

**CITY OF OAKLAND
AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2003 NOV 25 PM 5:21

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: December 9, 2003

RE: RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH MAXIMUS ASSET SOLUTIONS FOR PURCHASE, INSTALLATION, CONFIGURATION, TRAINING, LICENSING, AND SUPPORT OF SOFTWARE FOR A FLEET MANAGEMENT SYSTEM FOR AN AMOUNT NOT TO EXCEED \$500,000

SUMMARY

A resolution has been prepared authorizing the City Manager to enter into an agreement with Maximus Asset Solutions, a division of MAXIMUS, Inc. (MAXIMUS) to provide a fleet management information system and related services for an amount not to exceed \$500,000. Staff is currently negotiating an agreement with MAXIMUS, a certified local business enterprise, which is the number one ranked team.

The Public Works Agency, Equipment Division (ED) has been without a fleet management system since 1999, when the prior system was designated for replacement as part of the Year 2000 (Y2K) project, which was the City's project, headed by the Office of Information Technology, for ensuring Citywide computer functionality in the new millennium. The City's fleet management system was purchased in 1984, was incompatible with Y2K requirements, and needed to be replaced. As a result, it has been difficult for the ED to obtain timely or accurate information to guide fleet management decisions and to adequately serve its customers. The deficiencies in ED services resulting from an inadequate information system were noted in a recently completed operational review of the ED.

Purchase, installation, and support of a new fleet management software system from MAXIMUS support the City Council goal to model best practices to improve customer service and to be a fiscally sound and efficiently run city.

FISCAL IMPACT

The agreement will be for an amount not to exceed \$500,000 and includes the purchase, installation, configuration, training, licensing, and support for the software. Funding for the acquisition and implementation of a new fleet management information system is included in the ED FY 2003-04 budget in Fund 4100, Project C68300 (Integrated Maintenance Management System). The Contract Compliance fee of \$15,000 has been set aside in Project C68300.

Annual maintenance and licensing costs of approximately \$28,000 for FY 2004-05 are included in the \$500,000 appropriated for this project. ED will include future maintenance and licensing

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costs in its proposed FY 2005-07 budget. Program enhancements may be proposed after the ED has an opportunity to use the fleet management information system. It is anticipated that these changes can be funded from the ED annual budget. Project funding will cover one-time costs of under \$50,000 for related hardware for the system.

Implementation of the Fleet Management System Software will enable the division to track and fully recover the costs for the services it provides. Ultimately, this will improve the efficiency and cost-effectiveness of the City's fleet.

BACKGROUND

The ED manages the City's equipment acquisitions and provides maintenance and fueling for all City vehicles and equipment. The division manages approximately 1,600 vehicles as well as an additional 210 pieces of assorted mechanical equipment. The division's automotive shops are located at the Municipal Service Center and the heavy equipment shops are located at 5050 Coliseum Way. Each facility has a full-service parts room with a combined inventory of approximately 2,000 parts, valued at \$225,000. Approximately 1,200 work orders are assigned and completed manually each month.

ED identified the lack of a fleet management information system as a significant barrier to efficiently and effectively conducting its work. The Moving Oakland Forward! Team 6-D ("Revamp the ED to operate as a true internal service fund and enhance the performance accountability of ED and users") recommended implementing a fleet management information system. During the Moving Oakland Forward process, staff surveyed the ten largest cities in California to determine what fleet management software is being used. The recently completed operations audit of the ED also recommended implementing a fleet management information system.

ED and the Office of Information Technology (OIT) collaborated to release a Request for Proposals (RFP) on July 1, 2003 for a fleet management information system. The RFP included general requirements as well as 351 specific needs in 10 areas (equipment management and replacement, billing management, customer service management, work order management, preventative maintenance management, vendor management, labor management, inventory management, fuel management, and reports). The City sought a fleet management information system that would allow ED staff to:

- Obtain management reports regarding costs and resources needed to provide services;
- Calculate an appropriate amount to charge for rental rates and/or repairs;
- Charge internal customers in a timely manner for work and/or rental rates;
- Track and audit parts inventories;
- Obtain a maintenance history on each vehicle or category of vehicles;
- Determine an appropriate schedule for vehicle replacements;
- Schedule and track preventative maintenance;
- Manage pool vehicles, both for customers and for equipment services; and
- Allow customer interface with the system.

A new fleet management information system must also interface with the City's Oracle Financial System and ED's existing fuel management system.

The City received five proposals. A review team selected two finalists based on criteria that included functional qualifications; verifiable evidence of the successful implementation of the existing application system; cost; and the adequacy of the proposed methodology, project schedule, and deliverables. The review team consisted of staff from the ED, PWA Information Technology, PWA Fiscal Services, the City Manager's Budget Office, Finance and Management Agency's Office of Information Technology, and fleet staff from the City and County of San Francisco.

The two finalists were invited to provide a demonstration of how their product would meet the City's needs. The review team participated in the demonstrations, along with mechanics, parts-room technicians, and supervisors from the ED. Fleet Focus, the software product demonstrated by MAXIMUS, stood out as the best product in terms of ease of use, providing reports, conforming to fleet industry best business practices, its ability to notify customers when preventive maintenance was due and to conduct customer surveys. Fleet Focus has a proven interface with the City's existing fuel management system. Software license costs are based on the number of vehicles, not the number of users, so the ED can encourage its customers to use a web interface for selected functions, without running into a problem with the number of concurrent users accessing the fleet management information system.

Over 300 fleet organizations use MAXIMUS' Fleet Focus (also known as FASuite or Fleet Anywhere) fleet management information system. MAXIMUS has the largest public sector market share in fleet asset maintenance management systems. In California, over 80 public sector fleets use Fleet Focus, including Caltrans, East Bay Municipal Utilities District, Fresno, San Diego, San Jose, Alameda County, Contra Costa County, Los Angeles County and Orange County.

MAXIMUS has an office in Oakland and is certified as a Local Business Enterprise. MAXIMUS will be performing 92% of the work but will only be credited as achieving 15% LBE for its participation in the contract. MAXIMUS is proposing to partner with Acumen Building Enterprise, Inc. (Acumen), a certified Small Local Business Enterprise, and will be credited with an additional 8% SLBE participation. For total L/SLBE Program goals, MAXIMUS will be credited with achieving 23% participation. (See Attachment A.) The other finalist had no S/LBE participation. One company that had 35% SLBE participation submitted a proposal that did not meet the RFP criteria.

KEY ISSUES AND IMPACTS

As part of the Year 2000 project, the City identified systems on the AS/400 mainframe computer that would need to be migrated to new platforms. Two of these systems were the financial management system and the fleet management system. Oracle was selected to provide the financial management system. At the time, the City selected a fleet management information

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software system that was never implemented, due to compatibility and other issues. As a result, the ED has been without a fleet management system since 1999.

To ensure that the City obtained a fleet management system that best met its long-term needs, the City issued the RFP described in this staff report. One of the requirements of the RFP was that the fleet management information system must be compatible with the Oracle Financial System and the ED's existing fuel management system. This will provide streamlined work processes for ED staff, more transparency to Oracle Financials users, faster billing of ED customers, and better integration to ensure that preventative maintenance is performed on the City's fleet. Fleet Focus can provide this integration. Appropriate auditing procedures will be in place to ensure that transactions originating in one of the systems are flagged by the other systems.

The resolution authorizes a professional services contract with MAXIMUS to implement a fleet management information system. As proposed, the Fleet Focus implementation will take approximately 100 working days, or 5 months, from start to finish. This includes 17 days of training for ED, PWA, and OIT staff.

SUSTAINABLE OPPORTUNITIES

Economic: The fleet management information system will allow the ED to use its fleet maintenance resources in the most efficient and cost-effective manner possible, in line with best business practices.

Environmental: The fleet management information system may provide environmental opportunities by helping management to identify vehicles that have poor miles per gallon efficiencies so they can be replaced. It can also help identify the performance of alternative fuel vehicles as compared with gasoline- or diesel-powered vehicles.

Social Equity: There is no impact on social equity as a result of this report.

DISABILITY AND SENIOR CITIZEN ACCESS

The project will not have a direct impact on disability and senior citizen access.

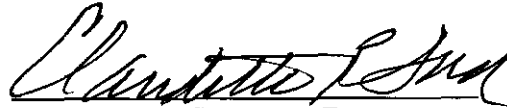
RECOMMENDATION AND RATIONALE

Staff recommends authorizing the contract for services with MAXIMUS to implement a fleet management information system for the Public Works Agency, Equipment Division. Fleet Focus is the software product best able to meet the needs identified in the RFP.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that City Council approve the resolution authorizing a professional services agreement with MAXIMUS for the purchase, installation, configuration, training, licensing, and support of a fleet management information system for an amount not to exceed \$500,000.

Respectfully submitted,



CLAUDETTE R. FORD
Director, Public Works Agency

Prepared by:
Bruce Saunders
Equipment Services Manager

APPROVED AND FORWARDED TO
THE PUBLIC WORKS COMMITTEE:


OFFICE OF THE CITY MANAGER

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OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER _____



RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH MAXIMUS ASSET SOLUTIONS FOR PURCHASE, INSTALLATION, CONFIGURATION, TRAINING, LICENSING, AND SUPPORT OF SOFTWARE FOR A FLEET MANAGEMENT SYSTEM FOR AN AMOUNT NOT TO EXCEED \$500,000

WHEREAS, the Public Works Agency Equipment Services Division desires to implement best business practices and requires a fleet management system in order to manage the City's fleet of approximately 1,600 vehicles as well as an additional 210 pieces of assorted mechanical equipment; and

WHEREAS, Equipment Services has been without a fleet management system since 1999 when the prior system was designated for replacement as part of the Year 2000 project; and

WHEREAS, funds are available through project C68300 (Integrated Maintenance Management System) in the Equipment Fund 4100; and

WHEREAS, a fleet management system would allow the city to obtain timely and accurate information to guide fleet management decisions to adequately serve its customers, and will enable the division to track and fully recover the costs for the services it provides, and ultimately will improve the efficiency and cost-effectiveness of the City's fleet; and

WHEREAS, the Equipment Services collaborated with the Office of Information Technology to release a Request for Proposals for a fleet management information system which included the general requirements as well as 351 specific needs in areas such as equipment management, billing, customer service, inventory, fuel management and preventative maintenance; and

WHEREAS, a review team consisting of staff from the Public Works Agency, Office of Information Technology, and the City Manager's Office reviewed the five proposals submitted in response to the RFP and ultimately selected MAXIMUS Asset Solutions based on its ability to meet the City's fleet management information needs; and

WHEREAS, the City Council finds that the contractual services is in the public interest because of economy and /or better performance; and

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WHEREAS, the City Council finds that this contract is for services of a professional and technical nature and is temporary in nature; and

WHEREAS, Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive services; and,

WHEREAS, the City Council finds that the service is exempt from competitive bidding pursuant to Section 2.04.050 I of the Oakland Municipal Code; now, therefore, be it

RESOLVED: That the City Manager or her designee, is hereby authorized to enter into a service agreement with MAXIMUS Asset Solutions for the purchase, installation, configuration, training, licensing, and support of software for a fleet management system for an amount not to exceed \$500,000; and be it

FURTHER RESOLVED: That the City Manager is hereby authorized to approve any subsequent amendments to or extensions of said agreement except those involving compensation or the allocation of additional funds, providing that such amendments or extensions shall be filed with the City Clerk's Office; and be it

FURTHER RESOLVED: That a copy of the agreement will be on file in the City Clerk's Office and will be approved for form and legality by the Office of the City Attorney.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2004

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

**Contract Compliance and
Employment Services Division
Office of the City Manager**

Memo

To: Gwen McCormick, Contract Administration
From: Deborah Barnes, Contract Compliance & Employment Services
Date: September 15, 2003
Re: Proposals for Fleet Management Services

The following RFPs were reviewed for compliance with the City of Oakland's L/SLBE Program goals. Based upon our review of the five proposals neither firms met the L/SLBE Program goals. While none of the firms met the goal of 50%, the level achieved at 35% and 23% are reasonable given the nature and scope of the project. The breakdown is as follows:

<u>Name of Company</u>	<u>LBE</u>	<u>SLBE</u>	<u>Total</u>
Hansen Information Tech.		35%	35%
Bender Engineering	0%	0%	0%
CCG Systems, Inc.	0%	0%	0%
Automotive Resources, Inc.	0%	0%	0%
Maximus	15%	8%	23%

Review of the request for proposal and submittals indicates the following:

- Project has minimum subcontracting opportunities
- Maximus is the only Oakland based firm competing and will be performing 92% of the work, but will receive only 15% credit as a local business;
- This is a specialty project
- A non-local contractor, Hansen Information Technology has subcontracted with a small local business (AEKO) at 35%.

If you have any questions or need additional information, please contact Vivian Inman at ext. 6261

cc: John McCabe
File

LBE/SLBE Participation Hansen Information Technologies

Project Name: Fleet Management Project No.:										
Discipline	PRIME AND SUBS	LOCATION	CERT. STATUS	LBE	SLBE	TOTAL LBE/SLBE	TOTAL %	for Tracking Purposes Only		
								LTRU	MBE	WBE
PRIME	Hansen Information Tech. AEKO Consulting	Sacramento Oakland	UB CB		35%	35%	65% 35%			
Project Totals				0%	35%	35%	100% 100%			
PROFESSIONAL SERVICE GOALS				LBE 15% Max Credit	SLBE 35%	LBE/SLBE 50%				

Goals:

The 50% ALL LBE goal is a combination of 15% LBE and 35% SLBE participation. An SLBE firm can be counted 100% towards achieving 50% goal. LBE firms can only be counted up to 15% of the total contract amount.

Legend:	
ALL LBE All certified Local and Small Local Businesses	CB Certified Business
LBE Local Business Enterprise	UB Uncertified Business
SLBE Small Local Business Enterprise	AA African American
LTRU Local Trucking Businesses	H Hispanic American
	A Asian American
MBE Minority Business Enterprise (for tracking only)	NA Native American
WBE Women Business Enterprise (for tracking only)	C Caucasian

LBE/SLBE Participation Bender Engineering

Project Name: Fleet Management Project No.:										
Discipline	PRIME AND SUBS	LOCATION	CERT. STATUS	LBE	SLBE	TOTAL LBE/SLBE	TOTAL %	For Tracking Purposes Only		
								Ethnic	MBE	WBE
PRIME	Bender Engineering	Los Alamitos	UB				100%			
Project Totals				0%	0%	0%	100%	100%	0%	0%
PROFESSIONAL SERVICE GOALS				LBE 15% <small>Max Credit</small>	SLBE 35%	LBE/SLBE 50%				

Goals:

The 50% ALL LBE goal is a combination of 15% LBE and 35% SLBE participation. An SLBE firm can be counted 100% towards achieving 50% goal. LBE firms can only be counted up to 15% of the total contract amount.

Legend:	
ALL LBE All certified Local and Small Local Businesses LBE Local Business Enterprise SLBE Small Local Business Enterprise LTRU Local Trucking Businesses	CB Certified Business UB Uncertified Business AA African American H Hispanic American A Asian American NA Native American C Caucasian
MBE Minority Business Enterprise (for tracking only) WBE Women Business Enterprise (for tracking only)	

LBE/SLBE Participation CCG Systems, Inc.

Attachment A

Project Name: Fleet Management Project No.:										
Discipline	PRIME AND SUBS	LOCATION	CERT. STATUS	LBE	SLBE	TOTAL LBE/SLBE	TOTAL %	For Tracking Purposes Only		
								Ethnic	MBE	WBE
PRIME	CCG Systems, Inc.	Norfolk, VA	UB				100%			
Project Totals				0%	0%	0%	100%			
PROFESSIONAL SERVICE GOALS				LBE 15%	SLBE 35%	LBE/SLBE 50%				
				Max Credit:						

Goals:

The 50% ALL LBE goal is a combination of 15% LBE and 35% SLBE participation. An SLBE firm can be counted 100% towards achieving 50% goal. LBE firms can only be counted up to 15% of the total

Legend:

ALL LBE All certified Local and Small Local Businesses LBE Local Business Enterprise SLBE Small Local Business Enterprise LTRU Local Trucking Businesses	CB Certified Business UB Uncertified Business AA African American H Hispanic American A Asian American NA Native American C Caucasian
MBE Minority Business Enterprise (for tracking only) WBE Women Business Enterprise (for tracking only)	

LBE/SLBE Participation Automotive Resources International

Project Name: Fleet Management Project No.:										
Discipline	PRIME AND SUBS	LOCATION	CERT. STATUS	LBE	SLBE	TOTAL LBE/SLBE	TOTAL %	For Tracking Purposes Only		
								Ethnic	MBE	WBE
PRIME	Automotive Resources In.	New Jersey	UB				100%			
Project Totals				0%	0%	0%	100%		0%	0%
PROFESSIONAL SERVICE GOALS				LBE 15% <small>Max Credit</small>	SLBE 35%	LBE/SLBE 50%				

Goals:

The 50% ALL LBE goal is a combination of 15% LBE and 35% SLBE participation. An SLBE firm can be counted 100% towards achieving 50% goal. LBE firms can only be counted up to 15% of the total contract amount.

Legend:		
ALL LBE All certified Local and Small Local Businesses	CB Certified Business	
LBE Local Business Enterprise	UB Uncertified Business	
SLBE Small Local Business Enterprise	AA African American	
LTRU Local Trucking Businesses	H Hispanic American	
MBE Minority Business Enterprise (for tracking only)	A Asian American	
WBE Women Business Enterprise (for tracking only)	NA Native American	
	C Caucasian	

LBE/SLBE Participation Maximus

Project Name: Fleet Management Project No.:								
Discipline	PRIME AND SUBS	LOCATION	CERT. STATUS	LBE	SLBE	TOTAL LBE/SLBE	TOTAL %	
PRIME	Maximus Acumen	Oakland Oakland	CB	15%	8%	15% 8%	92% 8%	
Project Totals				15%	8%	23%	100% 100%	
PROFESSIONAL SERVICE GOALS				LBE 15% Max Credit	SLBE 35%	LBE/SLBE 50%		

Goals:

The 50% ALL LBE goal is a combination of 15% LBE and 35% SLBE participation. An SLBE firm can be counted 100% towards achieving 50% goal. LBE firms can only be counted up to 15% of the total contract amount.

Legend:

ALL LBE All certified Local and Small Local Businesses LBE Local Business Enterprise SLBE Small Local Business Enterprise LTRU Local Trucking Businesses MBE Minority Business Enterprise (for tracking only) WBE Women Business Enterprise (for tracking only)	CB Certified Business UB Uncertified Business AA African American H Hispanic American A Asian American NA Native American C Caucasian
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