

**POWER POINTS**

**CITY COUNCIL**

**MEETING**

**MAY 7, 2024**

# City Council Regular Meeting May 7, 2024



# CVAG

## BE A PART OF THE Coachella Valley Broadband Strategic Plan

Survey OPEN through June 30, 2024. RESPONSES ARE  
ANONYMOUS AND CONFIDENTIAL

# TAKE THE SURVEY!



# City Council Regular Meeting May 7, 2024

## CLOSED SESSION IN PROGRESS



# CVAG

### BE A PART OF THE Coachella Valley Broadband Strategic Plan

Survey OPEN through June 30, 2024. RESPONSES ARE  
ANONYMOUS AND CONFIDENTIAL

*TAKE THE  
SURVEY!*



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# Pledge of Allegiance



5/8/2024

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**City Council Meeting  
May 7, 2024**

**P1 – Proclamation in Recognition of the 55<sup>th</sup>  
Annual Municipal Clerks Week**



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**City Council Meeting**  
**May 7, 2024**

**B1 - Approve Contract for Managed IT Services  
 for FY 24/25 through 28/29**



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## Managed IT Services



24/7 REMOTE  
MONITORING AND  
SERVICES



SERVER MONITORING



MOBILE DEVICE  
MANAGEMENT



DESKTOP  
MONITORING



NETWORK AND  
SECURITY  
ASSESSMENTS



MAINTENANCE



ONSITE SUPPORT

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## RFP Process

- Current Vendor Contract Expiring
- Explored software to assist with Procurement
  - Marketplace.city
  - Advertised to wider group of applicants
  - Evaluated initial applicants

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**Marketplace.city**



*Where Local Governments Find, Validate and Procure Great Technology*

La Quinta, CA  
 Managed IT Services  
 Briefing Packet

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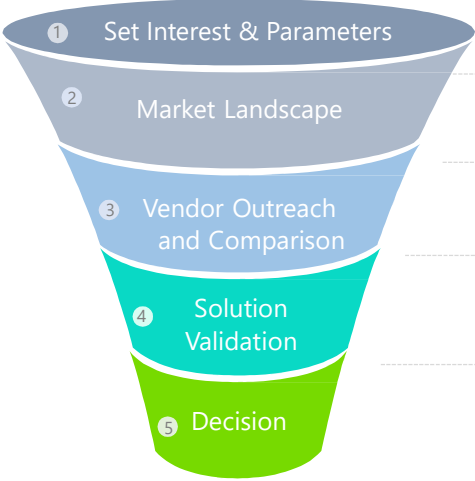
Marketplace.city helps governments source, evaluate and procure technology products and services. Clearbox Source is a collaborative online platform that provides critical market data at every step of the technology evaluation process, customized to your government’s size, type, and need.

<p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>• Based in Chicago, IL</li> <li>• State and Local Government exclusive focus</li> <li>• Over 225 governments across the US use data from Marketplace.city</li> <li>• Helps governments perform due diligence across tech procurements</li> <li>• Support at every stage, incl. budgeting, planning, solicitation development, marketing, vendor analysis, contracting, etc.</li> </ul>	<p><b>Process:</b></p> <ul style="list-style-type: none"> <li>• Growing data model with information across 250+ government verticals</li> <li>• Provides tools for governments to make data-driven procurements.</li> <li>• Reduces time by up to 60% of standard solicitation process</li> <li>• Frictionless process that encourages vendor participation, including from Small, Local, Disadvantaged Businesses</li> <li>• Dedicated Customer Success</li> <li>• Unlimited projects at the government’s discretion</li> </ul>	<p><b>225+ LOCAL GOVERNMENT PARTNERS</b></p>  <p><b>REGIONAL PARTNERS</b></p> 
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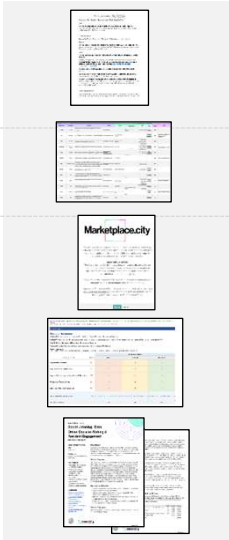
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OUTPUTS

- ✓ Completed Scope Document
- ✓ Market Landscape Report (iterative)
- ✓ Validated Cases Studies, Pricing, Contracts
- ✓ Vendor Outreach Approach and Execution
- ✓ Vendor Response Analysis
- ✓ Down-Selection Support Tools
- ✓ Final Briefing
- ✓ Vendor Selection
- ✓ Approval Process Support Tools
- ✓ Final Clearbox



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## RFP Results

- 14 Responses
- 4 Vendors downselected
- Interviews Conducted w/ nearby City IT Directors on panel
- Vendor Selected: Visual Edge IT

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Over 50+ Government Clients

Competitive Pricing

On-Site Employees

8 local offices in SoCal, closest in Palm Desert

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# Connecting the Dots

Our strategic approach for the city needs goes beyond the basics.

- Total Technology
- Client Focused
- Safe Experiences
- Genuine Partnership
- Business Alignment
- Future Proof



### Total Technology Provider:

We take a holistic approach to managing your technology, ensuring that your infrastructure, support systems, and business strategies work seamlessly together.

### People-Centric Support:

Your employees are the heart of your business, and we're here to support them every step of the way. With unlimited help desk support, assigned network administrators, and comprehensive documentation, we empower your people to work efficiently and effectively. Plus, our proactive education and safety measures keep your team secure and informed.

### Enterprise-Grade Cybersecurity:

In real threats, giving you peace of mind knowing your data and systems are secure. today's digital age, cybersecurity is non-negotiable. We implement cutting-edge solutions like SPLUNK, SOAR, SEIM, SOC, and NOC, all using the MITRE framework, to keep your business safe from threats. Our team of experts eliminates noise and identifies.

### Strategic Business Alignment:

Technology should be a tool to drive your business forward, not hold it back. Our strategic planning, structure, security, and road mapping services ensure that your IT aligns with your business objectives. We bring decades of expertise and industry knowledge to the table, helping you make informed decisions and stay ahead of the curve.

### Genuine Partnership:

At the core of everything we do is a genuine care for your success. We don't just provide services; we build relationships. Our local talent and management team take the time to understand your unique needs and challenges, ensuring that our solutions are tailored to your specific goals. With Visual Edge IT, you have a partner that is invested in your success and will go the extra mile to help you achieve it.



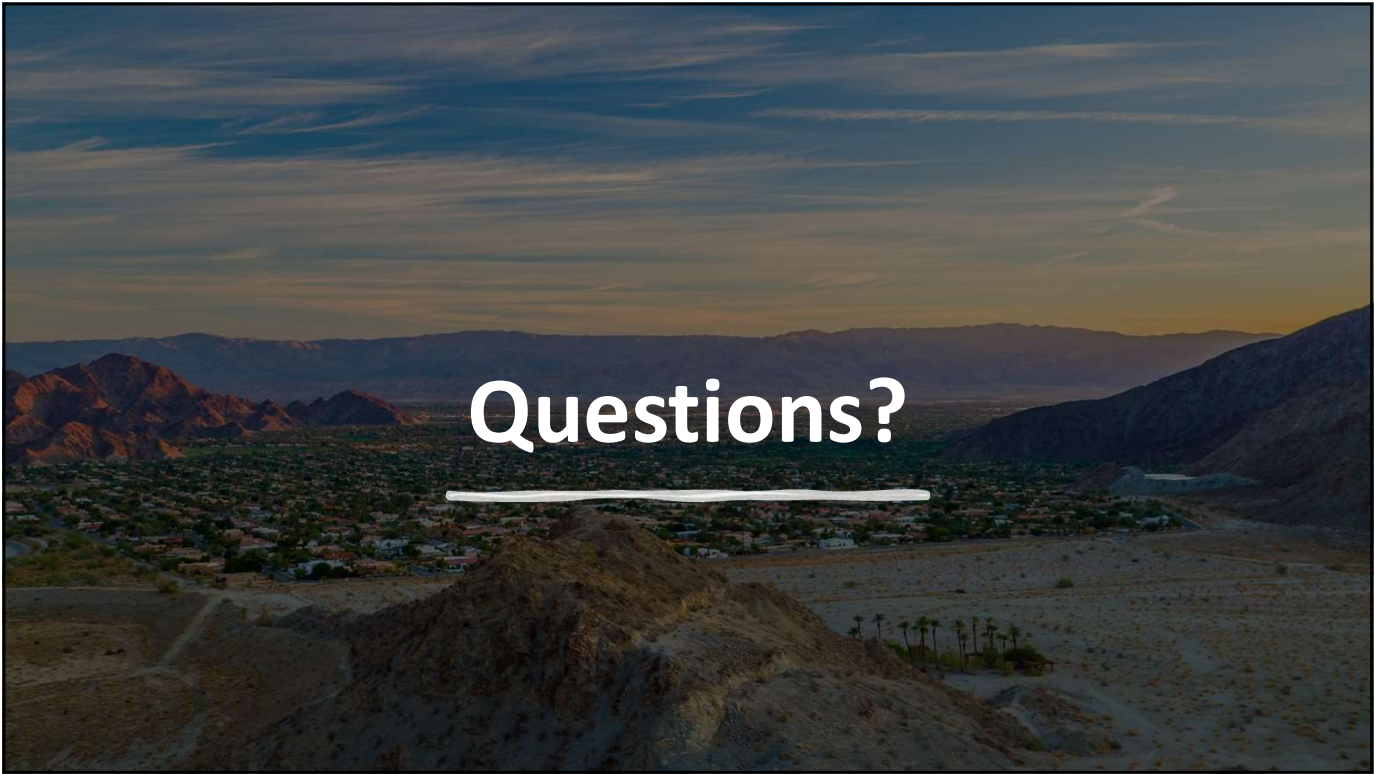
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**Strategic Business Alignment**

Infrastructure:				Support :				Security:				Strategy:			
24x7 Monitoring	Intelligent Patch Management	Asset inventory and management	Antivirus / Antispam	Desktop Optimization	Unlimited Help Desk Support	Assigned Network Administrator	Network Documentation	Best Practice Management	Security Information and Event Management	Next-generation endpoint protection	Long-term data retention	Security awareness training	Vulnerability assessments and penetration tests	Technology Steering	Future Proof Blueprints
<b>People-Centric Support</b>															
<b>Enterprise-Grade Cybersecurity</b>															
<b>Genuine Partnership</b>															

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**City Council Meeting  
May 7, 2024**

**B2 - Approve MOU for Greater Coachella Valley Chamber  
of Commerce for FY 2024/25**



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## Memorandum of Understanding Overview

- Since 1991 annual services agreements with Chamber
- Event funding assist
  - State of the City
  - Hot Rod & Custom Car Show
- Business engagement
- The Gem
  - Print
  - Digital

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## FY 23/24 Recap

- Business Development
  - Over 100 new members this year
  - 8 Business Walks in La Quinta
  - 2 Mixers in La Quinta
  - 15 Ribbon Cuttings

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## FY 23/24 Recap

- Marketing
  - LQ events/news e-blasted to 5,900 subscribers, through website, and social media
- Gem
  - Published on time every month
  - 8 months sold out on ad space
  - New Gem site finished (thegemlq.com)

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## 2024/25 Fiscal Impact

- Event assist
  - State of the City: \$22,500
  - Hot Rod Car Show: \$10,000 w/options
  - Business engagement - \$8,000
- Digital Version of The Gem - \$1,000
- The Gem - 12 issues distributed to residents and businesses – \$133,089

Total for FY 2024/25 without options: \$174,589

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## State of the City

- FY 2023/24 Cost: \$15,000
- FY 2024/25 Cost: \$22,500 (Increase \$7,500) due to increase in cost of venue food and logistics.

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## Hot Rod & Custom Car Show

- FY 2024/25: \$10,000 (No change)
- Additional options recommended

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# Hot Rod & Custom Car Show Options

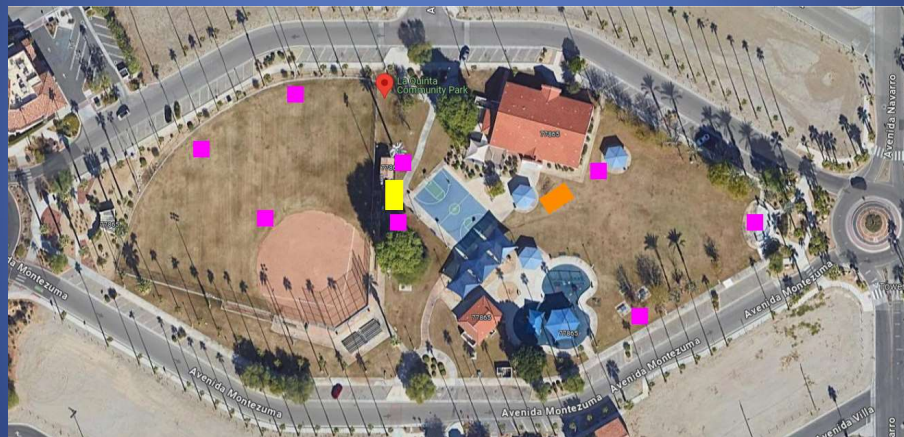
Option 1: LED wayfinding sign & video wall - \$3,000



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# Hot Rod & Custom Car Show Options

Option 2: Addition of 6 perimeter speakers - \$2,750



-  Stage/DJ Booth
-  Speakers
-  LED Wall

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## Business Engagement

- FY 2024/25: \$8,000 (No change)
  - Business Development
  - Business Walks
  - Mixers
  - Ribbon Cuttings/Ground Breakings/Grand Openings

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## The Gem

### Current Breakdown

– 36 pages total, 12 city pages (9 months)

» 10 city pages & 2 recycling pages

– 32 pages total, 8 city pages (3 months)

» 6 city pages & 2 recycling pages

– 16,000 Qty (Not including P.O. Boxes & Seasonal Residents)

Total: \$133,089 (\$109,089: General Fund, \$24,000: AB 939)

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# City Council Meeting May 7, 2024

## B3 – Fire Services and Ladder Truck Agreements



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## Background

- Fire Services provided to the city by the county since 1986.
- Fire staffing for all three stations.
  - Battalion Chief (Oversees Operations)
  - Three fire marshal positions.
    - Supervisor, Specialist, and Inspector

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## Fire Service Agreement Terms

- Effective – July 1, 2024 to June 30, 2029
- Longer term limit.
- Estimated Cost for FY 2024-2025: \$9,434,448.
- All potential cost to be covered by annual fire property tax.

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## Ladder Truck Agreement Terms

- Effective July 1, 2024 to June 30, 2029
- Cities of La Quinta, Indio, Coachella and County of Riverside to share staffing and maintenance cost
- Cost allocation: Indio 50%, County of Riverside 25%, La Quinta and Coachella 12.5%
- La Quinta's portion estimated at \$271,515 for FY 2024-2025

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# Questions

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