

Communication from Public

Name:

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Comments for Public Posting: See letter please



arnie berghoff & associates

Government and Public Affairs Advocacy

October 6, 2022

The Honorable Joe Buscaino
Chair, Trade, Travel & Tourism Committee
Los Angeles City Council
200 N. Spring Street, Room 410
Los Angeles, CA 90012

Dear Councilmember Buscaino,

My firm represents Cisco, a leading information technology company. Cisco specializes in, among many different sectors, the Internet of Things (IoT), cybersecurity, networking, and Smart City applications.

The October 4, 2022, motion (CF #22-1154) to initiate a sole source contract with IKE Smart City for wayfinding kiosks and the necessary backend technologies for implementation is concerning, and we respectfully urge further consideration and that you refrain from scheduling this motion in the Trade, Travel & Tourism Committee.

Los Angeles City Charter §371 requires competitive bidding for City contracts. And while there are some exceptions to this requirement, such as no other firm being able to adequately provide the services or equipment, this is not such a case for this procurement. For example:

- Cisco has similar solutions to the referenced IKE wayfinding kiosk, which include the underlying secure network infrastructure;
- Cisco is a globally recognized leader in network security and offers IoT security solutions that will keep a project such as this more secure;
- Cisco can provide a more secure, and scalable solution than the sole source offer;
- Cisco's Smart Cities solutions can seamlessly tie into the City's comprehensive Smart City applications;
- The City of Los Angeles has security and operations standards that citywide solutions should adhere to, and it remains unclear if IKE's proposed system can meet such standards.

Given such factors, the City of Los Angeles would benefit from the regular competitive procurement process. The City Tourism Department may not have the resources to determine if IKE or any other company has the capacity to provide scalable, secure wayfinding IT systems.

Instead, we urge the CTD to work with the Information Technology Agency and other relevant City departments to put out an appropriate Request for Proposal (RFP) for a wayfinding system that ensures the City's best interests and meets Charter requirements.

Thank you for your consideration.

All the best,

A handwritten signature in black ink, appearing to read 'Arnie Berghoff', with a stylized, cursive script.

Arnie Berghoff
President

cc: Members, TTT Committee
Members, Los Angeles City Council
Mike Feuer, City Attorney