

City of Fort Worth, Texas

Mayor and Council Communication

DATE: 03/19/24 M&C FILE NUMBER: M&C 24-0216

LOG NAME: 35LEADSONLINE SUBSCRIPTION SERVICE

SUBJECT

(ALL) Authorize Execution of a Sole Source Agreement with LeadsOnline in the Amount of \$113,717.00 for the First Year for LeadsOnline PowerPlus and CellHawk Subscription Services with Four Additional OneYear Term Options to Renew for the Police Department

RECOMMENDATION:

It is recommended that the City Council authorize execution of a Sole Source Agreement with LeadsOnline in the amount of \$113,717.00 for the first year for LeadsOnline PowerPlus and CellHawk subscription services with four additional one year term options to renew for the Police Department.

DISCUSSION:

LeadsOnline is a proprietary investigative software system used by the Police Department since 2013. LeadsOnline PowerPlus subscription allows the City of Fort Worth Police Department (Police) to conduct nationwide searches of pawn shops, secondhand stores, and scrap metal recyclers for stolen merchandise or scrap metal. LeadsOnline CellHawk is a proprietary cell phone mapping and analysis system for use by law enforcement.

The LeadsOnline PowerPlus database consolidates and analyzes transactional information from scrap metal dealers, secondhand sales, pawn shops, gold buyers, and electronic sales sites like OfferUp and eBay to assist law enforcement agencies in deterring scrap metal and property theft. LeadsOnline connects Police investigators to approximately 1.7 billion transaction records, from over 25,000 businesses and to a network of more than 6,000 law enforcement agencies throughout the United States.

LeadsOnline CellHawk cell phone mapping and analysis service provides Police with the ability to upload, map and analyze Portable Document Format (PDF) files from AT&T and display all cell sites from each cell phone carrier, not just the one used by a cell phone. CellHawk allows Police to filter cell phone information on multiple parameters based on date, time, direction, day of the week, time of day, including and excluding a specific outside number, completely inclusive under one application.

Since 2013, Police paid \$42,440.00 per year for LeadsOnline through January 31, 2023. During that ten-year period, over 2,000 businesses have been added to those reporting into the platform, along with more than 700,000,000 digital images and 27,000,000 unique phone numbers. Other enhancements to the LeadsOnline platform included:

- 2016: LeadsOnline launched the Image Search module to assist law enforcement in the identification of suspects, victims, and stolen property.
- 2018: LeadsOnline started the Phone Forensics module to compare phone numbers with a phone extract from the platform and established a strategic partnership with OfferUp, a web-based citizen-to-citizen platform for selling property, giving law enforcement access directly through the LeadsOnline interface.
- 2021: LeadsOnline created the ability to provide automated save, search, and hit notifications to law enforcement users.
- 2022: LeadsOnline acquired Business Watch International to provide a more comprehensive network of information and bought Hawk Analytics which operated CellHawk phone mapping and analysis services.
- 2023: LeadsOnline acquired Forensic Technology, creating the technology and instruments to investigate cases associated with firearms ballistic evidence.

LeadsOnline now provides 300,000 daily transactions from 25,000 private sector businesses along with 1 billion digital images available for law enforcement investigations.

In 2022, LeadsOnline notified Police that rate for a similar-sized agency would be \$127,025.00, due to LeadsOnline developing its proprietary software from a pawn shop database to an investigative platform. In 2023, City Secretary Contract 59050 was executed for a one-year period for an annual amount of \$91,525.00. The five-year costs below will bring Police into alignment with LeadsOnline pricing platform for similar-sized law enforcement agencies with access to all current and future platform enhancements.

Five-year costs for LeadsOnline PowerPlus Investigation System Service are listed below. Beginning in 2025, the annual increase for the subscription services will increase by 8.5%.

| Year | Amount |
|------|--------------|
| 2024 | \$107,542.00 |
| | |

| | |
|--------------|---------------------|
| 2025 | \$127,025.00 |
| 2026 | \$137,822.00 |
| 2027 | \$149,537.00 |
| 2028 | \$162,248.00 |
| TOTAL | \$684,174.00 |

Costs for adding CellHawk cell phone mapping and analysis system subscription for the same five-year period are listed below. The annual increase for the CellHawk subscription is approximately 3%.

| Year | Amount |
|--------------|--------------------|
| 2024 | \$6,175.00 |
| 2025 | \$6,360.00 |
| 2026 | \$6,551.00 |
| 2027 | \$7,010.00 |
| 2028 | \$7,501.00 |
| TOTAL | \$33,597.00 |

Funding is budgeted in the Other Contractual Services account within the General Fund, as appropriated, for the Police Technology Services Sec Department.

This Mayor and Council Communication (M&C) requests authorization to enter into a sole source subscription agreement with LeadsOnline for PowerPlus and CellHawk Police investigation tools, in the amount of \$113,717.00 for the first year, with the option to renew for four (4) additional one-year renewal terms at the costs provided above.

DVIN: A waiver of the goal for Business Equity subcontracting requirements was requested and approved by the DVIN, in accordance with the applicable Ordinance, because the waiver request is based on the sole source information provided.

ADMINISTRATIVE CHANGE ORDER: An administrative change order or increase may be made by the City Manager up to the amount allowed by relevant law and the Fort Worth City Code and does not require specific City Council approval as long as sufficient funds have been appropriated.

AGREEMENT TERM: Upon City Council's approval, the initial term of the agreement will become effective once executed by the Assistant City Manager and expire January 31, 2025, with options to renew.

RENEWAL OPTIONS: The agreement may be renewed for up to four (4) additional one-year terms, in accordance with the executed agreement. This action does not require specific City Council approval provided that the City Council has appropriated sufficient funds to satisfy the City's obligations during the renewal period.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that upon approval of the above recommendation, funds are available in the current operating budget, as previously appropriated, in the General Fund. Prior to an expenditure being incurred, the Police Department has the responsibility to validate the availability of funds.

Submitted for City Manager's Office by: William M Johnaon 5806

Originating Business Unit Head: Neil Noakes 4212

Additional Information Contact:

Robert A Alldredge 4131