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OAKLAND

2015 OCT 29 PM 2:20

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Sean Whent
Chief of Police

SUBJECT: Crossroads Traffic Collision Software

DATE: October 15, 2015

City Administrator Approval

Date:

10/29/15

RECOMMENDATION

Staff recommends that the City Council:

Adopt A Resolution Authorizing The City Administrator To 1) Waive The Advertising/Bidding And The Request For Proposal/Qualifications Requirements, And 2) Award A Professional Services Contract To Crossroads Software, Inc. For The Online Sales Of Traffic Collision Reports And Technical And Records Management Support For The City's Traffic Collision Database For Three Years, Plus Two Discretionary One-Year Extensions, For A Fee Of Twenty Thousand Dollars (\$20,000) Per Year And A Total Contract Amount Not To Exceed One Hundred Thousand Dollars (\$100,000).

EXECUTIVE SUMMARY

OPD is requesting Council approval of a resolution authorizing a contract with Crossroads Software, Inc. (Crossroads) in the amount of \$20,000 per year for the period of January 1, 2016 through December 31, 2018 with two discretionary one-year extensions. Crossroads provides online dissemination of traffic collision reports and improved accuracy and timeliness of traffic collision data and analysis. The source of funds is the General Purpose Fund approved in the Fiscal Year (FY) 2015-17 City of Oakland Policy Budget and expected in the FY 2017-19 and FY 2019-21 Policy Budgets. OPD is requesting that Council waive the advertising/bidding and the Request for Proposal/Qualifications (RFP/Q) requirements per Oakland Municipal Code (OMC) Section 2.04.05.1.15, which allows waiver of the competitive bidding process and qualification-based awards for professional service contracts, as Crossroads is the only identified vendor to sell traffic collision reports online and provide technical and records management support for the City's traffic collision database.

BACKGROUND / LEGISLATIVE HISTORY

On November 13, 2012, the City Council adopted Resolution No. 84081 C.M.S. awarding a sole-source, professional services agreement to Crossroads Software, Inc. to sell traffic collision reports online for the City and to provide technical and records management support for the City's traffic collision database. The contract with Crossroads was not executed as planned, primarily due to turnover in the OPD Traffic Section. OPD has been selling collision reports

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online since 2009 by using a different service provider, Police Reports US. Online traffic collision report sales provide the public with a convenient alternative to purchasing traffic collision reports in person from OPD.

On July 1, 2015, City Council approved increasing the Screened Traffic Accident Report fee in the Master Fee Schedule (MFS) from \$14.50 to \$20.00 per report. This change in the report fee requires a new resolution. The cost for Crossroads to produce a report for online purchasing, once it has been processed by and received from OPD, is \$5.00. This resolution amends the previous resolution and requires Crossroads to charge online requestors the amount listed in the MFS plus \$5.00 and to pay the City the amount listed in the MFS for each traffic collision report it sells online. Members of the public may still purchase collision reports in person from OPD at the cost listed in the MFS, which is the actual cost for OPD to provide the report, pursuant to California Vehicle Code section 20012.

ANALYSIS AND POLICY ALTERNATIVES

Since 1995, the Transportation Services Division in the Department of Public Works (DPW) has analyzed traffic collision trends using the Crossroads Collision Database System, a software program that queries collisions by type, location, date, and other factors. This program searches a database created by the California Highway Patrol (CHP) that lags behind the current date by 12 to 18 months. The accuracy rate of the current program is approximately 70 percent unless further labor intensive, verification efforts are made. The most readily effective solution is for the City to improve and rely on its own collision database. Crossroads will create a database (based on all OPD collision reports) to enable queries and analyses based on accurate and up-to-date information. This will result in better planning for enforcement and engineering, allowing OPD and PWA to reduce traffic injuries and fatalities.

Online Dissemination of Traffic Collision Reports

Online access to traffic collision reports is a convenient way for insurance companies, involved parties, and other authorized users to purchase traffic collision reports. Transactions can be made on a 24 hour, seven day a week basis through a secure online portal. Online access reduces time and travel costs for the user who would otherwise have to travel to a police station during business hours to obtain a collision report.

The in-person cost of purchasing a traffic collision report is \$20.00. The current cost of purchasing an online traffic collision report is \$24.50. The recently adopted MFS increases the cost of an online traffic collision report is \$25.00. Five dollars of the \$25.00 online traffic collision report fee will be provided to Crossroads to cover their service costs. Purchasers will continue to have the option of paying \$20.00 per report in person.

Improved Accuracy and Timeliness of Traffic Collision Data

OPD currently does not have the software capability to query traffic collisions by type, location, date, and other factors to assist in enforcement efforts. Crossroads will install the Collision Database System software, issue a license, and train OPD staff for its use as well as provide ongoing support. OPD and DPW will gain the ability to perform queries and analyses of traffic

collision patterns that will help them identify enforcement strategies and priorities as well as engineering needs and solutions. Under the current system, CHP data provided to DPW is only 70 percent accurate. DPW staff time is required to improve the accuracy rate to its best of 95 percent. Using OPD data – as provided to Crossroads upon approval of this report and resolution – is expected to increase data to 95 percent accuracy. The tremendous improvement in the accuracy of the data is due to the familiarity of Crossroads staff with the City of Oakland and the ability of Crossroads to work with City staff directly to resolve data issues. CHP staff does not have familiarity with Oakland city streets and does not contact City staff directly to resolve data issues. The age of the data will decrease from over a year to less than a week.

Waiver of Bidding and Advertising Requirements

Staff requests a waiver of the City's bidding and advertising requirements and an authorization to enter into a contract with Crossroads because there are no other known vendors that offer the combination of products and services offered by this company. Crossroads will provide additional software and the required training and ongoing support to the City. Crossroads will also manage the City's traffic collision database.

Staff contacted other vendors:

- Intersection Magic: Provides collision records analysis software but does not provide online records dissemination service.
- AIMS: Provides collision records analysis software but does not provide online records dissemination service.
- Police Reports US: Provides online collision report dissemination service but does not provide collision records analysis software.
- Docview: Provides online collision report dissemination service but does not provide collision records analysis software.

None of the above-listed vendors provides both the collision records analysis software and online records dissemination services that Crossroads provides. OPD is requesting that Council waive the advertising/bidding and the Request for Proposal/Qualifications (RFP/Q) requirements per Oakland Municipal Code (OMC) Section 2.04.05.1.15, which allows waiver of the competitive bidding process and qualification-based awards for professional service contracts, as Crossroads is the only identified vendor to sell traffic collision reports online and provide technical and records management support for the City's traffic collision database.

FISCAL IMPACT

Revenue

Revenue from the Screened Traffic Accident Report will be deposited into Fund 1010, Organization 107510, Account 45419, Program PS14, and Project to be determined.

Fund	Organization	Account	Project	Program	Amount
1010	107510	45419	0000000	PS14	TBD
Total Revenue					TBD

Expenditure

The \$20,000 annual fee that the City will pay Crossroads for three years, with up to two additional one-year extensions, will be split evenly between the DPW/Transportation Services Division's operating budget (Fund 1750, Organization 30261, Account 54919) and OPD/Traffic Operations Section's operating budget (Fund 1010 Organization 107510, Account 54919).

Fund Source	Organization	Account	Project	Program	Amount
1750	30261	54919	TBD	TBD	\$10,000/yr.
1010	107510	54919	0000000	PS14	\$10,000/yr.
Total Expenditure					\$20,000/yr.

PUBLIC OUTREACH / INTEREST

No outreach was deemed necessary for the proposed policy beyond the standard City Council agenda noticing procedures.

COORDINATION

This report was written in coordination with the DPW Transportation Services Division and reviewed by the Office of the City Attorney and the Controller's Bureau.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Crossroads has been used by the Transportation Services Division in DPW for over 15 years. Its software includes programs that perform collision history analyses, engineering and traffic surveys, average annual daily traffic counts, Geographic Information Systems (GIS) mapping, and tracking of requests for service. Crossroads' products reflect state-of-the-art technology and its ongoing support has been timely and effective. The only issue is the current reliance on outdated data from the CHP. Entering into a new agreement resulting from this report and resolution will address that issue.

SUSTAINABLE OPPORTUNITIES

Economic: Adopting this resolution will provide greater opportunities for members of the public to purchase collision reports more efficiently, saving time and travel costs.

Environmental: There are no environmental issues associated with this report.

Social Equity: There are no social equity issues associated with this report.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council Adopt a Resolution Amending Resolution No. 84081 C.M.S., Approved by the City Council on November 13, 2012, Authorizing the City Administrator to 1) Waive the Advertising/Bidding and the Request for Proposal/Qualifications Requirements, and 2) Award a Professional Services Contract to Crossroads Software, Inc. for the Online Sales of Traffic Collision Reports and Technical and Records Management Support for the City's Traffic Collision Database for Three Years, plus Two Discretionary One-Year Extensions, for a Fee of Twenty Thousand Dollars (\$20,000) per year and a Total Contract Amount not to Exceed One Hundred Thousand Dollars (\$100,000).

For questions regarding this report, please contact David Elzey, Traffic Operations Section Lieutenant of Police, at (510) 777-8637.

Respectfully submitted,



SEAN WHENT
Chief of Police, Oakland Police Department

Reviewed by:
David Elzey, Lieutenant
Traffic Operations Section

Joe Wang, Supervising Traffic Safety Engineer
Transportation Services, Public Works

Prepared by:
D. Nell Taylor, Police Services Manager I
Fiscal Services

FILED
OFFICE OF THE CITY CLERK
OAKLAND

Marcia Holmes
City Attorney

2015 OCT 29 PM 2:29 OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO 1) WAIVE THE ADVERTISING/BIDDING AND THE REQUEST FOR PROPOSAL/QUALIFICATIONS REQUIREMENTS, AND 2) AWARD A PROFESSIONAL SERVICES CONTRACT TO CROSSROADS SOFTWARE, INC. FOR THE ONLINE SALES OF TRAFFIC COLLISION REPORTS AND TECHNICAL AND RECORDS MANAGEMENT SUPPORT FOR THE CITY'S TRAFFIC COLLISION DATABASE FOR THREE YEARS, PLUS TWO DISCRETIONARY ONE-YEAR EXTENSIONS, FOR A FEE OF TWENTY THOUSAND DOLLARS (\$20,000) PER YEAR AND A TOTAL CONTRACT AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000)

WHEREAS, on November 13, 2012, the City Council passed Resolution No. 84081 C.M.S. waiving the competitive and bidding contract requirements and authorizing entry into a contract with Crossroads Software, Inc. to provide online public access to traffic collision reports and technical and records management support to the City; and

WHEREAS, the City has a duty to provide traffic collision reports to authorized members of the public and recognizes that providing access to these reports online is convenient for the public and helps the Oakland Police Department reduce administrative staff time; and

WHEREAS, Crossroads has been providing online public access to traffic collision reports for other local jurisdictions in California and has demonstrated the ability to provide the same effective service to the City of Oakland; and

WHEREAS, Crossroads can provide the software and record management services that the City needs for staff to have access to more detailed, accurate, and up-to-date traffic collision data which will enhance the City's engineering and enforcement of traffic on City streets; and

WHEREAS, Crossroads will install and license software, provide training and ongoing support, and create and maintain a traffic collisions database based on traffic collision reports generated by the Oakland Police Department; and

WHEREAS, City staff contacted potential product and service providers prior to proposing the previous Resolution and, again, prior to proposing this Resolution, and found that there are no other companies that offer the combination of products and services that Crossroads can provide; and

WHEREAS, Oakland Municipal Code (OMC) Section 2.04.050.I.5 authorizes the City Council to waive the advertising and competitive bidding requirements of OMC Section 2.04.050 after a finding and determination that it is in the best interest of the City to do so; and

WHEREAS, OMC Section 2.04.051.B authorizes the City Council to waive the request for proposals/qualifications process in OMC Section 2.04.051 after a finding and determination that it is in the best interest of the City to do so; and

WHEREAS, staff recommends that the City Council make a finding and a determination that it is in the best interest of the City to waive the advertising and bidding and the request for proposals/qualifications processes because there are no other companies that offer the combination of products and services that Crossroads is offering; now, therefore, be it

RESOLVED: That the City Council finds that pursuant to OMC sections 2.04.050.I.5 and 2.04.051.B, for the reasons stated above and in the City Administrator's report accompanying this resolution, that it is in the best interest of the City to waive advertising and bidding and the request for proposals/qualifications processes for the products and services to be purchased under the proposed contract and so waives the requirements; and be it

FURTHER RESOLVED: That Crossroads shall charge online requesters the fee listed in the Master Fee Schedule for "Screened Traffic Accident Report" plus an additional \$5.00 for Crossroads to produce the report and Crossroads shall reimburse the City the amount listed in the Master Fee Schedule for each report; and be it

FURTHER RESOLVED: That the City shall pay Crossroads \$20,000 per year to install, maintain, and upgrade software that performs traffic collision history analysis, provide training and support to staff, and create and maintain an electronic traffic collision database; and be it

FURTHER RESOLVED: That the contract shall have an initial term of three years with no more than two one-year extensions upon staff's evaluation of satisfactory performance; and be it

FURTHER RESOLVED: That the City Administrator, or designee, is authorized to enter into a sole-source contract with Crossroads Software, Inc. and complete all required negotiations, certifications, assurances and documentation required to accept, modify, extend and/or amend this agreement for services, except for any increases in the Agreement Cap set forth herein, without returning to City Council; and be it

FURTHER RESOLVED: That the City Administrator or her designee shall place a copy of the fully executed Crossroads Agreement on file with the Offices of the City Clerk; and be it

FURTHER RESOLVED: That the \$20,000 annual fee for Crossroads shall split evenly between the Department of Public Works Transportation Services Division and OPD/Traffic Operations Section. For the Public Works Agency: Fund 1750, Org.: 30261; Account 54919. For OPD: Fund 1010; Org 107510; Account 54919; and be it

THEREFORE RESOLVED: That the City Attorney shall approve the Agreement and contract terms as to form and legality.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, and PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California