

Agenda Report

December 15, 2014

TO: Honorable Mayor and City Council

THROUGH: Public Safety Committee

FROM: Police Department

SUBJECT: INCREASE PURCHASE ORDER 57615 WITH BAIR ANALYTICS, INC. FOR A NOT TO EXCEED AMOUNT OF \$114,000 ANNUALLY TO PROVIDE AN EMBEDDED CONTRACT CRIME ANALYST

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") in accordance with Section 15061(b)(3), the General Rule that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the City Manager to increase the not to exceed amount of purchase order contract 57615 with BAIR Analytics for an on-site crime analyst by \$57,000 thereby bringing the total not to exceed to \$114,000. The proposed contract is exempt from competitive bidding pursuant to City Charter, Section 1002(F), Contracts for professional or unique services; and
3. To the extent this transaction could be considered a separate transaction subject to Competitive Selection, grant the purchase order contract an exemption from the Competitive Selection process pursuant to Pasadena Municipal Code Section 4.08.049(B), contracts for which the City's best interests are served.

BACKGROUND:

The Police Department was authorized for a full-time Crime Analyst as part of the FY 2012/13 operating budget. Following two unsuccessful recruitment efforts, the position had not been filled as of July 2014. BAIR Analytics, Inc. offered the unique service of providing an embedded analyst along with specialized software and reach-back support and training for the embedded analyst. The Department sought alternative companies to participate in a competitive process, however, none were located. Therefore, based on a "best interests" of the City exemption from the competitive selection process, a

purchase order contract was issued to BAIR for \$57,000 for the six-month period from July 1, 2014, through December 31, 2014.

On November 3, 2014, an experienced full-time Crime Analyst filled the vacant position and began work. The BAIR embedded analyst and the full-time Crime Analyst are now working together to implement contemporary Crime Analysis techniques for the full benefit of Pasadena.

Staff is proposing to extend the contract Crime Analyst's services for six more months. During the proposed extension, the embedded analyst will support the new Crime Analyst in getting to know Pasadena's unique trends, neighborhoods, regional partners, tools, data, and organizational culture and in developing on-going and automated crime analysis products. Additionally, the embedded analyst will become familiar with JRIC operations in order to assist the Chief in making recommendations to regional partners as it relates to sharing a regional crime analyst as an asset.

Local Chiefs of Police are considering banding together to request grant funding for a regional crime analyst to support multiple agencies. Should that funding be awarded, it is possible that Pasadena's BAIR embedded analyst could fill that position at Pasadena Police Department or at the Joint Regional Intelligence Center (JRIC). In either case, having a regional analyst with personal ties with and in-depth knowledge of Pasadena would ensure Pasadena's needs being met.

COUNCIL POLICY CONSIDERATION:

This request is in line with the City Council Strategic Planning Goals of maintaining fiscal responsibility, supporting quality of life, and ensuring public safety.

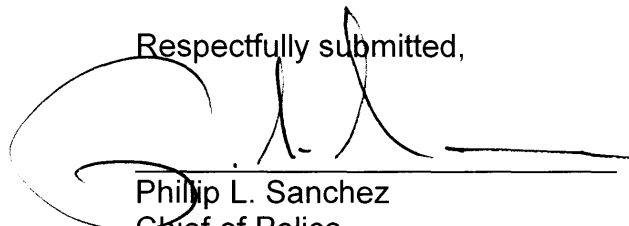
ENVIRONMENTAL ANALYSIS:

The proposed action is a contract with BAIR Analytics, Inc. for an on-site crime analyst. This action has been determined to be exempt from the CEQA process pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question, such as contracting for professional services, may have a significant effect on the environment, the activity is not subject to CEQA. This action does not have the potential for causing a significant effect on the environment and is therefore exempt from CEQA per Section 15061(b)(3) (General Rule).

FISCAL IMPACT:

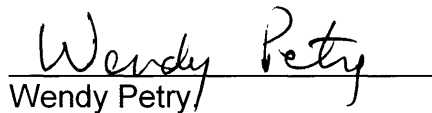
The previously approved cost of this contract for the six month period July 2014 through December 2014 was \$57,000. To complete fiscal year 2015 will be an additional \$57,000 (\$114,000 total). Funding for this action will be addressed by the utilization of existing appropriations in the Police Department account number 8114-101-405300, Other Contract Services Technical Services Section. There are no anticipated indirect and support costs such as IT support associated with this action.

Respectfully submitted,



Philip L. Sanchez
Chief of Police
Police Department

Prepared by:



Wendy Petry
Police Administrator

Approved by:



MICHAEL J. BECK
City Manager

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name: BAIR ANALYTICS

2. Type of Entity:
 non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

SEAN BAIR, PRESIDENT
DANA BAIR, SECRETARY

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

SEAN BAIR (47%)
DANA BAIR (51%)

Prepared by: JOSH LEVIN

Title: PATTERN ANALYST TEAM LEAD

Phone: (303) 346-6200

Date: 4-25-2014