

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: December 11, 2025

PREPARED BY: Carlos Acoeda, Business Enterprise Systems Administrator
Jenavieve Alvarez, Management Aide
Clayton von Helf, Information Systems Manager

SUBJECT: APPROVE PURCHASE AND IMPLEMENTATION OF CLARITI BUSINESS
LICENSE SOFTWARE SYSTEM

RECOMMENDATION:

1. Approve and authorize the City Manager to finalize and execute an agreement with Speridian, LLC, for Clariti Business Licensing System implementation costs of \$205,820, plus 10% contingency.
2. Approve and authorize the City Manager to finalize an agreement with Park Consulting Group for consulting services and project management for a 3-month term in the amount of \$49,500, plus 10% contingency.
3. Authorize the City Manager to review and approve contract amendments and change orders up to contingency amounts, for unforeseen circumstances associated with each agreement, per Section 3.30.170 of the Palm Desert Municipal Code.
4. Authorize City Attorney to make necessary non-monetary changes to any of the agreements and authorize City Manager to execute any documents necessary to facilitate the contract award and implementation of the Clariti Business Licensing Software System.

BACKGROUND/ANALYSIS:

In January 2024, the City initiated the project to replace its Land Management System, Trakit, with the Clariti Land Management Solution. In October 2025, the new Clariti system successfully went live. Clariti is a cloud-based solution that uses the Salesforces Customer Relationship Management (CRM) platform. The configuration of the public portal enables the streamlined delivery of many permitting services through a combination of smart workflow configurations and automation of routine tasks. This implementation increases our internal and external transparency, customer service capabilities, and the accuracy of our information.

During the January 9, 2025, study session, staff recommended and requested feedback from City Council on bringing business licensing functions back in-house and establishing an annual fixed date for Business Licensing Renewals. The City Council gave direction to move forward with this recommendation. The Clariti Business Licensing Module was included in this year's budget request, and Staff is now requesting approval of the related services necessary to kick off the implementation.

A Business Licensing System digitally manages all business licenses under the jurisdiction of the City. The system provides an efficient and centralized way to process applications, renewals,

and payments while maintaining accurate records and compliance tracking for all licensed businesses.

Currently, the City's business licensing process is administered through HDL Coren & Cone (HDL), a private company that provides online application and renewal services, customer support, and payment processing. While HDL has provided a stable platform, the City's reliance on an external vendor limits customizations, flexibility, reporting capabilities, and integration with other systems. Additionally, any inquiries or adjustments must go through HDL's service team, which often results in delays.

Benefits of a Business Licensing Software System

The Clariti Community Development Software digitally manages the business licensing process by streamlining applications, payments, and communications with a single, user-friendly interface. Implementing an in-house business licensing module through Clariti will allow the City to consolidate licensing operations within the same platform used for permitting and other functions.

Upgrading to an in-house business licensing system will:

- **Improve customer service** by providing a modern, self-service online portal where businesses can apply for, renew, and pay for licenses without manual processing or third-party involvement.
- **Streamline internal processes** by automating workflows.
- **Enhance reporting and data analysis** capabilities by offering real-time access to licensing data and reports.
- **Increase system integration** by connecting licensing with the City's permitting system.
- **Reduce dependency on third-party vendors**, allowing City staff to make direct adjustments and maintain control over timelines and functionality.

Staff is proposing to enter into a contract with Speridian, LLC, and Park Consulting Group for the implementation and support of the Clariti Business Licensing System.

Timeline

The timeline for this implementation is expected to be approximately 5 months, with the kickoff scheduled to begin in January 2026 and the go-live date set for May 2026.

Throughout the entire project, staff will communicate regularly with businesses to ensure they are informed, prepared, and supported during the transition to the new Business Licensing system. Outreach will include website updates, email notifications, mailers, and guides for using the new Clariti Business Licensing Portal.

FINANCIAL IMPACT:

Funding for this contract has been included in the Fiscal Year 2025-26 budget under Account No. 1104190-4390000. Therefore, there is no additional impact on the City's General Fund.

City of Palm Desert
Implementation of Clariti Business Licensing System

There are no additional operational software costs for the Clariti Business Licensing module. The city is currently under a four-year software agreement with Clariti, which is paid annually and includes a 5% annual increase (as shown below). This will be part of the City's annual software costs. We are currently in the third year of the contract, and the renewal of the software at the 4-year mark will be subject to City Council approval in 2027.

	Year One	Year Two	Year Three	Year Four	Four Year Total
Annual Software Costs	\$299,075	\$303,529	\$318,705	\$334,640	\$1,255,949
Annual Support/Maint		\$50,625	\$67,500	\$67,500	\$1,255,949
Totals	\$299,074	\$354,154	\$386,205	\$402,140	\$2,511,898

ATTACHMENTS:

1. Speridian Implementation Contract
2. Speridian Implementation Proposal
3. Park Consulting Group Contract
4. Park Consulting Group Proposal