.com.



McFarland Fire & Rescue Department

5915 Milwaukee Street • PO Box 110 • McFarland, WI 53558-0110

(608) 838-3278 • Fax: (608) 838-3619

Emergency: 911

October 11, 2021

Public Safety Committee
Village of McFarland

Re: Emergency Notification Software

We have received proposed systems from Rave Mobile Safety and Civic Plus for emergency and mass notification systems. We have reviewed both systems, and both systems appear to meet the needs of the Village and, in particular, the emergency services departments. Both providers have some good qualities to consider. Rave Mobile Safety is a company dedicated to providing the services we are seeking, and the Civic Plus package of Civic Ready is an additional package by a diversified company. While having a diverse company often helps companies be more stable, but it can be a shortcoming when serving emergency services. Emergency services are often small market shares of the diverse company and don't receive the same attention. For that reason, I feel we will have a stronger product from Rave Mobile Safety in the long term. Granted that the Civic Plus package would be a more straightforward implementation because of the existing relationship with the company. Additionally, the interface would be like other systems we are currently utilizing. Thus, making Civic Ready a more than acceptable program also. In general, I believe both will do well.

One item we can't overlook is the cost of the systems. Rave Mobile Safety costs an estimated \$2,500 to implement and \$6,000 to \$6,500 annual cost. The result in two years is \$14,500 to \$15,500. The Civic Ready package is \$2,500 - \$2,635 for first year and \$4,725 - \$5,530 for the second year. The result in two years is \$7,225 - \$8,165. Based on the additional cost of a package that will perform similarly, it is difficult to recommend the additional costs.

Christopher C. Dennis, Chief
McFarland Fire & Rescue Department