

# Agenda Report

October 22, 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);
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 \$80,000. The proposed purchase is exempt from competitive bidding pursuant to City Charter section 1002(H), contracts with other governmental entities or their contractors for labor, material, supplies or services.
3. Grant the proposed contract an exemption from the competitive selection process of the Competitive Bidding and Purchasing Ordinance pursuant to Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's best interest are served.
4. Recognize that a public purpose is served by exempting the proposed transfer from the provisions of the Surplus Equipment and Goods Ordinance. P.M.C. 4.04, pursuant to section 4.04.080.

## **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. The vendor has offered to credit the city \$30,000 (\$15,000, for each of our existing units).

**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.

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, and has agreed to extend the US General Services Administration (GSA) Schedule 70 pricing (GSA Contract # GS-35F-0284U). The GSA schedule 70 is based on The Local Preparedness Acquisition Act, signed June 26, 2008, and authorizes state and local governments' access to information technology software and items offered through GSA Schedule 70. Schedule 70 is a long-term contract issued by the GSA to a commercial technology vendor. Award of a Schedule contract signifies that the GSA

has determined that the vendor's pricing is fair and reasonable and the vendor is in compliance with all applicable laws and regulations.

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. Acceptance of this credit would be in the city's best interest for a number of reasons. Currently the existing units are inoperable and obsolete. The cost to repair these exceeds the credit that has been offered, thus, the equipment is no longer supported. Based on our knowledge of the industry, we feel the credit offered is a fair price and in the city's best interest to accept. The alternative of selling the equipment on the open market will not result in achieving a higher dollar amount. Additionally, the offered credit further supports the City Council goal of maintaining fiscal responsibility.

**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:**

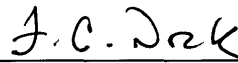
The cost of this contract will be \$79,780, which includes a \$30,000 salvage credit for the return of two non-operational units and a five year maintenance agreement for both new LPR units. Funding for this action will be addressed by the utilization of existing budgeted appropriations in accounts 8505-101-774100 (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. There are no additional implementation costs. Implementation costs are accounted for in the T2 parking Management system implementation. This fiscal impact includes.

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

8505-101-774100	\$ 22,849
8505-232-774313	\$ 11,679
8505-213-774310	\$ 11,679
8505-214-774311	\$ 12,069
8505-229-774400	\$ 10,723
8505-407-774500	\$ 10,781
<b>TOTAL FISCAL IMPACT</b>	<b>\$ 79,780</b>

Respectfully submitted,



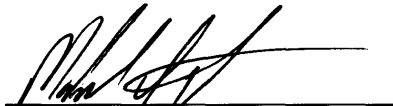
FREDERICK C. DOCK  
Director  
Department of Transportation

Prepared by:



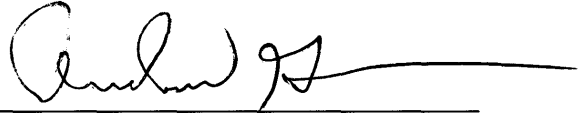
Charles Kindred  
Parking Manager

Approved by:



MICHAEL J. BECK  
City Manager

Concurrence:



Andrew Green  
Director of Finance

**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: 10/4/12