

## “SOLE SOURCE” PROCUREMENT JUSTIFICATION

Sole source purchases are goods and services available from only one vendor. There may be just one vendor because of patents or copyrights or simply because the vendor is the only one which supplies the good or service. Using Department must provide a written explanation as to why only this particular product/service is acceptable and why no other will be suitable or acceptable to meet the need. A quote must accompany this form.

Department name: Dona Ana County Fire & Emergency Services.

1. Name of product or service: First Due Size-Up Platform
2. Name of product manufacturer: Locality Media, INC. dba First Due
3. Name of “sole” product supplier or service provider: Locality Media, INC. dba First Due
4. Describe in general terms the product/service you are requesting and the intended application. The FDSU Platform solves a very important problem related to information on the buildings and occupants our crews respond to every day for every call. First Due accomplishes this by re-imagining pre-incident planning and emergency response in a way no other vendor in the market has. The system automatically creates pre plans for every building in our response area including single family residential and ensures our field personnel have the critical information they need delivered in a proprietary dashboard and map-based format. This allows us to consume a significant amount of custom data in seconds which helps to make better faster decisions in the field leading to improved incident outcomes. The system programmatically aggregates building/property information from various data sources such as our County Assessor, Building Dept, GIS, CAD and our own RMS as well as provides a simple to use data collection and mapping tool used on any device. The community engagement component allows residents to create household life safety profiles and facility managers & commercial business owners to communicate occupancy and pre plan data as well as be notified by SMS when units have been dispatched to their building to help assist our crews upon arrival. First Due’s marketing services team creates and maintains Doña Ana County custom webpages and informational assets as well as provides at least monthly social media Community Risk Reduction content for our Fire Prevention team to push out via our social channels. Finally, the system integrates with our CAD and is customized to our planning & response SOPs/SOGs which their team is able to help document as well. All of the above is included in our subscription. Please see two product data sheets attached for more info.
5. Describe the unique features/capabilities/characteristics that distinguish it from other products/services. Please see attached.
6. How did you determine there was only one source for the product or service? Provide information on the research that was performed to locate suppliers for this product(s) or service(s). (Please furnish names, addresses and other documentation).

7. What product supplier or service provider has your Department used until now to satisfy similar requirements? We were using paper based pre plans previously which only accomplishes 10% of what the First Due Size Up platform is able to provide in a single system. Our manual process of "paper based" pre-incident planning would also require nearly 10x the amount of hours from our staff to complete.



9 Oct. 2020

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Signature of Department Head

Date

(Attach Quote and Use Additional Sheets As Necessary)

\*\*This form is used by Purchasing Department to determine if a "Sole Source" procurement criterion is met. Completing this form does not guarantee approval of this type of procurement.



October 2nd, 2020

County of Doña Ana Fire Department  
845 N Motel Blvd  
La Cruces, NM 88007

**RE: First Due is the sole source for automated size-ups and pre plans on all buildings in the County of Doña Ana Fire Department's jurisdiction**

Fire Chief Eric Crespin,

Locality Media Inc dba First Due solves the data problem for emergency response operations by automatically connecting to online and offline data sources, bringing critical building and occupancy information into one central cloud-based platform; then translating it into a quick and easy-to-consume format and making it available on any device - fully integrated with your dispatch process, unique SOPs/SOGs and existing CAD (Computer Aided Dispatch) system. The platform also includes a simple to use data collection and digital mapping tool for use on any device as well as Community Connect; allowing for residents to submit life safety information and facility managers & commercial business/property managers to communicate occupancy and pre plan data on their own structures as well as receive mass notification and targeted real time incident data for events occurring at their buildings.

First Due is the only cloud-based, premise information management platform in the market to provide automatic size-ups or pre-fire plans on all buildings in the County of Doña Ana Fire Department's jurisdiction across Commercial AND Residential locations integrated with your CAD, open data platforms Socrata & ArcGIS, your Fire Prevention system(s) and customizable to your operation. Additionally, Community Connect allows for residents to create online household life safety profiles and commercial locations to set up trusted security contacts to be automatically notified when units have been dispatched to their location creating a more coordinated response. It is also the only product in the market to provide operations with relevant data from your municipal agencies in our proprietary dynamic icon-based front end for responders in the field at the time of dispatch with automated incident address location matching - a claim no other solution in the market can make.

All components of our platform are designed, produced and sold exclusively by First Due in New York, New York. For more information please visit [www.FirstDueSizeUp.com](http://www.FirstDueSizeUp.com).

Andreas Huber  
CEO | First Due

107 Seventh St  
Garden City, NY 11530

888.504.0016  
[FirstDueSizeUp.com](http://FirstDueSizeUp.com)



**Locality Media, Inc**

107 Seventh St  
Garden City  
NY  
United States 11530

**Renewal Quote**

ID : 1545132000029214122

**BILL TO:**

Nick Hempel  
Dona Ana County Fire and Emergency Services  
1430 Portland Dr.  
Las Cruces  
NM  
88005

*"every building, every call"*

**Current Term Start Date:** Jul 1, 2020  
**Term Length:** 12  
**Account:** Dona Ana County Fire and Emergency Services

Product Details	Total
<b>First Due Suite (Renewal)</b>	<b>\$ 27,500.00</b>
First Due Size-Up Subscription - Renewal for the period 7/1/2020 to 6/30/2021	
	Sub Total \$ 27,500.00
	Tax \$ 0.00
	Adjustment \$ 0.00
	<b>Grand Total \$ 27,500.00</b>

**Terms and Conditions**

Payment Terms: Net 30  
For electronic ACH payment: JPMorgan Chase Bank | ABA Routing: 021000021 | Account #: 803527972

## **Don Bullard**

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**From:** Alma Pacheco  
**Sent:** Friday, October 9, 2020 3:45 PM  
**To:** Don Bullard  
**Cc:** Eric Crespin; Arturo Herrera  
**Subject:** Request for Sole Source  
**Attachments:** 1026\_001.pdf

## **Alma Pacheco**

**Dona Ana County  
Fire & Emergency Services  
Administrative Assistant  
1430 Portland Dr.  
Las Cruces, NM 88007  
(575) 647-7989  
(575) 525-5998 fax**

**From:** DAC FIRE ADMIN <do\_not\_reply@donaanacounty.org>  
**Sent:** Friday, October 9, 2020 4:41 PM  
**To:** Alma Pacheco <almap@donaanacounty.org>  
**Subject:** Scanned Image