

Agenda Report

July 23, 2012

TO: Honorable Mayor and City Council
FROM: Department of Transportation
SUBJECT: AUTHORIZE THE PURCHASE OF A MOBILE LICENSE PLATE READING SYSTEM FROM SENTRY CONTROL SYSTEMS, INC.

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is exempt from review pursuant to the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the City Manager to enter into a contract with Sentry Control Systems, Inc. for the purchase of a Genetec mobile license plate reading system in an amount not to exceed \$90,000.

EXECUTIVE SUMMARY:

For the past six years, the City of Pasadena has used two Genetec mobile license plate readers (LPRs) installed on City vehicles for parking enforcement in time zoned areas. Two new Genetec LPR units are needed as the two existing LPR units are no longer operational and their technology is no longer supported.

BACKGROUND:

The City has an estimated 13,000 non-metered time zoned parking spaces on-street. The City owns four surface lots with approximately 900 spaces and over 300 monthly parkers. Last year the City issued approximately 13,700 annual permits, 289,000 temporary permits, and 16,150 preferential parking permits. The LPR is an important tool for parking enforcement officers to patrol these spaces.

In time zoned areas, as the parking enforcement vehicle drives along an assigned route, the LPRs take a picture of the license plates of vehicles passed. An onboard computer reads the license plate and tags the image with a GPS location. When the parking enforcement vehicle returns after the posted time restrictions have expired, license plates are again read, GPS tagged, and compared with the previous images. If

there is a GPS and license plate match the computer prompts the parking enforcement officer to issue a citation for overtime parking. With the new LPRs, a picture and GPS information are attached to the citation along with the times that the vehicle was tagged. Prior to the acquisition of these LPRs, vehicle tagging was done manually with chalk or handheld devices. The LPRs make the process more efficient and allow parking enforcement officers to cover more area during their shifts.

The City currently issues paper permits for surface lot monthly parking permits, annual parking permits, temporary parking permits, and preferential parking permits. The City is moving forward with converting these permits from paper to a virtual permit system. The LPR will be used to identify permit holders by license plate rather than requiring the officers to verify the presence of a physical permit by getting out of their vehicle.

The LPR makes enforcement of time zones and permits more efficient and frees up time for the officers to enforce more area during their shifts. Parking enforcement is important to parking turnover, traffic flow, safety and quality of life in Pasadena for residents and visitors.

Sentry Control Systems, Inc. and Genetec have agreed to give the City a credit of \$30,000 for the trade in of the two existing LPRs towards purchase of two new LPRs. The new LPRs will allow for updating Parking Enforcement's time zone enforcement (allowing residents to park more than once per day per block) by virtue of advanced GPS technology that allows for more exact positioning than with prior LPRs. The new LPRs will also serve the needs of the Public Works Department in its street sweeping pilot program.

Sentry Control Systems, Inc. is the only southern California authorized dealer for Genetec.

COUNCIL POLICY CONSIDERATION:

This contract with Sentry promotes the City Council's three year goal of maintaining fiscal responsibility and stability by providing more efficient parking enforcement and allowing parking enforcement officers to patrol a greater area of the City during their shifts to ensure meter payments, vehicle turnover, and adherence to parking rules and regulations.

ENVIRONMENTAL ANALYSIS:

This purchase order with Sentry Control Systems, Inc. is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment. The proposed action will not result in any new development or physical changes.

FISCAL IMPACT:

The cost of this contract will be \$89,838 which includes a \$30,000 salvage credit for the return of two non-operational units and a five year maintenance agreement for both new LPR units. Funding for this action will be addressed by the utilization of existing budgeted appropriations in accounts 8505-101-774100 (Parking Enforcement), 8505-232-774313 (South Lake Parking Meter Operations), 8505-213-774310 (Old Pasadena Parking Meter Operations), 8505-214-774311 (Civic Center Parking Meter Operations), 8505-229-774400 (Civic Center Parking Meter Operations) and 8505-407-774500 (Old Pasadena Parking Structures). It is anticipated that the entire amount will be spent during fiscal year 2013. This fiscal impact includes.

The following table presents a summary of the sources of funds that will be used.

8505-101-774100	\$ 27,849
8505-232-774313	\$ 11,679
8505-213-774310	\$ 11,679
8505-214-774311	\$ 17,069
8505-229-774400	\$ 10,781
8505-407-774500	\$ 10,781
TOTAL FISCAL IMPACT	\$ 89,838

Respectfully submitted,

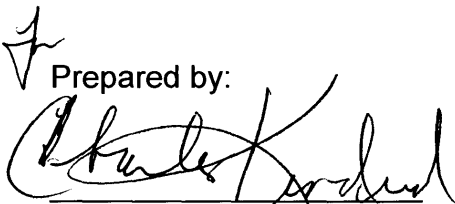


FREDERICK C. DOCK

Director

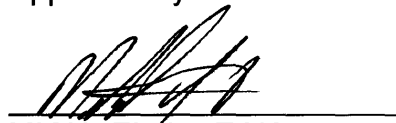
Department of Transportation

Prepared by:



Michael Woolson
Management Analyst

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: Sentry Control Systems, Inc.


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

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

Frank Flanagan, Chairman
Tim Flanagan, President + CEO
Lisa Flanagan, CFO
Lynn Flanagan, Secretary / Treasurer

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

Frank Flanagan	50%
Tim Flanagan	50%

Prepared by: Celia Fanning 
Title: VP of Finance / Controller
Phone: 800-246-6662
Date: 6/27/12