

ANTONIO R. VILLARAIGOSA
MAYOR

November 28, 2012

Honorable Members of the City Council
c/o City Clerk
Room 395, City Hall

Re: Fiscal Year 2011 Urban Areas Security Initiative Grant – Contracting Authority for the Mayor's Office (Council File No. 11-1256)

Dear Honorable Members:

Transmitted herewith for City Council consideration is a request for contracting authority related to the United States Department of Homeland Security (DHS) Fiscal Year 2011 Urban Areas Security Initiative (FY11 UASI) grant award. On June 6, 2012 the City Council accepted the FY11 UASI grant in the amount of \$58,035,381 for the period November 18, 2011 to April 30, 2014 (Council File No. 11-1256). The Mayor's Office is requesting to contract with a vendor, Ironroad, to design a website for the National Homeland Security Conference.

The National Homeland Security Conference, formerly the National UASI Conference, is an annual meeting of homeland security professionals from all levels of government: local, state and federal. The National Homeland Security Association puts on this annual conference and selected Los Angeles and the Los Angeles-Long Beach Urban Area to host the 2013 National Homeland Security Conference.

All recipients of Urban Area Security Initiative (UASI) funding, which the City of Los Angeles has received since 2003, attend the National Homeland Security Conference. This includes representatives from disciplines including law enforcement, fire services, emergency management and grant management agencies. The National Homeland Security Conference is intended to bring UASI participants, State Administrative Agencies, Department of Homeland Security officials, and private sector partners together in an open and collegial environment to discuss issues of importance to those responsible for implementing and supporting UASI programs and homeland security efforts across the nation. The purpose is to promote best practices, information sharing and foster networking among all members of the Department of Homeland Security and Federal Emergency Management Agency community including the UASIs, port and transit grant recipients, as well as private and nonprofit partners.

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Conference sessions will begin Tuesday, June 4, 2013 and run through Friday, June 7, 2013. The Conference will take place at the Westin Bonaventure Hotel in downtown Los Angeles. Two thousand people are expected to attend the Conference.

WEB DESIGNER

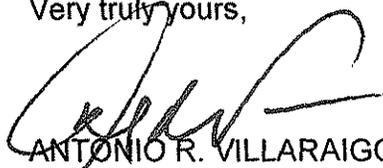
A website is required as a tool for 2013 Conference to promote and market the Conference in order to ensure high attendance numbers in Los Angeles next June. The Mayor's Office is seeking authority to execute a contract with Ironroad to design the National Homeland Security Conference Website and mobile application for the Mayor's Office for a term of up to nine months and for a total amount not to exceed \$15,000. In accordance with 28 Code of Federal Regulations §66.36 (d), the Mayor's Office conducted an informal procurement and received proposals from three comparable vendors: 360 Business Consulting, Ironroad, and Politik Media. The Mayor's Office selected Ironroad for their expertise in building user friendly and interactive websites and mobile applications. The web designers at Ironroad possess unique web development experience, and are qualified and certified to deliver a high tech and professional website and mobile application for conference attendees.

RECOMMENDATIONS:

It is therefore requested that the City Council:

Authorize the Mayor, or his designee, to negotiate and execute a contract with Ironroad to design the National Homeland Security Website and mobile application, for a term of up to nine months in an amount not to exceed \$15,000 from the FY11 UASI grant, subject to the review and approval of the City Attorney as to form and legality.

Very truly yours,



ANTONIO R. VILLARAIGOSA
Mayor

ARV:nd