



# AGENDA REPORT

**TO:** Jestin D. Johnson  
City Administrator

**FROM:** Joe DeVries  
Deputy City Administrator/  
Chief Resilience Officer

**SUBJECT:** City Data Services PSA

**DATE:** March 26, 2024

City Administrator Approval

  
Jestin Johnson (Apr 11, 2024 22:00 PDT)

Date: Apr 11, 2024

## **RECOMMENDATION**

**Staff Recommends That City Council Adopt A Resolution Waiving The Competitive Multiple Step Solicitation Process And The Local/Small Local Business Enterprise Requirements And Awarding A Professional Services Agreement To City Data Services, LLC In An Amount Not To Exceed \$52,830 To Provide Data Management Services From July 1, 2022 Through June 30, 2027; And Authorizing The City Administrator To Extend The Agreement For An Additional Three Years In An Amount Not To Exceed \$10,140 Each Year For A Total Contract Amount Not To Exceed \$83,250**

## **EXECUTIVE SUMMARY**

This report recommends adopting a resolution to award a Professional Services Agreement (PSA) with City Data Services, LLC (City Data Services) for a duration of five years, with the potential for extension for another three years. City Data Services has been pivotal in managing the data system for the Sugar-Sweetened Beverage Community Grants Program, ensuring operational efficiency and regulatory compliance.

## **BACKGROUND/LEGISLATIVE HISTORY**

Measure HH, the Sugar-Sweetened Beverage Distribution Tax Ordinance, was adopted by Oakland voters in the November 8, 2016 General Election. This ordinance imposed a tax of 1 cent per ounce on sugar-sweetened beverages, effective July 1, 2017. Additionally, it established the Sugar Sweetened Beverage Distribution Tax Community Advisory Board, tasked with advising the City Council on the appropriate allocation of tax revenues.

Responding to a March 2019 Request for Qualifications (RFQ) from the Human Services Department, City Data Services submitted proposals for Data Reporting and Management Systems services. After it was deemed qualified, the City of Oakland (City) entered into a one-

year professional services agreement with City Data Services to provide support for the Sugar-Sweetened Beverage Distribution Tax (“SSB Tax”) Program.

Through a competitive Request for Proposal (RFP) process initiated by the Advisory Board, the City Council (Council) awarded \$2 million in tax revenue to various selected grantee agencies in 2019-20 to carry out programming around the prevention of sugar-sweetened beverage consumption or dealing with its effects.

Since 2019, three rounds of funding for SSB community grants have been disbursed from tax revenue. In 2020, \$1.5 million in tax revenue was distributed to various non-profit and public agencies for a one-year term to support initiatives aimed at reducing sugar-sweetened beverage consumption. Subsequently, in 2022, \$3 million was allocated to similar agencies for the same purpose.

### **ANALYSIS AND POLICY ALTERNATIVES**

The collaboration with City Data Services has played a vital role in managing community programs and ensuring transparency in tax revenue allocation. The City’s initial contract with City Data Services expired in June 2022, however City Data Services has continued to provide services for the for the SSB Tax Community grants program.

Oakland Municipal Code (“OMC”) Section 2.04.042.B requires that the City Administrator to conduct a multi-step proposal solicitation process before selecting a vendor or procuring Information Technology (“IT”) systems, software or hardware and OMC Section 2.04.042.D allows the Council to waive the proposal solicitation requirements upon a finding by the Council that it is in the best interest of the City to do so.

The City Administrator recommends waiving the competitive multi-step solicitation process and the Local/Small Local Business Enterprise (L/SLBE) requirements to award a new five-year contract to City Data Services, LLC with an option to extend for three additional years. This allows for the seamless continuation of essential services, sustaining momentum in existing programs and supporting key Citywide priorities.

The proposed action supports several key objectives, including enhancing **holistic community safety** by ensuring the continuity of programs that contribute to public well-being, bolstering **housing, economic, and cultural security** by providing a reliable platform for managing community resources, and fostering a **responsive, trustworthy government** through a commitment to transparency and accountability in fund allocation. The policy action under consideration would bolster these priorities by demonstrating a commitment to evidence-based decision-making and enhancing public trust in the government’s capacity to address societal needs and drive forward constructive change.

The need to backdate the contract to July 2022 arises from City Data Services operating without a contract while continuing to maintain the database. The SSB program’s transition to the City

Administrator's Office from the Human Services Department necessitates City Council authorization for a PSA with City Data Services.

**FISCAL IMPACT**

City Data Services will receive \$10,140 annually from Measure HH Fund 1030 for their services. They will also receive delinquent fees of \$2,130 for periods without a contract. The total potential contract amount over eight years is not to exceed \$83,250.

Funding for this contract is budgeted and available in the following funding sources:

Fund	Org	Project	Task #	Program	Account #
1030	02111	1007383	1010.YS03	24527	54930

**PUBLIC OUTREACH / INTEREST**

City Data Services initially entered into contract with the City of Oakland by responding to a March 2019 Request for Qualifications (RFQ) from the Human Services Department for Data Reporting and Management Systems services. While no specific public outreach was conducted for this contract renewal, the initial selection process involved competitive procedures and adherence to the City's guidelines for vendor selection.

**COORDINATION**

No specific coordination beyond standard procurement procedures was necessary for this contract. The selection and recommendation for awarding the Professional Services Agreement to City Data Services, LLC followed the established protocols outlined in the Oakland Municipal Code and relevant city guidelines.

**SUSTAINABLE OPPORTUNITIES**

**Economic:** The proposed recommendation to award the contract to City Data Services, LLC fosters economic sustainability by ensuring the continuity of essential data management services. This stability supports ongoing community programs funded by the Sugar-Sweetened Beverage Tax, contributing to economic development and program effectiveness.

**Environmental:** The efficient management of data systems can indirectly contribute to environmental sustainability by facilitating streamlined processes and reducing paper-based workflows, thus minimizing environmental impact.

**Race & Equity:** By ensuring that community programs receive accurate and timely data management support, the City can better address the needs of diverse communities and promote equitable outcomes in program delivery and resource allocation.

**ACTION REQUESTED OF THE CITY COUNCIL**

**Staff Recommends That City Council Adopt A Resolution Waiving The Competitive Multiple Step Solicitation Process And The Local/Small Local Business Enterprise Requirements And Awarding A Professional Services Agreement To City Data Services, LLC In An Amount Not To Exceed \$52,830 To Provide Data Management Services From July 1, 2022 Through June 30, 2027; And Authorizing The City Administrator To Extend The Agreement For An Additional Three Years In An Amount Not To Exceed \$10,140 Each Year For A Total Contract Amount Not To Exceed \$83,250**

For questions regarding this report, please contact Michael Akanji, City Administrator Analyst at 238-6454

Respectfully submitted,



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