



# COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

## SUMMARY REPORT

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**Agenda Date:** 4/28/2026

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**To:** Board of Supervisors, County of Sonoma  
**Department or Agency Name(s):** Emergency Management  
**Staff Name and Phone Number:** Jeffrey DuVall, CEM, CA-PEM / 707-565-1152  
**Vote Requirement:** Majority  
**Supervisorial District(s):** All Districts

**Title:**

Alert and Warning Software RFP Award

**Recommended Action:**

- A. Authorize the Director of Emergency Management to execute an agreement with HQE Systems, Inc. for Alert and Warning System services, for a three-year term, with the option of two one-year extensions, for a maximum contract performance period not-to-exceed five years, at a total cost value not to exceed \$395,903.60
- B. Authorize the Director of Emergency Management, or designee, to execute minor amendments to the scope of services and budget during the contract performance period, not exceeding Department Head authority limits.

**Executive Summary:**

This item requests authorization for the Director of Emergency Management to execute an Agreement for a new Alert and Warning System for the County of Sonoma, including its cities and town jurisdictions, which will operate 24 hours a day, seven (7) days a week, 365 days a year. The Agreement is for a three-year term with the option of two one-year extensions, for a maximum contract performance period up to five (5) years, not to exceed \$395,903.60, if approved by the Board of Supervisors.

**Discussion:**

Sonoma County faces a range of hazards, including wildfires, floods, and other large-scale emergencies, that require timely and reliable communication with those who live, visit, and recreate in the County. An effective alert and warning system is a critical component of the County's emergency management strategy, enabling officials to rapidly disseminate clear, actionable information before, during, and after an incident.

The County requires an Alert and Warning System (AWS) to send alerts and notifications to devices within Sonoma County's geographic boundaries. Sonoma County has an estimated population of 480,000, including individual cities, unincorporated areas, and any combinations or sub-portions of its jurisdictions.

Implementing a comprehensive AWS is driven by enhancing public safety through effective and timely communication during emergencies and operational needs. The overarching goals include enhancing public safety and emergency preparedness, fostering interagency collaboration, strengthening community engagement and awareness, leveraging advanced technologies for precision targeting, and promoting operational efficiency and accountability. The County of Sonoma's Department of Emergency Management

(DEM) will serve as the account administrator and will be responsible for managing cities, towns, and county agencies under the main system.

A formal procurement process was conducted, released on 01/14/2026 and closed on 02/18/2026. Eight (8) proposals were received from the following vendors, listed in no particular order: Dias Inc., BlackBerry Corporation, Bryx Inc., OnSolve, HQE Systems Inc., Everbridge, eCourtDate, and Genasys Inc. The vendor HQE Systems, Inc. is the recommended awardee.

Upon approval and implementation, this service will allow for the continued activation of various alert & warning notification systems for the Sonoma County Operational Area: mass notification system, also known as SoCoAlert, the Wireless Emergency Alert system, Emergency Alert System, and Non-Weather Emergency Message via NOAA Weather Radio. Having this agreement in place will allow the County to provide notifications to the community within Sonoma County on an as-needed basis.

The proposed awarding of an AWS will enhance the County's ability to deliver coordinated, multi-channel notifications across diverse populations. This includes reaching individuals with access and functional needs, limited English proficiency, and those in geographically isolated areas. The system is expected to support multiple communication methods, such as text, voice, and email, as well as integration with federal public alerting platforms to ensure redundancy and maximize message reach. The system also supports the County's ability to coordinate alerting efforts with incorporated cities, providing a unified platform for consistent and regionally aligned messaging across jurisdictions. This procurement process was necessary following the expiration of the County's contract with its current vendor and ensures continuity of critical alert and warning capabilities.

The County's alert and warning capabilities have greatly improved and continue to expand since the 2017 Fires. An AWS was heavily utilized during the 2019 and 2020 wildfire seasons, when large-scale incidents required rapid notification of evacuations. The system has also been used during more recent real-world incidents, including severe weather events and public safety emergencies, reinforcing its role as a critical tool for day-to-day emergency operations.

In addition to emergency incidents, the system supports year-round preparedness efforts, including countywide drills and public education campaigns such as the Sonoma County ShakeOut and Tsunami Awareness Week. These activities help familiarize community members with alerting processes, encourage public participation, and strengthen overall community readiness.

**Strategic Plan:**

The Alert and Warning System supports the Resilient Infrastructure Pillar, Goal 2 (Invest in capital systems to ensure continuity of operations and disaster response), and Objective 1 (Strengthen critical communications infrastructure, interoperability, and information technology tools relied upon during disasters.)

**Racial Equity:**

**Was this item identified as an opportunity to apply the Racial Equity Toolkit?**

No

**Prior Board Actions:**

None.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY25-26 Adopted</b>	<b>FY26-27 Projected</b>	<b>FY27-28 Projected</b>
Budgeted Expenses	\$97,027.70	\$72,110.85	\$72,110.85
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$97,027.70</b>	<b>\$72,110.85</b>	<b>\$72,110.85</b>
<b>Funding Sources</b>			
General Fund/WA GF	\$97,027.70	\$72,110.85	\$72,110.85
State/Federal			
Fees/Other			
Use of Fund Balance			
General Fund Contingencies			
<b>Total Sources</b>	<b>\$97,027.70</b>	<b>\$72,110.85</b>	<b>\$72,110.85</b>

**Narrative Explanation of Fiscal Impacts:**

First year costs are budgeted in the Fiscal Year 2025-26 department budget. Subsequent years will be included in the department's annual budgets. Contract years one through three have an annual rate of \$72,110.85 per year, with a one-time set up fee in year one for \$24,910.85. If the contract option to extend is chosen, there is an 4.75% escalation cost for the final two contract years. Year four would increase to \$75,536.12, and year five would increase to \$79,124.08, for a total contract value of \$395,903.60.

**Narrative Explanation of Staffing Impacts (If Required):**

None.

**Attachments:**

1. Notice of Intent to Award
2. Alert & Warning Agreement

**Related Items "On File" with the Clerk of the Board:**

None.