

**CITY OF OAKLAND**  
**AGENDA REPORT**

**2011 OCT 27 PM 1:07**

TO: Office of the City Administrator  
ATTN: Deanna Santana  
FROM: Oakland Police Department  
DATE: November 8, 2011

RE: **A Report And Resolution Authorizing The City Administrator Or Her Designee To Award A Professional Service Contract To Crossroads Software, Inc. For The Online Dissemination Of Traffic Collision Reports For the Period December 1, 2011 Through December 31, 2014 With No More Than Two Discretionary One-Year Extensions**

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**SUMMARY**

A resolution has been prepared authorizing the City Administrator to award a sole-source professional service contract to *Crossroads Software, Inc.* for the online dissemination of traffic collision reports for with the period December 1, 2011 through December 31, 2014 with no more than two one-year extensions upon staff s evaluation of satisfactory performance. The contract will incur no upfront or ongoing costs to the City. *Crossroads* will collect revenue solely from the online sales of traffic collision reports.

**FISCAL IMPACT**

Approval of this resolution will authorize the City Administrator to enter into a contract with *Crossroads Software, Inc.*, at no cost to the City. *Crossroads* will charge online customers \$22.50 and pay the City \$12.50 for each traffic collision report sold online. Revenues shall be deposited into Account 45419, Organization 107510, Program PS 14, and Project to be determined.

Approximate revenues in previous years include \$42,000 in FY 2009 - 10, and \$44,000 in FY 2010-11.

**BACKGROUND**

The online dissemination of traffic collision reports is a service the Oakland Police Department has provided through a contract with *Police Reports US* since March 2008. The service provides insurance companies, involved parties, and other authorized users secure access to purchase traffic collision reports online. The contract with *Police Reports US* expired at the end of February 2011 and is now running on a month-to-month basis.

Item: \_\_\_\_\_  
Public Safety Committee  
November 8, 2011

## KEY ISSUES AND IMPACTS

*Crossroads* Software Inc. will continue to provide the same online service to sell collision reports and pay the City the same amount for each report sold (\$12.50); however, users who purchase reports will pay a fee of \$22.50 for each report compared to \$15.50 that was previously charged by *Police Reports US*. The increased cost to the user by *Crossroads* will pay for additional software and services to the City, at no cost, needed to improve access to collision records, an improvement that the City Attorney's Office, the Transportation Services Division (Public Works Agency), and OPD all agree is urgently needed.

### *Waiver of Bidding and Advertising Requirement*

Section 2.04.050.1.5 of the Oakland Municipal Code ("OMC") 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 interests of the City to do so. It is in the best interest of the City to waive the advertising and bidding process because there are no other vendors that offer the combination of products and services offered by this company. Unlike the company previously used by the City (*Police Reports US*) *Crossroads* will provide additional software and the required training and ongoing support at no cost to the City of Oakland.

*Crossroads, Inc.* has been used by the City of Oakland Transportation Services Division for over 15 years. Its software includes programs that perform collision database management, engineering and traffic studies (speed surveys), average annual daily traffic inventory, GIS mapping, and service request tracking. *Crossroads'* products reflect state-of-the-art technology and its ongoing support has been timely and effective.

Staff researched other vendors (listed below,) and found *Crossroads Software, Inc.* most suitable to fulfill the Department's servicing needs.

- *Intersection Magic* - provides collision records analysis software but not online records dissemination service.
- *AIMS* - provides collision records analysis software but not online records dissemination service.
- *Police Records US*—the current contractor with the City for online collision report dissemination. They do not provide software for collision records analysis.
- *Docview*— provides online collision report dissemination service but not collision records analysis software.

### *Improving Accuracy and Timeliness of Traffic Collision Data*

Since 1995, the Transportation Services Division has analyzed traffic collision trends by using *Crossroads'* "Collision Database System," a software program that queries collisions by type, location, time, etc. However, this program searches a database, created by the California

Highway Patrol, which lags behind the current date by at least one year and produces just a 70% accuracy rate without further verification efforts that are labor intensive. The most readily effective solution is for the City to improve and rely on its own collision database. *Crossroads* will create such a database from hard copies of every collision report generated by OPD. The database they create will enable their program (Collision Database System) to perform queries that produce accurate, up-to-date results for engineering and planning purposes.

The Oakland Police Department does not currently have the software capability to query traffic collisions by type, location, time, etc. *Crossroads* will install the Collision Database System software, issue a license, and train OPD staff for its use as well as provide ongoing software support. OPD will gain the capability to perform queries that produce accurate, up-to-date results that assist in enforcement efforts.

As previously stated, these added benefits to the City will come at no cost. *Crossroads* will provide the software and services as part of its contract to sell collision reports online.

### **PROGRAM DESCRIPTION**

Online access to traffic collision reports is a convenient way for insurance companies, involved parties, and other authorized users to purchase traffic collision reports online. Transactions can be made on a 24 hour, 7 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 department during business hours to obtain a collision report.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

There are no improvements to disability or senior citizen access resulting from the proposed resolution.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** It is anticipated that the City of Oakland will generate approximate annual revenues in the amount of \$40,000 by using the Crossroads online report purchasing system.

***Environmental:*** There are no sustainable environmental opportunities resulting from the proposed resolution.

***Social Equity:*** OPD will gain the capability to perform queries that produce accurate, up-to-date results that assist in enforcement efforts, thereby creating a safer environment for motorists and pedestrians throughout the City Oakland.


**RECOMMENDATION AND RATIONALE**

Staff recommends that the City Council adopt the resolution authorizing the City Administrator, her designee, to award a professional services contract to *Crossroads Software, Inc.* for the online dissemination of traffic collision reports for the period December 1, 2011 through December 31, 2014 with no more than two options an initial term of two years with no more than two discretionary one-year extensions.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council adopt the resolution.

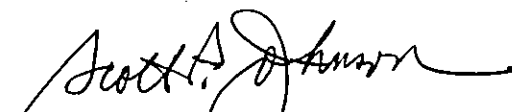
Respectfully submitted,

  
Howard A. Jordan  
Interim Chief of Police

Prepared by:  
Gilbert Garcia  
Deputy Director  
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and  
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Supervising Transportation Engineer  
Public Works Agency

Reviewed by:  
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and  
Wladimir Wlassowsky, P.E.  
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**APPROVED AND FORWARDED TO  
THE PUBLIC SAFETY COMMITTEE:**

  
Office of the City Administrator

Item: \_\_\_\_\_  
Public Safety Committee  
November 8, 2011

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

*A. Macaulay*  
City Attorney

2011 OCT 27 PM 1:07

# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR HER DESIGNEE TO 1) WAIVE THE ADVERTISING AND BIDDING REQUIREMENTS AND THE REQUEST FOR PROPOSAL/QUALIFICATIONS PROCESS AND 2) AWARD A PROFESSIONAL SERVICE CONTRACT TO CROSSROADS SOFTWARE, INC. FOR THE ONLINE DISSEMINATION OF TRAFFIC COLLISION REPORTS FOR THE PERIOD DECEMBER 1, 2011 THROUGH DECEMBER 31, 2014 WITH NO MORE THAN TWO DISCRETIONARY ONE-YEAR EXTENSIONS**

**WHEREAS**, the online dissemination of traffic collision reports is a service OPD has provided through a contract with *Police Reports US* since March 2008; and

**WHEREAS**, the service provides insurance companies, involved parties, and other authorized users secure access to purchase traffic collision reports online; and

**WHEREAS**, the ability to purchase traffic collision reports online anytime has been a significant convenience to those who are authorized to obtain the reports; it has also reduced OPD's staff time assigned to conduct in-person transactions; and

**WHEREAS**, the contract with *Police Reports US* expired at the end of February 2011 and is now running on a month-to-month basis; and

**WHEREAS**, there is a need for staff to have access to more detailed, accurate, and up-to-date traffic collision data for the better engineering and enforcement of traffic on City streets; and

**WHEREAS**, the software and services that *Crossroads* will provide will enable staff to have access to more detailed, accurate, and up-to-date traffic collision data for the better engineering and enforcement of traffic on City streets; and

**WHEREAS**, *Crossroads* will install and license software and provide training and ongoing support to staff and create an electronic database of traffic collisions in the City based on hard copies of collision reports generated by OPD; and

**WHEREAS**, Oakland Municipal Code ("OMC") Section 2.04.050.1.5 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 interests 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 interests 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 interests of the City to waive the advertising and bidding and waive the request for proposal/qualifications process because there are no other vendors that offer the combination of products and services that *Crossroads* is offering, and *Crossroads* will pay the City \$12.50 for each traffic collision report sold online; and

**WHEREAS**, there are no upfront or ongoing costs to the City under the proposed contract; now, therefore be it

**RESOLVED:** That the Council finds that pursuant to OMC sections 2.04.050.1.5 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 interests of the City to waive advertising and bidding requirements and the request for proposal/qualifications process for products and services to be purchased under the proposed contract and so waives the requirement; and be it

**FURTHER RESOLVED:** That the City Administrator, or his/her designee, is hereby authorized to enter into a sole-source contract with *Crossroads Software, Inc.* on behalf of the City of Oakland and to execute any amendment or modifications to said contract within the limitations of the contract; 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.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

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