




The City of
OKLAHOMA CITY

POLICE DEPARTMENT
Wade Gourley
Chief of Police

MEMORANDUM

TO: Sharmanlyne Vickers, Purchasing Agent
Procurement Services Division, Finance Department

FROM: Wade Gourley, Chief of Police *Acting Chief*
Oklahoma City Police Department *Ron Bacy* 

DATE: March 3, 2023

SUBJECT: Sole Source – LeadsOnline, LLC

LeadsOnline, LLC is a sole source vendor that provides an efficient and secure method of evidence collecting and analyzing pawn, secondhand, metal recycler, eBay, and OfferUp transactions for investigative purposes.

The Police Department wants to renew their sole source contract. The renewal cost has gone up from \$56,612.00 to \$77,741.00.

Funding:

Police–Police Sales Tax -RSTR–Police Investigations–Miscellaneous Services Contracts
(020-0100-4200731-52010028-11056)



The City of
OKLAHOMA CITY
POLICE DEPARTMENT
Wade Gourley
Chief of Police

MEMORANDUM

TO: Bo Mathews, Major
Investigations Bureau

FROM: Shane Neal, Captain
Property Crimes

DATE: March 1, 2023

SUBJECT: Justification for Purchase Order / Leads Online Renewal

Leads Online is a sole source provider for data base of pawn, secondhand, metal recyclers, ebay and OfferUp. This data base is an invaluable tool utilized by officers to further investigations and identify / recover stolen property. Leads Online is a contract vendor (SS23-C231006) and this is a renewal contract for period April 1, 2023 to March 31, 2024.

Leads Online has offered six renewal options for this contract year. Three include the addition of Real Time Crime but after discussion with Police IT and considering the RMS patch that is required it is recommended to reevaluate Real Time Crimes after Axon RMS is online.

The three renewal options that DO NOT include Real Time Crime are attached. It appears Option 1 "Straight-lined annual dollar renewal increase" is the best option. This option provides for a steady increase over the next three years and ends the three years at the same price point (\$119,998.00) as the "Standard Quote." The increase for this contract year will be \$21,129.00 for a total cost of \$77,741.00.

Should additional investigation be needed, please advise.

February 15, 2023

Shane Neal
Oklahoma City Police Department
701 Colcord Drive
Oklahoma City, Ok 73102

We applaud and support your efforts to provide your community an efficient and secure method of collecting and analyzing pawn, secondhand, scrap metal recycler, eBay, and OfferUp transaction data for use in criminal investigations.

This letter serves as a sole source document for services provided by LeadsOnline.

The LeadsOnline system functionality designed specifically for criminal investigations using transaction data from pawnshops, scrap yards, eBay, gold buyers, OfferUp.com and other secondhand stores is the exclusive proprietary property of LeadsOnline and is protected under the United States Copyright Act (17 U.S.C.), as well as by all applicable state and international copyright laws, and by the Lanham Act (15 U.S.C. §§1051-1141n). No other supplier has access to this technology which has been developed over 17 years.

There are many reasons law enforcement agencies conclude that LeadsOnline is the sole source for their criminal investigations system. Key points defining the uniqueness of LeadsOnline include but are not limited to the following:

1. LeadsOnline is the only complete national system owned and managed from end to end

Investigators will have direct access to the entire LeadsOnline network with a single login. LeadsOnline owns and manages its entire network, receiving data directly from pawnshops and secondhand stores that do not report in any other way, managing server performance, optimizing database indexing, updating code to support new browsers, and increasing bandwidth to maintain rapid system response and search times. No other system comes close to this level of integration and accountability.

2. LeadsOnline is the sole connection to a vast and locally-critical network of law enforcement agencies

LeadsOnline connects your investigators to a growing network of 4,800 law enforcement agencies throughout the United States.

3. LeadsOnline is the sole connection to a vast and locally-critical network of participating businesses

LeadsOnline connects your investigators to a network of 25,000 reporting businesses throughout the country.

Investigators will instantly access more than 1.5 BILLION transactions from more than 3,000 American cities across all 50 states, with more than 400,000 being added daily.

4. LeadsOnline is the sole source for growth in coverage due to corporate expansion

Not only will you access information from the vast numbers of reporting businesses, but the LeadsOnline network will continue to grow as major corporations such as Best Buy, ecoATM, Pawn America, etc. continue to expand product lines and open new businesses across America.

5. LeadsOnline is the sole source for instant access to the identity of sellers on eBay and OfferUp

With LeadsOnline, your personnel will simply enter the eBay member name or Offer Up User URL related to stolen property to instantly learn the actual name and other information for this seller. Without LeadsOnline, investigators must contact the company and wait for a response. No other service provider has this capability.

6. LeadsOnline is the sole source for the Real Time Crime system where automated leads generated by an automated feed of case information being cross referenced against the LeadsOnline database

The LeadsOnline Real Time Crime system is the only system capable of running all people, property and other case information from every case of all types against the nationwide LeadsOnline database to provide automated leads to investigators. Further, the LeadsOnline Real Time Crime system is the only system that can automatically identify leads on cases before an investigator is assigned or after the case has been put down. With Real Time Crime you can confidently tell your victims you are on it – because you are!

There is no similar service operating in your jurisdiction or in the surrounding area, and LeadsOnline is the sole source for information of this kind for investigations.

We look forward to serving your community and are available to answer any additional questions you may have.

Sincerely,



Shawna Evans

Executive Assistant

972-331-7748

accounting@leadsonline.com

Oklahoma City OK PD - LeadsOnline Renewal Options



LeadsOnline Start Date 4/1/2014
Sworn Officers 1,030

Friday, February 24, 2023



Advanced Service Level: Let your cases solve themselves

Real Time Crime

Market Rate				Standard Quote		Option 1 (Additional Discount)		Option 2 (Additional Discount)	
Example price adjustmet options (2023 market price for : \$168,813)		Current PowerPlus rates for comparison		Adjust to market in Year 1 [typical process]		Straight-lined annual dollar renewal increase		Gradual percent change (lower initial years)	
Current	4/1/22 - 3/31/23	\$	168,813	\$	56,612	\$	56,612	\$	56,612
Year 1	4/1/23 - 3/31/24	\$	168,813	\$	168,813	\$	97,439	\$	89,274
Year 2	4/1/24 - 3/31/25	\$	180,630	\$	173,877	\$	138,266	\$	131,232
Year 3	4/1/25 - 3/31/26	\$	193,274	\$	179,094	\$	179,094	\$	183,725
Contract Total		3YR: \$542,717		\$521,784		\$414,799		\$404,232	
Discounted vs. Market Rates		-- / --		-\$20,933 / -4%		-\$127,917 / -24%		-\$138,485 / -26%	



Current Service Level: Build your intel with a few clicks

PowerPlus

Market Rate				Standard Quote		Option 1 (Additional Discount)		Option 2 (Additional Discount)	
Example price adjustmet options (2023 market price for : \$113,110)		Current PowerPlus rates for comparison		Adjust to market in Year 1 [typical process]		Straight-lined annual dollar renewal increase		Gradual percent change (lower initial years)	
Current	4/1/22 - 3/31/23	\$	113,110	\$	56,612	\$	56,612	\$	56,612
Year 1	4/1/23 - 3/31/24	\$	113,110	\$	113,110	\$	77,741	\$	69,289
Year 2	4/1/24 - 3/31/25	\$	121,028	\$	116,503	\$	98,870	\$	91,462
Year 3	4/1/25 - 3/31/26	\$	129,500	\$	119,998	\$	119,998	\$	125,303
Contract Total		3YR: \$363,637		\$349,612		\$296,609		\$286,054	
Discounted vs. Market Rates		-- / --		-\$14,026 / -4%		-\$67,029 / -18%		-\$77,583 / -21%	

Other options open for discussion:

- 1) Different mix of renewal pricing rates within 3-year period, still arriving at market rate/contract
- 2) Prorating contracts to align timing of renewals with budgets / funding
- 3) 5-year renewal option period