

**OFFICE OF THE CITY MANAGER
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION
APRIL 7, 2026 AGENDA**

Subject:	Action Required:	Approved By:
<p>An Ordinance to Amend Sole Source Agreement with Locality Media, Inc. d/b/a First Due for Fire Service Software for the Little Rock Fire Department.</p> <p>Submitted By:</p> <p>Little Rock Fire Department</p>	<p>√ Ordinance Resolution</p>	<p>Delphone Hubbard, City Manager</p>
SYNOPSIS	<p>An ordinance to authorize the City Manager to amend the existing Sole Source Agreement with Locality Media, Inc. d/b/a First Due, which provides software services to the Little Rock Fire Department.</p>	
FISCAL IMPACT	<p>The amendment will result in monthly payments of \$8,127.96, totaling approximately \$97,535.52 annually, which will be funded from the Little Rock Fire Department’s budget or other appropriate City funds. No other pricing terms or service scopes will change unless mutually agreed in writing.</p>	
RECOMMENDATION	<p>Pass the Ordinance.</p>	
BACKGROUND	<p>The amendment will:</p> <ul style="list-style-type: none"> • Transition the subscription from an annual to a month-to-month arrangement beginning January 1, 2026. • Establish a monthly subscription payment of \$8,127.96. • Clarify invoicing mechanics consistent with the month-to-month structure. 	

**BACKGROUND
CONTINUED**

The ordinance also declares it impractical and unfeasible to competitively bid this purchase because Locality Media, Inc. is the sole provider within the Central Arkansas area.

On June 21, 2022, the Board approved Ordinance No. 22,140, authorizing the original Sole Source Agreement with Locality Media, Inc. for software used by the Little Rock Fire Department.

The parties desire a month-to-month subscription to provide greater flexibility and clarity on invoicing while maintaining existing services. Competitive bidding is impractical as First Due is the only vendor in Central Arkansas capable of providing the required software.