Vendor Price and Service Comparison for PSAPs

The table below provides a summary of the pricing and service models offered by the three successful bidders for PSAP critical facility mapping. The grant program covers **all data collection and mapping costs** for any facilities awarded through the State 911 Board's grant process. The costs shown here are provided to help PSAPs understand potential **future maintenance expenses** and the **cost of mapping additional facilities** outside the grant award. Both are optional, however budgeting for **maintenance is strongly encouraged**.

While all resulting GIS data and maps must meet the same technical standards set by the State 911 Board, **each vendor's approach and included services vary.** Each vendor emphasizes different things like local training and support, software tools, and integrations with existing GIS, public safety, and school safety applications. PSAPs should consider what **existing applications** responders and school officials have access to and **select a vendor willing and able to integrate** with those applications. In addition, the **cartographic products themselves may differ** from one vendor to another. PSAPs are encouraged to consider the **usability and clarity of the printable maps**, especially if they do not have in-house GIS staff to customize those products. Reviewing each vendor's offering will help determine which best fits local needs and long-term plans for maintaining facility data.

Feature	Datamark	Critical Response Group (CRG)	GeoComm
Pricing Model	$0.01–$0.04 per sq ft, depending on approach (Collection or Conversion + Verification)	Flat rate – $4,500 per facility	$1,300 per 50,000 sq ft (first year) + $1,750 per 50,000 sq ft if scanning needed
Minimum Charge	$1,000 total project cost (applies to combined facilities a PSAP is awarded)	None	$5,000 -$6,000 total project cost (applies to combined facilities a PSAP is awarded)
Factors Affecting Price	Facility size, data availability, complexity	None – fixed price	Facility size (rounds to nearest 50k sq ft); need for onsite scanning

Feature	Datamark	Critical Response Group (CRG)	GeoComm
Training / Support included in the price	Training in using the online INSIDE mapping application	Half-day table-top exercise per district + after-action report	Training in using the online Indoor Map Data Manager
Annual Maintenance Options (not included in the grant)	$500 per map update (per facility) or $3000+ for software subscription	$585 per facility per year (includes redistribution of maps)	$700 per 50k sq ft annual subscription (min. $3,000)
Example: Small Rural Elementary with one building (30,000 sq ft)	$1,000 - $1,400*	$4,500	$1,300 - $3,050*
Example: Large 5A High School with multiple buildings (300,000 sq ft)	$3,000 - $12,000*	$4,500	$7,800 - $18,300*

** Example price ranges vary depending on availability of pre-existing floor plans in digital format. These can range from existing GIS data or engineering drawings to simple PDF maps of the buildings, with the lowest prices applying to facilities with good detailed floor plans and the highest prices applying to facilities with no existing floor plans.*

Understanding the Value of $4,500 Across Vendors

CRG's pricing is a flat $4,500 per facility, while Datamark and GeoComm price by square footage and onsite services needed. To help PSAPs compare, a $4,500 budget would typically cover:

- **Datamark:** Mapping for roughly 110,000–300,000 sq ft, depending on the availability of existing digital floor plans.
- **GeoComm:** Mapping for roughly 100,000 – 175,000 sq ft, depending on the availability of existing digital floor plans
- **CRG:** Mapping for one complete facility (K-12 school campus), regardless of size or floor plan availability.

Each vendor meets all State 911 Board specifications. The primary differences lie in how services are packaged, the look and feel of their finished maps, what integrations or training are included, and how costs are scaled with facility size and existing digital floor plans.

Questions? Contact PSAP Liaisons
Becky Snook – becky.snook@ks.gov
Ellen Wernicke – ellen.wernicke@ks.gov

Critical Response Group – Vendor Reference Sheet

Critical Response Group (CRG) was built to solve one problem: make inaccurate, illegible, and inaccessible floor plans of schools useful to public safety in an emergency. The strength of CRG is we combine technology, implementation services, and training together to ensure school maps are accessible and usable to schools, PSAPs, law enforcement, fire/medical, and tactical teams in each region we work with - **without requiring work or support from PSAP administering grant**. Our end state is that all schools and supporting regional public safety agencies have access to accurate, understandable, and standardized GIS mapping data to enhance school safety and emergency response.

Experience

Our company was founded in 2016 by decorated veteran U.S. Military Special Operators to apply lessons learned overseas to improve incident response at home. CRG is unique because our leadership team has spent thousands of hours using mapping data under stress to communicate during complex operations; **no other company has similar experience using maps to support tactical and emergency operations.** Our team of veteran practitioners will work with public safety leaders and school administrators to implement the solution in this proposal. **No other company has completed and implemented close to the amount of school mapping CRG has.** We have mapped over 20,000 K-12 schools from Hawaii to Maine. Our mapping solution has inspired over 20 state-wide mapping initiatives to ensure accurate school maps are accessible to public safety.

CRG's GIS mapping data contains all the details required to communicate in and around a school during an emergency

CRG's mapping philosophy was inspired from lessons learned overseas using maps on the battlefield. Above, co-founder Alex Carney uses GIS mapping data to provide command in SW Afghanistan, while first responders use GIS mapping data to coordinate incident command at a school.

Philosophy

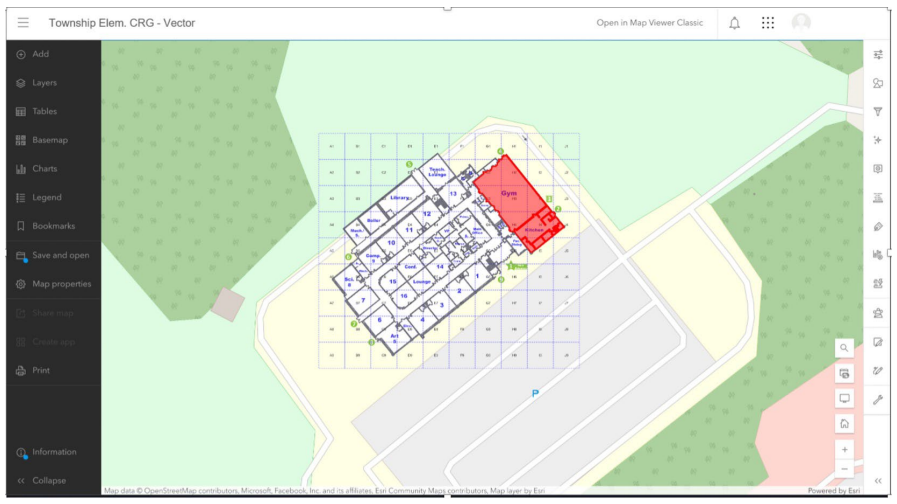
First, we have tested our GIS mapping data in hundreds of active shooter drills across the country and incorporated feedback from those drills to ensure that design, sizing, and labeling is readable, understandable, and usable for dispatchers or first responders under stress, many of whom do not have training or background in GIS technology, cartography, or advanced navigation. Our test is if it takes a dispatcher or first responder without special training more than a few seconds to reference a label, the map will not be usable during a real incident, so we constantly improve our GIS mapping data with those criteria in mind.

Second, we believe that GIS mapping data needs to be integrated into the software systems that public safety and school districts have invested in and use every day – rather than forcing these entities to try to access a new, infrequently used software system during the stress of an emergency. We customize both the file format and delivery method of mapping data to meet the needs of specific school districts and public safety agencies, with a single end state: during the stress of an emergency, a dispatcher or first responder can access accurate mapping data within a few seconds to helpin the systems they use everyday to make better decisions.

A tactical team accesses a CRG mapping data for a school in Florida on the side of a command bus during a school safety incident

Outputs

Our mapping data is produced in multiple vector and raster outputs to ensure compatibility across the range of school district and public safety software platforms and to allow ease of access for those with and without specialized GIS software. Our mapping data is currently published as one integrated map as **GeoPDFs, KMZs/KMLs, PNGs, JPEGs, GeoTIFFs, and MBTILEs and others.** We also publish our mapping data in a variety of vector formats, including **file geodatabases, shape files, SVGs, Indoor Mapping Data Format (IMDF) / GeoJSONs, OGC GeoPackages, KMZs/KMLs, and others.**



CRG GIS mapping data accessible in ArcGIS Online

As the county's largest indoor mapping company, CRG sits on the NENA NG9-1-1 GIS Data Model v3 Working Group and guided the ESRI-organized effort to create a "Public Safety Indoor GIS Data Model," so we ensure all of our mapping data conforms to the latest developments in GIS best practices and all NG9-1-1 requirements.

This includes ensuring our GIS data adheres to the data schema as described in the State 911 Board Critical Facility Mapping Schema Reference Document, which is inclusive of the field requirements in NENA-STA-004.2-2024 (CLDXF Standard) and the address attributes in Kansas NG911 GIS Data Model, version 3. This allows site structure polygons for schools and sub-addressable data like classrooms to be user for, 911 location validation, and more by NG9-1-1 core service providers.

Quality and Accuracy

CRG maintains an approximately 100-member cartography/ GIS shop and 75-member operations and implementation team that includes a robust site visit team which regularly visits 700-1000 sites per month across the country. **CRG is the only indoor mapping company that exists with this production and on-site capability.** This experience makes CRG uniquely qualified to build and validate high quality and accurate maps with the precision required by NG9-1-1 and complete projects to the required specifications faster than any other company. We understand the needs and sensitivities of schools, and accomplish our work with no disruption to the school.

Our on-site professionals visit every school to ensure mapping data is accurate before sharing with public safety.

Project Management and Implementation

Our operations team works with schools to coordinate on-site work and map revisions, **without requiring work or support from the PSAP being awarded the grant.** Simultaneously, our implementation team engages PSAPs, law enforcement/fire/medical departments, and SWAT elements at the local, regional, State, and Federal level to ensure our mapping data can be integrated into pre-existing software systems across the state, **without requiring work or support from the PSAP being awarded the grant.**

Integration with PSAPs

CRG integrates school mapping data into the State of Kansas's NG9-1-1 primary call taking map solution RapidDeploy Radius Mapping and Mobile Emergency Response Platform Lightning App. CRG GIS mapping data is accessible to visualize the location of a 911 caller through the duration of an emergency in these interfaces. CRG works directly with RapidDeploy to share mapping data through a pre-existing cloud-based integration, providing a primary method for PSAPs to access sub-addressable location data for a caller. There is no action required from the PSAPs to integrate school maps into this system, which is enabled through RapidDeploy and CRG's partnership.

CRG integrates mapping data into Radius Mapping and Lightning Mobile App, ensuring that all GIS mapping data is available in the core call-taking map system

Training:

CRG is the only mapping company that offers tabletop training for every school district we map. Our team of decorated military special operators facilitates training events for school districts and public safety teams to support map implementation. **These will have a lasting impact on the PSAP's ability to coordinate with schools during a crisis.**

Decorated Special Operations veterans, who have used mapping data to communicate in combat, lead tabletop drills for school districts and their public safety partners to ensure that mapping data is fully implemented.

Menu for Local Buy-Up Services:

Maintenance: CRG updates maps for schools each year and redistributes those maps to the district and their public safety partners. This service includes an in-person or virtual site visit to update and verify the maps, and redistribution/ reintegration of the updated maps into the software systems used by the school district and local, county, state, and federal public safety that respond to that specific school.

This update includes small changes (additions of cameras, etc.) to significant changes (renovations/adding wings etc.) Schools can request changes at any time and there is no limit to the amount of changes schools can make to their maps. This plan also includes updating data schema if there are changes in standards from NENA or the Kansas 911 Coordinating Board.

A district or PSAP that has no changes may choose to contact us in future years to make changes and neither the Region nor the district is obligated to participate in our maintenance plan.

Maintenance Pricing

Site Visit, Maintenance, and Integration Plan (optional)*	Total
1 - In-person or virtual site visit to update maps 2 - Yearly Maintenance of maps 3 - Reintegration of updated maps into school district and public safety software systemsv **This plan is optional. PSAP maintains ownership of all mapping data created during Year 1 and data remains integrated with public safety regardless of participation in plan.*	**$585.00**
Pricing matches CRG pricing found on TIPS Contract Number: 200203	

CRITICAL RESPONSE GROUP

America's Common Operating Picture®

Layering in Geo-relevance

Integrating CRG's into both private and public security platforms such as school security systems, shot detection platforms and camera management tools, enhances their effectiveness in crisis situations. Layering in CRG's makes the valuable information provided in these platforms geo-relevant to the situation, enhancing the visual clarity and relevance of the data provided.

This increased awareness equips all parties involved with a comprehensive understanding of the crisis, enabling quicker and more informed decision-making for a more coordinated response.

160+

Integration and Public Safety Partners

Integration into 911 Center & PSAP Systems

RAVE Mobile Safety, a Motorola Solutions Company
RapidDeploy
RapidSOS
CSI Technology Group
Motorola Solutions | Vesta 9-1-1
IaR
INTRADO
Eventide NexLog
Esri ArcGIS Online & ArcGIS Pro

Integration into First Responder Software (CAD) & Equipment

Motorola Solutions
DRONESENSE
fusus by AXON
Google Earth
HEXAGON
SPILLMAN FLEX
PowerDMS by NEOGOV
QGIS
10-8 Systems
MARK43
ZETRON
IDNetworks
tyler technologies
STRAX RESPONSE
CENTRALSQUARE
SHOTOVER
BATTLE BOARD
Southern Software, Inc. an employee-owned company
SUN RIDGE SYSTEMS
CLEMIS

Integration into Safety Applications Used By Institutions

RAPTOR TECHNOLOGIES
ZEROEYES
frock safety
kokomo 24/7
CRISISGO
milestone
GEUTEBRÜCK
GABRIEL
Genetec
singlewire software
SAFERWATCH
LifeSpot
SHARE 911
Navigate360 Building safer tomorrows.
Exacq
everbridge
mappedin
BLUEPOINT ALERT SOLUTIONS
SKYLINE TECHNOLOGY SOLUTIONS
BlueVoice
Status Solutions
schoolSAFEid INNOVATION FOR SECURITY IN EDUCATION
911cellular
ReadyOp
AXIS COMMUNICATIONS
DOORCHECK
CENTEGIX
LayeredSolutions
ONTRACK TECH GROUP
AVIGILON

Integration into First Responder Mobile Applications

GXP Geospatial eXploitation Products™
TAK
DRAKONTAS
first due
RapidDeploy Lightning
EPIC BLUE
LexisNexis®
E3

Visit us at **www.crgplans.com/integrations** or email us **info@crgplans.com**

PART I – VENDOR REFERENCE

DATAMARK Technologies is the nation's largest technical services organization serving public safety agencies, school districts, and governments with real-world experience in developing accurate and reliable indoor floor plan mapping data to support school safety, public safety, and government GIS authorities. We are qualified and prepared to offer:

Unmatched Experience in Mapping and Map Data Development

Our team of public safety GIS professionals brings **more than 40 years of experience** scanning and mapping indoor spaces and exterior areas to school districts, local governments, and public safety agencies. Our proven record of success includes the mapping and processing of **more than 350 million square feet data**, and we will leverage recent experience from the Kansas 911 Coordinating Council's indoor mapping pilot project to tailor our solutions to meet the specific needs of Kansas' schools, public safety agencies, government buildings, healthcare facilities, and gathering sites. Our team is backed by **Michael Baker's 85-year history of successfully delivering GIS and engineering services** to local, county, state, and federal clients across the United States.

Accurate, Current, and Reliable Indoor Mapping Data

DATAMARK Technologies delivers accurate, current, and reliable indoor floor plan data using the latest **360-degree imaging, data collection, and data processing tools** to achieve centimeter-grade accuracy while reducing the time required to collect data and minimizing data errors. 360-degree imagery enhances situational awareness, improves quality assurance, and enables object detection that enhances data processing. Our indoor mapping platform, **DATAMARK INSIDE™**, provides cloud-native software tools to manage, develop, and integrate indoor mapping data within school safety, public safety, and government data environments.

Technology-Driven Cost-Effective Solutions

Our technology-driven approach offers the most cost-effective and advantageous solutions for creating up to date critical incident maps for Kansas schools and critical infrastructure. Our solutions avoid the risks of converting plan files and inspection reports that may be outdated or inaccurate by incorporating technology-based processing and verification that enables us to deliver superior accuracy, precision, and completeness without increasing costs to local authorities.

Contact the DATAMARK Technologies Team

Paul Clark, Business Development Manager
720-514-1116 Paul.Clark@mbakerintl.com

Michael Anderson, GISP, PMP, Senior Project Manager
724-255-5308 MPAnderson@mbakerintl.com

Indoor Mapping Experience

METCAD 9-1-1

DATAMARK Technologies optimized METCAD 9-1-1's data and increased the accuracy of its indoor mapping through a combination of 360-degree imagery and data collection and digital conversion f existing datasets. Our team mapped 76 school, enabling METCAD 9-1-1 to plan time-sensitive entry and exit routes, efficiently access equipment and located incidents in real time. Our services and solutions provide four districts and numerous private schools to always keep their map data up to date.

Allegany County Department of Emergency Services

DATAMARK Technologies performed 360-degree imagery and data collection to create 3D floor plans for 40 facilities throughout Allegany County including schools, municipal buildings, and apartment buildings. Indoor maps and data are accessible to school administrators, public safety personnel, and first responders through integrations with existing school safety platforms, 9-1-1 call handling, dispatch, and mobile applications.

Lyons Township Area Communications Center (LTACC)

DATAMARK Technologies collected 360-degree geospatial floor plan data and used client-provided indoor location data and attribution to create indoor maps for 24 schools in LTACC's jurisdiction and delivered Esri-based solutions to integrate it into existing public safety systems.

Lawrenceburg, Indiana

DATAMARK Technologies converted Lawrenceburg's existing floor plan files into public safety grade indoor map layers that support school safety, emergency response, and NG9-1-1 compliance. Our team performed on-site verification of converted data to confirm the location of critical features and capture additional public safety assets such as AEDs, fire control, entrances and exits, utility shutoffs, CCTVs, and refuge points. Our indoor map deliverables fully support integration into Lawrenceburg's school safety and public safety systems.

Collier County, Florida

DATAMARK Technologies converted Coller County's existing floor plans from static PDF files provided by Critical Response Group (CRG) into public safety grade geospatial mapping layers. We digitized floor plans and public safety assets for more than 500 floors across multiple campuses with school and government buildings. Our map data deliverables support direct integration into the county's 9-1-1 call handling and dispatch systems.

St. John's County, Florida

DATAMARK Technologies converted St. John's County's existing floor plans from static PDF files provided by CRG into detailed and actionable geospatial data layers for incorporation into school safety and public safety environments and support NG9-1-1 compliance. Our team digitized more than 300 floors in school and government buildings, and digitized critical public safety assets into the map layers. Indoor mapping data was integrated into the county's 9-1-1 and dispatch systems, including RapidDeploy dispatch mapping.

Contact information for each project is available upon request.

PART II – MENU OF LOCAL BUY-UP SERVICES

Ongoing Maintenance of Indoor Maps

Description

DATAMARK Technologies offers ongoing maintenance of the indoor mapping layers produced through this project that is outside the original RFP scope but is available to local governing authorities as an additional Local Buy-Up Service.

Scope of Work and Pricing

DATAMARK Technologies offers professional services enabling local school districts to provide updates to their delivered floor plan datasets once per year. The district will mark changes such as additions and deletions to a printed file and submit the revisions for incorporation into the map data. Our team will incorporate submitted changes and provide the school district with an updated map once per year. Ongoing indoor map maintenance services will be charged as a maintenance fee of $500. Additional map updates may be purchased for $500 per update, and additional on-site verification services may be purchased at a rate of $0.015 per square foot.

Indoor Mapping Data Management Software Solutions: DATAMARK INSIDE

Description

DATAMARK INSIDE is our cloud-native Software as a Service (SaaS) solution for managing accurate, current, and reliable geospatial indoor mapping data. INSIDE creates a common operating platform for school, public safety, government facility managers to manage and update indoor location information, enabling administrators and first responders to plan time-sensitive entry and exit routes, efficiently access equipment, and accurately locate incidents.

Scope of Work and Pricing

DATAMARK Technologies will deploy the INSIDE SaaS solution and provide each jurisdiction with role-based used access for school, government, and public safety staff who will require access to INSIDE. The contracting school, jurisdiction, or agency will participate in data review prior to onboarding and provide space, computer equipment, and internet connectivity to support virtual live training.

INSIDE is delivered through software subscription, subject to an annual fee, and contracted through the execution of a SaaS Agreement. Software subscription fees include implementation, training, support, maintenance, and upgrades of the INSIDE solution through the term of the SaaS Agreement.

The scope of work and pricing will be finalized after confirming the user roles and counts for each local deployment. Annual fees for INSIDE begin at $10,000 per year and include access for up to four system users. We offer package pricing for increased numbers and types of users along with the ability to add or remove users at any time to meet current access and data management needs.

Public Safety GIS Data Management Services

Description

DATAMARK Technologies is a nationwide leader in developing and maintaining geospatial datasets used to support Next-Generation 9-1-1 (NG9-1-1) call routing and location, 9-1-1 call handling and mapping, public safety systems including dispatch and vehicle location, and government addressing systems.

Scope of Work and Pricing

Our team will review each client's data, data environment, and data standards to develop a scope of work and service pricing that precisely addresses their needs based on the following rates:

Project Manager	$175/hr.
Technical Manager	$160/hr.
GIS Analyst	$125/hr.
GIS Technician	$115/hr.

GIS data management services cover a broad range of one-time and ongoing geospatial data creation, management, and support tasks that include:

NG9-1-1 GIS Data Remediation

DATAMARK Technologies remediate NG9-1-1 Road Centerlines, Site/Structure Address Points, and will assess PSAP Boundary, Provisioning Boundary, and Emergency Services Boundary layers.

NG9-1-1 Boundary Facilitation and Correction

DATAMARK Technologies will conduct workshops with local staff and stakeholders from neighboring counties to assess and correct NG9-1-1 boundary layers to meet NENA standards.

Address Comparison and Evaluation

DATAMARK Technologies will perform an Address Comparison and Evaluation (ACE) to compare master address source to other sources containing address records to identify potentially missing address data.

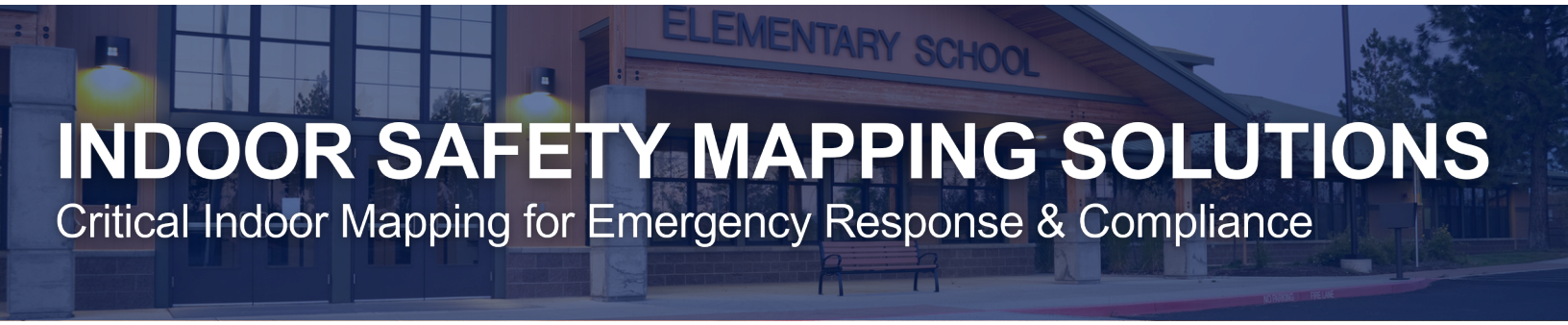
GIS Managed Services

DATAMARK Technologies will provide GIS Managed Services to local agencies requiring additional resources, and support to achieve long-term and immediate GIS objectives.

DATAMARK Technologies Current Partner and Industry Relationships

Partner Name
AWS
Caliber Public Safety
CentralSquare Technologies
Comtech
Esri
Everbridge
Hexagon
iCERT
InDigital
Intrado
Mark43
Motorola Solutions
RapidDeploy
RapidSOS
Spatial Data Research Inc
Spillman Technologies
Synergem
Tyler Technologies
Verizon
Versaterm
WTH Technology
Zetron

GEOCOMM

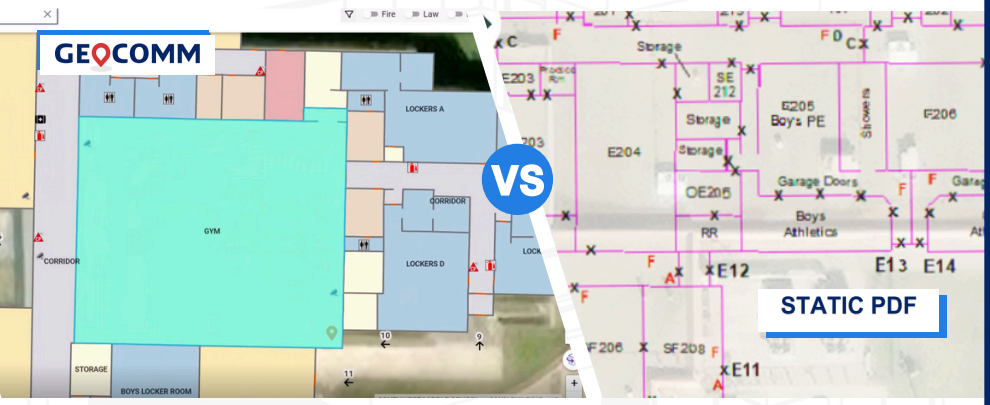


INDOOR SAFETY MAPPING SOLUTIONS

Critical Indoor Mapping for Emergency Response & Compliance

ABOUT GEOCOMM

GeoComm is a national leader in public safety GIS, helping protect over 100 million people across the U.S. since 1995. We specialize in indoor mapping solutions that enable 9-1-1 call takers and emergency responders to pinpoint caller locations in rooms and on specific floors using our patented vertical location services, navigate complex buildings, and improve response times. With over 400 million square feet of indoor space mapped, including 300 million+ square feet of K-12 schools, GeoComm brings unmatched experience in GIS indoor mapping.



PROVEN EXPERIENCE

Denco Area 9-1-1 District (TX)

Mapped 434 K-12 schools, delivering actionable indoor maps for emergency response.

Iowa Department of Education

Delivered over 1,400 indoor school maps to support critical incident response.

National Reach

Completed 23+ statewide GIS projects and countless local indoor and outdoor GIS implementations.

KEY FEATURES

Indoor Maps

Room-level indoor maps built with Esri's Indoors schema. Features: - 2D/3D-ready layouts of rooms, entrances, exits, and safety assets (e.g., AEDs, cameras, fire extinguishers). Built to NENA/NG9-1-1 standards for seamless public safety integration.

Map Data Manager

Web-based interface for uploading updated floor plans, naming rooms, and managing map accuracy with ease. Unlimited users.

Map Viewer

Interactive web app for real-time map access, search/filter functions, and shared annotations for better situational awareness.

GEOCOMM

OPTIONAL ADD-ON SERVICES

- **Floor Plan Verification**
  - Onsite validation of floor plans and data capture of overlooked safety assets.
- **Floor Plan Creation**
  - LiDAR scanning and digital floor plan generation when no usable drawings exist.

PRICING SUMMARY (2025)

PRODUCT	UNIT PRICE	MINIMUM
Indoor Safety Standard (Initial Year)	$1,300/50K sq. ft	$5,000
Indoor Safety Annual Subscription (Ongoing)	$700/50K sq. ft	$3,000
Indoor Safety Floor Plan Verification	$1,750/50K sq. ft	$6,000
Indoor Safety Floor Plan Creation	$1,750/50K sq. ft	$6,000

WHY IT MATTERS

GeoComm's indoor maps help reduce emergency response times, comply with evolving state safety mandates (e.g., Kansas SB125), and equip stakeholders with the tools to plan, respond, and recover faster during high-risk events. Our GIS maps are compatible with all public safety applications used by PSAPs including RapidDeploy, RapidSOS and various CAD maps.

Want to learn more? Visit www.geocomm.com or reach out to schedule a customized estimate.