


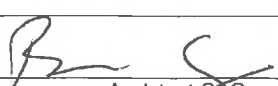
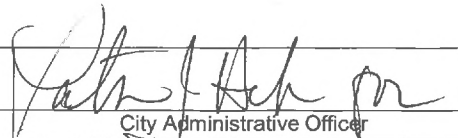
**Report From  
OFFICE OF THE CITY ADMINISTRATIVE OFFICER  
Analysis of Proposed Contract  
(\$25,000 or Greater and Longer than Three Months)**

To: The Mayor The City Council	Date: 03/10/16	C.D. No. All	CAO File No.: 0150-10582-0000				
Contracting Department/Bureau: Information Technology Agency (ITA)		Contact: Laura Ito 213-978-3322					
Reference: Request from ITA dated December 16, 2015; referred by Mayor for report							
Purpose of Contract: Citywide telecommunications services							
Type of Contract: ( ) New contract (X) Amendment	Contract Term Dates: February 5, 2013 to February 4, 2018 (two-year extension)						
Contract/Amendment Amount: \$0							
Proposed amount \$0 + Prior award(s) \$4.8 million = Total \$4.8 million							
Source of funds: General Fund, Solid Waste Resources Revenue Fund and Sewer Operations and Maintenance Fund							
Name of Contractor: 3DI, Inc.							
Address: 3 Pointe Drive Suite 307 Brea, CA 92821							
	Yes	No	N/A*	8. Contractor has complied with:	Yes	No	N/A*
1. Council has approved the purpose	X			a. Equal Employmt. Oppty./Affirm. Action	X		
2. Appropriated funds are available	X			b. Good Faith Effort Outreach**	X		
3. Charter Section 1022 findings completed	X			c. Equal Benefits Ordinance	X		
4. Proposals have been requested			X	d. Contractor Responsibility Ordinance	X		
5. Risk Management review completed	X			e. Slavery Disclosure Ordinance	X		
6. Standard Provisions for City Contracts included	X			f. Bidder Certification CEC Form 50	X		
7. Workforce that resides in the City: 13%				*N/A = not applicable ** Contracts over \$100,000			

**COMMENTS**

The Information Technology Agency (ITA) requests approval to execute Amendment No. 1 to City Contract C-122480 with 3DI, Inc. (Contractor) to complete Phase 1 enhancements for the MyLA311 Customer Relationship Management (CRM) system and allow the Department to plan and execute Phase 2. Funding for Phase 2 was approved as part of the 2015-16 Adopted Budget. This amendment would extend the term of the contract by two years for a five-year term ending on January 29, 2018. The funding for the contract would remain at \$4.8 million.

In December 2011, the City settled the class action lawsuit, *Lilith Chakhalyan, et al. v. City of Los Angeles* (C.F. 11-1902) that sought reimbursement of Solid Resources Fee overcharges made to residents of multi-family dwellings. As part of the terms of the settlement, the City agreed to enact a number of corrective measures to prevent future overcharges. As the Department of Water and Power (DWP) acts as the billing agent on behalf of Sanitation, several of these corrective measures include closer coordination between DWP and Sanitation. Given the need highlighted by the lawsuit for greater consistency, better data exchange, and closer interaction, Sanitation would replace its existing service request system and use the existing DWP platform for customer interaction and billing to allow for easier transfer of data between the two Departments. The replacement of Sanitation's service request system allowed the City to use economies of effort to extend this service request system for use by other City departments to create a citywide CRM system.

		
CEA Analyst 11160067	Assistant CAO	City Administrative Officer

In January 2013, the City authorized the development of a CRM system that would enable the public to request City services through website and mobile phone applications and allow for the tracking of submitted requests through completion. This multi-department effort has been guided by ITA. In January 2016, the new MyLA 311 CRM was launched and 500,000 requests have been entered to date. The Contractor is needed to complete Phase I deliverables including fixing system defects and as needed system enhancements during the stabilization period. Phase 1 support is anticipated to be needed through December 2016. Phase 2 will follow the completion of Phase 1 system stabilization. Phase 2 departments include Animal Services, Recreation and Parks, Transportation, and the Council Office Management System. As Phase 2 was anticipated at the inception of the CRM project, the compensation limits in original contract allow for Phase 2 work.

The Personnel Department has determined that City employees cannot perform the work proposed for contracting. The Contractor has complied with all applicable City contracting requirements. In accordance with Los Angeles Administrative Code Section 10.5(a), Council approval of the proposed contract is required because the term exceeds three years and expenditures are more than \$141,949 annually.

## **RECOMMENDATION**

That the Council approve, and authorize the General Manager of the Information Technology Agency, to execute Amendment No. 1 to City Contract C-122480 with 3DI, Inc. for the development of a Customer Relationship Management system, to extend the term of the Contract by two years for a revised contract term effective five years from February 5, 2013 through February 4, 2018, with no change in the total compensation of \$4.8 million, subject to the review and approval of the City Attorney.

## **FISCAL IMPACT STATEMENT**

Funding for these services has been approved through the annual budget process. The Information Technology Agency is anticipated to have sufficient budgeted funds to cover these contract expenditures. Since budgeted funds are available in fiscal year 2015-16 and future payments are subject to future appropriation, the recommendations provided in this report comply with the City's Financial Policies.