Legistar ID # 14-10484

August 14, 2014

Mayor John Dickert
and Common Council
Racine, Wisconsin

RE: Committee Appearance to Request Waiver of Formal Bidding

Your Honor and Alderpeople:

I request to appear before the appropriate committee to discuss the waiver of bidding requirements and instruct the Purchasing Agent to negotiate sole-source procurement with SnapTrends of Austin, Texas.   SnapTrends is a location-based social media monitoring solution to be used as part of our Intelligence Led Policing Strategy.   The funding for this purchase will come from asset forfeiture.

Sincerely,

Arthel L. Howell
Chief of Police

ALH/sss

cc: D/C Carlos Lopez
     D/C Mark Schulz
     Kathy Kasper

CITY OF RACINE

Sole Source, Public Exigency or Previous Provider Form for Professional Services

Department: Racine Police Department   Date: August 14, 2014

Supplier/Contractor: Snap Trends

Procurement - In accordance with Sec. 46-28 of the City of Racine Code of Ordinances, professional services may be procured without bidding under certain circumstances.

Business Rationale

1. Provide detailed information about why you need to acquire these professional services:

Snap Trends is an Intelligence-Led Policing and Situation Awareness platform. It allows law enforcement to data-mine open social media and networking transmissions. This allows officers access to information regarding homicides and other major crimes as well as real time data monitoring during major events such as 4th of July, Prom, and Fireworks to predict where probems may be occurring or developing.

2. Has your department procured these services in the past? ☐ Yes ☒ No

If yes, who was the contractor/supplier and was the requirement competitively bid or sole source? What was the last date and price paid for the services?

This is relatively new technology for law enforcement.

3. What are the unique qualifications this supplier/contractor possesses? Provide specific, measurable, qualifications/factors.

Snap Trends is the leader in social media and real time social media datamining. It offers more than it's competitor Geofeedia.

4. If a public exigency exists, please explain.

5. Were alternative services evaluated? If yes, what were they and why were they unacceptable? Please be specific with regard to features, characteristics, requirements, capabilities and compatibility. If no, why were alternatives not evaluated?

Yes. Geofeedia was researched. Geofeedia does not offer as robust of an application as Snap Trends.

6. What efforts were made to get the best possible price?

Original price offer was $6,300 for 12 months. After negotiating we were able to get the price lowered to $4,200.

7. Will this purchase obligate the City to this supplier/contractor for future purchases, for example licensing or continuing need?

☐ Yes   ☒ No

If yes, please provide details regarding future obligations and/or needs:

We would re-evaluate after the first year.

8. Why is the price for this purchase of professional services considered to be fair and reasonable?

The price is considered fair due to the value of the information and intelligence we can gain from their service, as well as not having additional software to purchase or server storage issues as Snap Trends stores the information for us.

9. Amount to be paid: ☒ Actual   ☐ Estimated

10. What will be the financial or other impact to your department if this source is not approved and a competitive bid is required?

There may not be a financial impact; however, we would slow down access to the information and the information gained from other sources would not be as valuable for investigative needs. Having access to the information could result in less man-hours researching data on major cases.

Term	
☐ One time purchase	
☒ Ongoing purchase	We would anticipate renewal should the service prove to be as valuable as we believe it will be.
Source procurement begin date: ASAP	Source procurement end date: 12 months
Number of potential renewal options:	N/A