

Anticipated Contract Service Requirements, FY 20 UASI

City Department	Project Description	Maximum Cost	Contract Term
EMD	Community Preparedness - Media Campaign (ReadyLA): The City of Los Angeles Emergency Management Department will employ a contractor to develop a family focused, three-month multimedia marketing and outreach plan that serves to inform and educate individuals, including youth, families, seniors, and persons with disabilities, on how essential and simple it is to prepare for disasters. The Readiness Message includes preparing emergency supply kits, registering for emergency alerts through NotifyLA, developing a household disaster plan, and understanding responses to different emergencies. A contractor will be tasked with the creation and implementation of a unique media campaign with the aim of bringing the message to as many Los Angeles residents as possible. The Media Campaign will include a television and radio media buy component along with a plan for internet and social media promotion and community outreach events.	\$ 300,000	12 months
EMD	Ready Your LA Neighborhood (RYLAN) for Businesses: The City of Los Angeles is vulnerable to a number of natural and man-made threats, including wildfires, flooding, mudslides, earthquakes, and terrorist attacks. Due to the many threats that Angelenos face, emergency preparedness is paramount to the wellbeing, safety, and resilience of our communities. Thriving businesses are key to maintaining a vital economy in Los Angeles. Using the RYLAN foundation, EMD seeks one or more consultants to update and expand on the RYLAN program to enhance business resiliency, emergency planning, and community outreach with the goal to make disaster preparedness more innovative, accessible, and equitable for business to be able to maintain their operational readiness in the communities they serve. Contractors will also create content to encourage businesses to develop an emergency tool kit, develop training webinars, and web pages focused on business planning, response, and recovery.	\$ 523,083	12 months
EMD	DSCA Full Scale Exercise: Defense Support of Civil Authorities (DSCA) is a process by which military assets may be requested to perform missions normally carried out by civilian authorities. Since 2016, the Emergency Management Department has facilitated an annual DSCA Senior Leadership Seminar in conjunction with Fleet Week that gathers emergency responders, military partners, and federal emergency management leaders for hands-on workshops and exercises designed to prepare and enhance the City's coordination and collaboration with the U.S. Department of Defense (DOD) during a disaster, crisis, or special condition that exceeds the capacity of local government to respond to. EMD seeks a Contractor to organize a Seminar focused on the request and activation of DSCA to provide an opportunity for emergency managers, federal military partners, civilian DOD personnel, and DOD component assets, including National Guard forces, to discuss lessons learned from national hazards which affect the Los Angeles region and to garner practices and policies that can be applied to all future responses regardless of hazard.	\$ 200,000	12 months
EMD	EOC Full Scale Exercise: EMD leads the City of Los Angeles in conducting an annual EOC exercise. EMD seeks to hire a contractor to provide exercise design, conduct, and analysis of a full-scale EOC exercise. The exercise will follow Homeland Security Exercise Evaluation and Program (HSEEP) guidelines and the contractor will also provide after action reporting and improvement planning.	\$ 200,000	12 months
LAFD	Unmanned Aircraft Systems (UAS) Training: This funding is to provide training for preparedness and response capabilities in the LA/LB Urban Area and Los Angeles County Operational Area. Currently, grant funds have been utilized to bring the region to the current response capabilities and additional grant funds have supported the maintenance and sustainment of those capabilities. Developing a small UAS training program for public safety will include: evolving regulations for the use of UAS; expanding roles for employment of aircraft; creating public approval for drone operations; and ensuring safety is the pinnacle of the training, a critical element highlighted by the Federal Aviation Administration (FAA). The goal of the course will be to teach students FAA rules and regulations, give them simulation training to learn how to safely pilot a drone, and then gain hands-on flight time with FAA licensed teachers.	\$ 8,900	12 Months
LAPD	LAPD Project 25 TDMA Radio System Upgrade (Sole Source): Continuing support of interoperability via the upgrade of the Land Mobile Radio (LMR) system within the L.A. region. Motorola Solutions to provide service and maintenance of the equipment that previous grant years purchased. By continuing the upkeep of the equipment, the system will remain viable and in a ready condition to support law enforcement interoperability.	\$ 2,399,560	12 Months
ITA	MS-ISAC 24x7 Real-time network flow monitoring (Sole Source Contract): To contract with the Center for Internet Security (CIS) to subscribe to the Multi-State Information Sharing and Analysis Center (MS-ISAC) 24x7 cybersecurity monitoring and management services for the City of Los Angeles	\$ 150,000	12 months
ITA	Regional Cyber Threat Analyst (RCTA): The escalation of cyberattacks on local government agencies, along with limited resources, requires regional cybersecurity collaboration. Currently, most cities lack the resources to have a dedicated technical threat analyst. The Regional Cyber Threat Analyst (RCTA) would provide other cities this capability and allow the region to take advantage of the City of LA's Integrated Security Operations Center. The RCTA would provide the regions cybersecurity staff with technical intelligence and mitigation recommendations. The RCTA would also coordinate information sharing with local, state, and federal partners, such as the National Cybersecurity and Communications Integration Center, California Cybersecurity Integration Center and the Joint Regional Intelligence Center.	\$ 150,000	12 months
ITA	ITA Cyber SOC Analyst: Cybersecurity Operations Analyst that will assume a primary role in identifying and investigating threats to the City of LA systems, and in turn, coordinate the sharing of pertinent threat intelligence with the Regional Cyber Threat Analysis.	\$ 130,000	12 months
ITA	ITA Regional Malware Analysis and Remediation System: Web portal for regional partners to submit suspicious files for analysis. Threat intelligence obtained from these files will then be shared to all regional partners for mitigation and proactive protection efforts.	\$ 40,000	12 months
MOPS	Regional Cyber Services Coordinator: A Regional Cyber Services Coordinator will provide the regional with a technical expert that can provide essential cyber services to the region, including assessments, threat sharing, incident response, and coordinator partner local and national, including MS-ISAC, CISA, and the Cal-CSIC. The coordinator will rotate between the Mayor's Office and the Joint Regional Intelligence Center.	\$ 160,000	12 months
MOPS	Threat Intelligence Sharing Platform: Execute a contract (sole source) with IBM for an automated threat sharing platform to share cyber threat intelligence in real time between regional municipalities, critical infrastructure, other major US cities, and state and federal partners. This will support regional and national collective defense against cyber attacks on local government, critical infrastructure, and election infrastructure.	\$ 170,000	12 months