

Agenda Report

April 20, 2020

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH DATA TICKET, INC. FOR A PARKING CITATION AND PERMIT MANAGEMENT SYSTEM (PCPMS)

RECOMMENDATION:

It is recommended that the City Council:

1. Find that this action is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3), the General Rule that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the City Manager to enter into a contract, as a result of a competitive selection process pursuant to Pasadena Municipal Code Section 4.08.047, with Data Ticket, Inc. for a parking citation and permit management system for a total amount not to exceed \$1,576,665, which includes the option for two one-year extension periods subject to the approval of the City Manager.

BACKGROUND:

The City of Pasadena's Department of Transportation (DOT) Parking Division oversees nine (9) parking garages with 6,175 spaces, three (3) surface lots that contain 967 spaces, and an on-street parking system that includes approximately 1,250 metered spaces and 13,000 non-metered parking spaces. Additionally, the Parking Division is responsible for parking enforcement activities that include enforcement of metered parking, time limited parking spaces, and for the City's overnight parking restrictions. The Parking Division oversees annual revenues of approximately \$26.5 million.

The Departments of Transportation, Finance, and Information Technology have worked together in identifying a Parking Citation and Permit Management System (PCPMS) that will allow the City to:

- Improve online offerings and improve customer service to residents and guests;

- Automate numerous processes, including delinquent citation collections, and DMV hold application and removals;
- Integrate the PCPMS with the Tyler Munis system to better track revenues and eliminate double entry of data;
- Take advantage of lower cost options for mailing, printing, payment processing and basic customer service inquiries;
- Free up staff time to focus on a consistent backlog of citation appeal reviews and to implement recommendations for recent audits and the upcoming Parking Strategic Plan; and
- Leverage License Plate Recognition (LPR) technology to improve enforcement efficiencies and reduce hours necessary for contracted parking enforcement services.

Competitive Selection

DOT prepared a Request for Proposals (RFP) for the subject project. The RFP was released on August 13, 2019 with a due date of November 13, 2019.

Six proposals were received from the following vendors. The table below provides the average total score received by each of the six companies:

Company	Scores
Data Ticket, Inc.; Irvine, CA	87.3
Conduent State & Local Solutions, Inc.; Germantown, MD	73.0
T2 Systems, Inc.; Indianapolis, IN	59.0
Passport Labs, Inc.; Charlotte, NC	58.0
INET, Inc. (dba iParq); San Diego, CA	41.7
IPS Group, Inc.; San Diego, CA	38.3

The proposals were reviewed and evaluated by a committee of representatives from the City's Departments of Information Technology, Finance, and Transportation, and from the City of Glendale. The committee used the following criteria for evaluation, as was provided as part of the RFP:

Criteria	Weight
Proposed Solution	35%
Experience	35%
Cost Proposal	20%
Local Pasadena Business Preference	5%
Small and Micro-Business Preference	5%
Total	100%

The proposal by Data Ticket, Inc. was rated highest on the basis of their comprehensive proposed solution, their extensive experience with similar projects in the State of California, their real time DMV integration and the overall value of their proposal with consideration given to their cost proposal in comparison with the other proposals.

Data Ticket, Inc. will provide a web-based Parking Citation and Permit Management System with a real-time DMV integration. Additionally, Data Ticket, Inc. will provide 6 electric vehicles outfitted with LPR systems to replace the gas powered vehicles currently in use by DOT. Data Ticket, Inc., will also provide handheld citation issuance devices for use by DOT. The PCPMS will integrate permit, citation, and DMV payment information and share that data with officers in the field to maximize efficiency and minimize citations issued in error.

The City has contracted with Data Ticket, Inc. for delinquent parking citation collections since June of 2010. Data Ticket, Inc. provides similar services to the City of Long Beach, the City of Santa Ana, and the City of Seal Beach. They also work with the Cities of Alhambra, Baldwin Park, Claremont, Duarte, Pomona and Riverside, and Orange County. They are a woman-owned, California certified Disadvantaged Business Enterprise Program and a California Certified Small Business.

COUNCIL POLICY CONSIDERATION:

This project is consistent with the City Council's goal to improve, maintain, and enhance public facilities and infrastructure. It also supports and promotes the quality of life and the local economy.

ENVIRONMENTAL ANALYSIS:

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The contract with Data Ticket, Inc. will not result in any significant effect on the environment.

FISCAL IMPACT:

The total cost of this action is \$1,576,665 for the five year term, which includes \$1,371,013 for the base scope of services and \$205,652 (15%) for contingency. Funding for the contract will primarily use appropriated General Fund, and On-Street and Off-Street Parking funds.

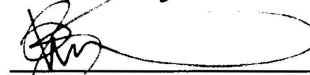
Implementation of the new PCPMS will require approximately six (6) months from contract execution, with first year contract costs that include the purchase of new handheld ticket writing units, setup of software to meet City needs, procurement of vehicles and LPR systems, and customization of the web portal that customers will be able to use to pay for and appeal parking citations and purchase parking permits.

Some operational expenses in the FY21 Transportation Department budget (printing, postage, field staff cell phones) will offset the initial costs that are now included in the contract with Data Ticket Inc. Any additional needed appropriations will be submitted as a Budget Amendment in FY 2021.

Year One	Year Two	Year Three	Year Four	Year Five
\$380,701.00	\$265,326.00	\$240,126.00	\$229,830.00	\$255,030.00

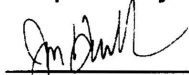
Following implementation, the contract covers annual fees for ongoing use of the Data Ticket, Inc. software, for the leasing of equipment and vehicles, and for extended warranty of LPR hardware.

Respectfully submitted,




LAURA CORNEJO
Director
Department of Transportation

Prepared by:



JON HAMBLÉN
Parking Manager

Approved by:



STEVE MERMELL
City Manager

Attachment: (1)

Attachment A – Parking Strategic Plan Evaluation Sheet