



Emergency Solutions

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Summary

BFAC.com is proposing to build Madison County its own mobile app to inform the general public and county employees about all things Madison. This mobile solution will allow residents the ability to learn vital information, that comes directly from the county with just a tap of a button. This app will also feature the ability for the county to communicate with residents based upon their actual location. This app will instantly improve communication with your administration, employees and citizens across the county. The goal is to provide effective communication to residents and visitors. The total cost of this project is just \$1,500 per year.

Company Background and Capabilities

BFAC.com is an award-winning technology company with more than a million active users and clients around the world. We have published more than 10,000 apps to date and we have a FIVE STAR GOOGLE review and ZERO lawsuits in our 14 year history. We are a company you can count on in this time of need.

Today, 48 U-S states are clients of bfac.com. Not clients in 48 states, but the actual states themselves use BFAC.com technology. Some of our clients include Fortune 500 leaders like Dell Computers, Michelin Tires, Toyota, Goodyear and international brands like Ozarka Water, The Better Business Bureau, The National Guard, Department of Revenue, St. Dominic's Hospital, Mickey Mantle's Steakhouse and The Salvation Army. Cities and state governments across the U.S. depend on BFAC.com every day.

We are a debt-free company (no loans or credit cards), so our daily focus is on our customers and not a bank loan. We have been featured by news organizations around the world including ABC, NBC, CBS, FOX, Clear Channel Radio and Gannett Publishing. Hall of Fame Coach Bobby Bowden is the official spokesman of BFAC.com.

We have brought together some of the best experts from graphic design, programming and marketing, to work on this critical project to help you CONTROL the message reaching your residents.

Why you need your own app?

Mobile apps are the number one source of information. While there are only 2.2 million apps in the app store, those apps will be downloaded more than 700 million times every day.

- People use apps more than they watch TV (198 minutes vs. 168 minutes/ TechCrunch)
- People spend more time on apps than on websites and mobile websites (Forbes Magazine)
- 86% of the time people spend on smartphones & tablets are on apps compared to just 14% on mobile websites/websites (Forbes)
- 3 out of 4 smart phone owners actually look at their phones before making a purchase (Google)
- 64% of consumers have a positive opinion of companies & organizations with an app compared to those who don't (Luxury Institute)
- People are tied to their cell phones/ average person has their phone within 3 feet at all times (NY TIMES)
- Even at home, people use apps more than websites & mobile websites (CTIA)
- Less than 3 million total apps in the IOS Apple store, compared to over a billion websites (more eyeballs with less competition).
- Apps were downloaded a whopping 194 Billion Times in 2018 (Forbes)
- Your citizens will share your app directly with their friends (opening your city up to people across the world)
- The mobile app market is predicted to grow by 270% to 189 billion by 2020 (App Annie)
- Generation Z (ages 16 to 24) will spend 20% more time in apps than the rest of the U-S population (Forbes)

The Emergency App for MADISON COUNTY will become your own News Outlet! You control the message!

- Location based push notifications (GPS) that deliver messages with pinpoint accuracy to only the users you want to target. You can choose as small or as large a radius from any point in the world. You can drop a pin on any city or building and draw a small radius around it and send them a push notification.
- Our enhanced push notifications give you the ability to deliver dynamic push notifications that can send users to either online content, a specific feature in the app or your website.
- Custom Design (Our award-winning design team will build your mobile app design from the ground up. No cookie cutter designs with bfac.com.)
- Turn by turn directions to any location or important events happening in and around Madison County.

- Interactive calendar (allows people to discuss any event or your current promotion. They can instantly share the event with their friends and let others know they are going to attend or participate)
- Survey: You can have a survey in the app that allows you to learn more about Madison County and things that need to be improved.
- Social media integration (Facebook, Twitter, Instagram, Pinterest, etc.)
- YouTube/ Vimeo Integration (you will have your own video channel in your app-share important press conferences and news right from your phone)
- Ability to share the app with friends and family (ask thousands of people to download the app in just seconds)
- Content management system: This will allow you to make changes to your app in seconds without any outside help. You will even have an app that will let you manage your app that is easy to use and gives you the ability to make changes to the app or send push notifications. (When new info is released from the police or Board of Supervisors you can hop right in and send messages Immediately)
- Microphone to record information happening in the community to better protect and provide needed supplies.
- Video channel (HD 1080P)
- Track App Shares
- Unique App Membership (track what your customers view the most)
- Send Unique Push Notifications (send push notification messages to a single unique user)
- ***Customer Support:** bfac.com clients are special, and we want you to have special customer support. When you call our office during normal business own, you won't talk to a computer, machine or someone in another country, a contractor or a person who doesn't know how to help you. Rather, you will have your own account manager. You can reach your account manager during our normal business owners M-F (8am-5pm CST) and afterwards on their cell phone.

Pricing (A price so low you won't believe it)

Bfac.com technology is by far cheaper than any other competitor!

- (\$1,500 per year), includes iPhone app, iPad app, Google android app, Progressive app, unlimited downloads, unlimited push notifications, unlimited location based (geo fenced) push notifications, a marketing flier (print file), content management system and your own account manager (cell phone access).

Conclusion

We are excited about the potential of working with Madison County, and our staff is ready to provide you with these valuable tools to help you communicate like never before! If you have any questions or require additional information, please contact us!