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OFFICE OF THE CITY CLERK  
OAKLAND

2012 OCT 11 PM 3:02

# AGENDA REPORT

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Howard A. Jordan

SUBJECT: Crossroads Contract

DATE: September 26, 2012

City Administrator

Date

Approval

10/8/12

COUNCIL DISTRICT: City-Wide

## RECOMMENDATION

Staff recommends that the City Council adopt a Resolution amending Resolution No. 83626 C.M.S., approved by the City Council on November 15, 2011, 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).

## REASON FOR AMENDMENT

Resolution No. 83626 C.M.S. (see *Attachment A*) approved a contract for Crossroads to sell traffic collision reports online for the City and to provide technical and records management support for the City's traffic collision database, all at no cost to the City. The Resolution referenced outdated base collision report fees (\$12.50) and mistakenly included non production-related costs that are for software and records management services in the price of online traffic collision reports to the public (\$22.50).

According to the Master Fee Schedule, the cost for OPD to provide a "Screened Traffic Accident Report" for the public is \$14.00, not \$12.50. The cost for Crossroads to produce a report for online purchasing, once it has been processed by and received from OPD, is \$5.00 (see *Attachment B*). This Resolution amends the previous Resolution and requires Crossroads to charge online requestors \$19.00 (\$14.00 plus \$5.00) and to pay the City \$14.00 for each traffic collision report it sells online. This Resolution further amends the previous Resolution by approving a contract for the City to pay Crossroads \$20,000 per year for the additional database software and records management services (see *Attachment C*). Members of the public may still purchase collision reports in person from OPD at a cost of \$14.00, which is the actual cost for OPD to provide the report, pursuant to the Vehicle Code section 20012.

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## EXECUTIVE SUMMARY

Currently, the City contracts with Police Reports US who provides traffic collision reports online to qualified requestors for a fee of \$15.50 per report (\$12.50 of which is reimbursed to the City). This contract expired at the end of February 2011 and the City has been proceeding with Police Reports US on a month-to-month basis. Police Reports US does not provide, or even offer, any traffic collision data software or records management services.

Crossroads provides both online collision reports and traffic collision data software and records management services. The City Council previously approved Resolution No. 83626 C.M.S. in November 2011 which authorized the City Administrator to 1) waive the advertising/bidding and the request for proposal/qualifications requirements, and 2) award a contract to Crossroads to sell collision reports online and provide software and records management services. Under the Resolution, Crossroads would charge online requestors \$22.50 per report (\$12.50 of which would be reimbursed to the City), and there would be no charge to the City for the software and records management services. The waiver was based in part on the fact that no other company provides both online reports and software and records management, and in part on the fact that the contract was at no cost to the City.

Subsequent to the approval of Resolution No. 83626 C.M.S., the City became aware that the amount Crossroads intended to charge online requestors (\$22.50) included more than the actual cost of producing an online report. The actual cost is \$19.00 -- \$14.00 for OPD to produce and transmit a report to Crossroads, and \$5.00 for Crossroads to produce it online over a secure server to the requestor. In order to correct this, staff is seeking an amended Resolution which will authorize Crossroads to charge the proper amount of \$19.00 per report and the City to pay Crossroads \$20,000 a year, for three years, for the aforementioned software and records management services. The amended Resolution continues to seek authorization for the City Administrator to waive the advertising/bidding and the request for proposal/qualifications requirements and award a professional services contract to Crossroads to sell traffic collision reports online and provide technical and records management support for the City's traffic collision database for a fee of \$20,000 per year for three years, plus two discretionary one-year extensions, for a total amount not to exceed \$100,000.

## OUTCOME

### **How This Amendment Resolution Rectifies Resolution No. 83626 C.M.S.**

- 1) Resolution No. 83626 C.M.S. resolved that Crossroads shall pay the City \$12.50 for each traffic collision report it sells online. However, because the cost for OPD to prepare a collision report is \$14.00, this Resolution will modify the amount that Crossroads pays the City from \$12.50 to \$14.00 for each report sold online.

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- 2) Resolution No. 83626 C.M.S. resolved that Crossroads shall charge online requesters \$22.50 for a traffic collision report. However, because the direct, non-labor cost to produce such a report online is \$19.00 (\$14.00 by OPD and \$5.00 by Crossroads according to the Master Fee Schedule and *Attachment B*), in compliance with the City's Sunshine Act, this Resolution will modify the price for a report purchased online from \$22.50 to \$19.00. Indirect and labor costs will not be assessed to the public.
- 3) Resolution No. 83626 C.M.S. resolved that Crossroads shall "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." However, because Crossroads may not include the cost of the aforementioned software and records management services in the price of online reports, this Resolution will modify the contract to include a fee payable to Crossroads by the City in the amount of \$20,000 per year (see *Attachment C*).

#### What This Amendment Resolution Accomplishes

Adoption of this amendment Resolution will authorize the City Administrator or her designee to award a sole-source, professional services contract to Crossroads Software, Inc. to:

- 1) Sell traffic collision reports online to the public at the price of \$19.00 per report.
- 2) Provide software upgrades, training, support, and records management for the City's traffic collision database in the amount of \$20,000 per year payable to Crossroads by the City for a period of three years, plus two one-year extensions at staff's discretion, for a total contract amount not to exceed \$100,000.

#### BACKGROUND/LEGISLATIVE HISTORY

On November 15, 2011, the City Council adopted Resolution No. 83626 C.M.S. awarding a sole-source, professional services contract to Crossroads Software, Inc. for the following products and services: a) online sales of traffic collision reports to the public, b) traffic collision analysis software to the City, c) ongoing software upgrades, training, and support to the City, and d) traffic collision database management for the City

In the process of implementing the approved contract, the City Attorney's Office and the Office of Contract Compliance raised two issues from the resolution that required revision:

- 1) The amount that Crossroads pays the City for each traffic collision report it sells online, which shall match the price that the Master Fee Schedule has set for the City to charge the public, was erroneously stated at \$12.50 instead of the correct amount of \$14.00.

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- 2) According to the Vehicle Code, Crossroads may not add the cost of providing the products and services outlined in items b, c, and d above to the price of an online report, thereby passing the cost onto the public. The City must pay Crossroads for these products and services.

This resolution will rectify these issues.

## ANALYSIS

### 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, 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 station during business hours to obtain a collision report.

Online access to traffic collision reports is a service that OPD has provided the public through a contract with Police Reports US since March 2008. The contract with Police Reports US expired at the end of February 2011 and has been running on a month-to-month basis. For reasons stated in the Waiver of bidding and Advertising Requirements section below, staff is recommending the continuation of this service to the public through a new contract with Crossroads Software, Inc.

Crossroads will continue to sell collision reports online. It will pay the City \$14.00 for each report sold compared to \$12.50 Police Reports US is paying the City. Crossroads will charge online customers \$19.00 for each report compared to \$15.50 Police Reports US is charging online.

### Improving Accuracy and Timeliness of Traffic Collision Data

Since 1995, the Transportation Services Division in Public Works has analyzed traffic collision trends by using Crossroads' "Collision Database System," a software program that queries collisions by type, location, date, etc. However, this program searches a raw database, created by the California Highway Patrol, that lags behind the current date by at least one year and produces an accuracy rate of approximately 70% 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 every collision report generated by OPD. The database they create will enable their software to perform queries and analyses based on more accurate and up-to-date information for better engineering and planning.

OPD currently does not have the software capability to query traffic collisions by type, location, date, etc. to assist them in their 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 will gain the ability to perform queries and analyses of traffic collision patterns that will help them identify enforcement strategies and priorities.

### **Waiver of Bidding and Advertising Requirements**

Staff is requesting 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. Unlike the current vendor the City is using (Police Reports US), 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.

Crossroads has been used by the Transportation Services Division for over 15 years. Its software includes programs that perform collision history analyses, engineering and traffic surveys, average annual daily traffic counts, 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 to offer the most suitable products and services to fulfill the City’s needs.

- 1) Intersection Magic - Provides collision records analysis software but not online records dissemination service.
- 2) AIMS - Provides collision records analysis software but not online records dissemination service.
- 3) Police Records US - The current contractor with the City for online collision report dissemination. They do not provide software for collision records analysis.
- 4) Docview - Provides online collision report dissemination service but not collision records analysis software.

### **PUBLIC OUTREACH/INTEREST**

Having online access to purchase traffic collision reports as an alternative to in-person transactions offers the public a faster and more cost-effective way of obtaining records from the City. Improving staff’s ability to access and analyze historical traffic collision data will enhance public safety by way of better engineering and higher potential for receiving grant funding.

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### COORDINATION

This resolution is the result of collaboration among the Public Works Agency, the Police Department, the City Attorney's Office, and the Office of Contract Compliance.

### COST SUMMARY/IMPLICATIONS

Crossroads will charge online customers \$19.00 and pay the City \$14.00 for each traffic collision report sold online. Revenues will be deposited into Account 45419, Organization 107510, Program PS14, and Project to be determined. Approximate revenues from previous years were \$42,000 in FY 2009-10 and \$44,000 in FY 2010-11.

The \$20,000 annual fee that the City will pay Crossroads for three years, with up to two additional one-year extensions, will come from the Public Works Agency/Transportation Services Division's operating budget (Fund 1750, Organization 30261, Account 54411).

### SUSTAINABLE OPPORTUNITIES

*Economic:* There are no economic impacts in this resolution.

*Environmental:* There are no environmental impacts in this resolution.

*Social Equity:* There are no social equity opportunities in this resolution.

### CEQA

This report is not a project under CEQA.

For questions regarding this report, please contact Joe Wang, Supervising Transportation Engineer, at (510) 238-6107.

Respectfully submitted,



Howard A. Jordan  
Chief of Police

Reviewed by:  
Gilbert Garcia  
Deputy Director  
Oakland Police Department  
and  
Michael Neary, P.E.  
Assistant Director  
Public Works Agency

Prepared by:  
Joe Wang, P.E.  
Supervising Transportation Engineer  
Public Works Agency

Attachments:

- Attachment A – Resolution No. 83626 C.M.S.
- Attachment B – Breakdown of Direct, Non-Labor Costs
- Attachment C – Breakdown of Product and Service Costs

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

A. Macaulay  
City Attorney

2011 OCT 27 PM 1:07

## OAKLAND CITY COUNCIL

RESOLUTION No. 83626 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, NOV 15 2011, 20

PASSED BY THE FOLLOWING VOTE:

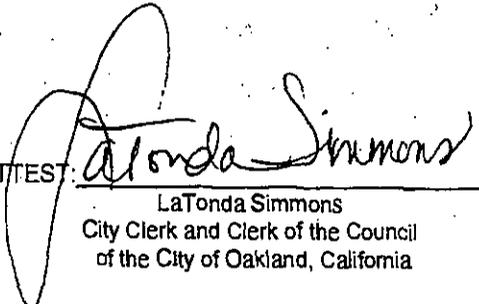
AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF AND PRESIDENT REID - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:

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

*Attachment B*

Production of online collision report: \$5.00

Reproduction cost of report for online storage and acquisition: \$1.50

Secure online indexed storage of report: \$1.50

Secure online web transaction cost for report acquisition: \$2.00

***Attachment C***

Software and Support Services (per year): \$20,000

**For Oakland Police Department:**

Collision Database System site License for Police Department.

Installation, training and ongoing support for the Collision Database System.

Updates to new Collision Database System versions as they become available.

Data Input of Collision Reports into the Collision Database System.

Street Model updating for the Collision Database System based on collision reporting needs.

Street Name Verification of collision data on an ongoing basis.

Custom Module for Exchange file output of Collision records to the OPD RMS System.

Handheld Citation and Collision Reporting System site license.

Installation, training and ongoing support and maintenance of the Handheld Citation and Collision Reporting System.

**For Oakland Transportation Services Division:**

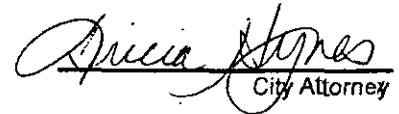
Ongoing maintenance and support for the Collision Database System.

Updates to new Collision Database System versions as they become available.

Data Input of Collision Reports into the Collision Database System.

Street Model updating for the Collision Database System based on collision reporting needs.

Street Name Verification of collision data on an ongoing basis.

  
City Attorney

2012 OCT 11 PM 3:02

## OAKLAND CITY COUNCIL

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

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

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**RESOLUTION AMENDING RESOLUTION NO. 83626 C.M.S., APPROVED BY THE CITY COUNCIL ON NOVEMBER 15, 2011, 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 15, 2011, the City Council passed Resolution 83626 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**, under the previous Resolution, the contractual arrangement with Crossroads provided for Crossroads to supply its technical and records management services to the City for free, and, in exchange, Crossroads would impose a higher charge for the online services to customers; and

**WHEREAS**, following the passage of the previous Resolution, City staff renegotiated several terms and conditions of the Crossroads contract and now seeks the Council's approval of the newly negotiated terms and conditions of the Crossroads contract; and

**WHEREAS**, the Crossroads contract was preceded by a 2008 City contract with Police Reports US under which the Oakland Police Department provided traffic collision reports online to the public. This contract expired in February 2011 and continues on a month-to-month basis pending execution of the Crossroads contract; 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 2.04.050.1.5 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 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 2.04.050.1.5 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 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 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 Crossroads shall charge online requesters \$19.00 for one traffic collision report and reimburse the City \$14.00 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 her 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 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

**THEREFORE RESOLVED:** That the City Attorney shall approve the Agreement and contract terms as to form, content and comporment with all applicable rules, regulations and policies.

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