



# AGENDA REPORT

Information Technology

<b>DATE:</b>	February 4, 2025
<b>TO:</b>	Mayor Martinez and Members of the City Council
<b>FROM:</b>	Sue Hartman, IT Director Sandi Wong, IT Manager
<b>Subject:</b>	Consolidate First American Services to one Contract
<b>FINANCIAL IMPACT:</b>	<p>Annual Base Cost: \$16,000, any additional reports over the \$500 allowance per month in fee-based reports will be an additional cost.</p> <p>Total request for 5 years: \$80,000</p> <p>Contingency fee (20%): \$16,000</p> <p>Total Cost \$96,000.</p> <p>The proposed expenditure of \$16,000, plus a 20% contingency fee which brings the total amount to \$19,200, is included in the approved budget for fiscal year 2024-2025 under the IT Department's ERP &amp; APPS Software Maintenance, 01262417-400502</p>
<b>PREVIOUS COUNCIL ACTION:</b>	N/A
<b>STATEMENT OF THE ISSUE:</b>	Information Technology is requesting City Council approval for a proposed contract with First American to acquire parcel, mortgage and deed data and access to datatree.com. This service will support multiple city departments and enhance our community services, including updating data in the land management system.

<b>RECOMMENDED ACTION:</b>	APPROVE a three-year contract with First American, with two, one-year extensions, for a total potential contract term of five years, to provide parcel, mortgage, and deed data, and access to datatree.com and support services. The total contract amount shall not exceed \$96,000 over the three-year term with the two, one-year extensions. APPROPRIATE \$19,200 in general funds annually for each of the five years – Information Technology Department (Sue Hartman 510-620-6874/Sandi Wong 510-620-6745)
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**DISCUSSION:**

The City currently uses First American DataTree.com across various departments to access parcel, mortgage, and deed information. Historically, each department has procured these services independently. To streamline procurement processes, improve cost efficiency, and enhance data management practice, we propose consolidating these services under a single contract.

The bulk data purchase will be utilized in our land management system, integrating parcel, mortgage, and deed information to better manage and utilize land data.

The staff has noted that First American provides more comprehensive and up-to-date data compared to Parcel Quest, including weekly updates on Assessor, Deed, and Mortgage data. However, parcel boundary updates (geometry) are provided quarterly, with minimal changes expected between updates.

Two requests for proposals (RFQs) were posted to PlanetBids for Parcel Mortgage and Deed Data. The first RFQ was posted on June 21, 2024, with a closing date of July 12, 2024. The City received two responses: one from Property Insight through PlanetBids and another from First American submitted via email. After reviewing the responses, it was clear that Property Insight did not offer the breadth of data needed by the City. To ensure all responses from vendors were received through the PlanetBids portal, a second RFQ was posted on September 4, 2024, to 598 vendors, with the submission deadline set for September 17, 2024. Only one response was received, again from First American, which staff believes is best suited to meet the City’s needs based on the scope of work outlined within the RFQ. The scope of work includes the provision of up-to-date parcel data, mortgage and deed data services, user-friendly online access, bulk data download capabilities, regular updates, and seamless integration with the City’s Land Management System, ESRI GIS platform, and data analytics tools. The RFQ responses were evaluated based on criteria including the completeness and quality of

data provided, the ability to meet technical requirements, pricing, and past performance. Staff recommends moving forward with First American for these services.

**DOCUMENTS ATTACHED:**

Attachment 1 – First American Data & Analytics Contract

Attachment 2 – RFQ

Attachment 3 – Bid Summary