



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
570 West Avenue Twenty-six, Suite 100
Los Angeles, California 90065
Phone (323) 221-8900

MEMORANDUM

TO: The Governing Board

FROM: 
Joseph T. Edmiston, FAICP, Executive Officer

DATE: November 7, 2007

SUBJECT: **Agenda Item V(e): Consideration of resolution authorizing a sole source contract with Englander and Associates for communication services for public safety including a fire season crisis communication plan.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing entering into a sole source contract with Englander and Associates for an amount not to exceed \$10,000.

Background: In July 2007, the MRCA initiated its automated stop sign enforcement program at Top of Topanga Overlook, and Franklin Canyon and Temescal Gateway Parks. As a result of media interest in the program, and because of the need to further educate the public about the program, staff contracted with Englander and Associates for an amount not to exceed \$5,000 to provide media training to staff associated with the automated enforcement program, including law enforcement personnel.

Englander and Associates has proven experience in media training and has special expertise in law enforcement issues. Included with that contract work was the preparation of a crisis management plan. After the recent fires, it became obvious that in addition to the work already completed, a more detailed crisis management plan for fire season would be of value to the agency.

Consideration: A sole source contract amending the existing contract with Englander and Associates for a total amount not to exceed \$10,000.00