



# City Council Report

**Date:** November 2, 2009  
**To:** City Council  
**Through:** Bryan Raines, Deputy City Manager  
**From:** Edward Quedens, Business Services Director  
**Subject:** Term Contract for a Pawnbroker-Secondhand Store Information Database for the Police Department (Fully Funded Pawn Transaction Fee Revenues) (Contract #2009133)  
"Citywide" contract

## Purpose and Recommendation

Council is requested to approve the Term Contract for a Pawnbroker-Secondhand Store Information Database as recommended. Proposal pricing was obtained and evaluated by the Police and Information Technology Departments, and Purchasing Division.

The Purchasing Division recommends awarding the contract to the highest scored proposal, LeadsOnline LLC at \$32,242.00 annually. The contract amount will be on-going for the next four years after the initial first-year.

## Background/Discussion

This purchase will provide a secure internet-based information database system for the Mesa Police Department (PD) to monitor and maintain pawnbroker-secondhand store information. This system will collect, store, analyze and report pawnbroker and secondhand dealer transactions for PD's Recovered Property Division which monitors pawn and secondhand transactions throughout the City in order to recover stolen property and facilitate the prosecution of thieves.

Approximately 107 Mesa pawn and secondhand dealers are required to report certain regulated transactions to the PD on a daily basis. The current process requires a paper Pawn or Secondhand Dealer Reports. Mesa PD currently receives reports for about 12,400 transactions per month with as many as five (5) items per transaction. PD requires an automated electronic system that allows efficient matching and investigation of Pawn or Secondhand Dealer Reports to user agency lost and stolen property reports.

With this database system, PD anticipates increasing the amount of recovered stolen property, decreasing the discovery time, increasing the identification and arrest rate of criminals, and diminishing the illegal activities surrounding property crimes. PD intends to implement a system with regional capacity capable of serving all interested agencies and

their associated shops in Arizona that provides a regional solution for reporting and investigating property crimes after implementation of this initial system; the timeframe is unknown at this time.

Two (2) vendors were invited to submit a proposal, in addition to the standard advertising in the Arizona Republic, East Valley Tribune, Record Reporter and Bid Net. Fourteen (14) vendors downloaded the bid from the Purchasing website. Two proposers responded.

An evaluation team comprised of eight (8) City staff from the Information Technology and Police Department evaluated the proposals. Each person provided input and objectively scored the vendors on the specification's qualifications, cost considerations, references and conformance to the Request for Proposal. The recommended vendor, LeadsOnline LLC, scored higher than the second proposer, Business Watch International, in these major areas:

1. Total Law Enforcement Requirements:  
LeadsOnline provides greater functionality specific to the needs of Law Enforcement than the second proposer.
2. Total System Hardware and Software Requirements  
LeadsOnline provides all the hardware and software needs for Mesa PD, as well as, for the appropriate pawn and secondhand stores.
3. Total Project Tasks  
LeadsOnline provides more complete and structured testing, training and interface options.
4. Total Insurance Requirements  
LeadsOnline meets the insurance requirements specified in the RFP.
5. Conformance to Request for Proposal Specifications  
LeadsOnline has the highest overall score meeting the RFP requirements and qualifications.

## **Alternatives**

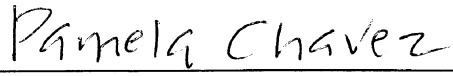
Council may choose not to award this contract and new proposals will be obtained.

## **Fiscal Impact**

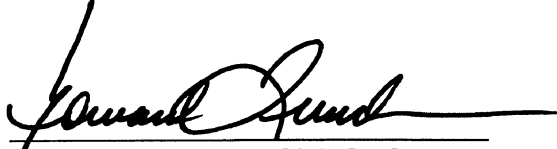
The total amount of \$32,242.00 is available in the Police Department's budget through the Asset Forfeiture (RICO) Racketeer Influenced and Corrupt Organization Funds.

**Coordinated With**

Police Department  
Information Technology Department



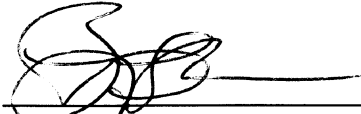
Pamela Chavez,  
Management Assistant II



Edward Quedens, CPPO, C.P.M.  
Business Services Director



Jim Ruiz, CPPB  
Purchasing Administrator



Bryan Raines,  
Deputy City Manager

**CITY OF MESA  
 AWARD RECOMMENDATION  
 PAWNBROKER-SECONDHAND STORE INFORMATION DATABASE  
 (REQUEST FOR PROPOSAL #2009133)**

**LeadsOnline LLC  
 Dallas, TX**

Description	Annual Pricing
Pawnbroker-Secondhand Store Information Database to include, hardware, service, software, licensing. Implementation, training, maintenance, customer service and travel	<b>\$32,242.00</b>

**April 2009 Proposal Results:**

	Maximum Points	LeadsOnline LLC	Business Watch International
Minimum Qualifications	20	15	15
Cost Considerations based on Specifications	35	23	14
References	5	5	5
Conformance to Request for Proposal Specifications	40	28	25
<b>Final Score</b>	<b>100</b>	<b>71</b>	<b>59</b>