



## AGENDA REPORT

**Meeting Date:** October 27, 2009  
**Item Number:** F-12  
**To:** Honorable Mayor & City Council  
**From:** Scott Miller, Director of Administrative Services and CFO  
Noel Marquis, Assistant Director of Administrative Services - Finance  
**Subject:** **APPROVALS RELATED TO VARIOUS CITY PURCHASING AND BUDGET TRANSACTIONS AS DESCRIBED HEREIN**

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**Item A. APPROVAL OF A PURCHASE ORDER TO MOTOROLA, INC. IN A NOT-TO-EXCEED AMOUNT OF \$594,583 FOR THE PLANNED REPLACEMENT OF POLICE AND FIRE HAND-HELD RADIOS**

### **RECOMMENDATION**

Staff recommends that the City Council approve a purchase order to Motorola, Inc. in a not-to-exceed amount of \$594,583 for the planned replacement of police and fire hand-held radios.

### **INTRODUCTION**

On December 30, 2004, the City entered into a contract, referred to as Agreement no. 388-04 with Motorola, Inc. to provide a new Public Safety Radio System that would be compliant with the City's Interagency Communications Interoperability System (ICIS) Joint Powers Agreement, referred to as Agreement no. 266-03, creating the interagency communications interoperability system among nine (9) member agencies.

The XTS3000 model radios have been in service for approximately eight years, and have exceeded their useful life. XTS5000 model radios will now replace the old model.

*"The XTS® 5000 is the toughest and most advanced interoperable digital portable radio Motorola makes. It assures high-quality communication through a robust design that stands up to the most demanding environments. Enhanced spectrum utilization and seamless integration deliver a clear, crisp signal, even in congested urban areas or dispersed rural regions. The radio is IP-enabled, offering a full array of sophisticated features and progressive technology."*

**DISCUSSION**

As Motorola is phasing out support of XTS3000 radios, the City is slowly replacing these radios with XTS5000 as the primary means of communication between dispatch and field officers, and officer-to-officer communications.

The City's vehicle-based and handheld radios are on a planned replacement cycle. Based on this schedule for end-of-life radio equipment, approximately 20% of the current radio fleet requires replacement at this time to ensure seamless operations.

**FISCAL IMPACT**

Funds were budgeted and are available in the Radio Infrastructure Replacement (31410859-85050) fund for this purpose.

**Item B. APPROPRIATING FUNDS IN THE AMOUNT OF \$80,000 FOR THE ADDITIONAL LEGAL COSTS RESULTING FROM THE FORMATION OF A NEW BARGAINING UNIT; AND**

**APPROVAL OF A CHANGE ORDER IN THE AMOUNT OF \$80,000 TO THE PURCHASE ORDER WITH LIEBERT CASSIDY WHITMORE FOR A TOTAL NOT-TO-EXCEED AMOUNT OF \$105,000**

**RECOMMENDATION**

Staff recommends that the City Council move to appropriate funds in the amount of \$80,000 for the additional legal costs resulting from the formation of a new bargaining unit as follows:

	FROM		TO
\$80,000	Policy Admin & Legal Fund	\$80,000	Labor Relations
	Retained Earnings 48 30000		4800403-73250

Staff further recommends that City Council approve a change order in the amount of \$80,000 to the purchase order with Liebert Cassidy Whitmore for a total not-to-exceed amount of \$105,000.

**INTRODUCTION**

The new employee group representing supervisors previously belonging to the Municipal Employees Association (MEA Technical) recently voted to break away from the MEA and form their own bargaining group. The City will thus need the assistance of an expert labor services attorney to help negotiate the first Memorandum of Understanding with this new supervisors group.

**DISCUSSION**

Since 2006, Liebert Cassidy Whitmore has been assisting the City of Beverly Hills in its relations and negotiations with its employee organizations. This firm is *“an employment law firm which provides comprehensive, responsive, and highly competent legal advice, representation, litigation services, negotiations and training to public entities and private employers throughout California”*.

On November 18, 2008, Council approved Amendment no. 2 to Agreement no. 434-06 which provides a professional fee of not-to-exceed amount of \$120,000 for fiscal year 2009/2010 per the rates set forth in Exhibit A of the agreement. A purchase order for \$25,000 has already been issued to Liebert Cassidy Whitmore for this fiscal year.

The requested change order in the amount of \$80,000 will bring the total of the purchase order to \$105,000.

### **FISCAL IMPACT**

Funds were not budgeted but are available in the Policy, Administration and Legal (PAL) Internal Service Fund Retained Earnings for this purpose.

### **Item C. APPROVAL OF A PURCHASE ORDER IN A NOT-TO-EXCEED AMOUNT OF \$70,504 TO ROUND 2 COMMUNICATIONS, LLC FOR PURCHASING AND PLACING ADVERTISEMENT TO MARKET THE HOLIDAY PROGRAM AND LIGHTING CEREMONY**

### **RECOMMENDATION**

Staff recommends that the City Council approve a purchase order to Round 2 Communications, LLC in a not-to-exceed amount of \$70,504 for purchasing and placing advertisement to market the holiday program and lighting ceremony.

### **INTRODUCTION**

Round 2 Communications, LLC has been in the business of strategic media planning since 1993. They are experts in media buying. The Conference and Business Bureau (CVB) has been subcontracting their services on several media campaigns for the City. The City purchased media through Round 2 for the marketing the City during the 2008 Holiday Program.

### **DISCUSSION**

Each year, the City of Beverly Hills hosts an extensive holiday program including lights, banners, street entertainment, and other festive elements. The kick-off event is the Holiday Lighting Ceremony on Rodeo Drive on November 21 with entertainments and the now much anticipated spectacular fireworks. The City has always invested resources to market and promote the City during this premier shopping period.

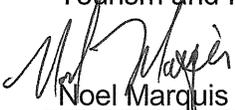
The marketing program includes a public relations campaign, an extensive local postcard campaign and a broad advertising buy in a variety of media. The media buy through Round 2 consists of traffic sponsorship messages on radio, digital billboard placement, LATimes.com placement and e-blasts. The total for the regional media buy through Round 2 Communications, LLC is \$70,504. This amount is reduced from \$108,478 in 2008 reflecting the overall smaller holiday and visitor marketing budgets.

Other local ads are being placed by the City directly with the Courier and the Weekly and are separate from this request.

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**FISCAL IMPACT**

Funds were budgeted and are available in the Policy and Management Department's Tourism and Marketing Program (0101311-73440) fund for this purpose.



Noel Marquis  
Finance Approval



Scott G. Miller  
Approved By