

FILED
OFFICE OF THE CITY CLERK
OAKLAND

CITY OF OAKLAND
AGENDA REPORT

2010 SEP 30 PM 6:13
To: Office of the City Administrator
Attn: Dan Lindheim
From: Police Department
Date: October 12, 2010

Re: A Report and Two Proposed Resolutions 1) Authorizing the City Administrator To Enter into a Professional Services Agreement with Urban Strategies Council to Provide Spatial Crime Data Analysis Services For the Oakland Police Department For the Period of November 2010 through October 2011, in An Amount Not-to-Exceed One Hundred Sixteen Thousand Dollars (\$116,000) and Waiving Advertising and the Request for Qualifications/Proposals Requirements, and 2) Authorizing The City Administrator To Accept And Appropriate Grant Funds In The Amount of Thirty-Four Thousand One Hundred Forty-Three Dollars (\$34,143) From The State Of California, Juvenile Accountability Block Grant (JABG) Program

SUMMARY

Staff has prepared a report and two resolutions waiving the City's advertising and the request for qualifications/proposals (RFQ/RFP) requirements and authorizing the City Administrator to enter into an agreement with Urban Strategies Council (USC) to provide spatial crime data analysis services for the Oakland Police Department in the amount of \$116,000 for the term of November 2010 through October 2011, and 2) authorizing the City Administrator to accept and appropriate grant funds in the amount of \$34,143 from the State of California, Juvenile Accountability Block Grant (JABG) program, to be used for the implementation and expansion of the Department's current crime analysis project to conduct regular spatial analysis of crime data across the entire City of Oakland.

FISCAL IMPACT

Approval of these resolutions will authorize the City Administrator to waive the City's advertising and RFQ/RFP requirements, and to negotiate and enter into an agreement with Urban Strategies Council in an amount not to exceed \$116,000 for spatial crime data analysis for the entire City of Oakland, and authorize the City Administrator to accept and appropriate \$34,143 from the 2010-11 Direct Allocation State of California, Juvenile Accountability Block Grant (JABG) Program. This program requires a 10% match, and cannot be matched with Federal funds. The funding source for the 10% match, in the amount of \$3,414, will be the State COPS XIV grant. The budget for COPS XIV was established in previous Council action.

Revenues and appropriations will be allocated in the Police Grants fund: 2995; Office of the Chief of Police Org: 10110; Department Wide Program: PS01, in a Project Account to be

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determined. The program will be managed by the Bureau of Investigations Deputy Chief of Police.

This grant will allow the City to collaborate with the Urban Strategies Council to significantly expand and sustain spatial analysis of crime data in Oakland. The work is citywide in scope; however this data will help the Oakland Police Department focus its efforts to suppress and prevent crimes that impact juveniles such as human trafficking/child prostitution, gang activity, and truancy. The analysis will serve as a critical tool to improve the effectiveness of the existing collaboration between the Department and other agencies by targeting resources toward geographic areas, and individuals with the greatest need.

Funding sources for the Urban Strategies Council project are as follows:

\$32,500 – 2010/11 JABG Grant (Fund 2112, Project TBD)

\$17,500 - State COPS XIV (Fund 2158, Project G374110)

\$66,000 - JAG 2009 Local (Fund 2112, Project G393010)

\$116,000 Total Contract Amount

The contract negotiations and program implementation will be managed by the Deputy Chief of Bureau of Field Operations. No immediate need for additional resources is foreseen at this time.

Sole Source Justification

Staff has determined that Urban Strategies Council is the only firm capable of providing the services based on extensive internet research of other companies that perform similar services, and confirmation from the Department of Justice that Urban Strategies Council is the only company with existing MOUs with local, state, and county agencies that authorize information sharing.

Urban Strategies Council staff members have been vetted through an extensive criminal and personal background check and received clearance to have, use, and analyze sensitive data of multiple databases, including Oakland Unified School District, Alameda County, Parole Department, and others, allowing for the mining of specific information; this is the only organization in this region capable of providing this level of service and analytical foundation for use by the Oakland Police Department.

USCs mapping outputs, analyses and contextual information have been developed through two years of refinement and practical evaluation from leading OPD personnel during an 18-month pilot project. The skill set of USC staff significantly supplements that of existing OPD crime analysts by providing practical as well as technical insight into how best to manage, analyze, and

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\$116,000 Total Contract Amount

The contract negotiations and program implementation will be managed by the Deputy Chief of Bureau of Field Operations. No immediate need for additional resources is foreseen at this time.

Waiver of Advertising and the Request for Proposal/Qualifications Requirements

Staff has determined that Urban Strategies Council is the only firm capable of providing the services based on extensive internet research of other companies that perform similar services, and confirmation from the Department of Justice that Urban Strategies Council is the only company with existing MOUs with local, state, and county agencies that authorize information sharing.

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USCs mapping outputs, analyses and contextual information have been developed through two years of refinement and practical evaluation from leading OPD personnel during an 18-month pilot project. The skill set of USC staff significantly supplements that of existing OPD crime analysts by providing practical as well as technical insight into how best to manage, analyze, and

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act on such data. USC's team of analysts are highly specialized in spatial analysis with unique expertise in social, geographic, demographic, and criminal research, and provide the ability to contextualize crime analyses into a neighborhood setting that is invaluable to understanding the blight of crime in our community. The databases, applied software systems, and methodology of the Urban Strategies Council are unique, and when combined with a long history of working in and with Oakland communities most impacted by high crime rates, represent a one-of-a-kind partnership for the Oakland Police Department. As previously mentioned, there is currently no other company that provides the services and analytical foundation that Urban Strategies Council currently provides and will continue to provide. Urban Strategies Council's unique security clearances by multiple law enforcement agencies, county databases, Oakland Public Schools databases, and parole information separate them from any other company.

BACKGROUND

Under the leadership and financing of District 6 Councilmember Desley Brooks, and in cooperation with multiple Area 3 commanders, Urban Strategies Council is currently operating an applied crime analysis project in Area 3 to support the Oakland Police Department in its efforts to implement intelligence-led policing in the City. The 18-month pilot project has focused on the development of spatial crime data analysis and presentation formats to support OPD and, ultimately, community use of data for community policing and intelligence-based policing.

Specifically, the pilot project includes the following:

Small Area Crime Analysis - Maps showing spatial distribution of particular crimes at community police beat and Command Area levels. These maps are updated weekly to show recent trends in the following crime types: shootings, burglary and robbery.

Drill down hot spot analysis - Using scientific hot spot detection methods to identify hot spots for violent and property crimes and drilling down into these locations to profile the types of criminal activity and contextual community information that can be used to understand and eliminate these hot spots.

Directed Spatial Analysis - Analysis to assist police officers in solving and reducing crime, including optimization of staff deployment to area of greatest need using hot spot methodologies.

Macro Crime Data Summaries - Products for reporting data which include longitudinal analysis of crime patterns for selected community policing beats such as five-year rolling averages, comparisons to citywide rates/averages for various crimes and formatting of the analysis output to facilitate assessment, planning and monitoring of changes in patterns. These macro trend maps and data are updated on a regular basis and seasonal analyses will be carried

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out ahead of certain times of year known to have varied crime trends. These analyses are building on the previous work analyzing historical crime trends in Oakland.

At present, Urban Strategies conducts spatial data analysis and reporting on a weekly basis which include crime patterns for selected community policing beats such as five-year rolling averages, comparisons to citywide rates/averages for various crimes, and formatting of the analysis output to facilitate assessment, planning and monitoring of changes in patterns.

JABG funding will allow the program to expand citywide in scope and will also provide the resources for Urban Strategies to provide hot spot and trend analysis and social/demographic analysis, which is essential in identifying the appropriate services needed by the community. This data, along with other statistics related to juvenile crime, will also serve as a basis for measuring project performance. JABG is designed to promote greater accountability among those juveniles involved in the juvenile justice system by providing financial and programmatic support to improve juvenile justice system infrastructure and operations at the State and local levels.

KEY ISSUES AND IMPACTS

Crime Analysis

Truly effective law enforcement agencies are those that recognize their performance is best measured by assessing the archived results (outcomes) rather than the activities (inputs) in which they are engaged.

Arguably, the ultimate measure of police performance and effectiveness is viewed as the reduction in criminal activity that is achieved. Police management must therefore be able to ensure that the efforts and activities undertaken by individual officers and work units are directly tied to the agency's goals and that these can then be accurately assessed via the performance metrics that are employed. This process logically begins with the ability to capture detailed summaries of all ongoing activity. It also requires the ability to conduct timely and meaningful analyses of the data and the application of fact-based decisions so as to develop suitable strategies and tactics that are responsive to the unique and ever-changing circumstances that influence crime.

Urban Strategies Council's analysis of crime trends will enable the OPD to begin to engage in predictive analysis as well as have real time data to assist in an intelligence based policing model. The Urban Strategies Council analysis will also enable the Police Department to further both its community policing strategies and crime prevention efforts through a comprehensive collaborative analysis of OPD intelligence and records management information ranging from reported crimes, arrests, affiliations, calls for service, staffing allocation, inter-agency data

sharing and contextual community information. Urban Strategies Council operates a vast data warehouse that can be utilized for analysis and planning by the OPD and other agencies as needed. This information as it relates to crime will assist in crime fighting initiatives, and allow for a systematic approach to planning crime reduction efforts. It will also assist in efforts to provide the community with relative, timely crime information.

Justice Accountability Block Grant

JABG funding levels are determined by a formula that combines local law enforcement expenditures and the number of juvenile violent crime arrests. The proposed Oakland allocation for FY 2010-11 is \$34,143.

This project will result in an overall improvement in the efficiency with which the Oakland Police Department identifies, prevents, and responds to crime. A significant number of crime suspects and victims in Oakland are juveniles. Targeted enforcement and intervention efforts that reduce crime overall will necessarily serve our at-risk youth population. The number of individuals under the age of 18 arrested in Oakland in 2009 was 2,076. The outcomes and benchmarks associated with the grant will focus on juvenile crime.

This program will leverage the diverse skills of Urban Strategies research staff, Oakland Police Department Crime Analysts, Police Commanders, Records Managers and Investigators. This project will facilitate the programs that the Department manages in cooperation with the City of Oakland Department of Human Services, the Alameda County District Attorney's Office, and the Oakland Unified School District.

PROGRAM DESCRIPTION

Through the use of Urban Strategies Council data, the Department can improve its abilities to have comprehensive crime analysis and management support to direct resources appropriately and timely to ever changing crime trends and patterns. Each area of Oakland is unique in demographics, crime trends, and quality of life issues requiring a holistic analysis of the issues. This program will leverage the diverse skills and experience of both the Urban Strategies research staff and the OPD crime analysts and records management staff.

This program will include:

1. City-wide crime trend mapping and analysis;
2. City-wide hot spot analysis on a quarterly basis;
3. Area-wide hotspot and trend analysis for each Command Area;
4. Expanded analysis of the connections between gangs, violence, and guns;

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5. Calls for service analysis to complement the crime reporting data and to help with the allocation of resources both geographically and temporally; and
6. Drill down analysis into the major crime hot spots in each area.

This program was developed to regularly provide the following set of deliverables:

Citywide	
Yearly Maps	Quarterly Maps
Property Crime Change 08-09	Violent Crime Hotspots
Violent Crime Change 08-09	Property Crime Hotspots
Burglary by Beat	Robbery
Robbery by Beat	Robbery Trends
Homicide by Beat	Shooting
Shooting by Beat	Shooting Trends
Vehicle Theft by Beat	Homicide
Weapons by Beat	Homicide Trends
Drugs by Beat	Burglary
Assaults by Beat	Burglary Trends
Sex Crime by Beat	Violence
Burglary Rate per 1000 Households	Violence Trends
Crime summary tables/charts	Crime summary tables/charts

Products By Command Area		
Yearly Maps	Quarterly Maps	Weekly Maps
Violent Crime Density/Hotspots	Violent Crime Hotspots	Monthly Crime Summary Tables
Property Crime Density/Hotspots	Property Crime Hotspots	Recent Violent Crime Hotspots
Burglary Density/Hotspots	Hot Spot Drill Downs	Recent Property Crime Hotspots
Shooting Density/Hotspots		
Robbery Density/Hotspots		

SUSTAINABLE OPPORTUNITIES

Economic: The strategies outlined above will help the Oakland Police Department become more efficient in its ability to use crime analysis as a tool in quickly identifying crime trends, making enforcement efforts more effective. Creating a safer community provides the opportunity for businesses to thrive, and property value to increase.

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

Social Equity: Implementation of the Urban Strategies Council spatial crime analysis will result in information access and analysis that will increase the ability for the Department to strategically plan crime reduction efforts based upon empirical data, while being able to provide real time crime data upon request, thereby creating a more efficient Police Department and a safer City. Much of the analysis carried out by Urban Strategies Council will be made available to the public and City Council in an accessible manner, as permitted by privacy and police operations. This transparency will bring an additional layer of accountability as well as community awareness of crime trends and hot spots.

DISABILITY AND SENIOR CITIZEN ACCESS

There are no ADA or senior citizen access issues contained in this report.

RECOMMENDATION/ACTION REQUESTED OF THE COUNCIL


Staff recommends acceptance of this report, and requests approval of two resolutions, 1) Authorizing the City Administrator, to enter into a professional services agreement with Urban Strategies Council to provide crime analysis service for the Oakland Police Department for the period of November 2010 through October 2011, in an amount not to exceed \$116,000 and waive the Request for Competitive Qualifications/Proposals process, and 2) authorize the City Administrator to accept and appropriate grant funds in an amount not to exceed \$34,143 from the State of California, Juvenile Accountability Block Grant Program to the Oakland Police Department.

APPROVED AND FORWARDED TO
THE PUBLIC SAFETY COMMITTEE:



Office of the City Administrator

Respectfully submitted,



Anthony W. Batts
Chief of Police

Prepared by:
Ersie M. Joyner III
Captain of Police
Oakland Police Department

Reviewed by:
Ms. Cynthia Perkins
Legislative Analyst
Oakland Police Department

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FILED
OFFICE OF THE CITY CLERK
OAKLAND**OAKLAND CITY COUNCIL***D. Macaulay*
City Attorney2010 SEP 30 11:58 AM
RESOLUTION NO. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH URBAN STRATEGIES COUNCIL TO PROVIDE SPACIAL CRIME DATA ANALYSIS SERVICES FOR THE OAKLAND POLICE DEPARTMENT FOR THE PERIOD OF NOVEMBER 2010 THROUGH OCTOBER 2011, IN AN AMOUNT NOT-TO-EXCEED ONE HUNDRED SIXTEEN THOUSAND DOLLARS (\$116,000) AND WAIVING ADVERTISING AND THE REQUEST FOR QUALIFICATIONS/PROPOSALS REQUIREMENTS

WHEREAS, the Police Department seeks to enter into an agreement with Urban Strategies Council, to provide crime analysis services in order to implement and expand OPD's current crime analysis project by conducting regular spatial analysis of crime data across the entire City of Oakland; and

WHEREAS, through the use of Urban Strategies data, the Department can improve its abilities to have comprehensive crime analysis and management support to direct public safety resources appropriately and timely to ever changing crime trends and patterns; and

WHEREAS, the Urban Strategies Council analysis services will enable the Police Department to further both its community policing strategies and crime prevention efforts by use of a comprehensive collaborative analysis of OPD intelligence and records management information ranging from reported crimes, arrests, affiliations, calls for service, staffing allocation, inter-agency data sharing and contextual community information; and

WHEREAS, the City has completed an extensive criminal and personal background check on Urban Strategies Council staff members and has issued them a clearance to have, use, and analyze sensitive data of multiple databases, including OUSD, Alameda County, Department of Motor Vehicles, and others, allowing for the mining of specific information; this is the only organization in this region capable of providing this level of service and analytical foundation for use by the Oakland Police Department; and

WHEREAS, staff has determined that Urban Strategies Council is the only firm capable of providing the services based on extensive internet research of other companies that perform similar services, and confirmation from the Department of Justice that Urban Strategies Council is the only company with existing MOUs with local, state, and county agencies that authorize information sharing; and

WHEREAS, given Urban Strategies Council databases, applied software systems, and methodology are unique and their long history of working in and with Oakland communities most impacted by high crime rates, it represents a one-of-a-kind partnership for the Oakland Police Department; now, therefore be it

RESOLVED: That pursuant to Oakland Municipal Code 2.04.051.B and based on the reasons stated in the agenda report accompanying this resolution and above, the City Council finds that it is in the City’s best interests to waive the City’s advertising and request for proposal/qualifications requirements for crime data analysis services and so waives the requirements; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator to negotiate and enter into an agreement with Urban Strategies Council, in an amount not to exceed \$116,000 for spatial crime data analysis for the entire City of Oakland in collaboration with the current OPD crime analysts, for the term November 2010 through October 2011; and be it

FURTHER RESOLVED: That funding sources for the Urban Strategies Council program implementation is as follows: \$32,500 – 2010/11 JABG Grant (Fund 2112, Project TBD), \$17,500 - State COPS XIV (Fund 2158, Project G374110), \$66,000 - JAG 2009 Local (Fund 2112, Project G393010); and be it

FURTHER RESOLVED: That the City Administrator or his designee is authorized to complete all required negotiations, certifications, assurances, and documentation required to accept, modify, extend and/or amend this agreement for services, except for any increase in the contract amount without returning to the City Council; and be it

FURTHER RESOLVED: That the City Attorney shall review and approve said agreement with the Urban Strategies Council, as to form and legality and a copy of the fully executed agreement shall be placed on file with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE: BROOKS, DE LA FUENTE , KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

AYES-

NOES-

ABSENT-

ABSTENTION-

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

FILED
OFFICE OF THE CLERK
OAKLAND

OAKLAND CITY COUNCIL

A. McCaulley
City Attorney

2010 SEP 30 RESOLUTION No. 613 C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT AND APPROPRIATE GRANT FUNDS IN AN AMOUNT NOT TO EXCEED THIRTY FOUR THOUSAND ONE HUNDRED FORTTY THREE (\$34,143) FROM THE STATE OF CALIFORNIA, JUVENILE ACCOUNTABILITY BLOCK GRANT (JABG) PROGRAM

WHEREAS, it is anticipated that the Police Department will receive grant funds totaling up to \$34,143 from the State of California, Juvenile Accountability Block Grant (JABG) program for the implementation of enhanced crime analysis, intervention and suppression; and

WHEREAS, the 10% cash match required by the grantor, in the amount of \$3,414 will be paid from the State COPS XIV grant, which was approved by Council in a previous resolution; now, therefore be it

RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to accept and appropriate a grant in an amount not to exceed \$34,143 from the State of California, to be appropriated in the Police Grants Fund: 2995, Office of the Chief of Police Org: 101110; Police Administration Program: PS01, in a Project Account to be determined; and be it

FURTHER RESOLVED: That grant funds received from the 2010-11 JABG program shall not be used to supplant expenditures controlled by the City of Oakland; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator as agent of the City to conduct all negotiations, applications, agreements, and related actions which may be necessary for the completion of the aforementioned grant and professional services agreements; and be it

FURTHER RESOLVED: that the City Administrator is authorized to modify, extend, or amend said agreement, including the acceptance and appropriation of additional funds without prior City Council approval; and be it

[Handwritten mark]

FURTHER RESOLVED: That the City Attorney shall review and approve said agreement with the Urban Strategies Council, as to form and legality and a copy of the fully executed agreement shall be placed on file with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE: BROOKS, DE LA FUENTE , KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

AYES-

NOES-

ABSENT-

ABSTENTION-

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

FILED
OFFICE OF THE CLERK
OAKLAND

OAKLAND CITY COUNCIL

A. McCauley
City Attorney

2010 SEP 30 RESOLUTION No. 3613 C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT AND APPROPRIATE GRANT FUNDS IN AN AMOUNT NOT TO EXCEED THIRTY FOUR THOUSAND ONE HUNDRED FORTTY THREE (\$34,143) FROM THE STATE OF CALIFORNIA, JUVENILE ACCOUNTABILITY BLOCK GRANT (JABG) PROGRAM

WHEREAS, it is anticipated that the Police Department will receive grant funds totaling up to \$34,143 from the State of California, Juvenile Accountability Block Grant (JABG) program for the implementation of enhanced crime analysis, intervention and suppression; and

WHEREAS, the 10% cash match required by the grantor, in the amount of \$3,414 will be paid from the State COPS XIV grant, which was approved by Council in a previous resolution; now, therefore be it

RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to accept and appropriate a grant in an amount not to exceed \$34,143 from the State of California, to be appropriated in the Police Grants Fund: 2995, Office of the Chief of Police Org: 101110; Police Administration Program: PS01, in a Project Account to be determined; and be it

FURTHER RESOLVED: That grant funds received from the 2010-11 JABG program shall not be used to supplant expenditures controlled by the City of Oakland; and be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator as agent of the City to conduct all negotiations, applications, agreements, and related actions which may be necessary for the completion of the aforementioned grant and professional services agreements; and be it

FURTHER RESOLVED: that the City Administrator is authorized to modify, extend, or amend said agreement, including the acceptance and appropriation of additional funds without prior City Council approval; and be it

FURTHER RESOLVED: That the City Attorney shall review and approve said agreement with the Urban Strategies Council, as to form and legality and a copy of the fully executed agreement shall be placed on file with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE: BROOKS, DE LA FUENTE , KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

AYES-

NOES-

ABSENT-

ABSTENTION-

ATTEST _____

LaTonda Simmons
City Clerk and Clerk of the Council,
City of Oakland, California